

**PAGES
MISSING**

"ARE WE DOWN-HEARTED?—CERTAINLY NOT" NUMBER

CANADIAN GROCER

Vol. XXX

Only Weekly Grocery Paper Published in Canada

No. 32

THE MACLEAN PUBLISHING COMPANY, LIMITED

PUBLICATION OFFICE, TORONTO, AUGUST 6, 1915

AUG.
FOURTH
1914

AUG.
FOURTH
1915

St. Lawrence Sugar

has stood the test in peace and war

and has proven itself the 100 per cent. pure cane sugar, backed by unparalleled service to the retailer and his patrons.

St. Lawrence Sugar is made in Canada's finest and most up-to-the-minute refineries—(the result of years of service to the trade), by Canadian workmen, with Canadian capital, for Canadian people. It's

purely Canadian and of a quality that is a guarantee to the good housewife of perfect preserving results.

St. Lawrence Sugar is made in three distinct sizes of grain, all the same high quality. This insures the satisfying of every customer, no matter what her preference may be.

Supply your trade with the sugar that has stood the test of peace and war.

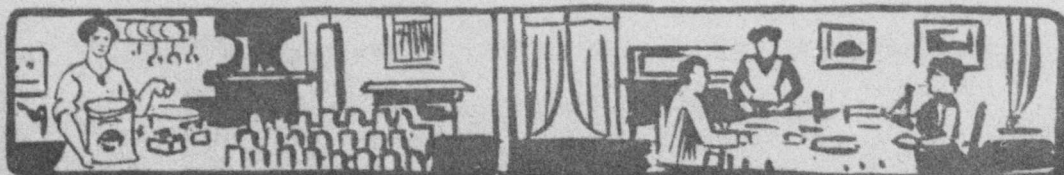
St. Lawrence Sugar Refineries, Limited

(Canada's Finest Sugar Refinery)

MONTREAL

(Canadian Firm, Canadian Capital)

AUG.
FOURTH
1914



AUG.
FOURTH
1915

That good old winter smoke

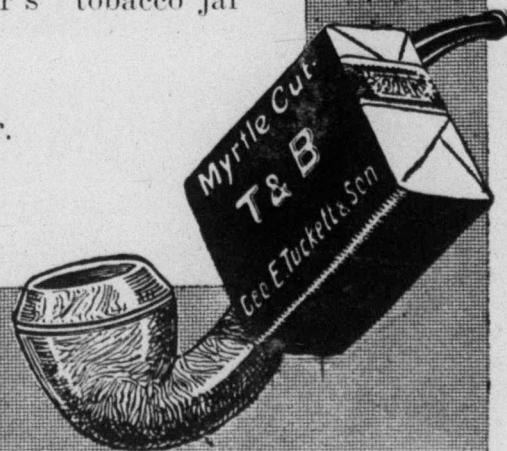
when dad drops into his cosy arm-chair and sticks his feet up on a high level, is made a pleasant reality when the good old pipe is filled with **T and B Myrtle Cut**.

Have you catered to the family man's tobacco needs by suggesting that the good housewife keep "Father's" tobacco jar filled for him?

This trade is worth while—go after it.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited
HAMILTON, ONT.



The Original Coal Tar Soap Recommended by the
Medical Profession

WRIGHT'S COAL TAR SOAP

The Soap which has received the highest commendation from the British Medical Press for the last 50 years.



Do not confuse "Wright's" with black pine tar. Wright's Coal Tar Soap is a delightful saffron-colored product.

WRIGHT'S COAL TAR SOAP

Stimulates and cleanses the skin—safeguards the health against infection. Unsurpassed as a

NURSERY AND TOILET SOAP

Manufactured by

WRIGHT, LAYMAN & UMNEY, LIMITED, LONDON, ENGLAND

Canadian Agents:

HAROLD F. RITCHIE & CO., LIMITED, 10-12-14 McCaul St., TORONTO

We have never heard of a grocer
who regretted handling

Chase & Sanborn's Coffee

But we have heard of a good
many who regretted not handling
them sooner.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES.

HERE ARE A FEW OF

McVitie & Price's BISCUITS

established favourites from the Old Country, which
every grocer should stock:

DIGESTIVE.	"The Premier Biscuit of Britain." Finest wholemeal.
SCOTTISH ABERNETHY.	The Scottish favourite.
ACADEMY CREAMS.	Rich cream-filled short- bread biscuit.
CREAMY CHOCOLATE.	Chocolate biscuit filled with cream.
OSBORNE.	The standard Old Country biscuit, delightful flavour.
RICH TEA.	Popular Scottish tea bis- cuit.
SMALL PETIT BEURRE.	Fine butter flavour.
BELGIUM.	Rich shortcake.
BUNTY CREAMS.	Butterfly shape, cream sandwich, almond flavour.
BUTTERETTE.	Light short-eating cracker.
ROYAL SCOT.	Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary,
Edmonton, Lethbridge, Vancouver and Victoria.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Othwaite, 10 Vaudreuil St., Montreal

Cleave's

CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article,
showing an excellent profit and giving
increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

MONTREAL—F. Davy & Co., 6 St. Sacrament St.

TORONTO Mason's Ltd., 25 Melinda St.

WINNIPEG—Hambliu & Brereton, Ltd., 149 Notre Dame Ave. E.

VANCOUVER—Hambliu & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Judge "Le Calice" by what it has done



By the immense popularity this quality soap has met with in every locality—

By the willing hold it has on new and regular trade—

By the praise it brings from even the hard-to-please—

By the confidence you can have in continued steady business—

Judge Le Calice Castile Soap by what it has done for others and what it can easily accomplish for you.

Shouldn't Le Calice have a prominent place in your stock? Get your jobber to ship you Le Calice to-day.

AGENTS:

Martin & Robinson
Vancouver

Arthur P. Tippet & Co.
Montreal

Tees & Persse
Winnipeg



Quality that Builds Steady Trade

The standing you hold with your customers is no firmer nor certain than the quality of the goods you sell them.

The quality and convenience of Borden Milk Products (either the Milk, Cream, Coffee or Cocoa) produces a friendly feeling between you and your trade conducive to good buying and bigger profits.

The very nature of the present season, with its picnics, camping parties and outing trips makes it well worth your while to exercise every effort to secure the extra sales such a season produces.

Get up an attractive, impressive display of Borden Milk Products to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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

SUN-KIST

RAISIN TALKS

Years of fruit
packing experience
have made SUN-KIST possible



Raisins— the SUN-KIST Kind

Your customers will use more raisins if they can get the SUN-KIST Kind.

There's no use ignoring the fact, good raisins will sell like hot cakes and build up trade—poor raisins will drive customers away.

SUN-KIST Raisins have an individuality of their own—not only in *the way they sell* but in the satisfaction they give.

The SUN-KIST Kind are the best of Fresno County's raisins. Packed by people who own the SUN-KIST Brand and control and guard its quality.

They are not packed or controlled by any association or combination of growers or packers.

SUN-KIST Raisins—whether *seeded or seedless*—will make friends and customers—

They are the kind you want.

Packed—and backed—by 50 years' experience.

Wholesale Distributors In Every
Territory—Ask Them

PLACE YOUR FALL ORDER NOW

SUN-KIST

Canned Fruits
Canned Vegetables
Dried Fruits and Raisins

Make Your Store a SUN-KIST Store

Every Grocery List Should End Up With a Package of Dr. Cassell's Tablets



In nearly every home in Canada there is a case of "nerves" which could be corrected by the timely use of Dr. Cassell's Tablets. You get nine chances to the druggist's one to sell them to your customers, so why not cash-in on your advantage by keeping a natty display on a counter or show-case, and by calling attention to the efficiency of this famous and proven "Old English Remedy"?

We're spending \$60,000 in consumer advertising to help the dealers of Canada to create a demand and to reap the splendid profit of 50% on a big annual turnover. Now is your time to go after this business.

Send trial order.

Dr. Cassell's Medicine Co., Limited
MANCHESTER, ENG.

Agents for Canada: Harold F. Ritchie Co., Limited
10-14 McCaul St. Toronto



I SAY!

The Same Terms for all Retailers

There are no "cut prices"—no special discounts—no secret rebates to dealers on "Windsor" or "Regal" Salt.

Every Retail Grocer pays his jobber what all the others pay—and they buy only through the jobbers.

The price and the quality are guaranteed and upheld.

It is this strict adherence to quality which has built up the enormous demand for "WINDSOR" AND "REGAL" TABLE Salts. Practically everybody in Canada uses them. For the sake of some "cut price" (which may not be as much as the discount allowed a competitor) a Grocer has got to overcome the universal preference for "WINDSOR" AND "REGAL."

Can you do it—can you afford to try to do it—is it worth while—isn't it easier and more profitable to handle standard, reliable, one-price brands like

"WINDSOR" AND "REGAL" SALT

The Canadian Salt Co., Limited, Windsor, Ont.

Tell your wholesaler you
must have

DA COSTA & CO.'S EXTRA FANCY BARBADOS MOLASSES

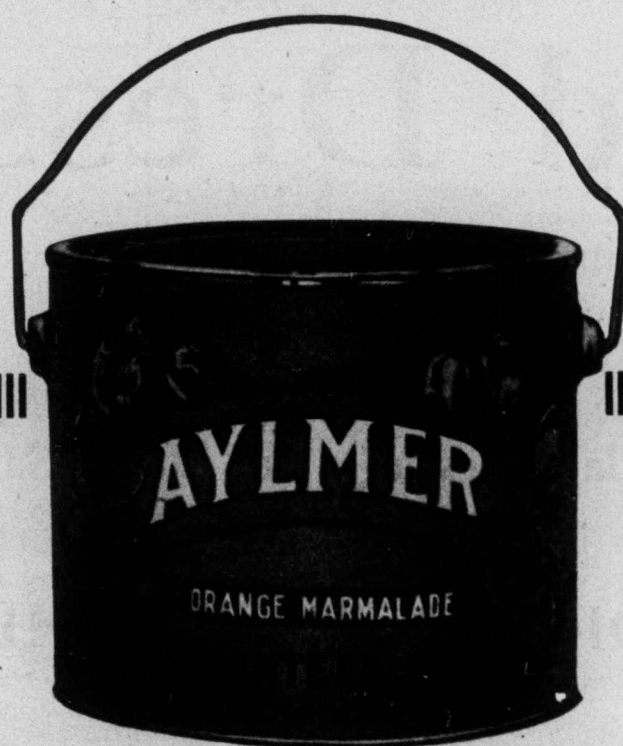
This year Molasses will be high in price, and it is all the more important that you should buy the brand which you **know** will be satisfactory, both to you and your customers. The price is no higher than for other brands.

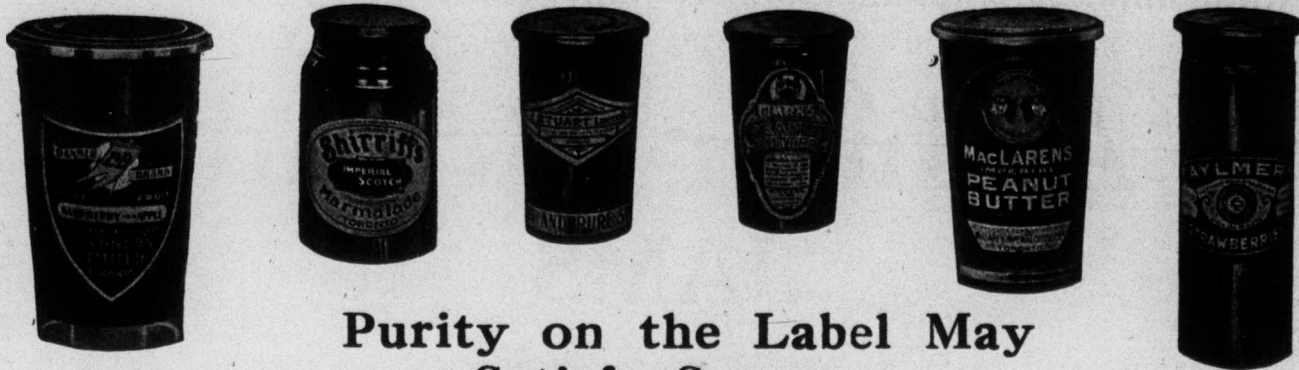
INSIST UPON HAVING DA COSTA'S

“Aylmer Brand” JAMS

Get the trade every time. They bring to your customers only the choicest of Canada's best fruits fresh from the orchards. And this quality, this freshness and fine flavor is improved rather than lost with the “Aylmer” method of preserving. Now is the time to stock up BIG, especially when camping, outing and picnic parties are on the lookout for just such delicious preserves as “Aylmer Brand.” If you want to thoroughly satisfy your customers and get a grip on the big summer trade, ask your jobber to stock you with “Aylmer Brand” at once.

Dominion Cannery, Limited
HAMILTON, ONTARIO





**Purity on the Label May
Satisfy Some—**

Purity in appearance may attract many others. But Purity that proves itself after the purchase is made is the only kind that gives positive assurance of steadily increasing sales.

The presence of Anchor Caps, with their absolutely air-tight seals, not only carries the conviction of absolute purity of the goods, but secures the natural goodness and original flavor the manufacturer put into them in making. Anchor Caps help you sell more bottled goods more easily, and give the assurance of continued good sales.

Your jobber can get Anchor Caps for you on any goods you are handling or would like to handle. Insist to-day upon having them.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA

Royal Salad Dressing

Business is good with us.

It should be good with you.

Talk good times. Think good times.

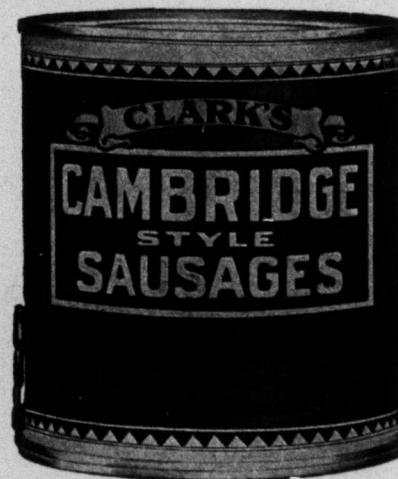
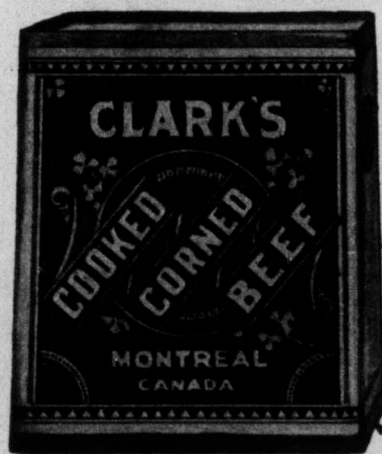
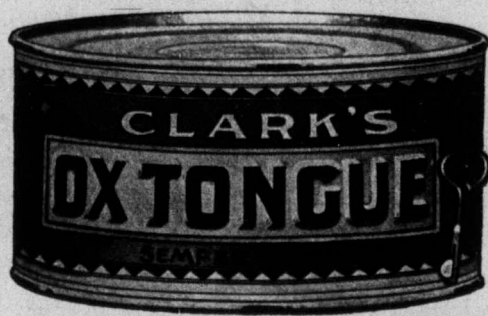
Talk Royal Salad Dressing. Sell Royal Salad Dressing.

Made in Canada for Canadian trade.

THE HORTON-CATO MFG. CO.,

WINDSOR, ONT.

CLARK'S MADE-IN-CANADA PURE FOODS ARE YOUR BEST SELLERS



W. CLARK, LIMITED, MONTREAL

The
**"NUGGET"
 BROOM**

Fills a Long-Felt Want

because it is a **good light broom.**

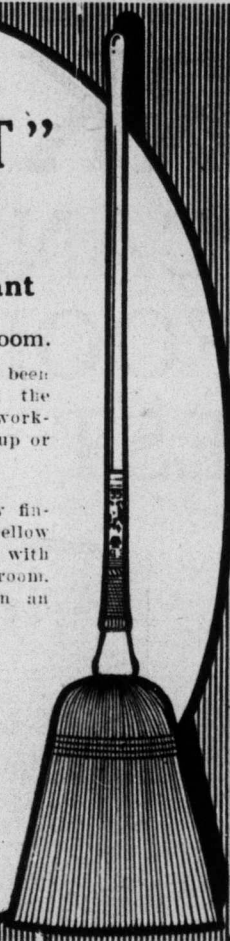
Heretofore light brooms have only been made in the cheaper grades, but the "NUGGET" is of the best corn and workmanship and guaranteed not to turn up or fall out in use.

Then, too, consider the handsomely finished, golden-yellow handle, with yellow velvet trimmings—you may not sweep with the handle but it helps to sell the broom. Each broom is trade-marked and in an individual wrapper.

For prices, etc., write

**Stevens - Hepner
 Company, Limited
 Port Elgin, - Ontario**

*The "Nugget" broom is
 only one of the famous
 Keystone Brand
 Brooms and
 Brushes.*

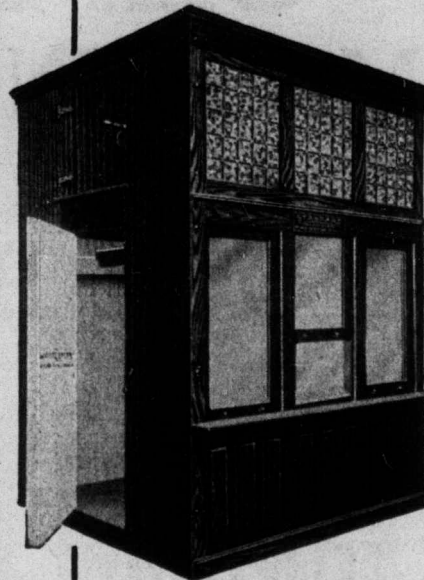


**Freeman's Improved Standard
 Cold Dry Air Refrigerator**

MADE IN CANADA

for

**Butchers
 Grocers
 Creameries
 Householders
 Restaurants
 Hospitals
 and all
 Institutions**



SATISFACTION GUARANTEED
 Send for Catalogue, Price List and Discounts

The W. A. Freeman Co., Limited
 Hamilton Ontario

COIN PURSES

(Our new penny piece)

**NIGHT STICKS
 WHISTLES
 FLEXIBLE STICKS
 CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
 Druggist and Confectioner

MADE IN CANADA

National Licorice Company
 MONTREAL

When you sell

**HEINZ
 57**

VARIETIES
 PURE FOOD PRODUCTS

You give your customers—
 Goods Made in Canada—
 from Canadian Materials—
 by Canadian Employes.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

You can sell

OCEAN BLUE to a customer a second time
—she wants it always after trying it once.

A first sale is a string tied to future business
—profitable business too!

That is why to-day's sales of

OCEAN BLUE

are larger than ever.

Order from your Wholesaler.

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

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



"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

PACKED BY:

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

Indian Chief Brand CLAMS



Canned the
same day they
are taken from
the clam beds.

Sell your cus-
tomer a can and
advise her to
make a

**CLAM
CHOWDER.**

It can be pre-
pared in a few

minutes and is really delicious.

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

AGENTS:

Montreal, R. B. Hall & Son. Ottawa, William Forbes. Quebec,
A. Francois Turcotte. Winnipeg, George Adam & Co. Toronto
and Hamilton, Walter S. Bayley. Edmonton, D. J. McLeod
& Co. Vancouver, H. C. Janion.



Right—Always right

It has never been anything else since we first
turned out the goods in 1846. Its absolute purity,
full strength and reliability make it always in
demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such
you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers

LIMITED

MONTREAL

How a Toronto Singer Escaped from Germany

“English Colonials to be Interned”

When Lissant Beardmore, Toronto, grand opera singer, saw that notice tucked away in an obscure corner of a German newspaper, which he was reading in his home in Berlin, he decided to break the surveillance under which he had been kept since the outbreak of the war and get out of Germany.

It was toward the end of January, and the grip of Winter was on the land. Nevertheless, he started out on a dash for freedom towards the Swiss frontier. His travels through the snow-bound, official-ridden country occupied seven days, and took him first over the Austrian frontier and then into Switzerland. How he evaded the sentries, how he was captured once and lodged in an hotel, from which he escaped disguised as a peasant, makes a story of thrilling interest. Mr. Beardmore tells it himself in the August issue of

MacLean's Magazine

The story has a double interest, as it gives an insight into conditions in Germany.

You can get this story in

AUGUST MACLEAN'S

TWO DOLLARS A YEAR

The MacLean Publishing Company, Limited
143-153 UNIVERSITY AVENUE - TORONTO, ONTARIO

The Grand Prize

AT THE
PANAMA-PACIFIC
EXPOSITION San Francisco 1915



Registered
Trade-Mark

HAS BEEN AWARDED TO

**Walter
Baker &
Co., Limited**

for the superiority
and excellence of
their

**Cocoa and Chocolate
Preparations**

55 Highest Awards at the Leading Fairs and Expositions in Europe and America.

Walter Baker & Co. Limited

Established 1780
Montreal, Can. Dorchester, Mass.

The effect of the Great Conflict

upon business and investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions — and of the best possible business and financial counsel.

THE FINANCIAL POST of CANADA

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its by-mail

INFORMATION BUREAU

which deals with financial or business problems, furnishes a service of unsurpassed value.

Annual Subscription \$3.00 the Year.
Write for a Sample Copy.

THE FINANCIAL POST of CANADA

143-153 University Avenue
TORONTO CANADA

**More Than Ever in a Class
by Itself**

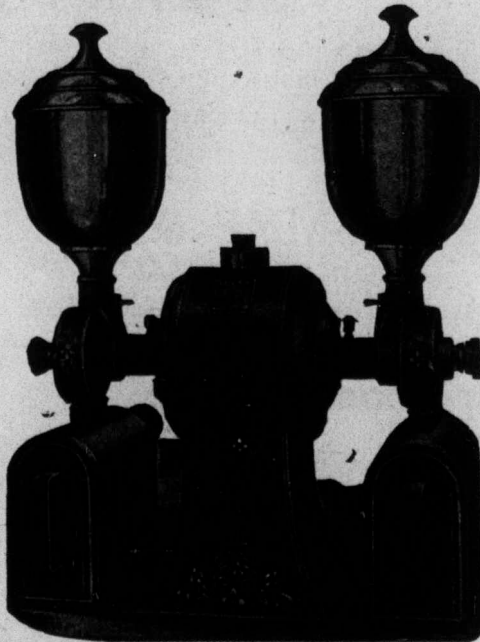
One of our
12 new
models.

Wouldn't
it be a
good idea
then to
look into
the Coles?

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

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



**A harvest time
trim for E.D.S.
Grape Juice**

You know the value of the
association of ideas. Well
here is a simple, practical,
yet effective demonstration
worked out into a window
trim.

Canada is all flushed
up over her crop pros-
pects, which is now
known to be good.

Why not get a sheaf of gold-
en, ripe wheat and stand it
in the centre of your window,
around it arrange a display
of Made-in-Canada cereals,
holiday requisites, etc., and
right in the centre front
make a nice arrangement of
E.D.S. Grape Juice bottles
with a show card worded like
this:



Drink to Canada's Har-
vest with Canada's
Native beverage, E.D.S.
Grape Juice.

Order your August
Supply.

E. D. Smith & Son, Limited
WINONA, ONT.

Agents:

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

**Purity
TABLE
SALT**



Put up in either Sanitary cotton
bags or in our handy, free-running
Sanitary Packages, which keeps the
contents clean and dry and makes
Shaker filling an easy operation.

Purity Salt is made in Canada's
most modern vacuum salt manufac-
turing plant by expert workmen.

Show it in the new pack-
ages. Display them in your
window.



The
WESTERN SALT CO.
LIMITED
COURTRIGHT,
ONT

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

House Phone No. 1807

Travellers' Holidays
1st-14th August

We thank you for business kindly sent to us this week and appreciate your continued support.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



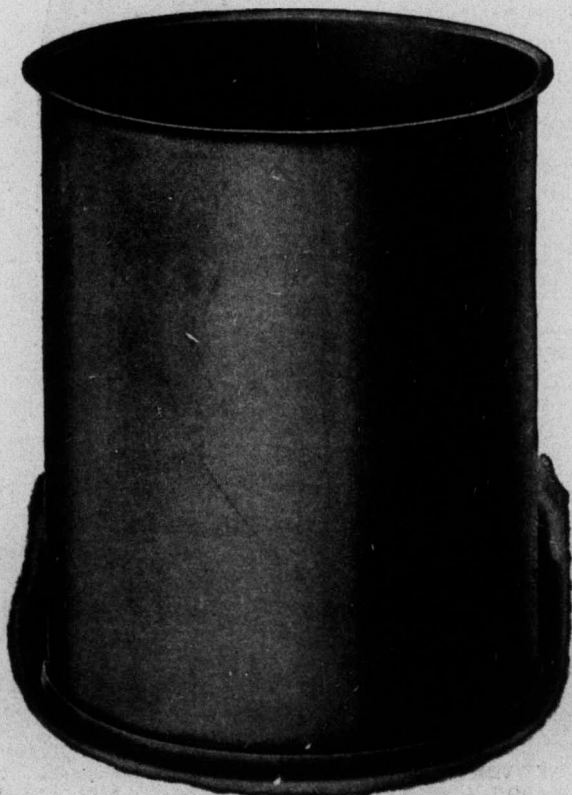
His wife makes such good coffee

She uses Symington's Coffee Essence—her grocer introduced this quick and easy way of making delicious coffee to her. He sells the regular supply to this home, as well as hundreds of others. The customers like it and he makes a good profit. You can get it from your wholesaler.

SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec
—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

THOS. SYMINGTON & CO., Edinburgh and London



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

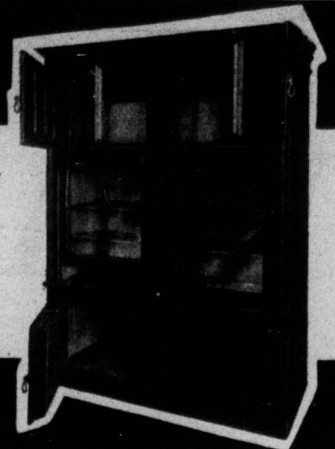
BARE FACTS ABOUT
THE

ARCTIC



Examine the Details

of this famous Canadian-made refrigerator, note the liberal circulation of air, note the dry coldness of the air, which prevents deterioration of the most perishable produce. Then figure how much you'll save in a year on your investment. Write for catalog and prices of various styles.



John Hillock & Co. Limited,
TORONTO

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

NOTE THIS

Mr. Grocer:—The Niagara Fruit Growers are running this bulletin (changed weekly)

FRUIT BULLETIN

The **Lawtonberry** season in the Niagara District is about over. A few excellent **Plums**—Washington, Gage, etc., can now be had. Some good early **Peaches** are ready. Housekeepers should watch for coming important Niagara District Fruit Bulletins.

in 250 newspapers to help you sell fruit. See your customers and rush your orders for Niagara Peninsula grown fruits.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

WAGSTAFFE'S

Strawberry, Raspberry
Black Currant, Gooseberry
Red Currant

1915 Pack Now Ready for Delivery

One of the largest packs in the history
of the concern of 1,500,000 lbs.
of Strawberry Jam alone

Quality is Always in Demand

WAGSTAFFE'S LIMITED

HAMILTON, CANADA

TEA

We are frequently told by elderly people of the days of the Crimean War when tea went to considerably over one dollar a pound. The Greatest War in history has now been raging over one year and we are still quoting certain grades of tea at 10 cents per pound. Is this not a glorious tribute to efficient work done by the British Navy?

The Tea Trade certainly has no reason to be down-hearted.

John Duncan & Co.

Established 1866

MONTREAL

IN THESE TIMES OF STRESS

MAKE THE DOLLARS WORK AT HOME

Every dollar that you send out of the West for merchandise similar to that manufactured in the West, lessens OUR working capital.

Gold Standard

**FOOD
PRODUCTS**

Coffees, Spices, Herbs,
Baking Powder, Ex-
tracts, Jelly Powder,
Icings, Salad Dressings,
Teas, Etc.

"WESTERN-MADE-FOR-WESTERN-TRADE" enables you to carry BETTER merchandise and a smaller stock, thereby increasing YOUR working Capital. Our large modern plant, equipped with every labor-saving device, can supply your wants Quickly, Economically and Satisfactorily.

THE CODVILLE COMPANY, LIMITED

Wholesale Grocers and Manufacturers

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

W. H. Millman & Sons
Wholesale Grocery
Brokers
Toronto, Ontario

Choice, faced peaches, 25's,
on spot at a very low price.

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

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
A Good Agency will receive personal
attention.
Reference : : : Bank of Montreal

WESTERN PROVINCES.

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

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

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

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

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

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
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CANADIAN GROCER



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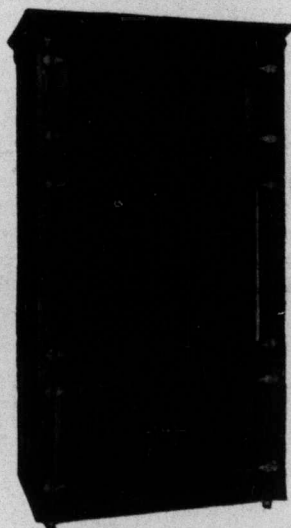
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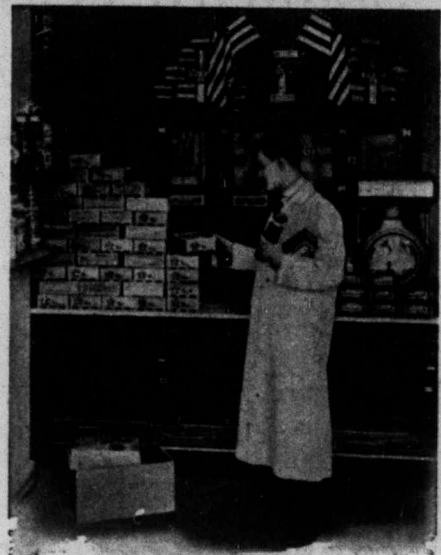
"I'll tell you," says John. "You'll find in every Grocery Store, there's times in the day when you're rushed and also times when you're

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CANADIAN GROCER

VOL. XXIX

TORONTO, AUGUST 6, 1915

No. 32

A Year of War and All's Well

Experiences of the Retail Trade Collected—These Show No Reason Whatever Why We Should Be Downhearted—Business Better Than Anticipated, and With Good Crops Generally Outlook is Bright.

From Interviews With Canadian Grocer Readers.

THE first mile-stone in the Great War has been passed. Great Britain is still mistress of the sea, Paris is yet in the hands of the French, the enemy has not taken Calais, the country of the foe is surrounded by troops of the Allies or by neutral nations in sympathy with them, and the earth is still revolving. A year ago there were all sorts of dark forebodings about the future. Many business men feared trade would be shot to pieces, that foreign supplies would be absolutely cut off, and that during the year that has just ended the greatest depression of the age would have been experienced.

Have these fears been realized? Has the grocery trade suffered any undue casualties? The only answer to these questions is in the negative. While trade may not have reached the high point of 1912 and 1913, yet there are few who will say that it has not been better during a year of war than it would have been had there been no hostilities in Europe. The only way, however, to analyze the exact situation is to get in touch individually with the men who have during the year come face to face with actual business conditions day in and day out—the re-

tailers. During the last couple of weeks, Canadian Grocer has interviewed a large number of grocers and their experiences as set down herewith will prove most illuminating. Read what they say themselves:

John Forsyth, Dartmouth, N.S.—"Our business during the past year has exceeded our expectations at the beginning of August, 1914, when war broke out. Since January 1st of this year, our

business has shown an increase of 8 per cent. over the corresponding period of last year when there was no war. Wholesale collections will bear some improvement, yet during a war like this we have no complaints to offer. Crops in this district are good and the effect of harvesting cannot be other than good. Business and collections in the future appear to present fair prospects. Building is the business most affected and I

think that this is due principally to the fact that lenders of money want an unreasonable margin on their loans."

T. F. Courtney, Halifax, N.S.—"We consider that business during the past year has been considerably better than we expected. So far this year trade has been about the same as the first part of 1914, and in our experience collections have been better than anticipated. Crops are good, but on account of the apple market having been cut off considerably by the war, prices here should be easy during the coming winter. So far as the future is concerned, we consider that much of the careless credit business will be done away with and that there will be a tendency to trade more for cash."

ENCOURAGING REPORTS FROM WEST TO EAST.

CHAS. WOODSIDE, SASKATOON, SASK.—"Our expectations as to business during a war year have come up to expectations and so far in 1915 business is running slightly ahead of the corresponding months of last year. So far as current purchases are concerned collections are good. The crop prospects in this district are excellent and the harvesting of the grain is bound to have an excellent effect on business, although we should not look for permanent improvement until the end of the war."

* * *

J. A. KELLY, LAMBETH, Ont.—"With us business during the past year has been good and has come up to our expectations. So far this year has been the best I have ever had in my business. Collections have been right up to the mark during this year of war but I have looked after them a little closer than I ever did before. The crops are the best we have had in years especially the wheat and oats, and everything looks prosperous in this district for the future."

* * *

WENTZELS LIMITED, HALIFAX, N.S.—"Since the war broke out last August we have never had a better year. This year so far our business shows an increase over the corresponding period of last and collections have been better than expected. The crops are good, hay being extra fine, and this should help carry business along in a normal way and even show an improvement in the autumn. We have certainly felt no pinch yet. Of course we benefit in the Maritime provinces from the varied nature of our resources in times like these, which benefits are not felt to the fullest extent in some other parts of the country. At present we are certainly not fearful as to the future."

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D. F. McLean, Port Hood, N.S.— "Business with us has been just as good as we expected when war broke out. While so far this year the volume may not have been quite so large as last, yet, on the whole it is quite satisfactory and collections are rather better than we anticipated. The crop prospects in this district are good and no doubt will have a beneficial effect on business. The outlook in so far as collections are concerned is promising."

H. H. Stewart, Antigonish, N. S. — "So far this year business has been fully as good as the corresponding period of last year, and during the entire year since the outbreak of the war business with us has been as good as we expected. Collections, in fact, have been somewhat better. Crop prospects are excellent in Eastern Nova Scotia and as prices for farmers' produce are very high, the effect on business must be good. The prospects for the future are splendid, but of course in war time it is not wise to forecast too far into the future."

Elzear Turcotte, Quebec, P.Q.— "We had fears last August when war broke out that did not materialize, and amount of business and net profits have been good as ever. We have had this year so far 7½ per cent. more business than last and profits are expected to be good. Prospects of crop are good. Hay, if not plentiful, is of good quality. Collections could be better."

Andrew Forsyth, Dartmouth, N. S.— "Business with us has been better during the past year than I expected it would be. While our receipts are a little less during the first six months this year, as compared with last, that is accounted for because last year we sold fresh meat, which section of the business was given up in October as we found there was not much money in it. Collections have been just as good as before the war. Crop prospects are good and the future seems to be bright so far as I can see."

A. J. Johnson, Ottawa, Ont. — "In every particular business has been better with us than I anticipated when war broke out. So far this year there has been practically no change in business as compared with the first 7 months of last year, while collections have been much better than anticipated. There is every prospect for good crops and this will naturally stimulate every line of business. People seem to be living in the same way as before the war started, but we may have more or less hard winter unless real bright news comes from the front in the meantime."

Business As Usual for the Future.

James Redden Co., Kingston, Ont.— "We would certainly say that business during the past year has come up to our

expectation at the beginning of it. So far this year our business is practically the same as last, with the exception of the departure of some half dozen families who have gone to England in the meantime. We find collections about the same as usual. The crops which promised well should have an excellent effect both from the standpoint of buyer and seller. We think that business as well as collections will both go on as usual."

T. W. Collins, Ottawa.— "Business has certainly been better than I expected. Since the first of January up to the present time it has been just as good as last year before the war broke out. In my particular case collections have been better than I anticipated they would be. As my business has been up to the mark during the first half of the year, I am satisfied that the worst is over and that prospects for the future are splendid."

White & May Co., Ltd., Ailsa Craig, Ont.— "Trade with us during the first year of war has been ahead of our expectations. We have also experienced a slight increase in trade since Jan. 1st over the corresponding period of last year and collections, too, have been fairly good. The crop prospects in this district are excellent and these are bound to have a good effect. We personally see nothing in future but business as usual."

J. Ford & Co., Brantford.— "With us business has come up to our expectations at the beginning of the war. There is very little difference in our turnover this year as compared with last and while col-

lections may have been a shade off during the 12 months, with bright prospects for a good crop trade should be benefited to some extent at least. If factories here keep running, Brantford will be greatly helped, as this would obviate some of the expected unemployment during the coming winter."

Harkness Bros., Alvinston, Ont.— "I am glad to report that our business has been better during the past year than what I expected it would be when hostilities began in Europe. So far this year sales have averaged more every week than they did last year, and while this may be explained by higher prices, yet there is a great deal of satisfaction in it. While there is always room for improvement in collections, the crops this year will certainly have a tendency to help business along, as our trade is about two-thirds farm. It seems to me that if the war continues for any length of time it is bound to give more labor to people in the large cities and will result in many cases in higher prices. I do not think, however, that it will affect the smaller places of business very much and trade there will go along about the same as usual."

Hazel & Dawson, Hamilton, Ont.— "Business so far this year has been about the same as last. Collections seem sometimes harder to get, but the good crops that will be harvested this year should make conditions much better."

A. G. Bain & Co., Hamilton, Ont.— "Business has come up to our expectations at the beginning of the war in August last. Collections might be better here, but with crops mostly good, except hay, business should be pretty fair this autumn. My advice to the trade in centres like Hamilton, where there are a large number of factories, is that credit should be carefully watched. The volume of our business since the 1st of January this year has been just as great as the corresponding period of last, and although profits may be a little less, collections with us have been satisfactory. From what we can gather, the crop outlook is splendid and prospects for the future are that things will run along in about the same way."

Less Money on the Books.

W. A. Munn, St. Thomas, Ont.— "During the first year of war business with us has been better than we anticipated. Our books show a slight increase so far this year, over the corresponding period of last. Collections are always what the merchant makes them. We have been very careful about credit and have not as much money on our books as a year ago. Crop prospects here are good, and I look for a year as good as last."

G. B. Drake, London, Ont.— "With us business has been much better than we

HEAVY STORM DOES DAMAGE TO CROPS.

Since the accompanying articles which deal partly with the crops in various sections of the country were written, Ontario has been visited by one of the worst storms in its history. A strong east wind accompanied by heavy rain—caused, say weather men, by the junction of three strong winds coming from Florida, California and Hudson Bay—swept over a large portion of the province, and has done considerable damage to standing grains. At the time of going to press it was difficult to say the extent of this and in fact it will not be known for some time. Taken as a whole, however, it is not likely the damage will be very serious and it is safe to say that it will not be as severe as early daily newspaper reports make it.

CANADIAN GROCER

expected during the last 12 months. So far this year we have had a large increase in business and collections have been fair. Crop prospects never looked better and the effect of this must be good. So far as the future is concerned, the only thing I see is that people will be more careful in handling their money and collections should be better."

G. E. Eccleston, London, Ont.—"Our business has been much better than we expected it would be in a year of war. So far we see very little change to the first part of 1914, and collections have been good; in fact, they could not be much better. The crop looks fine and this should have a good general effect on business. If we were in a factory district we might be more worried, but as it is, we are in a residential district and have a good steady trade. This makes the future look normal to us."

G. A. Curtis, Simcoe, Ont.—"With me business has been better during the year than I anticipated it would be when war broke out. While so far this year the total turnover may not be just as good, yet the crops are good and this should have a beneficial effect on business. Collections have been fair."

W. B. Wood, Turriff, Ont.—"So far this year our turnover has shown a slight increase somewhere about 1 $\frac{3}{4}$ % above the corresponding period of 1914. Business since the outbreak of war might have been a little better compared with previous years but collections have been the same as usual. With excellent crop prospects these are bound to be beneficial so far as the retail trade is concerned. During the past two or three years the weather has affected us far more than the war. Light crops in 1914 and 1913 left the district a little unprepared for the war. However, the future looks good with good crops this year."

W. L. Lemon, Harriston, Ont.—"While business might be better in this section of the Province, the crop outlook which is good should have a desirable effect. We have no complaints to make regarding collections which have been as usual during the past year."

Chalmers & Puckering, Shelburne, Ont.—"Business so far this year has been normal, though last year the turnover showed somewhat less than in 1913. We see very little difference in collections this year over any normal year; as the crop prospects were never better in this district, business should be much better in the latter half of the year. We are looking for as good business as we ever had and think that collections will be better than last year. We do not consider that the war is the cause of any decline in business but rather

we attribute it to poor investments in real estate in the Canadian North West and in other parts of the Dominion. We think, perhaps, as soon as farm lands begin to move again out west the majority will be glad to sell and that business would be as good as ever had it not been for these foolish investments."

M. Gleeson, Greenwood, Ont.—"Our business has certainly come up to expectations at the beginning of Aug. 1914 and since the first of this year, trade has been just as good as in normal times. We are glad to report that collections are better if anything. The crop prospects are good and this must certainly help business in the future, the prospects for which I consider are excellent."

E. J. Cody, Embro, Ont.—"So far 1915 has been a normal year with us and the war has had little effect on business. Our expectations as to trade have been met during this year of war. Collections have certainly been as good as could be expected. Crops are very good and we expect business as usual for the future."

J. B. Willetts, Brantford, Ont.—"Since the 1st Aug., 1914, business has been better than I expected and the first half of this year compared with last has been just as good. Collections have been better than I anticipated during the year and the generally good crop prospects should help business considerably. It is, of course, difficult to say what the future will bring forth."

Successful Picnic a Good Sign.

Wm. Smye, Hamilton, Ont.—"While in Hamilton, business since the 1st August, 1914, has fallen down a little; it might have been worse. During the past three months we have certainly no complaint to make, and collections have not been so bad as we thought there was room for them to be. If the crops are good and indications point to that, it is going to help the country a lot. Reports indicate that, with the exception of hay, everything looks splendid. Good indication of things in Hamilton can be seen from the success of our annual picnic, which was reported in last week's Canadian Grocer. The programme we got up in connection with the same was the largest ever, and the large crowd present does not look as if things are so very bad."

Tinsdale Bros., Arthur, Ont.—"The prospects are splendid for a good crop in this district, and the effect of this should be very beneficial to business. While our business so far this year has not been quite up to the same months last year, yet we feel optimistic for the future. It has certainly been as good

as could have been expected in a year of war."

W. A. Currie, Glencoe, Ont.—"With us business has been as good during the past year as we expected. So far this has been a quite normal year, as far as our turnover is concerned, and collections have been better than I expected. Crop prospects were never better, and this is bound to have a splendid effect on business. The future should be as usual. The public will probably be a little more cautious, however, in buying."

Farmers Are Flourishing.

J. A. Stewart, Exeter, Ont.—"Since the war started business with us has been away ahead of what we looked for. So far this year trade has been about the same as in any normal year. Collections have been much better. Money with us is just as free as in any year in the past. While hay is just an average crop, fall and spring wheat and other spring grains never looked more promising. Neither could the root crop look better, but owing to some late frost some considerable damage was done to the fruit crops. Situated as we are in an agricultural district, with the crop prospects so bright and farmers all flourishing, business for the fall and winter should be the very best."

J. R. Henderson, Kingston, Ont.—"Business with us since the war began has been good and up to our expectations. Since the first of the year things have been very favorable, and, while there was a slight falling off in turnover, this can be satisfactorily accounted for. Collections with us have been O.K., and with crops good in this and almost every district in the province, this should have a corresponding result on business. For the future prospects appear to be about normal, though the general business atmosphere is still somewhat unsettled."

"In many instances the retailers' profits have been cut into either on account of the Customs war tax of 7 $\frac{1}{2}$ per cent., or a slight advance on the part of the manufacturer on his product. I refer to cases where the increase has not been sufficient for the grocer to advance his retail price. There has also been a reduction of cash discount by some manufacturers for various reasons. These items, though they may appear insignificant individually, will have the effect of materially reducing the grocers' net profits for the year."

Hutchinson & Foste, Alliston, Ont.—"Since the war started last August trade with us has been as good or better than we anticipated. So far this year our turnover has been practically up to last year, the total being less than $\frac{3}{4}$ per cent. behind. However, on the whole, our business has been better this year,

Conditions in British Columbia

as last year we were giving premiums for cash trade. Collections have been as good as we expected, and, with splendid crop prospects, business is improving. We anticipate a good autumn business, and collections with the farm trade good."

L. J. Wildfang, Moorefield, Ont.—"We have no complaint to offer about business during the last year. So far this year I am a little ahead of last, and I have found collections about the same as usual. Crops look fine in this district, and we expect a number one harvest; also think we will have a good fall trade. In our locality we anticipate business as usual."

A. Coulbeck, Brantford, Ont.—"Collections during the past year have been better than we anticipated. We have, however, been more careful in this regard, curtailing all credit that we could not depend upon. The fact that the crop outlook is good certainly means benefits to the trade in general."

H. J. Thompson, Sharbot Lake, Ont.—"The crop prospects in this district are fair, and we expect it will stimulate buying to a certain extent. We do not anticipate that business will be as free as it was a couple of years ago, as farmers are inclined to be a little more conservative in their buying. Collections have been better than I expected, although so far this year trade is not quite up to the first seven months of last year."

A Splendid 1914.

J. McKellar, Tiverton, Ont.—"With us business has been better than I anticipated it would be when war broke out last August. We have had an average first half year, and collections have been better than expected. Since rains fell during June and July, crop prospects have improved business appreciably since then. While there is not the same demand for fancy lines, staple business is splendid and usual trade can be expected for the future. We had a splendid 1914, as business the first six months of the war was stimulated, so that during the entire year our sales were some \$3,000. above a normal year."

A. A. McCormick & Sons, Pelee Island, Ont.—"In this district crop prospects are good, which will make money more plentiful and collections better. We might say that we are affected here by local conditions, which are not general throughout the province. The farmers around here grew a large crop of tobacco in 1914, and, as they have not been able to sell a very large percentage of it, it has affected business somewhat adversely. Do not think the war has had anything to do with this."

G. N. Willits, Brantford, Ont.—"The past year with us has come up to our ex-

AMONG the visitors to the Toronto offices of Canadian Grocer recently was F. A. Squair, corner Lonsdale Avenue and 6th Street, North Vancouver, B.C. Mr. Squair was accompanied by his brother, William Squair, who is a hardware dealer in Gladstone, Man. The Squair brothers are natives of Alliston, Ont., and are East at the present time on account of the illness of their mother.

F. A. Squair points out that business in the Pacific Coast province is fundamentally sound, and, with real estate settling back to a normal basis and the get-rich-quick sentiment dying out, prospects in Vancouver are good. The trouble, he said, was due to the fact that real estate values were inflated, and everybody thought they saw a fortune in this sort of speculation. They have fallen down in their hopes, and some of them who were making payments got hopelessly behind, or are in possession of real estate which is valued to-day at less than what they paid for it. This, however, is readily being forgotten, and as soon as it is, conditions will readjust themselves to a normal basis.

The depression, Mr. Squair says, which began long before the war started, has had the effect of weeding out a large number of retail dealers, who were not merchants in the real sense of the term,

and the business is now getting into the hands of men who understand the trade. The advantage in this is that the grocery business is rapidly getting into the exclusive hands of men who know the business, and, therefore the future prospects are splendid. Apart from real estate, business in the Pacific Province has been running along as usual. Shipping and fishing are two of the largest occupations of the people, and when lumbering and mining operations are added, as well as fruit-growing in the fruit-going district, British Columbia is well off, states Mr. Squair.

The general country-wide depression has, of course, had an effect on a part of the grocery business. Retailers are not doing the same amount of business in the high-class luxuries, but their trade in the ordinary everyday staple is just as good as it ever was. So far as Mr. Squair is concerned, collections during the last year have been quite normal. This, however, was partly due to a policy which he started before the war of carefully watching accounts. Everything that was not gilt-edged was weeded out, and he has had little or no difficulty in getting in his money ever since.

Mr. Squair has been a reader of Canadian Grocer for a good many years, and states that he would not care to do business without it.

expectations at the beginning of the war. We find this year that many imported lines are selling less than usual, and British or Canadian goods are showing larger sales, but we have found no difference in the volume but a tendency to sell on closer margins. As we are doing a strictly cash business, collections have been giving us no trouble. It is, of course, natural that while the war is on, and that while the papers and people are discussing same, it tends to make the purchasing of the consuming public more careful, and collections will no doubt be somewhat slow until the war is settled. Then we hope to see a great rush of orders for Canadian-made goods."

Substantial Increase Over Last Year.

A. B. Kimmerley & Sons, Morpeth, Ont.—"During the past year our business has come up to expectations. So far this year he have had a substantial increase over the same period of last year, which is very satisfactory. Collections are only fair. Crops are excellent around here, and this should make

business much better, so that we anticipate a bright future."

Geo. O. Werrett, Simcoe, Ont.—"Our business has scarcely been up to our expectations since August, 1914. Although we have had a slight increase so far this year, it has not been up to the increases we have enjoyed for the last four or five years. Our business has shown a slight increase, largely due to our extra efforts to try and offset the general depression that exists. Collections have scarcely come up to our expectations, but the crop prospects are most excellent. The harvesting, however, may not make much difference in a business way, as our farmers seem to be buying automobiles and banking their money."

N. K. Devlin & Co., general merchants, Assiniboia, Sask., have moved to Govenlock.

Mr. Dawson, treasurer W. H. Escott Co., Winnipeg, has been East for some time on a holiday and business trip combined.

Nobody Downhearted Here

Wholesale Grocers and Manufacturers Tell of Good Business During a Year of War—Decline in High-Class Goods Made Up in Increased Movement of Staples, Says Montreal Wholesaler—Energies Should Be Concentrated on Production—Payments Splendid.

Nobody Downhearted Here.

Editor Canadian Grocer:—After a year of war, conditions are much better than I had expected them to be. When the present hostilities started, it appeared that a commercial crisis was imminent, but it did not materialize beyond the failure of those who had been too prodigal with the net returns of their business, and could not meet their obligations when the real test was applied. Those actually in business will have nothing to fear, as the grocery business would be the last one to collapse. "People must eat."

As for our own business, the decline in the demand for high-class products, has been fully compensated by the increase in the staple lines, due to the fact that the people in the rural districts have to-day more money than they ever had, having sold their last year's crop at very high prices.

It seems that this year the same conditions will prevail, as the farmer is assured of a very fine and abundant crop, with the prospect of a large demand for his products.

I advise economy; but also a cheerful outlook for the future of the grocery business in Canada.

Montreal, Aug., 1915. H. LAPORTE,
President, Laporte, Martin, Ltd.

Editor Canadian Grocer:—In spite of existent conditions trade throughout the Dominion is picking up.

It took some time for the public at large to adjust itself to the new regime but for the past several months we have all settled down to make the best of it, and there can be no doubt that the trying situation will have a chastening effect on us all.

There are many merchants, however, who have become so imbued with the "Hard Times" idea that throughout their entire policy this principle is unconsciously creeping in. "Hard Times" has been a stock phrase for many generations and is largely a mental condition. They say that the man who thinks he "Can't" will usually prove he is right by not "trying," and it occurs to the writer that is what a lot of us are suffering from just now.

The period of "construction" is virtually over and to-day all of our energies should be concentrated upon "production."

On this page a number of wholesalers and manufacturers present their views on the state of business during a year of war. It will be seen that the writers, who are all prominent members of the trade, report the consummation of none of the fears that were expressed on all sides last August when hostilities began. The feverish excitement that accompanied the first two or three months of war is to-day a negligible quantity and business—as shown by these hard-headed business men—is running along smoothly and with a normal swing.

Canada is essentially an agricultural country—a producer of foodstuffs—for which there is a keen demand to-day, and when we consider that not more than about 10 per cent. of our fertile soil is under cultivation, and the other 90 per cent. still unoccupied, some idea of the future opportunities can be formed. Nearly 50 per cent. of our area is to-day being tapped by our various railway systems and this will permit an expansion that will be difficult for one to grasp who had not given it some thought.

Crop reports so far have been most encouraging and if we can assume that the value of the western crop alone will amount to over \$400,000,000 as estimated, there could hardly be any question as to our future prospects. If we, as a people, have realized the importance of "Production" to this extent in the west alone it is a movement that is bound to develop. If the figures prove correct it means that the western crop will exceed last year's crop in value by nearly \$100,000,000.

For the first time in history, Canada's foreign trade is beginning to show a favorable balance; in other words, Canada is exporting more goods than she imports.

If Canada as a unit can prosper it necessarily follows that the average business man of ability can share in that prosperity or not—it rests with him. But on the other hand a prolonged period of such trading as we experienced up to the end of 1912 can, at best, but make a certain few comparatively wealthy, and the so-called successful business men at that time was

not so much a "survival of the fittest" but of the "luckiest."

The "Made-in-Canada" movement is a wonderful undertaking and if there was ever a time in the history of this country of ours when we Canadians should trade amongst ourselves as much as possible—that time is now. If all Canadians carried out this principle there would be a quick return to prosperity.

No country has anything on the Canadians for brains and ability to carry out their obligations—even the Canadian soldier has clearly demonstrated this on the battlefield.

We cannot expect in the near future a resumption of the same feverish enthusiasm in business as we experienced in the past, because a large portion of that at best was only "fictitious." But if crop reports are any indication of prosperity it would seem that fundamentally Canadian trade is on a firmer basis than ever before.

It behooves us all, however, to look upward, and we can rest assured that Canada is bound to prosper.

A. M. BROOKE,

Manager White Swan Spices

and Cereals, Ltd.

Toronto, Aug., 1915.

Editor Canadian Grocer:—We can only say that as far as our firm is concerned we have suffered no material loss of business in the past year. Of course, buying has not been as free as under normal conditions, but it is really astonishing to find how well both the trade and payments have kept up, and also it is surprising that prices on all lines of foodstuffs have kept as low as they have during this term. In fact prices have been so normal and steady that there have been little or no speculative features in the markets, consequently we do not think the jobbers have been making any money, but we can report a good healthy trade in our entire territory. The smaller places are better than the cities, where they depend so much on manufacturing, but the factories engaged in making war supplies have taken care of all the unemployed, and with the large number of men being out of the country through enlistment and the good crops in sight we look forward

(Continued on Page 31.)

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

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

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

OFFICES:

CANADA—

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

UNITED STATES—

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

GREAT BRITAIN—

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

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, AUGUST 6, 1915

No. 32

An Encouraging Business Situation.

FROM all parts of the country come most encouraging reports as to business during a year of war. The feverish excitement that prevailed last August and September after the commencing of hostilities has long since spent its force and the pessimistic forebodings that were heard on all sides have not, according to the evidence submitted for this issue of CANADIAN GROCER by retailers all over Canada, been realized.

Reading over these reports it will be seen that practically every merchant's business during the past year exceeded his expectations at the time of the outbreak of hostilities. And since January first this year business has been up to and in a great many instances beyond the corresponding period of 1914 when there was no war.

What more encouraging situation could we of the grocery trade look for? And what of the future? There is every prospect—as practically all the retailers point out—of a splendid harvest. Of course, in some places, particularly after the big storm that swept parts of Ontario on Tuesday, there is a possibility of the crops not being all that could be desired; nevertheless on the whole the outlook is splendid and with the certainty of high prices there is every reason to look forward to normal times. The reports from wholesalers and manufacturers of grocery lines in this number are, too, of the most encouraging character while not being unduly optimistic, and there appears to be every justification for the slogan of this issue "Are We Downhearted? Certainly Not."

Great Chance for Cigar Trade.

A MONTH or so ago the Government of Saskatchewan passed an act which prohibits the sale of liquor in that province. On Wednesday, July 21st the province of Alberta voted on a liquor act and decided to go dry. Among the many ways that this may affect the grocery trade is one that means considerable capital to it. It is all going

to mean a greatly increased demand for cigars. At the present time it looks to be splendid business for every retail grocer in these two provinces, to open up—if they have not already done so—a counter or show case for the display of cigars, tobacco, pipes, etc. A great deal of trade is bound to be diverted from the hotel to the grocery stores. Men who formerly treated their companions to a glass of liquor must now turn to cigars. There are big possibilities here and the grocery trade of these two provinces should seize the opportunity at once.

In opening a cigar department it is almost necessary to place it near the door. Men are accustomed to drop into a store where they can see the goods they want on display. Few of them are going to walk to the end of the establishment for their smoke. If a cigar department is opened close to the front it should be kept neat and clean and care should be exercised to see that cigars and tobacco do not have a chance to dry out. In any event business should be gone after, and gone after hard from now on.

A Natural Assignment.

THE Bracebridge *Gazette* isn't far amiss in the following remarks it made in a recent issue about the failure of the Muskoka Co-operative store:

"The failure of the Muskoka Co-operative store should tend to settle the question whether storekeepers charge excessive prices for their wares. The co-operative store was the result of a strenuous canvass by a man who firmly believed co-operation to be the panacea of all ills that buyers suffer, and its closing by assignment is natural. The only reason for a co-operative store is a reduction of prices or a share in profits. This store did not attempt to undersell, but was to divide the profits among shareholders. Any merchant could have told them that with the small amount of capital, the necessarily small business and the heavy expense account there could never be profits to divide. If storekeepers thought they were paying

too much for butter and eggs and lamb and veal and hay and oats, and were to start a little mixed farm to grow their own, the result would be as disastrous."

As CANADIAN GROCER has often reiterated, the profits in the grocery business cannot stand pruning as is alleged by promoters of the so-called co-operative store. We have yet to meet one of these concerns that has lived up to its prospectus in so far as discounts, annual dividends and the lowering of the cost of living is concerned.

Sugar and Fruit Trade

WE are in the midst of the summer preserving season. Now is the accepted time to get after all the sugar and fruit business that is passing. Every dealer should remember that this trade is particularly valuable because it is never confined to one particular line. The woman who purchases fruit in any quantity is also a probable buyer for sugar and usually for fruit jars, sealing wax, etc., so that the fruit trade means not only the sale of the fruit itself but all these other articles combined. This makes the season an exceedingly profitable one for the dealer who goes after this trade strenuously.

A combination window display containing sugar in bags and cartons, etc., together with raspberries and other fruits in season, sealing wax, jars, etc., should make a strong appeal to every housewife. A big preserving kettle in the midst of the display ought to add considerable force to the selling character of it.

Lessening Fire Losses

CAMPAIGNS that are being waged in various cities by Fire Prevention Bureaus, are having appreciable effects. From New York comes the report that for the first six months of this year there was a reduction of \$1,133,112 in the loss by fire as compared with the corresponding period of last year and there was a reduction of 77 in the number of fires. Cellar fires were less in number owing to the system of monthly inspection by members of the uniformed fire force. There was, however, an increase in the number of fires in private homes, due to acts of carelessness on the part of individuals, these being practically all traceable to careless smokers, carelessness with matches, gas jets, furnaces, cleaning fluids, ashes, etc. The New York Fire Commissioner, however, points out that it is impossible to eradicate fires in dwellings, etc., except by educating the people to better habits.

The reduction in the loss and in the total number of fires demonstrates what can be done if extra care is taken by merchants and others in the arrangement of their stock in the cellars and in prompt removal of all inflammable matter. Fire is the cause of an enormous loss in Canada every year and in practically every case it can be traced to carelessness. The retail, wholesale and manufacturing trade can do much to lessen this by a little extra precaution.

The Man With the Money

FUNDAMENTALLY, business may be generally described as the elastic link between the buyer and the seller. Many of these links were broken in the shock which the country suffered in common

with the world when war broke out a year ago. In the interval which has followed some old links have been repaired and many new links have been welded. It has been in the welding of these links, the establishment of new relations of trade, that Canadian manufacturers and importers have shown their aggressiveness and their initiative—their ability to deal with a great crisis instead of waiting for the crisis to pass. And we do not refer altogether to the industries which have risen to the demand for war munitions. There have been many new links welded in our domestic trade; new business methods developed out of the conditions prevailing. Many channels through which money moved have been closed or shifted; it has been for the aggressive trade-seeker to get linked up with the man with the money. Consider the farmer.

One of the largest concerns in Canada engaged in the manufacture of heating systems faced conditions in the spring which could hardly have been darker—with building practically at a standstill where was there a field for steam or hot water plants? One of the firm's strongest business links has been broken. The management sought to weld another. As sales are built upon money, the effort was to find who had the cash. The trail of the dollar led to the farmer and the company puts its sales nose to that trail. General information was sought to locate the shelterers of these elusive dollars, so many of which seemed to depart from their usual haunts in the cities. Working through district agents and managers, lists of prospects were prepared and communications were prepared at the head office and sent out through the representatives. Each prospect was carefully followed up. The result—the company reports that in Eastern Canada with comparatively little building in the cities a good business has been worked up in the country districts; farmer with the money are not lagging far behind city cousins in securing modern comforts.

A big crop is being harvested. The prices being paid for the products warrant the statement that the farmer is going to be in funds for another year. If a measure of our returning prosperity is coming from the farm—as it naturally should—the successful business interests will meet it half way. Link up with the man with the money.

Editorial Notes

THERE IS A tendency in some towns to stop price-cutting on staples. It is sincerely to be hoped that the movement will become general.

* * *

THE MERCHANT who keeps his collections up to the mark every day in the week and every week in the year will never find them particularly low.

* * *

DO AS LITTLE as you can is the creed of the clock-watcher. Do as much as you can and do it better is the axiom which makes the successful business man.

* * *

IT IS A FACT that catalogue buying can thrive only where the local dealers are sufficiently lacking in enterprise to let it grow. As every hardwareman knows, the local dealer has advantages which, if employed actively, reduce mail order buying, to a negligible quantity. If these advantages are used, the catalogue house, no matter how active a campaign it may make, will get but a slender share of the business.

A Splendid Crop is Assured

Grain Outlook is Good—Live Stock Plentiful and Bringing High Prices—What a Good Crop Means to Canada at This Juncture.



Canada is going to have a great harvest. This is now assured beyond all possibility of serious damage.

A YEAR of war — the good ship Dominion of Canada is still some leagues from port, but the forward light is burning bright, and all is well.

Just twelve months ago, and without warning there came the staggering word—war. It was to be war on a new scale. There was no precedent. The best informed could not tell what this struggle would mean. Could it last long? No one knew. Would it paralyze trade? Some feared so. What would it mean for merchants, wholesalers and manufacturers of Canada? There could only be questioning, reasonable assurance there was none.

But now what a difference. Still the future is clouded. Much that should be clear is dark—yet this much is certain; this much gives cause for rejoicing; Canada and Canadians have been tried and found worthy—at the front and at home. Now, at the commencement of a new period, there is a quiet resolve. The great fertility of the Canadian field, the great virility of the Canadian people, has proved equal to the emergency. There may be trying times ahead. Undoubtedly there are. But consider the facts. Is not the lot of those who live and work in Canada exceedingly happy?

What of the Crops?

Figures are never dry in Canada when referring to the crop at this season. By the last Government report there are 12,986,400 acres of wheat sown—that means 18 per cent. more than was sown for 1914, and 26 per cent. more than was harvested. Barley, too, shows an increase over the amount

sown a year ago—though a slight increase. An additional million acres of oats are maturing. Slight decreases are noted in hay, buckwheat, flax seed and corn.

It seems certain a good price will be secured for all these crops. Dollar wheat, usually a fond hope, is now almost, if not quite, a certainty. Consider the prices quoted only last week at various Ontario points: Belleville, \$1.10 to \$1.15; Brantford, \$1.10; Chatham, \$1.15; Hamilton, \$1.15; Peterboro, \$1.05; Stratford, \$1.10; Berlin, \$1.15. St. Thomas was the lowest point of record, and there quotations held to the dollar mark.



What of the crops? By the last Government reports there are 12,986,400 acres of wheat sown. All other crops show an increase of acreage averaging around 18%.

After careful study, one of the most conservative of financial men has given it as his opinion that the sum realized from this year's crop must be at least \$100,000,000 in excess of the sum realized in 1914. This man is not counting upon bumper crops over the West. He knows—few better—that the weather has at times been cold, that in sections too much rain has fallen. He knows how things are over Ontario and in the Maritimes, and he estimates a revenue of \$100,000,000 greater than came from last year's crop. That increased revenue is a broad, golden ray of sunshine at this time. It means—oh, it means very many things. In the first place, it means greater accommodation for the farmers. The money will enable him to pay off loans at the bank. But very probably, seeing the farmer can settle when called, the banks will not urge such settlement. Perhaps, instead they will suggest increasing the stock, or in some other way adding to the farm's assets.

Then in a broader way the money which comes from the crops this year will go to pay the interest on Canada's borrowings. The custom has been—for many years past—to borrow more money to pay the interest on the money already borrowed. But the war called the Buck. No more of that, because comparatively little money can now be borrowed. The outlook looked serious, and then along comes the crop, which, with war prices, will pay interest on borrowings, and leave—it is estimated—about three-quarters of the crop revenue for other purposes—for paying the grocer, the



Another cheering fact at this time is the increased stock on Canadian farms.

hardware man, the dry goods man; for buying new wagons and machinery; for laying by in the savings bank sums to continue paying merchants for requirements during the coming winter.

Another cheering fact at this time is the increased stock on Canadian farms. Taken in conjunction with the greatly increased price of beef and other meats this means very much. Recent reports from England show that since the beginning of the war beef prices have advanced almost 50 per cent. Part of that, of course, is accounted for by war-time insurance, and freight rates, yet the prices paid to the Canadian farmers are much greater than formerly.

And another thing must be remembered here. Canada is not in business for this year only. Canada is a going concern. It is evidently to make more out of its meats in the coming years than for some time past, since European stock has been greatly reduced. This is not a fact which gives entire satisfaction. Canadians are not of that class who rejoice in benefits coming from the discomfort of another — yet the facts must be known.

Another source of increased revenue for the Canadian farmer—though one, unfortunately, in which but a limited number will participate—is wool. An article in Farmer's Magazine of May, tells of wool bringing from 16c to 19c per pound. At this time the editor reviewing the situation, showing the shortage of the Australian clip; pointing out that the United States yield would be 30 million pounds lower, and hazarding the opinion that Canadian wool would bring from 25c to 30c at the opening. That the estimate was very well within the mark is shown by quotations for last week, coarse washed per lb. then bringing from 38c to 40c in Toronto, unwashed, from 30c to 31c.

Hogs and poultry do not seem highly profitable lines at the present time. With wheat, and other grains, at the present high prices, it is decreasingly profitable to use these as feed. Cheese, on the other hand, is high at present. Where-

as the farmer frequently received for his milk a price based on 10½c cheese, he now gets payment on a basis of 15c cheese at least.

Fruit, too, promises a better revenue than a year ago. Then, of a sudden, transatlantic freight was blocked. Growers found great difficulty in making the necessary adjustment to move the crop West. This year the necessary changes have been made, and a fair yield to the growers seems likely. Peaches are reported in fine shape. Grapes have been spoiled in a few places, but on the whole look well. The apples crop is poor—in places a complete failure. This can be accepted with some equanimity since the crop would have been exceedingly hard to market.

Such, roughly, is the position of the farmer. It is to be a good year for him. Let all the people rejoice. The farmer

tion, pays the merchant, who takes his profit and pays the wholesaler; who in turn takes a profit and pays the manufacturer; who in his turn pays for his raw material. And all these men pay their wage earners. They in turn pay the hardwareman, grocer, dry goods man, etc. Such is the course of the crop money; and such is the foundation of sound business.



A passenger on a New York-Cleveland sleeper, on awakening in the morning, found under his berth one black shoe and one brown one. He called the porter and directed his attention to the error. The porter scratched his woolly head in utter bewilderment.

"Well," asked the exasperated passenger, "what's the matter?"

"Now, if dat don't beat all!" exclaimed



Another source of increased revenue for the Canadian farmer—wool. The price of wool has gone up and the farmer is going to make a good profit.

deserves prosperity; moreover, when he has money all benefit. He actually makes money, which, put into circula-

ed the porter. "Dat's de second time dis mawnin' dat dat mistake's happened."—American Perfumer.

A Review of National Conditions

Figures With Reference to Employment, Bank Deposits and Railway Earnings Are Encouraging—Favorable Balance of Trade is a Good Sign.

ELSEWHERE in this issue stock has been taken of the coming crops, it being indicated that facts now known make it appear the revenue derived from these will be at least one hundred millions of dollars greater than the revenue from the same source a year ago. It has been indicated that this great revenue from the crops will do much to improve Canada's financial position, but nothing has here been said by way of showing just what this financial position is at the present time. Upon this, of course, depends to a large extent, the steps which manufacturers may well take. The trade which retailers and wholesalers may expect.

When war broke out, a year ago, financing was made exceedingly difficult, and many manufacturers perforce closed up tight. But with the months came war orders. These have grown larger, and with the new arrangements for providing the needs of Shell Committee, and Imperial Government, it is expected Canadians will get a still larger amount of this work. The difference these war orders have made is not hard to realize. Plants which were silent, are now running nights. Wages are now coming to the skilled mechanic, who passes these on to pay for his requirements, so improving general conditions. But these war orders are meaning much more than this. They mean a turning of the balance of trade in favor of Canada. In the month of May, 1915, for instance, the exports of manufactured goods amounted to \$16,121,149 as compared with \$6,000,000 in 1914 and \$4,000,000 in 1913. For the first five months of the present year the exports of manufactured goods amounted to \$61,695,382 as compared with \$26,257,474 for the first five months of 1914, and \$20,215,456 in 1913.

This striking point is made clearer by the following table:

Manufactured Goods Exported.			
	1913.	1914.	1915.
Jan.	\$ 3,589,894	\$ 5,050,999	\$ 7,769,146
Feb.	3,950,830	4,674,709	8,982,639
March	4,993,695	6,239,290	15,600,790
April	3,478,598	4,295,199	13,221,658
May	4,202,439	5,907,277	16,121,149
	\$20,215,456	\$26,257,474	\$61,695,382
All exports.	140,305,426	141,272,877	211,502,906
% of infts..	15.8	18.5	29.0
Imports ...	284,224,432	217,703,787	171,352,900
Balance ...	-143,919,006	-76,430,910	+ 40,150,006

*Per cent. of manufactures to total.

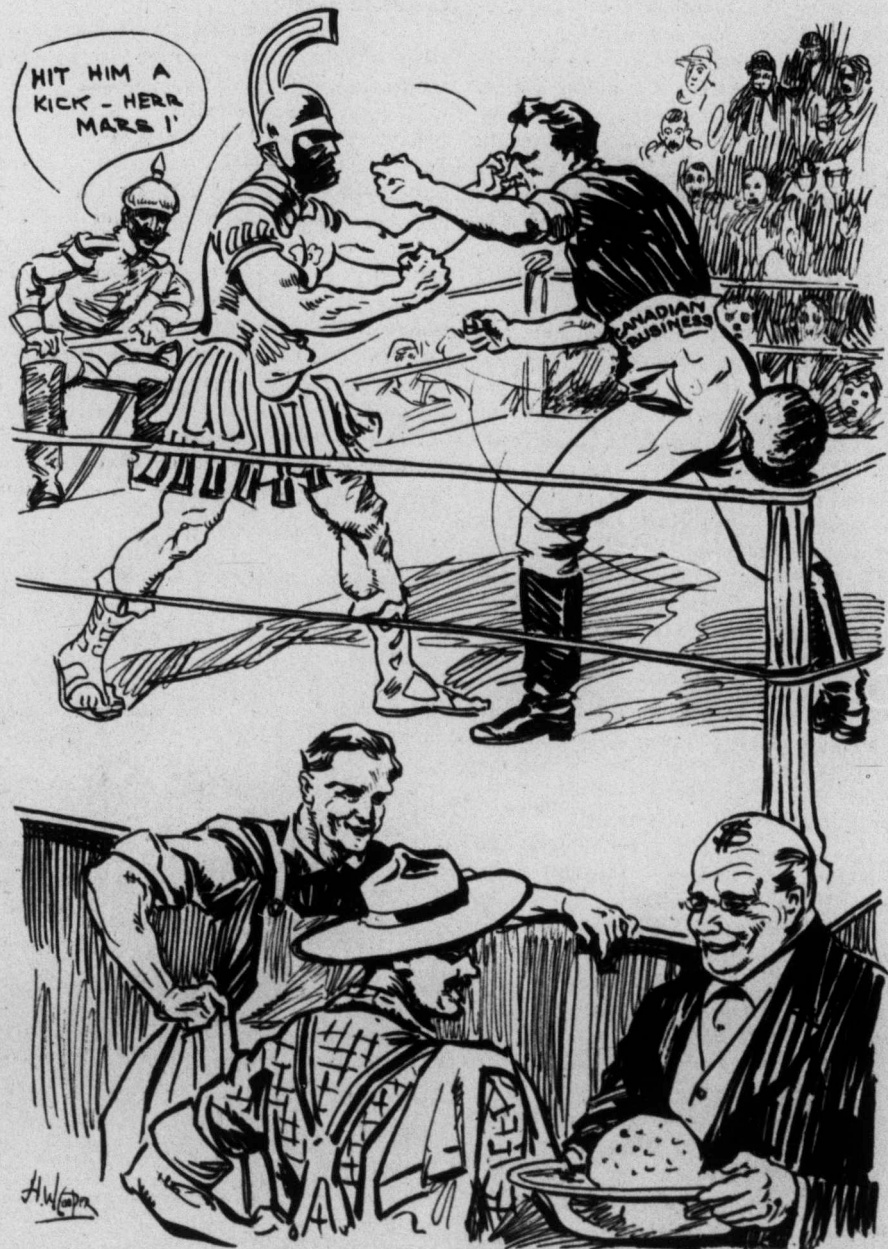
In view of the fact that borrowing has been stopped, and that Canada is likely to find it difficult to secure any large sums of money for some years, this turn-

ing of the balance of trade is of tremendous importance. Not since 1901, until this year, have exports exceeded imports. For the past four years, indeed, the adverse balance amounted to \$889,603,673.

In these past years something over \$200,000,000 has been brought into Canada yearly to enable capital expenditure. There is certainly a likelihood that a goodly part of this supply will be cut off for years, but it also seems probable

that the balance of trade will continue in Canada's favor for years, since for production we now have more machinery; and since great stretches of the country are now tapped by new rail lines, so that the production of these areas will be available for export.

The opening of new railway lines, seems likely also to have a more immediate effect on bettering conditions. The National Transcontinental, now running, and the C. N. R. Transcontinental, which



—Drawn for Canadian Grocer by H. W. Cooper.
TWELFTH ROUND.

And we're getting stronger all the time.



The Traffic Cop.

seems likely to commence operations in September, bring the need of more rolling stock. More rolling stock requires men to get it ready, and to keep it ready. It will, indeed, bring employment to many. The operation of these two trains, moreover, is a huge straw showing whence the wind blows. These trains prove that big railway men are looking for good business before many months pass, and this, in face of a heavy decline in the railway earnings during the past year.

In the bank reports, too, there are very cheering features. Saving deposits for May, 1915, for instance, show a total of \$691,891,287, which is \$5,816,163 bet-

ter than the balance for April, and \$27,945,534 better than the balance for May, 1914. Perhaps this increase is not entirely due to the thrift of the people. Sums placed with the banks to provide prompt payment for war orders probably swell the totals, yet it is evident the resources of the common people, as indicated, by deposits in the savings banks, are not depleted, but on the other hand are somewhat greater than before war came.

From the managers of the large loan companies comes exceedingly cheerful word. In spite of moratoriums and near moratoriums, in spite of war and uncertainty, collections of interest are reported good. Some companies assert that payments are even better than a year ago. In no case is the falling off said to be large.

Even more cheering, perhaps, is the fact that insurance is holding up. The life companies, take them together, have written as much insurance as a year ago—some of the best companies have written more. There seems no doubt, indeed, that people are able to make such wise investments—for the companies also report satisfactory payment of premiums.

With the country, for once, earning more than it is spending—paying for what it has borrowed out of its earn-

ings; with more work developing for the people, and the people alive to the need of spending wisely, there seems little to fear. Canada has a big part in the war, and has a huge task on her hands. But she has faced the unknown. She has put her house more in order. Her people are united. There seems nothing to fear—nothing except fear. It would seem only a lack of faith in the future, lack of appreciation of how good conditions are after all, which has kept trade, and the general position of the country, from being even better.



Canada "making good" as the granary of the Empire.

NOBODY DOWNHEARTED HERE.

(Continued from page 25.)

to the future with high hopes for good business.

FRED. T. SMYE,
Balfour, Smye & Co.
Hamilton, Ont., Aug. 15.

• • •

Editor Canadian Grocer:—While the past year has been one of anxiety to business men of all classes, we do not think that the dire consequences of the war, which were so generally predicted at its commencement, have been realized.

Our line, being confined exclusively to the grocery trade, we can speak only of that business, and judging from our own experience, we have no reason to suppose that the grocers have suffered to any serious extent.

Our trade, extending to every section of the Dominion, would naturally be affected by conditions in those different

places, and we are pleased to be able to announce, that although in some few sections, mostly in the far west business has shown a slight falling off, yet on the whole our year's trade, while not showing the usual good increase experienced in all our previous years, has kept well up to that of the previous twelve months.

Payments have been entirely satisfactory, and the promised excellent crops in nearly all parts of our country must have an excellent effect on the business of the coming year.

London, Ont., Aug., 1915.

ROBT. WALLACE,
Manager of Battle Creek,
Toasted Corn Flakes Co., Ltd.

• • •

Editor Canadian Grocer:—In response to your enquiry of July 26th, it might be interesting to your readers to know what effect the war has had on "Nugget" Shoe Polish.

Let me first impress upon them the immense importance of the British Navy. Notwithstanding the German submarine blockade we have not lost a single tin of "Nugget" and our supplies are coming forward in the regular way.

The general condition of the houses we do business with seems to be remarkably good. Both wholesale and retail grocers have had a very large spirit of optimism ever since the war began and they are now being repaid by the confidence and stability of the trade in general.

We have had absolutely no losses from grocery houses and can honestly say that we are agreeably surprised at the amount of business we are doing at the present time which is far in excess of the same period last year and we are certainly not downhearted.

The "Nugget" Polish Co., Ltd.,
L. R. HOWARD,
Assistant Manager.

Toronto, Aug., 1915.

Lantic Sugar

as it is seen from the
grocer's viewpoint

The "Lantic" Sugar advertising campaign—the newspapers, the magazines, and the bill boards, is nation wide. The whole country is aflame with the sailor boy and the Red Ball—the "Lantic" trade-mark.

Men, women and children have all learned what they represent—the finest quality granulated sugar that is produced. And this to you, Mr. Grocer, must mean nothing short of a market created for you right at your own door.

Why not take up the cue and step into this sugar business right now when the preserving season is at its height? You have the added advantage of the "something new," which always means a great deal when backed by such extensive publicity as we are carrying on.

Form a link between the preserving time demand and our

extensive publicity campaign by showing "Lantic" sugar in your window. Show the attractively labelled packages and bags. (Send for show cards), make your "Lantic" sugar window displays bring business to all departments of your store.

Encourage your customers to buy "Lantic" Sugar in packages (or bags during the preserving season) and protect them from the feeling of uncertainty about what they're getting and at the same time protect yourself.

When a package or bag bears the "Lantic" trade-mark both you and your customer have the knowledge that you are selling and your customer is buying a sugar that is guaranteed both in quality and weight.

Start now to fill this ready-made demand by ordering "Lantic" Sugar.

**Lantic
Sugar**

Lantic Granulated

2 and 5 lb. Sealed Boxes; 10 lb., 20 lb., 100 lb. Bags

ATLANTIC SUGAR REFINERIES LIMITED

Montreal, Que.

St. John, N.B.



FOLLOW THE LEAD

Dress your window with Lantic Sugar and catch the preserving-season business

The lead, as shown in the window trim above, is worth following, linking up as it does the desire-to-try created by the nation-wide "Lantic" Sugar advertising and the demand created by the preserving season.

The value of your window space is greatly enhanced as an advertising medium when the goods shown are seasonable and are advertised at every turn as is Canada's pure cane sugar — "Lantic."

From now on, throughout the summer, every window should call attention to "Lantic" Sugar. It's not necessary to devote the whole exhibit to sugar, for it can be shown with

fruits of all kinds, with pickling spices, etc. A reminder at the right time is better than a big display out of season.

When each kind of fruit appears on the market trim up your window with a tempting display, making "Lantic" Sugar cartons and bags the centre unit.

Show "Lantic Sugar" signs in the background. In this way your store is getting the benefit of the "Lantic" Sugar advertising in the daily papers, the leading magazines, the bill boards, etc.

Follow the lead of the hundreds of grocers throughout the country who are showing "Lantic" Sugar in attractive exhibits as shown above.



Cash in on "Lantic" Sugar Advertising

Lantic Granulated

2 and 5 lb. Sealed Boxes; 10 lb., 20 lb., 100 lb. Bags

ATLANTIC SUGAR REFINERIES LIMITED

Montreal, Que.

St. John, N.B.



THRO' OTHER SPECTACLES



Needless Calf Slaughter.

(From Hide and Leather.)

In the July 10th, issue of Hide and Leather we published a timely article calling attention to the wastefulness of slaughtering calves and young lambs and suggesting that some action be taken to prevent this by legislation. The article stated that the high cost of meat is caused by the scarcity of cattle, and this depletion is largely attributable to the killing of so many young calves, which, of course, is true.

If any one will stop to study slaughtering statistics of these calves, and also consider the process of raising them, only then one will fully appreciate the costly waste that is going on.

To show this, let us take a small community of half a dozen farmers who invest in or own ten heifer calves. At the age of two years they commence to breed—one calf a year—and these calves will average half males and half females. In other words, they will produce a heifer every two years, and these in turn will follow in the footsteps of their mothers. At the end of two years we have fifteen, consisting of ten mothers and five calves. Then they commence to double in every two years. Thirty at the end of the two following years, sixty at the end of the fourth following year, 120 at the end of the sixth following year, 240 at the end of the eighth following year, and 480 at the end of the tenth following year.

Four hundred and eighty cattle in place of the ten calves! In addition, there have been raised the steers, and these sold as they matured at from \$75 to \$100 each, which is more than enough to pay for all the feed and care. This is ideal farming, of course, and may not always work out, but certainly will be much better than selling calves to be butchered.

• • •

Using Dummy Stock.

(From System.)

There are some businesses—the tobacconist's, for instance—where quantity of stock is a strong selling factor. Strange as it may seem, few men will go into a tobacconist's shop unless the shelves are well-stocked, although the variety of cigars, cigarettes and tobaccos may be very limited. In this particular case, in order that shelves may appear packed, boxes purporting to con-

tain goods are often used, and effectively, too, for while one-fifth of the supply may be genuine and contain actual stock, the rest may very well be dummies.

There are other trades, too, where dummies are introduced in window dressing and in filling shelves. Tailors and dry goods merchants use dummy rolls which they surround with a few yards of dress materials, linoleums, or floor cloths. Grocers often make immense pyramids of certain specialties with a view of impressing buyers with the magnitude of the stock and presumably of their large sale for it. Yet not infrequently the greater portion of these canisters, jars or bottles are empty. Boxes of fruit and other supplies are also dummies, and hollow windows in which large stocks purport to be exhibited take the place of solid stores.

This plan is an important factor in impressing the public, and where dummies can be used satisfactorily without imperiling trade or deceiving customers they will be found most effective and economical by obviating the need of large stocks of goods which rapidly deteriorate in quality and appearance.

• • •

Business Men's Sunday.

(From Profitable Storekeeping.)

"Profitable Storekeeping" has launched a campaign for the adoption of the second Sunday in October each year as "Business Men's Sunday."

We believe that the celebration of such a Sunday every fall, by the clergy preaching special sermons of interest to business men, by their getting business men to preach lay sermons in their pulpits, by their asking commercial clubs and merchants' associations and clerks' societies to attend services in a body, is bound to result in a more closely united community in every instance, in a community where there is greater harmony and a stronger pull-all-together attitude.

Say, will you take this up with the clergy of your town, or bring it to the notice of one or more of them and suggest that it would be a good idea to try it out next October?

There is plenty of time to work it up and the ministers will take to the idea right away.

It is up to you to see that the two

most potent forces for the development of your town, the church and the business interests, work together.

Don't put this off because it is early; do it now.

• • •

The Retailer Not to Blame.

(The Grocer, London, Eng.)

It is to be noted that co-operators are very busy urging the Government to bring about the national control of the distribution of food, and their parliamentary committee has already submitted to the Prime Minister a suggestion, "that maximum prices yielding a reasonable profit should be fixed by the Government as in the case of sugar." They have likewise urged members of Parliament to press the matter upon the immediate attention of the Government. It is not surprising that the Prime Minister has declined to receive a deputation upon the question.

The inference which the co-operators desire to have drawn is evidently that the shopkeepers are exploiting the public in the time of the nation's need. When we look at the prices charged by co-operators and remember that, in all the balance-sheets and annual reports of co-operative societies to-day, increases in the turnover are very prominently announced, with the subsequent explanation that this is due in the main to the higher wholesale prices of food, it will be seen that co-operators are not performing the philanthropic duties which they suggest to the uninitiated are part of their programme, but that they are taking advantage of all the higher prices in order to create increased dividends.

We strongly recommend all our readers to note the excellent example set by the Cardiff Grocers' Association. When the question of higher prices was raised by the Corporation of that city, that association promptly appointed two of its ablest members to put forward the case on behalf of the shopkeepers, with the result that the people of Cardiff have now had it made clear to them that it is not the retail grocer who is exploiting the public. It is desirable that all the meetings of interested societies at which resolutions attacking the shopkeeper are passed should be carefully watched, and the Government should be fully advised as to the unreasonableness of many of the proposals contained in

the highly sentimental but impracticable resolutions which are put forward.

The War and the Year.

(Boston News Bureau.)

We are now approaching the end of the first year of the war. What has been learned?

First, that the British Empire is a democracy: the government, from Egypt to India, from Canada to South Africa, from Ireland to Australia, existing for the people and not the people for the government. Nothing but such a war could have shown the unity of the British Empire or the loyalty of the people to themselves and the principles of their government.

Second, it has shown the unity and the patriotism of France.

Third, it has shown the independence of the Swiss: the simplicity and efficiency of their national defence.

Fourth, it has shown the character of the Dutch in Holland, their hospitality to their unfortunate neighbors, coupled with their rugged independence and self-reliance.

Fifth, it has shown the unity, progress, resources and reserves of Russia.

Sixth, it has shown the patriotism and progress of the nations of south-eastern Europe and the impotence of their old enemy, the Turk in Europe.

Seventh, it has shown the efficiency of the German military machine in which the organization and not the individual counts; it has shown Germany organized by Prussian militarism.

Eighth, it has shown that not the gun but the man behind the gun is the real thing; it has shown that the defence of human liberty, of human democracy is where it always was, with its human defenders.

The submarine is not yet the conqueror of the sailor and the warrior of the air is not yet the conqueror of cities.

The man in the trench, the warrior with his spade, is still the defender. He has not yet fallen, conquered by machinery, organization or military autocracy.

The man and not the machine is still to the front.

Not Gold, But Goods.

(Journal of Commerce, New York.)

Don't make the mistake of supposing that the United States is lending Canada forty-five million dollars in gold. Nothing of the sort. The Canadian Government, it is officially stated, will obtain the moneys of the new loan by selling bills of exchange drawn on New York. These bills will be bought by parties who will use them to pay debts which will become due in the United States as the result of business trans-

New Store Helps Summer Resort Trade

Business of A. F. Choate, Stony Lake, Increased Greatly—A Retailer With Wide Experience—Lay-Out of The Store Described.

Staff Correspondent.

THESE have been reports circulated to the effect that summer resort trade has not been good in some cases, due partly to the fact that United States people got the idea that passports were necessary to get them into Canada. However true this may be in general it is not true in so far as A. F. Choate, McCrackens Landing, Stony Lake is concerned. Up to the middle of July business with him at his store there has been between \$500 and \$600 ahead of the corresponding period of last year and he only opened up there about the first of June. Mr. Choate



A SUMMER RESORT STORE.
This is a view of the front of the new store of A. F. Choate, McCrackens' Landing, Stony Lake.

conducts a general store in Warsaw, Ont., seven miles from above mentioned landing and opens the summer resort establishment during the summer months only.

The increase may be partly due to the fact that this spring he erected a new store in the anticipation of a good trade, and this, combined with good business

actions there. What the loan transaction really means is that the United States will sell forty-five million dollars' worth of American goods, and take the Canadian notes in payment. This will be all right in a business way. But think of the shock to the nerves of many sensitive folk that must be caused by this extension of "truck and trade" with the neighboring States!

THE ROLL OF HONOR.

The body of Pte. W. M. Lindner, son of the senior member of Lindners Ltd., jam manufacturers, Toronto and Brampton, reached Toronto last week from England. Pte. Lindner had been a member of the Queen's Own before the war and when hostilities broke out he rejoined his company. On May 22nd, in an engagement he was wounded and suc-

methods developed during a long experience in retail trading, has no doubt aided in making the year so successful. It is larger than the old one and much more convenient.

The store has a wide verandah along the front and one side. In the front may be seen an opening where customers enter but where no goods are kept. The counters are broad and run along three sides of this opening as well as there being two extra counters in front of the verandah. This means that customers in this enclosure can conveniently see the goods all around them as the stock is compactly arranged on all sides and on shelves at the rear. There is, of course, an aisle all the way round the counter for the salesmen. Behind the rear shelving which is really a false wall is a passageway, across the end which is used as a warehouse. There are two doors, one on either side of the store. Drop windows and a drop door along the front, locked inside, close in the store at night.

The freight is landed at the dock a few yards from the store and as it comes all the way by water, low rates are secured in the summer months. It was only a few weeks ago that Mr. Choate was successful in getting the government to open a post office in his store at this resort. This means the drawing to this landing the people for their mail all of which naturally results in better business. He is Post Master at Warsaw, Ont., where his large store is located.

cumbed to his injuries on July 5. His body was brought home to Toronto for burial. Prior to enlisting for active service he travelled for his father.

Canadian Grocer is in receipt of a copy of the Kent, England, Mid-weekly Express, which reports some contests of a "civil" character, in which members of the Second Contingent engaged in at Sandling. This shows that the winner of the running broad jump was Private Herman G. Morrow, who for some time was connected with the advertising staff of this paper, and who later was with Dunn & Hortop in Hamilton, Ont. Private Morrow, who is a member of "A" Company, jumped 20 feet, this feat being the only one of two referred to specially in the introduction to the list of winners.

Drummers' Snack at Georgetown

Another Successful Outing—Fine Concert and Splendid Array of Sports—An Innovation Put Into the Parade—Sufficient Prizes to Fill a General Store.

Special Staff Correspondence.



Snack snaps: 1—Pres. "Pop" Somerville and Past Pres. Geo. Campbell. 2—A parade scene. 3—Capt. Read (on the road for 45 years), and his two daughters. 4—The past president directing the procession. 5—(left to right), Geo. Campbell, Geo. Griffith, W. Wilder, A. Andre, "Billy" Meen, and a feminine visitor. 6—Miss Hill and Billy Meen's twin sons carrying the snack banner. 7—"Mike" Malone and "Bay" Hill looking for a cool spot.

G EORGETOWN, Ont., Aug. 5.—As regularly as the years revolve, the drummers hold their Snack in this pretty little village of Georgetown. On Friday and Saturday last the Drummers' Snack Club had their regular night and day of fun. There were all the customary frills, midnight fires, parades and speeches, humorous incidents, etc., which always mark the annual snack outing, with a few more added on for good measure. There was not a dull moment in the entire performance from the time the afternoon trains began to arrive on Friday until the last on Saturday evening took the "men of the grip" with their wives and families to their homes.

On Friday night a big open air concert was held in the park at which hundreds of people of the district were present. This was followed by a magnificent patriotic fire-works display; and then, as if the measure of fun were not yet filled, the young folks and some of the old ones, too, tripped the light fantastic in the drill hall of the park until the day was turned into morning. There are no better-hearted or more patriotic men in the country than the Drummers. The net proceeds of the big outing this year will be devoted to the work in Canadian Hospitals for wounded in Great Britain and at the front, and judging from the crowd present at the concert and sports on the last day, the contribution will be a fairly substantial one.

Geo. Campbell, traveller for the Pugsley, Dingman Co., who was president of

the Drummers Snack Club during the past year, is to be congratulated upon the big success of the event. "Pop" Somerville of Hamilton is the new president, with Billy Mill, vice-president. Phineas McIntosh, the old reliable, is again secretary of the club.

To begin with, the concert on Friday night was, according to the best critics, the most excellent one of all the excellent concerts the club has put on here. There is a great deal of talent among the travellers themselves, and in addition to this the Club was again honored with the services of Margaret Park Wilson and Oliver Gardner and his male quartette. Under the canopy of blue sky and stars the big crowd enjoyed the entertainment to the fullest extent.

A Ball Game as Usual.

The Drummers' Snack Club is getting up in "sassiety." This year the soft ball game was supplanted by the real thing—the kind the big clubs play at Hanlan's Point. A team of travellers from Guelph undertook to play the rest of the world, and when the game was finally got going they made good their threat to trim them. Among the Guelph team are some real players and the way they carved up their opponents reminded one of the seats in the park grandstand. This was all accomplished despite the fact that the umpire was a second short-stop on the losing team. In the first innings Mr. Ump. threw out the third man at first when he saw that the innings was being prolonged beyond the dinner per-

iod. Anyway, to make a long story short, the Guelph team were the victors by some 8 to 3.

The big calithumpian parade, which has helped to make the past outings famous, was replaced this year by a patriotic event in which the school children took part. Headed by President George Campbell and the Georgetown band, some two or three hundred of them marched through the streets of the village to the park in the afternoon as a prelude to the games, races, etc., in front of the grandstand. Under the trees at a half-way house, they sang patriotic songs and waved flags. The innovation was surely a winner.

Many Feature Events

The contest events included, of course, the usual baby show. The officials were certainly wise in selecting a man the size of Capt. Read of Hamilton, who fearlessly faced his task, although he had a great deal of difficulty in securing an assistant. There were travellers' dashes, early call races, fat man's race, driving nail contest for women, threading the needle, boxing in barrels, a tug of war, etc., etc. In the travellers' hundred-yard dash event W. C. Wilder of Lindsay, traveller for Christie, Brown Co., lead the field, with Billy Dore second and George Arnold third. What we would ask of those who have attended the Drummers' Snack outing in the past, is a fat man's race without Sol Walters? Sol was absent this year for the first time since history began, and therefore this

CANADIAN GROCER

year this contest had to be pulled off without him.

The tug-of-war event ended ingloriously for the travellers. The big men of Georgetown never gave them a chance. E. A. Andre of the Lipton Tea Co. put on a running contest for ladies and there are some 20 homes in and around Georgetown in which there is sufficient tea in the pantry to last them until the price comes down again. Assisted by "Billy" Meen, he also sent up several balloons. Geo. Griffith handled the megaphone in the judges' stand—his chief duty being to tell the people to keep off the track. Strange to relate, his voice was still in commission when the outing ended.

An Auto Battleship.

One of the features of the parade in the afternoon was the automobile of Billy Mill, the new vice-president. On his motor car Mr. Mill had erected a battleship, painted grey. There were the usual port-holes, smoke-stacks, etc., and some real live young sailors on deck. It was certainly appropriate for the occasion and the crowd regretted that it was built on too large a scale to enter the

gate of the Georgetown Park. Mr. Mill secured a prize in the automobile contest in so far as the parade was concerned.

"Jim" Hooper and Michael Malone, together with a retinue of travellers, spent a busy day getting the runners started and seeing that the tug-of-war teams contained the proper number of men.

Every time the travellers come here they bring a sufficient number of prizes to start a general store. There were all kinds of eatables from cereals down to soap. There were dry goods, sporting goods, hardware and everything else on the calendar of the general store. However, when the smoke cleared away nothing could be seen on the prize stand but William Madill, "Pop" Somerville, Oliver Gardner and Billy Mill.

The liberality of the travellers was shown in the distribution of these goods. Everybody who took part in an event got something, and soap, shoe polish, base balls, cereals, etc., were thrown or distributed around the grounds all afternoon. It was a very busy day for Russell Smith in this regard.

Merchants Defeat Travellers.

It is customary each year for the president to donate two sets of bowls for bowling contests on the Georgetown green. There was a game between the Georgetown merchants and the travellers which was won by the former, and therefore the merchants of this town got a set of bowls. Billy Mill was the winner of the other set. George Campbell made the presentations.

It is a short year indeed in which the ranks of the club are not thinned more or less by death. Since the outing in July of 1914 Charles Silver and "Billy" Colville, two old, valued and respected members have passed away. At the annual meeting on Saturday morning, resolutions of condolence were passed to their families.

Col. Stoneman was again at the outing this year. He missed last.

The accompanying snapshots taken by the representative of Canadian Grocer give a supplementary idea of this unique annual outing which the Drummers' Snack Club has now held for about a quarter of a century.

Expenses of Cash and Credit Stores

Some Interesting Figures Showing What it Costs An Average Credit and Cash Grocery Store, as Well as a Large Credit Store, to do Business—Little Difference Between Credit and Cash.

SOME time ago Canadian Grocer showed some percentages bearing on the cost of doing business which brought out considerable facts. "System," of Chicago, recently went into the same problem basing their figures on both a cash and credit business. It would appear from their figures that there isn't such a great difference between the cost of doing business on a cash basis and a credit basis after all, if figures of a survey of the grocery trade to determine this important question made by System are to be taken as being authoritative and final. According to these figures, the difference in fact, is only a trifle over 2 per cent. In the first table submitted below, it is shown that the cost of doing business of an "average grocer" is 15.4 per cent. Here are the figures, compiled from a careful canvass:

An Average Grocery Store.

		%
Rent	\$1,154.85	or 2.3½
Salaries	4,067.09	or 8.1
Advertising	351.48	or .7
Heat and light	251.05	or .5
Delivery	954.01	or 1.9
Supplies	150.63	or .3
Insurance and taxes	200.84	or .4
General expenses	150.63	or .3
Depreciation and shrinkage	301.27	or .6
Bad debts	150.63	or .3
Total expense	\$7,732.48	or 15.4

In arriving at this result, the percent-

age of cost is computed on the selling price and not on the first cost of the stock. In another "average grocery" the cost of doing business increased slightly. Here are the figures showing the percentage, but without an itemized account of the different items of expense:

Another Average Store.

	%
Rent	2.07
Salaries	7.96
Advertising	.83
Heat and light	.39
Delivery	2.03
Supplies	.37
Insurance and taxes	.58
General expenses	.45
Depreciation and shrinkage	.76
Bad debts	.47
Total % of expenses to sales	15.91

It will be noted that in both of these tables, the percentage of loss from bad debts is placed very low—much too low it would seem, being three-tenths of one per cent. and forty-seven hundredths of one per cent. respectively. The following table shows the overhead expense to be 14.5 for a "small cash grocery" which makes no deliveries:

A Small Cash Grocery.

	%
Rent	\$ 291.92 or 2.7
Salaries	1,018.76 or 9.7
Advertising	21.62 or .2
Heat and light	32.44 or .3
Delivery
Supplies	21.62 or .2
Insurance and taxes	43.25 or .4
General expenses	21.62 or .2

Depreciation and shrinkage	86.50	or .2
Bad debts
Total expenses	\$1,567.73	or 14.5

Adding 2 per cent. for delivery service, it will be seen that the cost of doing business on a cash basis is about the same as a credit store, though delivery costs are much higher. The larger the business, the more the percentage of overhead expense, according to the table below, containing figures on a "large credit grocery":

Large Credit Grocery.

		%
Rent	\$2,009.10	or 2.7
Salaries	6,771.40	or 9.1
Heat and light	223.23	or .3
Delivery	2,232.33	or 3.0
Supplies	297.64	or .4
Advertising	595.29	or .8
Insurance and taxes	223.23	or .3
General expenses	595.29	or .8
Depreciation and shrinkage	744.11	or 1.0
Bad debts	595.29	or .8
Total expenses	\$14,286.91	or 19.2

If this "survey" of the grocery trade is to be accepted as being typical, it serves to demonstrate that the actual profits of the cash grocery are but little in excess of the credit store and that there is no more profit in selling goods for cash if the cash store is obliged to make deliveries. These figures appear to present an argument in favor of those adherents of the credit system as opposed to a strictly cash business.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces.

E. H. Balcom, general merchant, Port Dufferin, died recently.

The merchants of Sackville, N.B., held a Merchants' Day on Wednesday, July 28.

A special meeting of the Canadian Fisheries Association was held in Montreal on Tuesday.

S. R. Giffin, senior partner of S. R. Giffin & Son, general merchants, Goldboro, N.S., is dead.

The annual meeting of the Maritime Board of Trade will be held this year on Wednesday, August 18th, at Summerside, P.E.I. Secretary T. Williams, of Moncton, N.B., has received notices from various boards throughout the Maritime Provinces as to questions they would like to have discussed at this big meeting. Among the problems on the slate for discussion are a number affecting the Maritime Provinces in general. Representatives from the majority of boards throughout the Maritime Provinces are expected to be present. The present officers of the board are the following:—E. T. Higgs, Charlottetown, P.E.I., president; E. A. McCurdy, Newcastle, N.B., first vice-president; E. N. Rhodes, M.P., Amherst, N.S., second vice-president; T. Williams, P.O. Box 75, Moncton, N.B., secretary-treasurer.

A recent report from Newfoundland states that a scarcity of salt threatens to offset to a large extent the benefits to be derived by Newfoundland fishermen from the unusually large catch of cod along the northern and eastern coasts, and on the Grandbanks this summer. Because of the small catch during the past two or three years the importers this season reduced their orders for salt, which comes from Trapani, Scilly, and Cadiz, Spain. In addition, the war has caused delays to steamers bringing the salt. Practically all the salt on the island has now been distributed to the fishing ports. Although at least 15,000 tons additional is expected to reach this city during the next month, it will arrive too late to save a large amount of cod which is rapidly piling up at the various fishing centres.

Ontario.

Daniel Munro, grocer, Hamilton, Ont., died recently.

Wm. Leith, grocer, Toronto, has sold his Bloor Street business to A. C. McBrien.

Geo. Brickell, wholesale potato dealer, Toronto, died recently.

J. P. Kerwin, grocer, Dundas, Ont., has sold to Newton & Son.

Wm. G. Kirkpatrick, grocer, Toronto, is succeeded by F. L. Fair.

Barabe & Co., grocers, Fort William, Ont., have sold to the McKenzie Co.

Chief Constable Grasset, Toronto, has reported to the Board of Control that peddlers are permitted to call out their wares on the public thoroughfares, providing they do not shout too loudly. A complaint was forwarded to the board by a citizen. Some of these peddlers are certainly well supplied with lungs, and it would be interesting to know the exact degree of loudness permitted.

St. Thomas, Ont., Merchants' Association are arranging for a day of sports on Labor Day. Among these will be bicycle and road races. Ald. J. T. Webster, Mayor Johnson, J. Dowler, Ald. J. R. Martin, G. A. Ingram and Donald Fraser are included on the executive committee. The sports committee includes George E. Hill, Arthur Harbour, A. P. Conley, W. H. Mureh, C. C. Raison, H. Paddon, A. E. Maxwell, H. Murray and C. R. Pincombe. The music committee is: Angus Taylor, Jos. P. Butler, R. Stirling and C. E. Raven; while E. G. Cooper is at the head of the advertising committee. D. H. McIntyre, R. H. Cook and S. Graham will be the canvassing committee. Other meetings will be held to complete the work of organization.

With the Hamilton, Ont., quota of the 76th battalion which left there this week went three employees of the Balfour-Smye Company, wholesale grocers, in the persons of Frank Nicholson, Stanley Allan and James Sterling. During the week the three were honored by the firm and their fellow-employees, when presentations were made to each by Fred T. Smye. Mr. Nicholson received from the firm a money belt and a sum of money, also a medicine case and emergency supply of medicine, and from the office staff a contribution of gold. Messrs. Allan and Sterling received gold wrist watches from the firm and a cigar case each from the warehouse staff. In making the presentation, Mr. Smye voiced the esteem in which each of the young men were held and the hope that they all might return in safety to their homes here at the close of the conflict.

Western Canada.

A. F. Shipley, grocer, Winnipeg, is succeeded by K. Peterson.

Grand & Gilfix, grocers, Winnipeg, are succeeded by S. Grand.

A. L. Courtney, general merchant, Sidewood, Sask., has sold to Albert Holshoe.

One of the oldest grocery stores in Saskatoon, Sask., changed hands recently, when R. H. Irwin, formerly of Halifax, took over the stock, fixtures and goodwill of George Jones, who for the last year and a half has been proprietor of the store at the corner of Fourth Avenue and Twenty-Third Street.

The contract was let for the Red Deer wholesale grocery establishment to Baird & McKenzie of that city for \$15,000. The building is being built by Dr. John Colison, and will be leased to the Red Deer Grocery Company, with Nash Bros., of Grand Forks, as the chief stock holders. The lease is for ten years. The building will be 75 x 90 feet with a concrete basement.

The picnic of the Vancouver grocers to Bowen Island, July 28, was a splendid success. Those who had charge of the arrangements and to whom much credit is due were: W. H. Walsh, president; A. C. Bartig, vice-president; T. J. Corley, secretary; W. Miller, L. Gascoigne, A. Barker, E. A. Davy, A. A. Blain, C. Clark, J. A. Henderson, S. Pritchard; judges, C. Clark, A. A. Blain, J. A. Henderson; starter, W. Millar; linesmen, E. A. Davy, L. Gascoigne; baseball, W. T. Ferguson; music, C. Clark; publicity, T. J. Corley. The steamers Bowena and Britannia provided good accommodation for the 600 or so excursionists, and the trips to and from the island were not the least enjoyable features of the day. While luncheon was on the baseball match between teams from north and south of False Creek was played. This was won by the southerners, 10 to 9. After luncheon some patronized the merry-go-round and dance hall, while others watched the carrying out of the long programme of sports. The W. H. Walsh team won the tug-of-war for retail establishments for the third time, thus becoming permanent owners of the cup. The A and C team, however, gave them a good pull. The wholesale tug-of-war was won by the Schwartz Bros.' team, who defeated Malkin & Co. and F. R. Stewart & Co. The latter won last year.

Sudden Rise in Apricots

Flurry During the Week Advances Prices About One Cent—Quotations, However, Are Still Low—Mediterranean Dried Fruits Firming Up—Maple Sugar Advances—Tea Market Still Strong—Wholesalers and Sugar Refiners Discuss Sugar Matters—Active Spice Market.

Office of Publication, Aug. 5, 1915.

THE sugar market has remained unchanged now for some time and from present indications will not change in the near future. While the market is lower during the week in New York yet this is not likely to have any bearing on our prices. Competition is tending to keep down Canadian quotations—the chances are that had it not been for this feature they would have been higher at the present time.

Unless the Dardanelles are forced soon and peace made with Turkey in the near future, the Canadian market will have to do without Sultana raisins and Smyrna figs for the Christmas trade. As mentioned a week ago this is tending to firm up prices of Valencia raisins which are already only about half a normal crop, and also Californias which are advancing in sympathy due to the extra anticipated demand. There was a flurry too this week in dried apricots. Prices on these have been remarkably low and they took a sudden notion to advance going up first a half cent and then another similar amount.

The heavy storm that swept Ontario on Tuesday did a great deal of damage to grain crops and some fruits and vegetables. It is difficult to say exactly what effect it had on the growing bean crops but it certainly did not do them any good. A lot of corn too was knocked down and large quantities of apples are lying on the ground. Reports from some districts indicate some rot in potatoes on account of too much rain, but how serious this is has not been definitely determined. Branches of a good many fruit trees were felled by the fury of the storm which was one of the worst that Ontario ever realized. With the crops practically all out it was not a good time for such a commotion. The early spring or autumn would be much better.

QUEBEC MARKETS.

Montreal, Aug. 5.—It will be remembered that the crop of maple syrup and sugar was a small one this year. The market this week on maple syrup went almost out of sight, due to the above fact, as well as to a heavy demand from the United States for confectionery and for the manufacture of chewing tobacco, the demand for the latter being heavier than usual. Pure Beauce maple sugar, which ordinarily is quoted from 8c to 10c, is now quoted at 13-14c, and very little is to be had. Several cars are being held in Montreal at a very high figure, while one man in Quebec city has twenty-five cars, which is about all that is left.

From present appearances the opening prices on salmon this year will be fairly high, as the catch has been less than usual. Advices from British Columbia are to the effect that the total pack of Sockeyes in B.C. may not reach 400,000 cases, which probably will be insufficient to meet all requirements. Opening prices on Sockeyes and Pinks are expected in a week's time, and will be

followed immediately by other prices.

SUGAR.—Price of refined went down in New York last week from \$6.10 to \$5.70, but this decline was not general. Canadian refiners were unable to follow suit, as it is claimed their prices are 40-50c too low anyway. Raws fell, but seem to be back to their former level, being offered at 33/4c. Local demand is small, only a hand-to-mouth trade being done. The reason for the New York decline is not very evident. Probably New York refiners were able to hold off, and some sellers were anxious to realize.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 85
25 lb. bags	6 75
2 and 5-lb. carton	6 85
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominos, cartons	8 15

Markets in Brief

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Corn arrives at 20c per dozen.
Beans drop to 75c per bag.
Good peas are getting scarce.
Spinach jumps to 75c per box.
First Canadian plums in.
Decline in lemon prices.

PRODUCE AND PROVISIONS—

Advance in price of No. 2 eggs.
Much firmer butter market.
Cheese firmer; prices same.
Provision situation unchanged.
Good demand for live poultry.

FLOUR AND CEREALS—

Flour market weak and quiet.
Flour demand hard to mouth.
Big demand for all kinds feeds.
Rolled oats market easier.

FISH AND OYSTERS—

Trade inclined to be slow.
Better demand from the country.
Dore and trout not plentiful.
Atlantic salmon prices down.
Decline in brook trout prices.

GENERAL GROCERIES—

Maple sugar prices out of sight.
Shelled almonds in strong position.
Brazil nuts maintain advance.
Molasses prices still high.
American beans offered reasonable.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—

Splendid holiday trade.
Domestic peaches selling.
New potatoes cheaper.
Old potatoes a drag.
Tomatoes lower.

PRODUCE AND PROVISIONS—

Hogs are cheaper.
Strength in butter market.
Cheese a shade stronger.
Poultry demand quiet.

FLOUR AND CEREALS—

Advance in feeds due to shortage.
Flour situation yet quiet.
New Ontario wheat likely to depress market.
Cereals quiet.

FISH AND OYSTERS—

Scarcity of boneless fish.
Fair call for dried and lake fish.
Market generally quiet.

GENERAL MARKETS—

Apricots advance a cent.
Dried peaches firmer.
Valencia raisins will be high.
No Sultanas or Smyrna figs.
Tea market firm.
Sugar is steady.

TEA.—The India and Ceylon market remains quite firm, and there seems little chance of prices coming down. There is a rumor current, with what authenticity cannot be determined, that the Russian Government has bought much of the India tea crop in advance. It is now thought that the best values in Japan are going to be those on top. Those who bought tea around 25c and 26c are those who are going to score.

CANADIAN GROCER

DRIED FRUITS.—Smyrna Sultanas are practically exhausted in first hands. There is a good demand just now for cleaned, which are scarce, and are realizing big prices. There is much talk about this year's crops, but transportation is likely to figure more than big or small crops. There is every indication of a high market for Valencia raisins; on the other hand, markets will be limited, and it is possible for this reason prices may be reasonable.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09	
Apricots	0 15 1/2	0 17 1/2
Nectarines, choice	0 11 1/2	0 13 1/2
Peaches, choice	0 10	0 11
Pears, choice	0 13 1/2	0 15 1/2
Apples, choice winter, 50-lb. boxes	0 08 1/2	

DRIED FRUITS		Per lb.
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13 1/2	0 14
Orange	0 13 1/2	0 14
Currants—		
Amalias, loose	0 07 1/2	0 08
Amalias, 1-lb. pkgs.	0 08	0 09 1/2
Filiatras, fine, loose, new	0 08	0 09
Filiatras, packages, new	0 08	0 09 1/2
Vostizzas, loose	0 08 1/2	
Dates—		
Dromedary, package stock, per pkg.	0 09	0 12 1/2
Faris, choicest	0 12 1/2	0 06
Hallowee, loose	0 06	0 07
Hallowee, 1-lb. pkgs.	0 07	
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 12	0 12
7 crown, 12 lb. boxes, fancy, layer, lb.	0 12	0 11 1/2
6 crown, 12 lb. boxes, fancy, layer, lb.	0 11 1/2	0 12
1 lb. glove boxes, each	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	0 13
40 to 50, in 25-lb. boxes, faced	0 13	0 12
50 to 60, in 25-lb. boxes, faced	0 12	0 11
60 to 70, in 25-lb. boxes, faced	0 11	0 10
70 to 80, in 25-lb. boxes, faced	0 10	0 09 1/2
80 to 90, in 25-lb. boxes, faced	0 09 1/2	0 09
90 to 100, in 25-lb. boxes, faced	0 09	
Raisins—		
Malags, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60	
Muscatsels, loose, 3 crown, lb.	0 09	0 10
Sultanas, loose	0 10	0 11
Sultanas, 1-lb. packages	0 12 1/2	0 15
Valencia, selected	0 09	0 09 1/2
Valencia, 4-cr. layer	0 09 1/2	0 09
Cal. seedless, 16 oz.	0 09	0 08 1/2
Seedless, 12 oz.	0 09	0 08
Fancy seeded, 12 oz.	0 11 1/2	0 09
Choice seeded, 16 oz.	0 11 1/2	0 11 1/2
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

NUTS.—Shelled walnuts are moving freely, and are being sold to the wholesalers at a price retailers have been paying for a long time—32c. It looks as though good shelled walnuts are going to be scarce. A lot of mouldy stuff is arriving just now. Brazils, which advanced sharply two weeks ago, have maintained their high price, and are not likely to go back, as the new crop does not come in until spring. Peanuts up to the present have been slow for the time of the year, but an improvement is now being noticed.

Almonds, Tara	0 15 1/2	0 15 1/2
Grenobles, new	0 15 1/2	0 16 1/2
Marbots, new	0 12	0 14
Shelled walnuts, new, per lb.	0 32	0 35
Shelled almonds, 28-lb. boxes, per lb.	0 34	0 35
Sicily filberts	0 12	0 13
Filberts, shelled	0 18	0 24
Pecans, large	0 18	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	0 07
Peanuts, No. 1, Spanish	0 08 1/2	0 08 1/2

MOLASSES.—Practically none offering, and market as strong as ever. If there are no more offers, holdings in Montreal are bound to go higher. The trade is now waiting for Barbadoes to make offers. If there is no more, it is predicted that the price of molasses will be up to 60c before November 1, as stocks in Montreal are nothing to speak

of. It is said there is not a wholesaler in Montreal who has a third the quantity he requires.

Barbadoes Molasses—	Price for Island of Montreal.	
	Fancy.	Choice.
Punchons	0 53	0 44
Barrels	0 56	0 47
Half barrels	0 53	0 49
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/2	
Pails, 3 1/2 lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 30	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Maple Syrups—		
New, pure, per 5 1/2 lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 15	
Maple sugar, pure, per lb.	0 18	

SPICES.—The market is irregularly active, few changes having taken place except in seeds and herbs. The temper of the market in America and abroad is hesitant and vacillating, reflecting uncertainty of political conditions. Celery seed stiffened on trade needs, and higher prices in France are being asked for new crop. Cummin seed is in wide demand. Sage is scarce, especially the better grades, and a sharp advance is likely on account of scarcity, Austrian supplies being cut off.

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen.	1/4-lb. tins lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 75-1 05	0 31
Cayenne pepper	0 30	1 05-1 21	0 36
Cloves	0 41	1 21-1 31	0 48
Cream tartar—45-55c.			
Ginger, Cochon	0 19		
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 00-1 15	0 30
Nutmegs	0 40	1 05-1 25	0 35
Pepper, black	0 20	0 90-1 00	0 31
Pepper, white	0 31	1 15-1 20	0 40
Pastry spice	0 23	0 85-1 20	0 31
Pickling spice	0 20	0 85-1 00	0 30-0 35
Turmeric	0 21-0 23		
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamon seed, per lb., bulk	2 00	2 50	
Carraway—			
Canadian	0 13	0 13	
Dutch	0 18	0 20	
Cinnamon, China, lb.	0 22	0 25	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 36	0 45	
Cayenne chillies	0 19 1/2	0 20	
Shredded cocconut, in pails	0 17		
Pimento, pure	0 17		

RICE.—It seems impossible to get prices from Europe of any kind. What is available is dollars per hundred too high for this market. They want \$8 a bag for A.1 Patna rice.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 90
"C.C."	3 80
India bright	4 00
Lustre	4 10
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 30
Ice drips	5 30
Snow	5 23
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
Imported Patna.	
Bags, 224 lbs.	0 05 1/2
Half bags, 112 lbs.	0 05 1/2
Quarter bags, 56 lbs.	0 05 1/2
Velvet head Carolina	0 09 1/2
Sago, brown	0 06 1/2
Tapioca—	
Pearl, lb.	0 07
Seed, lb.	0 07 1/2

COFFEE.—There is little change in the coffee situation. Business is fairly good, and the trade has little to complain about.

DRIED VEGETABLES.—American beans have been offered in this market by an Ontario shipper, who sent a post-card to Montreal dealers, offering 2-lb. pickers at \$3.35-3.40 and 3-lb. pickers at \$3.25, delivered freight and duty paid, Montreal. Orders have been booked, but they were not filled, and the trade is wondering whether the proposition is bonafide or not. As far as Canadian beans are concerned, there seem to be none offering beyond a few cars. Shippers and growers are pretty well cleaned up. There are no good boiling peas free from bugs.

Beans—	
Canadian, 3-lb. pickers, per bushel	3 55
Yellow, per bushel	3 70
Yellow eyes, per bushel	3 70
Lima, per lb.	0 07 1/2
Peas, white soup, per bushel	3 25
Peas, split, bag, 98 lbs.	5 50
Barley, pot, per bag	2 45
Barley, pearl	4 50

CANNED GOODS.

Prospects are not too good for this year's salmon pack. Opening prices on Pinks and Sockeyes may be expected in about a week, the others following soon after. The total pack of Sockeyes in British Columbia does not seem likely now to reach even 400,000 cases, and may be insufficient to meet requirements.

Advices from packers are to the effect that the Naas River is poor. Skeena River about the same as last year. Rivers Inlet very good, better than last year, and will probably pack 20,000 to 30,000 cases in excess of what she did then. But this will probably not more than make up the shortage on the Naas and certain other localities where the run has been unsatisfactory. Catches on the Fraser are still poor, and there does not seem the slightest prospect of getting more than four years ago, where there were 58,000 cases—perhaps not as many as then.

In the case of Pinks, this is a short year in the best localities up North, and the quantity of really prime quality will be limited. There has been a keen demand from the United Kingdom for high grade Pinks.

A meeting of the directors of the Dominion Cannery and the Montreal trade was held on Wednesday of this week, details of which are not available as yet. It was the general belief that at this meeting the open prices on the new pack would be decided, and that much firmer prices would be general. The effect of the holding company is already seen. A wholesaler who for months past has been selling tomatoes at 85c, now refuses to sell for anything less than 90c, claiming that he cannot replace his stock to sell for less. If he pays 80c in Ontario, they cost him 87c to reach his warehouse, and to make any profit he must quote at least 90c.

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ONTARIO MARKETS.

Toronto, Aug. 5.—Wholesalers are not offering any complaints these days in reference to business conditions. Trade is as good as could be expected, considering the season and the general situation, and collections, particularly as far as the country districts as well as the small towns and others not depending too much on factories, are good.

One of the most interesting markets of the week is that on dried fruits, and this should be watched carefully. During the week apricots have firmed up about a cent a pound, and no one seems to be able to get at the bottom of it. California dried peaches are firmer in sympathy, and on account of the higher prices that we shall see on Valencia raisins, Californias are firming up. As pointed out last week, it is not likely we shall see any Sultana raisins on this market for Christmas. The Dardanelles are still unforced, and until they are and peace is made with Turkey, we cannot trade with the Turks. The same thing applies to Smyrna figs, and brokers are now negotiating for California figs to take their place in part.

Cables indicate that there will be no let up, in the near future at least, to the high tea prices. A cable reached Toronto Wednesday, which came through from Calcutta with some interesting statistics. On June 19 it was estimated that there would be an increase in tea production of some 7,000,000 pounds. On July 4 this was reduced to 4,000,000 pounds. July 16 the report was "unfavorable," and at the end of the month it was estimated that there would be no excess at all, the cable ending with the significant words "floods." And tea men state that the crop season is half over.

SUGAR.—Although sugar is weaker in the New York market, having in the case of some refiners declined during the week, there has been no change here. In fact, refiners say the situation is steady and inclined to be firm, considering what they have to pay for raws. Unless competition, therefore, becomes too keen there is not much chance for a decline.

During the past week there have been a couple of meetings of wholesalers in connection with the sugar situation. Representatives of the Ontario Guild met in the Board of Trade rooms on Saturday last to discuss the question of reduced rebates from refiner to wholesaler, and a meeting was arranged for between the wholesalers and refiners for Thursday in Montreal. Just what was the outcome of this could not be learned, as Canadian Grocer went to press before it was opened. There is some speculation going on as to what will be the result if a satisfactory agreement cannot be arrived at, some even hinting

about price-cutting. But we shall have to await developments in so far as this is concerned. In the meantime sugar passes another week unchanged in price. In British Columbia and Calgary a decline of 10c has occurred.

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

TEA.—Cables from India have been scarce during the week, but every indication points to the same conditions existing, as explained last week. That means the tea market has maintained its strength generally. Of course, during times like these, when the production of tea becomes profitable to the grower, there is a tendency to pick more leaves, thus getting a coarser grade. This does not provide as good a quality as many buyers require for their trade, and naturally has a tendency to firm up quality tea and ease off the coarser grades. Nevertheless there is apparently a firm undertone to the entire market, due principally to the heavy world demand. A tea broker showed Canadian Grocer a circular on India tea which pointed out that between April 1 and June 21 this year exports to all countries were a little over three million pounds in excess of last year. Later information may, of course, change this condition. This same broker maintained that good quality teas could not so far as he could see come down before October, and then the easing off would be but slight, if any.

Just before going to press, one large tea firm 'phoned to Canadian Grocer the receipt of a cable message, which came through their head office in the East, which indicated that the reported excess production estimate of 7,000,000 pounds made about June 19 has been reduced to no excess at all. On July 4 the estimate was cut down to 4,000,000 pounds, while at the end of the month it was reduced entirely, the cable intimating that floods had been the chief cause of this big reduction. This looks as if there will not be much cheaper tea for some time.

DRIED FRUITS.—Owing to the war with Turkey, Sultanas cannot be imported, and their place must be supplied in some measure by seedless varieties of

raisins produced in California, with possibly a few real Sultanas from Greece or the Grecian Islands. No price can be obtained at present from these quarters, but they will certainly be high, and in all probability the English demand will absorb anything available at prices beyond reach of the Canadian trade in so far as European Sultanas are concerned. As to California production, supplies will be available, but probably at continually advancing prices.

The currant market in Greece has advanced during the present week one shilling per cwt. This advance is fully warranted because of the short supply of Valencia raisins and the total prohibition of the export of Sultana raisins, which will produce a very increased demand for currants. The whole situation points to high prices for all European dried fruits. The chief factors producing this result are: First, the entire prohibition of the export of Sultanas owing to war conditions. Second, the very short crop of Valencia raisins, and the fact that Australia, owing to short crop, has no raisins to export this year. Third, the largely-increased freight rates and the cost of war risk insurance.

Apricots—		
Standard, 25 lb. boxes	0 13½	0 15
Choice, 25 lb. boxes	0 15	0 15½
Apples, evaporated, per lb.		
.....	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Philasas, per lb.	0 08	0 08½
Amalass, choicest, per lb.	0 08½	0 09
Patras, per lb.	0 08	0 09
Vostizass, choice	0 10	0 10½
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 08	0 08½
Hallowees	0 07½	0 07
Prunes—		
30-50, California, 25 lb. boxes	0 14½	0 15
40-60, 25 lb. boxes	0 12½	0 13½
50-60, 25 lb. boxes	0 12	0 12½
60-70, 60 lb. boxes	0 10½	0 11½
70-80, 50 lb. boxes	0 09	0 09½
80-90, 50 lb. boxes	0 08	0 09
90-100, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Valencia	0 11	0 11½
Seeded, fancy, 1 lb. packets	0 10½	0 10
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz. packets	0 08	0 08
Seedless, 15 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

SPICES.—The market is active, with few changes, with the exception of seeds and herbs. The temper of the market here and abroad is hesitating, reflecting the uncertainty of conditions, and all the complicating tendencies of the past year are in evidence. The consumption in the United States is large and steady. The needs of many other large consuming markets must be filled in the States. The situation as to insufficient tonnage is as bad as ever, and will continue to be filled for some time to come on a certain cautious hand-to-mouth basis.

No change has been recorded on the coffee market during the past week. Such is the case with peppers, whites excluded. The white pepper market is inclined to be slightly easier. The mar-

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ket on mace, nutmegs, cassia, ginger and paprika is unchanged.

Celery seed has stiffened rapidly on trade needs, and much higher prices in France are being recorded for the new crop. The caraway seed market is normal, with no decided turn.

On the herb market sage remains scarce, especially the better grades. This article is likely to see another sharp advance, its Austrian source being bottled up by the Italian entry in the war. The balance of the market is normal and firm, with no recent change.

Unless some unforeseen market appears for cream of tartar, whereby large dealers can secure the necessary quantity to fill their demands, it is most certain that they will find it difficult to fill orders in full. It is not so much a case of paying the price for crystals as it is to secure them.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 16
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 32
Cassia, ground	0 14-0 16	0 22-0 30
Cinnamon, Batavia	0 27	0 35
Cloves, whole	0 28	0 45
Clives, ground	0 18-0 22	0 28-0 35
Cream of tartar	0 25-0 35	0 45-0 50
Curry powder	0 30	0 35
Ginger, Cochin	0 15-0 17	0 18-0 22
Ginger, Jamaica, ground	0 18-0 21	0 23-0 28
Ginger, Jamaica, whole	0 25	0 30
Ginger, African, ground	0 14-0 18	0 18-0 22
Mace	0 30	0 40
Nutmegs, brown, 64s, 52c; 80s, 62c; 100s	0 30	0 40
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 22-0 25	0 30-0 35
Pastry spice	0 14-0 18	0 19-0 24
Peppers, black, ground	0 19-0 24	0 30-0 35
Peppers, black, whole	0 19-0 24	0 30-0 35
Peppers, white, ground	0 19-0 24	0 30-0 35
Peppers, white, whole	0 35	0 45
Pickling spice	0 15-0 20	0 20-0 25
Turmeric	0 15-0 20	0 20-0 25

NUTS.—The filbert crop in Sicily this year is fair, while the same in Spain is small. The former is of more interest to Canadian buyers and the price quoted from Sicily for October shipment would enable the goods to be marketed here for about 12 cents. Walnuts in France are very promising, but owing to the scarcity of labor and high freight rates the expectation is that Marbots will be marketed at almost twelve cents and Grenobles at about fifteen cents, although no actual prices have been reported by shippers. The 1914 crop of shelled walnuts for September shipment from France can be sold by the trade here at about 38 cents. New prices for later shipments to arrive here in the early part of December have not yet been quoted, but it is probable that the price will be about the same. The great difficulty will be to find opportunity for shipment to bring the goods here in time for holiday trade.

In Shell—	Per lb.
Almonds, Tarragona	0 17 1/2
Almonds, medium, new	0 15
Almonds, large, washed, new	0 17
Chestnuts, peck	1 75
Filberts, Sicily, new	0 13
Peanuts, Jumbos, roasted	0 12 1/2
Peanuts, hand-picked, roasted	0 11
Peanuts, fancy, roasted	0 09
Pecans	0 17
Walnuts, Grenoble	0 15
Walnuts, Bordeaux	0 11
Walnuts, Marbots	0 13

Shelled—	Per lb.
Almonds	0 38
Filberts	0 25
Peanuts	0 11

Pecans 0 55 0 60
Walnuts 0 38 0 40

RICE, TAPIOCA AND SAGO.—Owing to the difficulty in obtaining freight combined with the high rates and the small production as the result of internal disorders in the producing countries, chiefly the Straits Settlements, the price of tapioca is high and likely to be still higher. At present values here are 6½ to 7 cents, according to grade. The rice market is firm.

Rice—	per cwt.
Rangoon "B." per cwt.	4 00
Rangoon, per cwt.	4 00
Rangoon, fancy, per cwt.	5 00
Patna, fancy	0 07 1/2 0 09

Tapioca—	per lb.
Pearl, per lb.	0 07
Seed, per lb.	0 07
Sago, brown, per lb.	0 05 1/2

COFFEE.—It is reported locally that Eastern coffee is hard to obtain owing to the fact that the nations at war are using their boats for war purposes, and that the number being used for shipping purposes is very small. The market is nevertheless dull, speculation being slow.

Coffee, Roasted—	per lb.
Bogotas	0 26
Jamaica	0 17
Java	0 31
Maricao	0 22
Mexican	0 27
Mocha	0 33
Rio	0 15
Santos	0 21
Chicoory, per lb.	0 10

BEANS.—Reports to the effect that the recent rains have done considerable damage to the Western Ontario bean crop will likely cause considerable speculation in the immediate future. Prices will undoubtedly advance. Should further rains present themselves in any strength the crop may prove a complete failure. The situation is extremely serious.

Beans—	per cwt.
3-lb. pickers, cwt.	3 40

BROOMS.—The market is unchanged to that of a month ago. A change in price is not expected till later in the fall, when the demand will likely increase. The corn crop will be at hand by that time.

CANNED GOODS.—Since the Holding Company of Canned Goods firms was formed, new prices have been given out to the wholesale trade on tomatoes, peas and corn for spot stocks. These are still comparatively low, although they will mean higher prices to the retailer than have prevailed, when canned goods were being more or less slaughtered. No figures have been issued yet on early fruits and vegetables, such as berries and peas. Some members of the trade think these will be delayed this year, because the Holding Company will require some time to adjust matters.

MANITOBA MARKETS.

Winnipeg, Aug. 4.—Splendid crop weather at time of writing is engendering some of the old-time optimism in the West. Harvest will start about August

10, and will be general by August 15. The crops so far have sustained no damage worth mentioning from any cause, and it looks like a reasonable certainty that the Canadian West will have more produce to sell than ever before in its history. At the same time, if too much of the crop is rushed to market in October it may have a depressing effect on prices.

Generally the business outlook is encouraging, and though city trade continues dull, there is no lack of activity in the country, and demands for all staple lines will become more active during harvest and threshing.

There are price changes of importance to note in dried fruits, rices and in provisions, but on the whole the market keeps remarkably steady. Wholesale bakers reduced the price of bread at the beginning of the week, and retail grocers and others now sell a 5-cent loaf. This does away with the nuisance of the 6-cent loaf, finding change for which was a source of irritation to both vendors and customers.

SUGARS.—There is a better demand for sugars, as the preserving season is at hand, but the price holds steady, and at present there is nothing here to indicate either an advance or decline. Many dealers expect higher prices.

Sugar, Eastern—	Per cwt. in sacks.
Standard granulated	7 05
Extra ground or icing, boxes	7 90
Extra ground or icing, bbls.	7 70
Powdered, boxes	7 70
Powdered, bbls.	7 50
Hard lump (100-lb. cases)	7 50
Montreal, yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 00
Halves, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 90
Powdered, 50s	7 45
Powdered, 25s	7 80
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 25
Cut loaf, barrels	8 10
Cut loaf, 50s	8 25
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, bbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 35
Icing sugar, boxes	7 00
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	8 60
Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 13
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 08
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	3 75
5-lb. tins, 1 doz. to case, per case	3 50
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 85
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial, 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quarts, case 2 doz.	9 70
New, pure quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25
DRIED FRUITS.—New season's crop of apricots and prunes are on the market, and prices are generally a little lower, and the pack, it is said, will be ample and of excellent quality. Bulk currants are up 1 cent per lb. Other lines of dried fruits are steady.	
Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 12

CANADIAN GROCER

Apricots, choice, 10's	0 12½
Currents—	
Dry clean	0 07½
Washed	0 08½
1 lb. package	0 08½
2 lb. package	0 17½
Vostizas, bulk	0 11
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07½
Earl dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 07½
Choice, 25-lb. boxes	0 07½
Choice, 10-lb. boxes	0 08½
Raisins, Muscatels—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08½
Raisins, Valencias—	
Fine selected	2 50
Four crown layers, F.O.S.	2 35
Choice seeded, lb.	0 11½
Fancy seeded, lb.	0 11
12-oz. packages, fancy	0 08½
12-oz. packages, choice	0 08½
Raisins, Sultanas—	
Corinthian Giants	0 13½
Superfine	0 12½
Finest	0 10½
Fine	0 10½
Prunes, in 25-lb. boxes—	
30 to 100	0 09½
80 to 90	0 09½
70 to 80	0 10
60 to 70	0 10½
50 to 60	0 11
40 to 50	0 11½
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 13½
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13½
4-crown, 10-lb. boxes, per lb.	0 13
3-crown, 10-lb. boxes, per lb.	0 12½
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07½
Cooking figs, choice naturals, 25-lb. bags	0 07

RICE AND TAPIOCA.—Prices are generally revised, top grades being a little dearer, and lower grades a little cheaper.

Rice and Tapioca—	
No. 1 Japan, per lb.	0 06
No. 2 Japan, per lb.	0 04½
Sia, per lb.	0 03½
Patna, per lb.	0 07½
Carolina, per lb.	0 08½
Sago, pearl, lb.	0 06½
Tapioca, pearl	0 06

DRIED VEGETABLES.—Three-lb. pickers in beans are up 10 cents per bushel. Lima beans bag lots are 1 cent lower. There are no changes in barley or peas.

Beans—	
Canadian, hand picked	3 85 3 95
Three-lb. pickers	3 65
California Lima Beans—	
Bag lots	0 07½
Less than bag lots	0 08½
Barley—	
Pot, per sack, 96 lbs.	3 30
Pearl, per sack, 98 lbs.	4 30
Peas—	
Split peas, sack, 96 lbs.	6 00
Sack, 40's	3 02
Whole peas, bushel	2 90

NUTS.

Nuts—	
Brazil, new stock	0 15
Tarragona almonds	0 19
Peanuts, roasted Jumbos	0 12½
Peanuts, choice	0 19
Pecans	0 22
Marbot walnuts	0 11½
Sicily filberts	0 11½
Shelled almonds	0 41
Shelled walnuts	0 41

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, Aug. 5.—The sugar market is \$7.35, a drop of 10c. Market has been bare. English vinegar in bottles shipment was received this week, the demand being brisk. This is the first shipment in six weeks. New currants have arrived. Onions and potatoes were shipped to Fiji Islands via S.S. Niagara, on Wednesday.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 35
New Zealand cubes	0 36½
New Zealand brick	0 37
Cheese, per lb., large	0 21
EGGS—	
Local fresh	26 c
Extra selected	22½c
Vancouver Island	26 c
Lard, 3's, per case	8 75

Lard, 5's, per case	8 67
Lard, 10's, per case	8 61
Lard, 20's, each	3 05

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	0 6¼c
Beans, Lytton	0 6¼c
Cream of tartar, lb.	50 c
Cocoanut, lb.	18½c
Commeal, ball	\$3 90
Evap. apples, 50's	0 6¼c
Flour, 49's, bbl.	7 75
Lemons, box	4 25
Potatoes, per ton	20 00
Rolled oats, ball of 80 lbs.	3 45
Onions, lb.	0 2 c
Oranges, box	2 75
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 35
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c
Jams, glass jars, doz.	2 25
Jams, 4-lb. tins, doz.	7 50

CANNED GOODS.

Apples, gals., 5/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2½'s, case	4 50
Strawberries and raspberries, 2's, case	4 50
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, ¼'s, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13¼c; Apples, lb.	0 8½c
Prunes, 70-90, 25's, lb.	0 8½c
Currents, per lb., 8¼c; Raisins, seeded, lb.	10 c
Peaches, per lb.	0 7 c
White figs, per lb.	0 6 c

ALBERTA MARKETS (CALGARY).

(By Wire.)

Calgary, Alta., Aug. 5.—Apricots are \$1.10 crate, California grapefruit \$4.50, Ontario blueberries \$2 basket. Small white beans are up to 6¾c. Lard has declined 30 cents a case and sugar has dropped 10 cents. Future apricots show advance of 1 cent over quotations of last month. Ontario cheese, after dropping to 17 cents, is now firm at 17½c. Crops are coming along splendidly and retail business is good generally.

Fruits—	
Blackberries	2 25
Blueberries, Ont., basket	2 30
Cantaloupes, crate	5 50
Grapefruit, Cal.	4 50
Oranges, case	5 50
Lemons, case	6 25

General—	
Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 96's	3 50
Rolled oats, ball	3 70
Rolled oats, 80s	3 30
Rice, Siam, cwt.	4 00
Potatoes, new, per bush.	0 85
Sugar, pure cane, granulated, cwt.	7 55
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 17½
Butter, No. 1, dairy, lb.	0 20
Eggs, new laid, doz.	0 20
Lard, pure, 3s, per case	8 70
Lard, pure, 5s, per case	8 63
Bacon, smoked backs, per lb.	0 18½
Bacon, smoked bellies, per lb.	0 21

Canned Goods—	
Tomatoes, 3s, standard, case	2 55
Corn, 2s, standard, case	2 10
Peas, 2s, standard, case	2 10
Tomatoes, gals., case	2 00
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Lobster, ¼s, per doz.	2 65
Salmon, finest sockeye, talls, 48's, per case	10 00
Salmon, pink, talls, 48's, per case	4 25
Dried Fruits—	
Evaporated apples, 50s, per lb.	0 69½
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 13
Pears, choice, 25s, per lb.	0 14

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Aug. 5.—The local market shows hardly any changes. Dealers, however, expect drop in flour next week. They think Ontarios especially cannot stand without lowering much longer.

There is little buying now except from hand-to-mouth. There is little interest in sugar situation with an unchanged market, but fairly firm. Sales are not as great as in other years on account of less preserving going on. High price berries is responsible, as well as sugar being high. Cornmeal, granulated, is a little higher. Cheese is lower at 15c to 15½c. Butter is more plentiful, dairy being 20c to 22c, and creamery unchanged. Eggs are quite plentiful. Strawberries are out, and raspberries and blueberries are coming in fair quantities. New potatoes are in good supply. Crop prospects are encouraging. American apples are \$3.50 a bushel.

Produce and Provisions—	
Bacon, breakfast, per lb.	0 20 0 23
Bacon, roll, per lb.	0 17
Beef, corned, 1's	2 75 3 35
Pork, American clear, per bbl.	24 50 27 50
Pork, domestic, per bbl.	25 00 27 50
Butter, dairy, per lb.	0 20 0 22
Butter, creamery, per lb.	0 22 0 23
Eggs	0 11½ 0 11½
Lard, compound, per lb.	0 11½ 0 13
Lard, pure, per lb.	0 12½ 0 13
Cheese, new	0 15 0 15½
Flour and Cereals—	
Cornmeal, gran.	5 95
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	7 85
Flour, Ontario	7 15
Rolled oats, per bbl.	7 50
Oatmeal, standard, per bbl.	8 25
Fresh Fruits and Vegetables—	
Lemons, Messina, box	4 50
Oranges, Val., case	4 00 5 50
Potatoes, bushel	0 80
Strawberries	0 11 0 14
Sugar—	
Standard granulated	6 80
United Empire	6 70
Bright yellow	6 60
No. 1 yellow	6 30
Paris lumps	7 60
Lemons, Messina, box	3 60 3 65
Beans, hand-picked, bush.	3 70 3 75
Canned pork and beans, per case	2 60 2 90
Molasses, Barbadoes, gal.	0 47½ 0 48
Cream of tartar, per lb., bulk	0 52 0 55
Currants	0 08½ 0 09
Rice, per cwt.	4 25 4 50

NIAGARA CAMP COFFEE VINDICATED.

A few weeks ago a representative of Canadian Grocer visited the camp at Niagara-on-the-Lake and obtained some samples of goods being supplied to the soldiers there. Among these was a sample of coffee. This was submitted to two coffee men in Toronto, one of whom stated that it contained, according to his test some 25 per cent. chicory, while the test of the other showed no chicory whatever. The opinions of these men were published in our issue of July 23rd. In justice to the firm that supplied coffee to the Niagara Camp the remainder of the sample was submitted to Thomas Heys & Son, consulting chemists, Toronto for expert analysis and their verdict has been given that there was no chicory in the sample.

The following is the report of Thomas Heys & Sons to Canadian Grocer:—

The Canadian Grocer:—We hereby certify that we have made an examination of coffee received from you for chicory, finding as follows:

Chicory — none.
Toronto, July 28th, 1915.

THOS. HEYS & SON,
Assay & Analytical Chemist.



FRUIT AND VEGETABLES



Canadian Peaches and Plums Selling

Montreal Wholesalers Offer Lemons Cheaper—Canadian Tomatoes Lower—New Potatoes Drop And Old Ones Are Not Much Called For—Fruits Have Been Selling Well.

MONTREAL.

FRUITS.—The first Canadian plums of the year arrived on this market this week, and were offered to the trade at 35c. for 6 qt. baskets, and 65c. for 11 qt. baskets. There were more new apples offered this week, but the price was a little higher, being 1.75-2.50 for bushel baskets—Duchess and Yellow Transparent. Apples will be cheaper as soon as Canadian apples arrive, of which there are a few already, though small. Bananas are quoted the same as for several weeks—2.25-2.50 per bunch, depending on the size. Blueberries are down to 14c. per qt., and the demand is heavy. Gooseberries are quiet. Lemons dropped this week to \$3 per crate, and going fast. Oranges—late Valencias—sold as high as \$5, which is a big price for oranges, and is likely to continue until the new crop arrives in November. Peaches are selling well in crates of 6 baskets, 2.25. There was a drop in raspberries to 14c., and are expected to go lower. Red currants are quoted 65-70c. Strawberries are done, at least very few offering. Cherries are cheaper. Peaches are arriving in baskets 11 qt. and 6 qt., 75c. and 40c. respectively.

Apples—	
New apples, bushel basket	1 75 2 50
Bananas, bunches	2 25 2 50
Blackberries, 11-qt. baskets	0 75
Blueberries, per qt.	0 14
Grapefruit, case	4 00
Grapes, Belgium hothouse, lb.	4 00
Gooseberries	0 10
Lemons—	
Messina, Verdelli, extra fancy, 300 size	3 00
Limes, box	1 25
Oranges—	
Valencias, Cal., late, 125-250	4 00 5 00
Pineapples, 18-24 and 30-36	3 50
Peaches, box	1 40
Peaches, crate 6 baskets	2 25
Pears, new, box	3 25
Plums, box 4 baskets	3 00
Raspberries, qt.	2 00
Red currants, per basket, 11-qt.	0 66 0 70
Cherries, 6-qt. baskets	0 35
Cherries, California, 11-qt. basket	0 80
Cantaloupes, box of 45	3 50
Apricots, box	1 75
Watermelons, each	0 40 0 50

VEGETABLES.—A big drop took place this week in the price of potatoes, which are now quoted at 50c. per bag—a drop of 30c. per bag. This, however, was due to too many arrivals this week, and the price will be up again. Corn is the new arrival on the market. It is small, and brings 20c. per doz. A decline has taken place in the price of

beets, which are now offered at 35c. a doz. Beans also took a drop, both wax and green; they are now quoted at 75c. a bag. Carrots are down to 20c. a doz. Good peas are getting scarce, the crop being practically finished; price quoted is 1.00 per bag. Spinach is also getting scarce, and the price has jumped to 75c. per box. Mississippi tomatoes are off the market. American 11 qt. baskets are selling for 60c.

Beets, new, doz. bunches	0 35
Beans, wax, Montreal, per bag	0 75
Beans, green, Montreal, per bag	0 75
Cabbage, Montreal, per doz.	0 40 0 50
Carrots, new, doz.	0 20
Cauliflower, Canadian, doz.	2 00
Celery, Montreal, doz.	0 40 0 75
Corn, doz.	0 20
Cucumbers, fancy, doz.	0 40
Head lettuce, doz.	0 25
Curly lettuce, doz.	0 15
Mushrooms, 4 lbs., basket	2 50
Onions—	
Montreal, doz. bunches	1 00
Parsnips, new, doz. bunches	0 30
Parsley, Canadian, doz. bunches	0 15
Peas, sack	1 00
Peppers, green, 3/4-qt. baskets	0 50 0 60
Potatoes—	
Montreal, new, bag	0 50
American, new, bbl.	2 50
Radishes, doz.	6 10
Rhubarb, hothouse, doz.	0 20
Spinach, Canadian, box	0 75
Turnips, new, doz.	0 20
Tomatoes, 11 qt.	0 50
Tomatoes, hothouse, lb.	0 15
Tomatoes, Montreal, box	2 25
Watercress, Canadian, doz.	0 30

TORONTO.

FRUIT.—The demand for fruit this year has been great. The huge demand on Saturday for the holiday on Monday, completely upset local fruit markets, in so far as prices were concerned. Up to late Tuesday afternoon the market was still unsettled. White flesh peaches continue to arrive from the Niagara district and are selling at 20 and 25 cents per half basket and 50 and 55 cents per large basket. Canadian plums are becoming more plentiful and are selling at 40 cents per large basket. These new fruits are of splendid grade and the demand for them is surprising.

Raspberries on the market are rather soft as the result of the recent rains.

Canadian apples which are on the market are a poor grade and the Virginias still hold the sale.

Apples, new, imported	1 50 1 75
Apples, Delaware, bus.	1 50 1 80
Bananas, per bunch	1 50 1 90
Blueberries, basket	1 25 1 50
Raspberries, 11-qt. basket	1 25 1 50
Cocoanuts, sack	4 00 4 25

Cherries, Can., 11-qt. basket	0 50 0 60
Cherries, extra choice, black	0 85 0 90
Currants, red, box	0 05 0 06
Currants, black, 6-qt. basket	0 65 0 75
Cantaloupes, case	4 00 4 50
Cantaloupes, Can., 11 qt. basket	0 75 0 80
Gooseberries, small, 11-qt. basket	0 40 0 50
Gooseberries, large, 11-qt. basket	0 75 1 00
Grapefruit, Cuban, case	4 00 4 50
Grapes, Cal., case	3 75 4 00
Oranges—	
California Valencia, box	4 50 5 00
Lemons, new, Messina, box	4 00 4 50
Lemons, California	3 00 3 25
Limes, per 100	1 50
Musk melons, box	4 00 4 50
Peaches, Cal., box	1 00 1 50
Peaches, Georgia, 6 basket	2 50 2 75
Peaches, Canadian, 1/2 basket	0 20 0 25
Peaches, Canadian, large basket	0 45 0 50
Pears—	
California, Bartlett, box	3 00
Plums, Canadian, 1/2 basket	0 25 0 40
Plums, Canadian, large basket	0 50 0 60
Plums, box	1 25 1 75
Raspberries, box	0 08 0 10
Watermelon	0 50 0 60

VEGETABLES.—The local market is quiet. Canadian tomatoes are easier, selling at 1.25 to 1.50 per 11 quart basket. The tomato supply is rapidly increasing and lower prices will likely be manifested within a short time. On Saturday vegetable prices stiffened slightly but eased again after the holiday. Many dealers report that large amounts of vegetables are rotting while in stock, owing to the poor demand. Should the market continue to be slow lower prices will likely be reported. Such an action would mean a huge loss to many dealers who have expected a rush in business.

Despite the fact that new potatoes are much cheaper than in previous seasons, wholesalers continue to chop down the price and they can now be purchased at 55 and 60 cents. per bag. The grade of these new potatoes is by no means poorer than in the past; in fact they are superior if anything. It is almost impossible to sell old potatoes at any price.

Asparagus, Canadian, baskets	1 50
Beets, hamper, doz. bunches	0 30 0 35
Beans, wax, basket	0 30 0 35
Cabbage, new, crate	0 30 0 35
Cauliflower, hamper	1 50 1 75
Cabbage, crate	1 25
Carrots, new	0 15 0 25
Celery, doz.	0 25 0 50
Cucumbers—	
Slicing, hothouse, basket	0 75 0 90
Canadian outdoor, basket	0 50 0 60
Egg plant, doz.	1 50
Mushrooms, 6 qt. basket	1 00 1 00
Onions—	
Can., 75-lb. bags	1 25 1 50
Can., 100-lb. sacks	2 25 2 50
American	1 00 1 10
Bermudas, crate	1 20 1 30
Green onions, doz.	0 12 1/2 0 20
Green peppers, basket	0 05 0 05
Green peas, Can.	0 25 0 35

(Continued on page 45.)



FISH AND OYSTERS



Good Catches of Atlantic Salmon

Reaction Occurs in Price—Brook Trout Easier—Boneless Fish Scarce in Toronto—Dried and Lake Fish Demand Only Fair.

MONTREAL.

FISH AND OYSTERS.—Due to the exceptional hot weather and the general exodus of city people to cooler spots, the trade in the Metropolis has been slow, and the turnover a little reduced. The country demand has been better, as the summering places, hotels, boarding houses, etc., have ordered in pretty fair quantities. From now until the end of the month, the trade is expected to be in the same mood; i.e., of a hand to mouth nature. Supplies of all kinds are quite ample for wants and no advance or reduction in price is probable. In lake fish, dore and trout are not so plentiful, and prices are likely to stiffen. Atlantic fresh salmon has been caught in such quantities lately as to create a reaction in prices. Brook trout is also coming in a little more freely, and is sold at a little lower price. Oysters, clams, scollops, shrimps and lobsters are dull, and without any new feature.

TORONTO.

FISH AND OYSTERS.—Boneless fish continue to be extremely scarce on Toronto markets while the demand for them is good. The sea fish market is quite slow, while in Montreal Atlantic fresh salmon, despite a reaction in price, the demand is encouraging. Local dealers state that it is impossible to secure a first-class sea fish this season and consequently the prices continue to decrease. The demand for dried fish is fair, as is the case with lake fish.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.08½
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, fillets, per lb.	.10	.10
Haddies, Niobe, boneless, per lb.	.08½	.10
Herring, Clascos, per lb.	.10	.12
St. John blasters, 100 in box	1.10	1.10
Yarmouth blasters, 60 in box	1.20	1.20
Smoked herrings, medium, box	.30	.30
Smoked boneless herrings, 10-lb. box	1.20	1.20
Kipped herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.15-.17	.15-.17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.11-.12
Red, sockeyes, per lb.	.12	.12
Red, Cohoes or silvers, per lb.	.08-.08½	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09-.10
Halibut, eastern, chicken, per lb.	.09-.09½	.12
Mackerel, bloater, per lb.	.07½-.08	.08
Haddock, medium and large, lb.	.08½-.09	.08

Market codfish, per lb.	.03½
Steak codfish, per lb.	.04-.04½	.08
Canadian soles, per lb.	.06
Blue fish, per lb.	.15-.16
Smelts	.09
Herrings, per 100 count	3.00
Round pike	.05-.05½
Grass pike	.06

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 60
Dried hake, medium and large, 100 lb.	8 00
Dried pollock, medium and large, 100 lb.	8 00
Dressed or skinless codfish, 100-lb. case	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	1 50
Best clams, imp. gallon	2 00	2 25
Best scollops, imp. gallon	2 25	2 25
Best prawns, imp. gallon	2 25
Best shrimps, imp. gallon	2 25
Sealed, best standards, qt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50

CLAMS, MUSSELS AND SHELL FISH.

Cape Cod shell oysters, per lb.	12 00
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 50	8 00
Live lobsters, small	0 20	0 18
Live lobsters, medium and large, lb.	0 22	0 30
Little necks, per 100	1 25	1 50
Soft shell crabs	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	12-13
Haddock, fancy, express, lb.	4-4½	8
Mackerel, each	18-20	18
Steak cod, fancy express, lb.	5½-6	8
Herrings, Gasperaux	3
Flounders	6	7
Salmon, Western	15-16	14-16
Salmon, Eastern	14-15	16½-17½

FRESH LAKE FISH.

Carp, lb.	0 07
Pike, lb.	0 07	0 07
Brook trout	0 22	0 28
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 12
Herrings, lb.	0 04	0 07
Lake trout, 100-lb. kegs	0 11	9-10
Dressed bullheads	0 12
Eels, lb.	0 09	0 08
Frogs, medium, lb.	0 20	0 20
Frogs, large, lb.	0 35	0 45
Dore	12-13

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tulibees, lb.	.05½-.06	.04-.05½
Lake trout, large and medium, lb.	.06	.10
Dore, dressed or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 50
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 100 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pairs, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	8 00
Holland herrings, imp'td milkers, hf bbls	8 00
Holland herrings, imp'td milkers, kegs.	0 95	0 85-1 00
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	6 85	0 70-0 95
Lochtyne herrings, box	1 35
Turbot, bbl.	14 00
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbl.	7 00	8 50

FRUIT AND VEGETABLES.

(Continued from page 44.)

Potatoes, N.B., Delawares	0 65	0 60
Potatoes, Ontario, bag	0 55	0 60
Potatoes, Virginias, bbl.	2 50
Parsley, basket, 11-qt.	0 15	0 25
Radishes, doz.	0 10	0 15
Tomatoes, Canadian, 11-qt.	1 25	1 50
Tomatoes, Can. hothouse, lb.	0 14	0 16
Lettuce, leaf	0 15	0 20
Lettuce, Boston, head, small, doz.	0 50	0 60
Lettuce, Canadian, head, doz.	0 30	0 40

WINNIPEG.

FRUITS AND VEGETABLES.—

Oranges are getting scarce, and are up in price 25 to 50 cents a case. Plums are at \$1.50 to \$1.75. Peaches and apricots \$1.25 to \$1.35. Old potatoes are off the market. New native lines are plentiful and of tip-top quality.

Valencia oranges, case	5 25	5 50
California lemons	5 00	5 50
Washington apples	2 50
California cherries	2 50
Cocoanuts, dozen	1 00
Mississippi tomatoes, case	1 25	1 50
Peaches, case	1 25	1 35
Plums, case	1 75
Apricots, case	1 25	1 35
Bartlett pears	4 00
Red currants, 24-qt.	2 50
Tomatoes, 4 in case	1 00

VEGETABLES.—

Beets, per lb.	0 02
Mint, per dozen	0 25
Radishes, per dozen	6 15
Onions, per dozen	3 15
Cabbage, per lb.	0 12½
Parsley, dozen	0 15
Peppers, per basket	1 00
Mushrooms	0 85
Carrots, per pound	0 03
Head lettuce, dozen	0 40
Cucumbers, per dozen	0 30
Rhubarb, per lb.	0 01½
Australian onions, crate	4 00
Cauliflower, per dozen	1 25
Spinach, per lb.	0 03
Asparagus, dozen	1 25
Garlic, lb.	0 40
New potatoes, pound	0 02
Bermuda onions, crate	1 75
New beans, pound	0 12½
New peas, lb.	0 05
New turnips, lb.	0 02

RECENT CUSTOMS DECISIONS.

Appraisers' Bulletin, No. 1,143, has reached Canadian Grocer from the Department of Customs at Ottawa, dealing with decision in regard to specific food-stuffs and allied articles, in so far as the tariff on them is concerned.

Custard powders, not containing sugar, are declared to be dutiable under tariff item 141. Babbitts cleanser, containing 2½ per cent. soap, has been declared to be dutiable under tariff item 252.



PRODUCE AND PROVISIONS



Butter Market Shows Strength

Scarcely Any Quotable Change, However—Better Demand Reported from England—Cheese Also a Shade Stronger—Egg Receipts Falling Off in Montreal, and Prices Are Firmer—Poultry Quiet.

MONTREAL.

PROVISIONS.—The local hog market remains steady, with a fair trade going in dressed stock. The warm weather of the past week or two has had a marked effect on the trade in smoked and cured meats, which have been moving out freely. Prices remain the same. The lard market is fairly active, with a steady demand.

Table listing various provisions such as Hams, Bacon, Cooked Meats, Dry Salt Meats, Barrelled Pork, Lard, and Hogs with their respective prices.

BUTTER.—One of the features of the produce market this week is a stronger feeling in the butter market, offerings in the country selling at much higher prices. This is attributed to a better demand both here and from England. Receipts compared with the same week last year are very low. Quotations are unchanged.

Table listing Butter products like Finest creamery, Dairy prints, Dairy solids, Separator prints, and Bakers with their prices.

CHEESE.—A firmer feeling in this market, which developed some days ago,

has been maintained, despite the fact that stocks are large, and demand from Europe only fair, except for better class goods. Prices to the trade remain the same.

Table listing Cheese products: Old make, New make, Old specials, and Stilton with prices.

EGGS.—A falling off in receipts is noticed, and Montreal wholesalers have advanced their prices on No. 2's 2c. per doz. to 19-20c. The demand for domestic consumption being for smaller lots, the volume of business being done is not so big. Demand for export is small, and taken all round, business is quiet.

Table listing Eggs, case lots: Stamped, Selects, No. 1's, and No. 2's with prices.

POULTRY.—There is a fairly good demand for live poultry, but not for frozen stuff. Ducklings are offered at 25c. per lb. dressed, but few coming in. Live ducklings are worth 15c. and ducks 14c. Wholesalers are getting 35c. for old pigeons, and 50c. pair for squabs. Live fowl are selling for 16-18c. and fresh fowl 18-20c.

Table listing Poultry: Frozen stock (Large roast chicken, Fowl, small, Turkeys, fancy, Ducks, Geese, Pigeons, pair), Fresh stock (Fowl, dressed, Spring broilers, dressed, pair, Squabs, pair), and Live stock (Fowl, 5 lbs. and over, Fowl, small, Turkeys, Ducks, old, Geese, Ducklings, 3 lbs., Broilers) with prices.

Receipts in Montreal.

Receipts of butter, cheese and eggs in Montreal are:

Table showing receipts in boxes and cases for Week ending July 31, 1915 and Week ending Aug. 1, 1914.

TORONTO.

PROVISIONS.—During the past week there has been no important change on the provision market. The prices of hogs both live and dressed have again declined. They can now be purchased

at \$8.65 and \$11.75 respectively. Bacon quotations are unchanged while the demand is fair. Backs are firmer, advancing 1 cent on a constant demand.

Table listing various meats: Hams, Bacon, Dry Salt Meats, Cooked Meats, Barrelled Pork, Lard, and Hogs with prices.

BUTTER.—The butter market is unchanged. The demand for dairy butter remains good. Dairy butter supplies are slightly less owing to the fact that considerable amounts of cream are being sent to the cheese factories.

Table listing Butter products: Creamery prints, fresh made, Bakers', lb., Dairy prints, choice, lb., Dairy solids, lb., and Spring broilers with prices.

CHEESE.—Trade on the local market is about the same as that of last week. Cheese is not much in evidence on the English markets as no recent war orders have been received.

Table listing Cheese products: New, large, per lb. and New, twins, per lb. with prices.

EGGS.—There is nothing important to report on the egg situation with exception that the supply is good. Prices are unchanged from a week ago.

Table listing Eggs: Specials (in cartons), doz., Extra (selects), No. 1s (straight new laid), No. 2, and Cracked with prices.

POULTRY.—The demand for old fowl is rapidly declining owing to the fact that broilers are slowly becoming

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cheaper. The supply of the young fowl is gradually increasing as are ducklings. Business is slow.

Poultry—	Live.	Dressed.
Old fowl, lb.	12-14	16
Spring broilers	17-20	24-26
Turkeys	—	20-25
Ducklings	13-15	16½-17½

HONEY.—The market is quiet and prices are unchanged. The supply is normal.

Honey—		
Buckwheat, in bbls.	0 07	0 07½
Buckwheat, in tins	0 07½	0 00
Strained clover	0 12½	0 13

WINNIPEG.

PROVISIONS.—Lard prices are a little easier, as is cheese. Cured meats are generally steady and in fair demand. Eggs are ½c lower, and jobbers are handling them at 14½c. Butter is steady at last week's prices. The market is well supplied in all lines.

Hams—		
Light, per lb.	0 18	
Medium, per lb.	0 17	
Large, per lb.	0 14	0 15
Bacon, clear, per lb.	0 21	
Bacon—		
Breakfast, per lb.	0 17	0 20
Shoulders, per lb.	0 12	0 13

Dry Salt Meats—

Long clear bacon, light	0 12	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 22	0 23

Barrelled Pork—

Heavy pork, per bbl.	22 00	
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Lard—

Tierces	0 13½	
Pails	2 77	
Cases, 5s	8 47	
Cases	8 55	

BUTTER.—

Creamery	0 26	0 28
Best dairy	0 19	0 21
Cooking	0 12	0 15

EGGS.—

Eggs—		
New laid	0 14½	

CHEESE.—

Cheese—		
New, large	0 14½	
New, twins	0 15	0 15
Manitoba	0 14	

POULTRY.—

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

The Yorkton Fruit and Produce Co., wholesalers, Yorkton, Sask., are changing their name to the Yorkton Grocery Co., Ltd.

EXPECT WEEKLY HALF HOLIDAY.

The Retail Employees' Organization of British Columbia is making a strenuous campaign to obtain a weekly half holiday throughout the province. The last issue of the "Retail Employee" published by this organization contained several appeals for this concession from employers. One article shows a number of views of camping and outing scenes which would be available to the clerks if they were given this weekly half holiday. A paragraph from the last issue reads as follows:—"Readers, never lose sight of the fact that the Retail Employees' Organization was formed, and is at present being maintained, to obtain a weekly half holiday. This organization has been working for two and a half years, and there is every reason to believe that the victory will be ours before another year has passed. At all events, we shall know definitely when the holiday will be inaugurated."

THE ADVANCE IN PRICES OF FOOD STUFFS IN GREAT BRITAIN

As compared with July last, prices of cereals and meat in England were at the end of June 42 per cent. higher, and other food products, including tea, sugar, coffee, butter and tobacco, showed an increase of 22 per cent. Canada, of course, is principally interested in the prices of cereals and meat. Our exports, which in Canada are classified under the head of the "produce of animals," and those under the head of the "produce of the fields," are sent very largely to the United Kingdom. From month to month there has been a steady increase in ex-

ports under both these heads, and during the latter months of the present year, when our crop is ready for market, there will be still larger increases. Although prices of cereals and meat in England fell off slightly in June, there is no possibility of the decline continuing until the level of last July is reached. The probability is that prices will remain very much as they are at present. Producers as well as distributors of the food products of Canada will, therefore, be very much interested in the review of prices in England since the beginning

of the year, which we have adapted from tables prepared by The Economist of London. These figures will indicate clearly that Canadian producers are likely to get a high price for what they produce, which in turn will favorably affect business. At present it would appear that the Dominion as a whole will have as the result of the present crop a larger proportion of foodstuffs to ship than has been the case for many years. The proceeds of this output, at the higher prices, will materially assist in bringing business back to normal.

*CEREALS, MEAT AND OTHER FOOD PRODUCTS.

Week.	Wheat		Barley		Oats		Flour		Beef		Mutton		Potatoes		Rice		Tea (2)		Coffee		Butter		Tobacco		
	Per	Per	Per	Per	Per	Per	280	S	S	English	Rangoon	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	
	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	£ s. d.	lbs.	lbs.	lbs.	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	Per	
1915.																									
Jan. 2	2 4 4	1 9 10	1 6 6	2 1 0	6 2 6	8 3 17 6	12 6	14 7	8½	9¾	2 12 6	7 12 0	11¾												
Jan. 9	2 6 2	1 9 7	1 6 5	2 3 0	6 2 6	8 4 2 6	12 6	14 7	8½	9¾	2 12 6	7 12 0	11¾												
Jan. 16	2 8 9	1 10 5	1 7 6	2 6 0	6 4 6	10 4 2 6	11 3	14 7	8½	9¾	2 12 6	7 12 0	11¾												
Jan. 23	2 11 6	1 11 3	1 8 10	2 6 0	6 4 6	8 4 10 0	11 9	14 7	8½	9¾	2 12 6	7 12 0	11¾												
Jan. 30	2 12 8	1 12 5	1 9 10	2 7 0	6 4 6	8 4 12 6	11 10½	14 7	8½	9¾	2 12 6	7 6 0	11¾												
Feb. 6	2 13 3	1 13 7	1 10 3	2 10 0	6 4 7	2 4 15 0	11 10½	15 0	8½	9¾	2 12 6	7 4 0	11¾												
Feb. 13	2 14 8	1 14 7	1 11 1	2 12 0	6 4 7	2 5 0 0	12 0	15 0	8½	9¾	2 12 6	6 19 0	11¾												
Feb. 20	2 16 0	1 14 11	1 11 3	2 13 0	6 4 7	6 5 2 6	12 0	15 0	8½	9¾	2 12 6	6 14 0	11¾												
Feb. 27	2 16 0	1 15 3	1 11 8	2 13 0	6 4 7	8 5 0 0	12 0	15 0	8½	9¾	2 12 6	6 13 0	11¾												
March 6	2 15 11	1 14 6	1 11 8	2 11 0	6 4 7	8 5 0 0	12 4½	15 0	8½	9¾	2 12 6	6 19 0	11¾												
March 13	2 14 8	1 13 5	1 11 0	2 11 0	6 4 7	8 5 0 0	12 4½	15 0	8½	9¾	2 12 6	7 7 0	11¾												
March 20	2 13 9	1 12 2	1 10 7	2 12 0	6 2 7	6 5 0 0	13 0	15 0	9¼	11¼	2 12 6	7 7 0	11¾												
March 27	2 14 3	1 11 11	1 10 6	2 12 0	6 6 8	0 4 17 6	11 10½	15 0	9¼	11¼	2 12 6	7 1 6	11¾												
April 3	2 14 6	1 11 9	1 10 6	2 11 0	6 4 8	0 4 17 6	12 0	14 9	9¼	11¼	2 12 6	7 0 0	11¾												
April 10	2 14 9	1 11 3	1 10 4	2 11 0	6 6 8	4 4 17 6	12 1½	15 9	9¼	11¼	2 12 6	7 0 0	11¾												
April 17	2 15 4	1 10 10	1 10 5	2 11 0	6 6 8	6 4 17 6	12 1½	15 9	9¼	11¼	2 12 6	7 3 0	11¾												
April 24	2 16 5	1 11 5	1 10 11	2 12 0	6 8 8	0 4 15 0	11 10½	17 6	9¼	11¼	2 12 6	7 3 0	11¾												
May 1	2 18 3	1 12 7	1 11 5	2 13 0	6 8 7	6 4 15 0	11 10½	17 6	9¼	11¼	2 12 6	7 5 0	11¾												
May 8	3 0 5	1 13 3	1 12 4	2 14 0	6 10 7	6 4 7 6	11 10½	16 6	9¼	11¼	2 12 6	7 10 0	11¾												
May 15	3 1 7	1 14 0	1 12 5	2 14 0	7 0 7	6 4 12 6	11 10½	16 6	9¼	11¼	2 12 6	7 16 0	11¾												
May 22	3 2 0	1 14 1	1 12 8	2 14 0	7 4 8	2 4 17 6	11 10½	17 0	8½	11¼	2 12 6	7 16 0	11¾												
May 29	3 1 11	1 14 8	1 12 7	2 13 0	8 0 8	2 4 15 0	11 10½	6 0	8½	11¼	2 12 6	7 9 0	11¾												
June 5	3 1 9	1 15 4	1 12 5	2 12 0	8 4 8	2 4 15 0	11 10½	16 0	8½	11¼	2 12 6	7 6 0	11¾												
June 12	3 0 1	1 14 5	1 12 4	2 10 0	8 4 8	2 4 10 0	11 10½	16 0	8½	11¼	2 12 6	7 7 6	11¾												
June 19	2 16 1	1 14 3	1 11 9	2 8 0	8 0 8	0 4 5 0	12 4½	16 0	8½	11¼	2 12 6	7 10 6	11¾												
June 26	2 12 0	1 14 4	1 11 9	2 4 0	7 10 7	8 4 5 0	12 10½	16 0	8½	11¼	2 12 6	7 12 0	11¾												

*Flour quotations are for town-made households; beef, prime; mutton, prime; rice, Rangoon; sugar, cane, West India syrups; coffee, good average Santos; butter, Danish; tobacco, mean price Virginia leaf, comco to fine.

(1) Common tea; (2) Middling good.



FLOUR AND CEREALS



Flour Market Waits for New Wheat

Few Changes of Late But New Winter Wheat Should Have Bear Influence on Winter Wheat Flour—Feeds Advance Due to Flour Mills Not Being Busy—Cereal Situation is Quiet.

MONTREAL.

FLOUR.—There is hardly any change in the situation; if anything, the market is weaker. Trade continues on a hand to mouth basis. Dealers will not buy flour in large quantities until they know that the market has decided on a radical change. They will not buy as long as present conditions exist. Wheat took a big tumble last week, but came back; thus things are very uncertain, and the dealer hardly knows what to do. Millers will not likely lower their prices on spring wheat flour until the price of wheat comes down considerably. First patents are quoted at 7.10, seconds at 6.60, and strong bakers' at 6.40, prices which have prevailed for several weeks.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 10
Second patents	6 60
Strong bakers	6 40
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small
	lots. lots.
Fancy patents	6 30 6 50
90 per cent. in wood	5 90 6 10
90 per cent. in bags	2 75 2 85

CEREALS.—An easier feeling was observed in the market for rolled oats this week on account of the sharp decline in prices for the raw material, but no changes in prices were made.

Cornmeal—	Per 98-lb. sack
Gold dust	2 45 2 50
Unbolted	2 15
90's in jute	
Rolled Oats—	
Small lots	3 25 3 35
25 bags or more	3 15
Packages, case	4 50
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 95
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 60
Rye flour, bag	3 20
Barley, pot	2 75

FEEDS.—“Selling like hoteakes,” is the expression used by one of the trade in regard to feed, and the remark applies to bran, shorts, middlings, and the low grades. It is stated that millers are not disposed to sell feed unless the purchaser is willing to take flour as well; which shows that the mills are loaded up with flour. Prices continue the same, \$26 for bran, \$28 for shorts, \$33 for middlings.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	3 30

Mixed chops, ton	35 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	35 00
Feed oats, cleaned, Manitoba, bush	6 69
Feed wheat, bag	2 30

TORONTO.

FLOUR.—Although prices have varied considerably during the past week, local dealers claim that when the situation is closely viewed a slight improvement is noticeable. A deciding favorable change cannot be looked for till new wheat flour arrives on the market. Buyers are anxiously awaiting for this, and a boom is expected when the new flour arrives.

As the result of an unsettled wheat market during the past week conditions are uncertain but it is anticipated that the market will remain steady till western wheat is available. First patents are quoted at 7.00, in car lots; second patents at 6.50, the same price as a week ago, while strong bakers in car lots has been shaded about 10 cents to 6.30.

Manitoba Wheat Flour—	Small Car	lots. lots.
	per bbl. per bbl.	
First patents	7 20 7 00	
Second patents	6 70 6 50	
Strong bakers	6 50 6 30	
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small Car	lots. lots.
	per bbl. per bbl.	
Fancy patents	6 20 5 70	
90 per cent.	6 00 5 60	
Straight roller	6 00 5 60	
Blended flour	6 20 5 80	

CEREALS.—There is little demand for winter cereals on the local market. This is not a surprise to dealers as July and August are the two slow months for this business. The market is practically unchanged from last week. Rolled oats are quoted at 3.15 to 3.35.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15 4 25
Corn flour, 98 lbs.	2 55 2 75
Cornmeal, yellow, 98 lbs.	2 25 2 40
Graham flour, 98 lbs.	3 30 3 45
Hominy, granulated, 98 lbs.	3 00 3 00
Hominy, pearl, 98 lbs.	3 00 3 00
Oatmeal, standard, 98 lbs.	3 50 3 50
Oatmeal, granulated, 98 lbs.	3 50 3 50
Peas, Canadian, boiling, bush	2 75 2 85
Peas, split, 98 lbs.	4 75 4 75
Rolled oats, 90-lb. bags	3 15 3 35
Rolled wheat, 100-lb. bbl.	3 85 4 00
Rye flour, 98 lbs.	3 10 3 75
Whole wheat flour, 98 lbs.	3 30 3 40
Wheatlets, 98 lbs.	3 65 3 75

FEEDS.—There is a splendid demand for feed on Toronto markets at present, and consequently an all-round increase

in the price has been made. The large demand has been caused partly by the rumour to the effect that the supply is limited. Unfortunately, this rumour is true and is the result of the poor demand for flour and the closing up of several mills. A favorable change is looked for when new wheat arrives.

Too much rain in Western Ontario is interfering with early harvesting. In the Canadian West in some places farmers fear frost before cutting as the weather is already far colder than is customary for this season.

Bran has advanced to \$27.00, shorts to \$29.00, middlings to \$34.00 and wheat moulee to \$38.00.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	33 00 34 00
Wheat moulee	37 00 38 00
Feed flour, per bag	1 90 1 95
Oats—	
No. 3, Ontario, outside points	0 55 0 61
No. 3, C.W., bay ports	0 67

The Vancouver Retail Grocers' Association recently passed a resolution, which will be forwarded to the City Council, voicing the grocers' displeasure at peddlers and any others not legitimate producers occupying stalls at the city market. It was pointed out by F. W. Welsh, that if the grocers did not take some action in this regard at the present time, the local market would no doubt develop into a gathering place for Orientals, as he said was the case in the cities just over the border. It was declared that but few stall holders were producers. The association expressed itself in sympathy with any move to help the producer, but they were very displeased with the renting of market stalls to peddlers. The association is to establish a credit reporting system similar to that of the Canadian Credit Men's Trust Association. This, it was stated, would be the means of saving the retailers many hundreds of dollars in the course of a year by furnishing each subscriber with a report of all bad pays, etc. T. J. Corley, the secretary, is to establish the system.



5 TRADE BUILDERS



Quality
Then Price
Our
Standard



Ask
Your Jobber
He Stocks
Them



CANADIAN PRODUCTS

Made In Canada by

Canadian Cereal and Flour Mills

LIMITED

TORONTO - - CANADA

We Solicit Export Business

CABLE ADDRESS: "CANCEREAL"





IT HOLDS DOWN THE DUST

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

STANDARD Floor Dressing

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

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

MADE IN CANADA

THE IMPERIAL OIL COMPANY
LIMITED

BRANCHES IN ALL CITIES

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND
CEREALS, LTD.

	Per doz.
5c. Tins, 4 doz., to case, weight 10 lbs.	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 45 lbs.	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs.	9 50

ROYAL BAKING POWDER.

Size	Bbl. lots	
	Less than 10 case lots and over	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/2-lb.	11.00	11.35
3-lb.	13.00	13.35
5-lb.	22.35	21.00

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

BLUE.

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

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

UN-NUMBERED.

100 books and over, each 0 03 1/2
500 books to 1,000 books 0 03
For numbering cover and each coupon, extra per book, 1/2 cent.

CEREALS.

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars	Per doz.
Strawberry, 1914 pack	\$2 20

Raspberry, red, heavy syrup	2 10
Black currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Raspberry and gooseberry	2 10
Plum Jam	1 85
Green Gage plum stoneless	1 65
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	.0 72	1 00
Black currant	.0 65	0 65
Raspberry	.0 65	0 85
Aylmer 14's and 30's per lb.		
Strawberry	0 14	
Raspberry	0 14	

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz. ...	4 50
Perfection, 1/2-lb. tins, doz. ...	2 40
Perfection, 1/4-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 00
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
--	------

	Per lb.
Chocolate Confections	
Maple buds, 5-lb. boxes.	0 26
Milk medallions, 5-lb. boxes	0 28
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

Fully Guaranteed



It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited
Black's Harbor, N.B.



Nonparell wafers, No. 1, 5-lb. boxes	0 32
Nonparell wafers, No. 2, 5-lb. boxes	0 27
Chocolate ginger, 5-lb. boxes	0 33
Milk chocolate wafers, 5-lb. boxes	0 38
Coffee drops, 5-lb. boxes	0 38
Lunch bars, 5-lb. boxes	0 38
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 38
Nut milk chocolate, 5c bars, 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

JOHN P. MOTT & CO'S.

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

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

CONDENSED AND EVAPORATED MILK. BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each, 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN.

1 lb. tins, 4 doz. to case, weight 80 lbs.	0 36
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 36
Add one-half cent per pound to the above.	

ENGLISH BREAKFAST COFFEE.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 21
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 20

MOJA.

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 40 lbs.	0 36
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 36

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	0 27
Shipping weight, 50 lbs per case	

MINTO BROS.

MELAGAMA COFFEE.

	Whol. Ret.
1s, 1/2s, B. or G.	0 25 0 30
1s, 1/2s, B. or G.	0 32 0 40
1s, 1/2s, B. or G.	0 34 0 45
1s, 1/2s, B. or G.	0 37 0 50
Coffees packed 30-50 lb. cases.	

MINTO COFFEE (Bulk.)

M. Bean or Gr.	0 38
I Bean or Gr.	0 35
N Bean or Gr.	0 32
T Bean or Gr.	0 30
O Bean or Gr.	0 28
Spec. Grd. Compound	0 25
Packed in 25 and 50-lb tins.	

FLAVORING EXTRACTS. WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$ 1 25
2 oz. bottles, per doz., weight 4 lbs.	2 00
2 1/2 oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered—Price for Canada.

	Per doz.
1 1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 00
Half gallons, each, retail each \$18.	14 50
Gallons, each, retail each \$18.	14 50

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$18; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$18.	
Bolled Beef, 1s, \$2.75; 2s, \$5; 6s, \$18.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.30; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65.	

Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms**.

Walter Woods & Co.
HAMILTON

California and Georgia Peaches

Bartlett Pears and Plums

Cantaloupes

in cases and flat crates.

A full list of local Fruits consigned to us from the growing centres. Selections carefully made.

White & Co., Limited
TORONTO

Wholesale Fancy Fruits and Fish.

TOMATOES Coming Strong

We can talk to you on 5 baskets or a car lot of choice Canadian Tomatoes.

Picked nearly ripe for Ontario market and on green side for far East or West trade, so as to arrive in prime condition.

Wire, 'phone or write for prices and quantities.

Also offering, in smaller quantities,

**Silver Skin Pickling Onions
Green Corn, and Peaches**

**THE ERIE
CO-OPERATIVE COMPANY
LIMITED**

Leamington Ontario

Ever consider the possibilities of the trade in Fish?

We have daily arrivals of fine, fresh, frozen

Lake Trout and Herring

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

Get in touch with us. There are no better or more choice fish sold in the Dominion.

**The margin for the dealer
is a good one.**

Lemon Bros.
OWEN SOUND, ONT.

**For Your
Particular
Customers
Buy**

"Aurora"

**The Extra
Fancy California
Valencia Oranges**

J. J. McCabe
Agent
TORONTO

Everybody Wants More



Orangeade

Sales keep climbing and climbing as the temperature goes up. Not only is Sterling Orangeade cooling to the tongue and irresistibly pleasing to the taste, but too much of it cannot be taken. Sterling Orangeade is a most beneficial beverage. Folk just can't resist its delightful flavor. A few cases will last no time. Get your jobber to supply you to-day.

T. A. Lytle & Co.
LIMITED

Sterling Road TORONTO

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, ½s, \$1.20.
Ham and Veal, ½s, \$1.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ½s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
Mincemeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7½c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
Clark's Peanut Butter—Pails 24 lbs., 16c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Efficace 6 00
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles., cs. 8 00

MINERVA PURE OLIVE OIL.
Case—
12 litres 8 00
12 quarts 7 00

NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$9 00

IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 90
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 00
Club Soda, Trayders, cs., 6 doz. splits, doz. 0 90

BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 33

JAPAN TEAS.
H. L. ch., 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30
Princess, cad., 5 lbs., lb. 0 25

COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 40
Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.
Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 5 lbs., 12 to case .. 0 11½
Cases, 3 lbs., 20 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11
F.o.b. Montreal.

MUSTARD.
COLMAN'S OR KEEN'S.
Per doz. tins
D. S. F., ¼-lb. \$ 1 50
D. S. F., ½-lb. 2 68
D. S. F., 1-lb. 5 36
F. D., ¼-lb. 0 95
F. D., ½-lb. 1 63

Per Jar
Durham, 4-lb. jar 0 87
Durham, 1-lb. jar 0 28

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price.

SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.
Dredge
Canister 4oz.
Round Pkgs.
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c.
Cayenne ... 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon, 1 oz. Fag-ots, 45c. 0.90 0.90
Cloves 0.90 0.90
Curry Powder
Mace
Nutmegs 0.90 ..
" Whole, 5c. Pkgs., 45c.
Paprika 0.90 ..
Pepper, Black 0.90 0.90
Pepper, White 1.10 1.10
Pastry Spice 0.90 0.90
Pickling Spice (Win-
dow front) 0.75
Dozens to case 4 4
Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.
Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight 50 lbs. per case.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.
Laundry Starches—
Boxes—
40 lbs., Canada Laundry .. .06½
40 lbs., boxes Canada white gloss, 1 lb. pkg.06½
48 lbs. No. 1 white or blue, 4 lb. cartons07½
48 lbs. No. 1 white or blue, 3 lb. cartons07½
100 lbs., kegs, No. 1 white06½
200 lbs., bbls., No. 1 white06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
48 lbs. silver gloss, in 6-lb. tin canisters08½
36 lbs., silver gloss, 6-lb. draw lid boxes08½
100 lbs., kegs, silver gloss, large crystals07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
40 lbs., Benson's Enamel (cold water), per case ... 3 00
20 lbs., Benson's Enamel (cold water), per case ... 1 50
Celluloid—boxes containing 45 cartons, per case 3 60

Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn07½
40 lbs. Canada pure corn starch06½
(120-lb. boxes ¼c higher.)
Casco Potato Flour, 20-lb. boxes, per lb.10

BRANTFORD STARCH.
Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs.06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs.06½
First Quality White Laundry—
3-lb. canisters, cs. of 48 lbs. .07½
Barrels, 200 lbs.06½
Kegs, 100 lbs.06½

Lily White Gloss—
1-lb. fancy carton cases 30 lbs.07½
8 in case06

In buying
KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

Quality and Service

The combination most desired by the fruit trade. Large receipts of all varieties of small fruits and vegetables enable us to give you only the very best shipping stock. Let us demonstrate the above.

Raspberries, Montmorency Cherries and Black Currants will be the big lines this week. Don't wait any longer to get your trade supplied.

Peaches, Pears, Plums, Cantaloupes are all very fine quality. Our prices are right.

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

No. 9

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

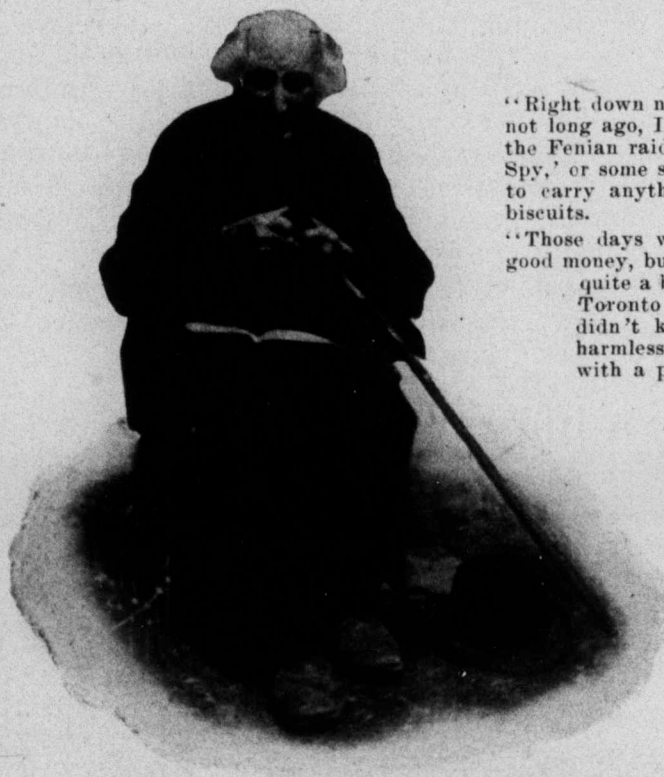
HELD UP AT QUEENSTON

"Right down near the place where that recent fatal street car wreck happened not long ago, I was held up by a patrol of British soldiers one day just after the Fenian raid, and they searched me for weapons, thinking I was a 'Yankee Spy,' or some such, but it was lucky for me, I suppose, that I didn't happen to carry anything more dangerous than a plug of tobacco and a few dry biscuits.

"Those days we young shoemakers, called journeymen, used to make pretty good money, but we lived up to it and roved around from one place to another quite a bit. I was heading back toward Toronto at the time. The soldiers didn't keep me, for I guess I looked harmless and couldn't do much damage with a plug of chewing.

"No, it wasn't King George, nor anyway near as good, if I can recollect right. King George has a flavor that's not found in any other tobacco—that's why I always chew it."

P.S.—No grocer's tobacco department is complete without King George's Navy.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



August 4th, 1914

This was the day that Great Britain declared War on Germany. The suddenness of the "Bolt from the blue" dazed some of us and filled most of us with a panicky horror. We believed at first that the end of everything had come, and some of us acted like it.

Fortunately the majority of business men—with typical Canadian courage—had such a firm belief in Canada that it could not be shaken, and it stood the test.

The year of war just passed has been a year of noble efforts—tremendous tasks met and overcome—of sacrifices and undaunted courage. But best of all, it has been a year of success—a year for big men and big deeds.

No country has anything on the Canadians for brains and ability to carry out their obligations—even the Canadian soldier has clearly demonstrated that on the battlefield.

No matter whether the war ends to-morrow or ten years from to-morrow, one thing is certain—no one will gain anything by sitting and waiting for things to happen.

For the first time in history Canada's foreign Trade is beginning to show a favorable balance—in other words, Canada is exporting more goods than she imports.

If you have confidence in the future—**SHOW IT!**—and your Trade will have confidence in you.

The Western Canada crop alone is estimated to be worth over \$400,000,000. With the farmers prosperous you will find prosperity knocking at your door. Money will get into circulation and Trade will be brisk.

The "made in Canada" movement is a wonderful undertaking, and if ever there was a time in the history of this country of ours when we Canadians should Trade amongst ourselves as much as possible and keep all the Trade we can within our own borders, that time is now. If all Canadians carried out this principle there would be a quick return to prosperity.

Let us go forth into the coming period with a new determination to make more of the opportunities that are before us.

Canada of to-day is a bigger Canada.

We produce more grain—we manufacture more commodities—our industries have grown and our exports have increased enormously.

WE WILL GROW.

White Swan Spices & Cereals Ltd.

156 PEARL ST.

TORONTO, ONT.



To STUART'S Belongs The "Better" QUALITY

Despite the high cost of sugar you will find the same high Standard of Quality in Stuart's Pure Jams has been kept up. True, our prices are slightly advanced this year, but this by no means covers the increased cost to ourselves, and, comparing with other brands—quality for quality—we have no hesitation in declaring STUART'S to be the best value on the market.

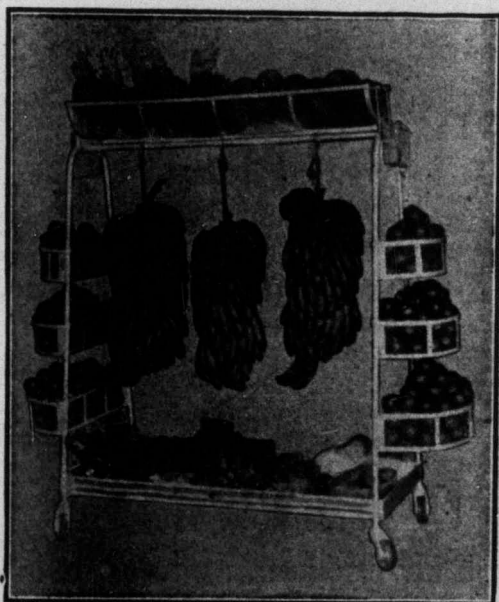
Already we are entirely sold out of No. 12 Strawberry, but are still in a position to supply limited quantities of 16 oz. and pails in this line.

Look into your requirements **now** and give us your order. Later on you will have reason to bless your foresight.

STUART LIMITED

SARNIA, ONT.

AGENTS:— Dingle & Stewart, WINNIPEG Fearman Bros., HAMILTON R. S. McIndoe, TORONTO
Howe, McIntyre & Co., MONTREAL Langlois & Paradis, QUEBEC Angevine & McLaughlin, Truro, N. S.



Sales, Sanitation and Display

Look all through this paper and see if you can find any piece of selling equipment to equal this Fruit Display Stand for sales results, or for the uplift in the appearance of your store. It would have to be some store that this modern stand would not improve in appearance and sales.

Write to-day for pamphlets and terms.

THE METAL CRAFT COMPANY
GRIMSBY, ONTARIO, CANADA



If there's anything a woman resents it's to be handed a poor soap, and conversely, she appreciates a good one. That's why most grocers for years have suggested WONDERFUL to the hard-to-please. They know it is sure to bring re-orders. Wonderful Soap could help you wonderfully too. Stock up Now.

Guelph Soap Co.
Guelph, Ont.

Buyers' Guide

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
**Irish Grocer, Drug, Provision and
General Trades' Journal**
If you are interested in Irish trade.

We are buyers of evaporated and
farmers' dried apples. Prices and
tags on application.
O. E. Robinson & Co.
Ingersoll Ontario

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lection, no charge. Phone Adelaide 919.

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JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the
highest quality.
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Agents:
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Our capacity is three times the total
Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

A SEED DEPARTMENT
will add to your profits
*Kelway Langport
England*
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for
rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES. WRITE TO-DAY

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire
satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. 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 recommend-
ing it.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**
SOLE PACKERS
Halifax - N.S.

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tins—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBERS

IT IS IMPORTANT!

If you have something to dispose of
in goods or service that as many
buyers as possible get to know you
and your product. This can be
accomplished through

Canadian Grocer
143 University Avenue, Toronto

CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

GENERAL MERCHANDISE BUSINESS FOR sale. Stock of about \$2,000.00. Claassen & Johnston, Fort Pitt, Sask.

FOR SALE—HONEY, CHOICEST WHITE, in handsome pails. Bradfield, Dunnville, Ontario.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

FOR SALE—1 4-FT. REFRIGERATOR SHOW case, 1 300-act. McCaskey register, 1 vegetable spray display stand, all in good condition. Apply Sutherland & Robertson, Brandon, Man.

FOR SALE — A GROCERY, FLOUR, AND feed business in one of the best business towns in Ontario. Stock about \$2,500. Annual turnover about \$25,000. Will sell store and dwelling also. Easy terms. Box 101, Canadian Grocer, Toronto.

FOR SALE — GROCER'S SET "ONKEN Younlts" window display outfit. Oak. Make variety window trims. Cost \$40. Price (delivered), \$20. T. A. Shanks, 1281 Fairfield Road, Victoria, B.C.

WANTED

WANTED — SECOND-HAND COMPOSITE Can Closing Machine, for closing spice cans. Write to Box 102, Canadian Grocer, Toronto.

SITUATION WANTED AS GENERAL STORE or grocery clerk by young Scotchman having Canadian experience. In small town or village preferred. Apply Box 103, Canadian Grocer.

WANTED—A POSITION AS CLERK, GROCERY preferred, but could handle general stock if necessary. Good references. Write H. A. Coolidge, Box 663, Smith's Falls, Ont.

TRAVELLER WITH A1 CONNECTION, EAST of Toronto to Halifax, with wholesale grocery trade, open for immediate engagement. Best of references given and required. Address Box 105, Canadian Grocer, Montreal.

YOUNG MAN WITH THIRTEEN YEARS' experience in wholesale grocery commission business, open for engagement. Either inside or outside position. Box 104, Canadian Grocer.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—HIGH-GRADE MEN TO CALL on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50% of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars, write Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

MISCELLANEOUS

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont. solicits your orders.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 235 Yonge St., Toronto.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars, Climax Baler Co., Hamilton, Ont.

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.

SPECIAL NOTICE—RESPONSIBLE AGENTS are wanted in every town of Ontario, for the sale of our effervescent Radium water, a natural mineral water of Montreal, superior to all imported waters. Liberal terms, samples on demand. Apply: Viauville Mineral Springs, Notre Dame and 1st Avenue, Viauville, Montreal.

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination — employees' time register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

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Conversant with the grocery business, to invest \$2,000 or more in manufacturers' agency conducting a jobbing grocery and confectionery business. Present business has been conducted as a limited company for the last four years. Partner preferred, who has ability to look after office end of business. Advertiser to look after selling end. Present business located in a growing community of 60,000 people. Correspondence solicited from those who mean business only.

Address Box 106, Canadian Grocer, Toronto.

RASPBERRIES

Cuthbert (Canning)

DIRECT FROM THE FARM

Write for prices

W. F. GIBSON, Vineland Sta.

Phone 5 R 5, Jordan Sta.

ESTABLISHED 1849

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

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Western Canada
TORONTO

Exquisitely Delicious

for cold desserts, pudding sauces, icings, confections.

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The Master Flavor, rich and mellow.

Order from
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25 Front St. E., Toronto, Ont.

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20-10-20

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.

Manufactured by
ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

Yes, The Outlook for business is cheerful

Our President and many others say so in
this issue.

Good News, Isn't It?

Let us rejoice! We invite you to drink a
bottle of our Vichy Lemonade, "LA
SAVOUREUSE" Brand, to the future of
the Grocery Business.

Send us your letterhead, and you will re-
ceive a Pint Bottle by return mail.

No better thirst-quencher! No less harm-
ful drink on the market.

BECAUSE

it is made of Natural Vichy Water with
fresh lemon juice and pure cane sugar added.
(Bottled in France.)

N.B.—One clerk in each grocery can get a
sample if asked for on his firm's letterhead.

Yours for the mere asking.

LAPORTE, MARTIN, LIMITÉE

584 St. Paul Street West,

MONTREAL

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GROCCERS

We are offering you our **COOK'S GEM BAKING Powder**, which we claim and prove to be second to none on any market.

Write for our samples and prices, or if possible, call and inspect our factory.

See the conditions under which this splendid brand of powder is made and be convinced of the absolute **CLEANLINESS** and **HYGIENIC PRINCIPLES** which we maintain.

THE MacLAREN BAKING POWDER COMPANY, LTD.

41-45 Lombard Street
TORONTO

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.—
Galveston News.

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It is impossible in the small space at disposal to give anything but a vague idea of the tremendous field covered by the "Grocer's Encyclopedia," containing as it does full information on every article handled by the grocery and provision trade, and hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

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Have you any outstanding accounts you wish you could collect? This book will show you HOW. It is a ready reference for merchants and their assistants in their daily business. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers, and recommended by the Ontario Institute of Chartered Accountants. "Digest of the Mercantile Laws of Canada" is used by more accountants, bankers and business firms than any other work on the subject.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under the Land Titles System of Registration, and Appendix of 16 pages, containing a synopsis of the Land Titles Act, has been added to the regular edition, thus constituting a special "Western Edition."

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To the merchant or clerk who wants to put "punch and personality" into his window display cards or advertising copy, he cannot do better than consult the pages of this excellent book.

It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

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No progressive grocer or clerk should be without this book of unquestioned merit.

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Not until you have these books on your library shelf will their worth to your business be fully appreciated. Each book in its particular line supplies just the information you want. They have been chosen by the publishers of Canadian Grocer as being the best treatise of the respective subjects published at the price.

On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

When remitting by cheque make same payable at par, Toronto.

All orders payable in advance.

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Contains information on every subject necessary to the efficient management of the store.

How to Buy and Sell Canned Goods

By J. A. Lea

Written by a practical man for practical use and intended to help all distributors of canned foods.

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Origin and History of Canned Foods.
How to Regulate Stocks and Purchases.
Apparent and Real Costs.
How to Handle Swells, Leaks and Rusties.
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Use and Expense of Samples.
Arrangement of Samples in Salesroom.
Employment and Training of Salesmen.
Selling Points Applied to Canned Foods.
A Model Business Organization.
Advantages and Disadvantages of Private Labels.
Advantages and Disadvantages of Packers' Labels.
Window and Counter Displays; Illustrated.
Hard Work and Hard Play.
Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.
Also standard sizes and kinds of cans used.

How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Peas, Pineapple, Piums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

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Marking Pen Lettering
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Automatic Pen Lettering and
Up-to-Date Brush Lettering

outside of fifty-one page alphabet plates and lettering exercises of a large variety of standard show card alphabets with practical instruction, together with show card designs, showing how to produce neat and fancy border and scroll outlines, tinted backgrounds, etc.

This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

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BOOK DEPARTMENT

143-153 University Ave., - - - Toronto, Ontario

CANADIAN GROCER



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SUGAR

The inherited preference for REDPATH Sugar that you find in so many Canadian homes, is firmly rooted in three generations of genuine satisfaction. It is a preference that would yield only to a better sugar—and that does not exist.

When you fill a sugar order with REDPATH in an original package, your customer knows at once that you have given her the best, and her satisfaction is the best basis for more trade.

Canada Sugar Refining Co., Limited, Montreal

**White
MALT**

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Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Nelson, Shakespeare,
Watkins, Ltd.
Vancouver, B.C.

**Cottell's
VINEGAR**

- ‡ Is the Vinegar to build up a permanent, increasing and profitable trade.
- ‡ Its delicious flavour and aroma distinguish it from all others.
- ‡ It is equally good for pickling, salads and table use.
- ‡ It is guaranteed full strength,

In short, it is the Vinegar which will pay you best to handle.

Write for sample and quotation.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.

CANADIAN GROCER

The Mennen Advertising Campaign—

is reminding your customers that the famous Mennen Talcum Powders are still the *Leaders*.

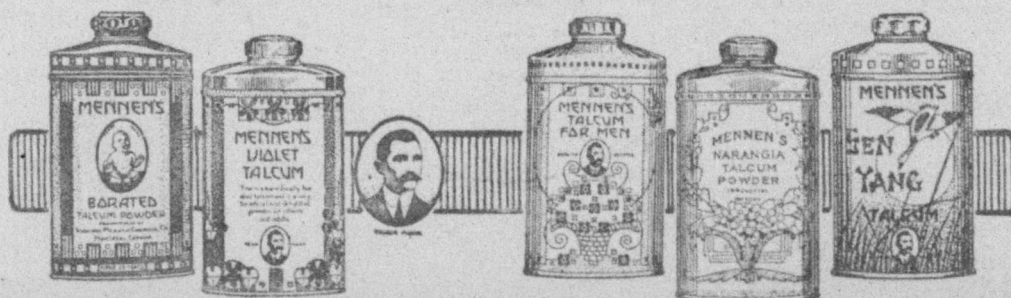
Newspapers—magazines—billboards, from coast to coast, are telling the Canadian people about Mennen's Talcums

—thus making it easy
for you to sell
the **MENNEN** products.

When you stock Mennen's you have a created demand. Mennen's Borated Talcum has been endorsed by doctors and nurses ever since it was first produced. Mothers all over the world place their faith in it—and this confidence extends to every other item of the Mennen line.

If you haven't all the Mennen products in stock, send in your order to-day. Here they are:—Borated Talcum, Violet Talcum, Flesh Tint Talcum, Sen Yang Talcum, Narangia Talcum and Talcum for Men, Shaving Cream, Borated Skin Soap, Liquid Soap and Bath Powder.

Link up with this aggressive campaign.
Let the Advertising ring up profits on
the cash register for you



Made in Canada by
G. MENNEN CHEMICAL COMPANY
MONTREAL

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