

9157

CANADIAN GROCER

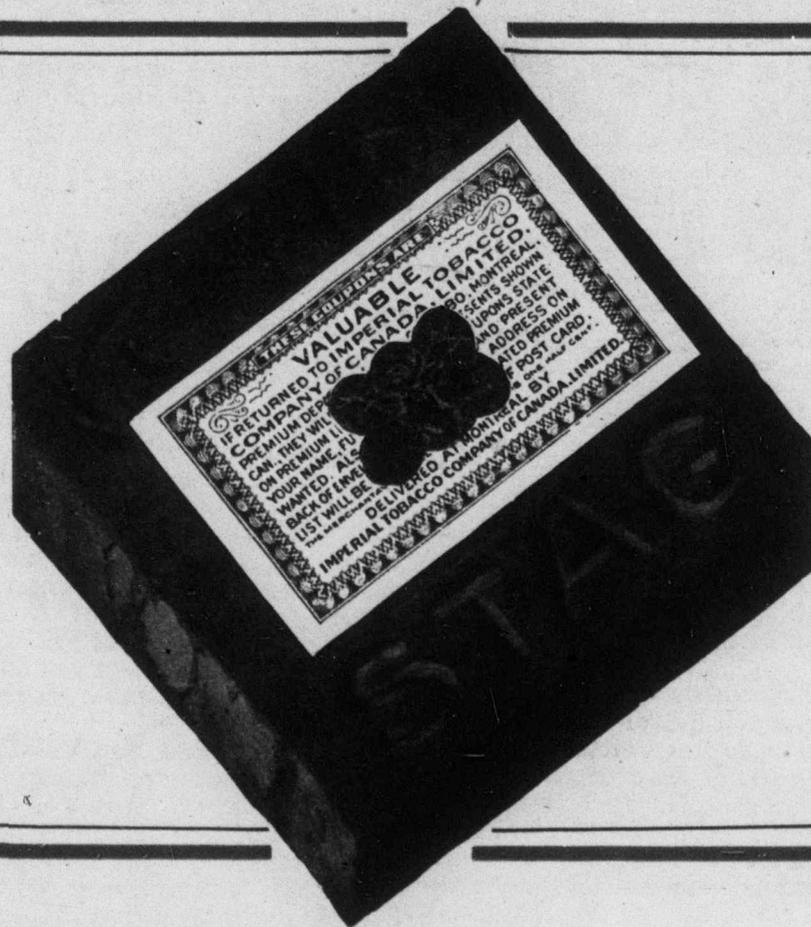
Members of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIII

PUBLICATION OFFICE: TORONTO, JULY 4, 1919

No. 27



For Quality and Popularity—

STAG

CHEWING TOBACCO

"Ever-lasting-by Good"

has firmly established its reputation all over
Canada

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



Turn the
Buying
Impulse
into
SALES

It is a woman's instinct to want her home bright — a natural woman's impulse to accept whatever she believes will enable her to keep her home interior attractive and her furniture looking like new.

It is one of her greatest expressions of domestic pride to have her floors and furniture clean and shining.

Along comes our newspaper advertising to tell her of a Polish that enables her to get better polishing results—and as she reads those truthful, forceful advertisements the buying impulse becomes firmly implanted in her mind.

All that is needed to turn this impulse into an active sale is **directive effort** on your part and by your clerks.

Make your O-Cedar Display—in the window and inside the store—in a manner calculated to allow

O-Cedar Products full scope as an active sales force.

Use our attractive cards and signs to feature O-Cedar Polish and O-Cedar Polish Mop so that your customers will unfailingly **see** these goods every time they enter your store.

Thus can you sell two packages of the Polish for every one you now sell—thus can you double your Mop Sales.

The occasional mention of O-Cedar Polish, the query "Have you tried it?" will also help to get new users of this profitable line.

And invariably the customers to whom you thus introduce O-Cedar Products will be grateful to you.

Their appreciation will take the form of orders for "more O-Cedar"—once they find by experience that your recommendation of it was warranted by its great merit.

O-Cedar Polish

CHANNELL CHEMICAL CO., LIMITED, TORONTO

Borden's

**Suggest Borden's
with every
Summer order**

Make the Summer weeks a real busy season by pushing
the ever popular

Borden's MILK PRODUCTS

Nothing can take the place of Borden's with the Summer Cot-
tager—the Camper—the Picnicker.

Just think of the many advantages of featuring Borden's
regularly.

Mrs. Jones is persuaded by you and the attractiveness of your
window trim to use Borden's Eagle Brand Milk or one of the
many other lines; she is pleased with the quality and its great
conveniences and tells her friends so.

They in turn buy Borden's from you and incidentally make
other purchases—the result of your efforts then begins to
show in increased business for your store, for other depart-
ments.

So show your Borden stocks every day. Your wholesaler
can send you any line you are short of.

Borden Milk Co.

Limited

"Leaders of Quality"

Montreal

Vancouver



Tomato Soup

Its Delicious Flavor of
Red Ripe Tomatoes
Appeals to Every
Taste—



THE GOODNESS
GOES IN
BEFORE
THE LABEL
GOES ON

It Pays to Carry
A Good Stock of
This Popular Line.

Ask Your Jobber or Wire Direct



DOMINION CANNERS, LIMITED

Hamilton, Canada

Traveler's Half-Holiday Guide Book For You

CANADIAN GROCER has had printed in booklet form, list of half holidays in cities and towns in each province of Canada. The booklet also contains lists of Summer and Fall Fairs, Quebec Province holidays, etc.

It is a very handy guide for traveling salesmen and copy will be sent to anyone interested without charge.

Wire, Phone, or send us a card.

CANADIAN GROCER

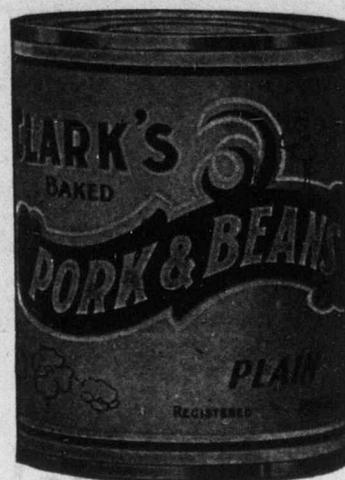
143-153 University Ave., Toronto

Phone M. 7324

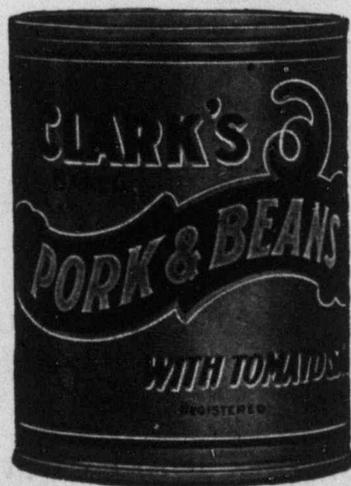
Your Customers

Mr. Grocer, are to-day studying **ECONOMY** more than ever before.

Don't hesitate to tell them that



CLARK'S PORK and BEANS



are just what they want.
They are a perfect meal.

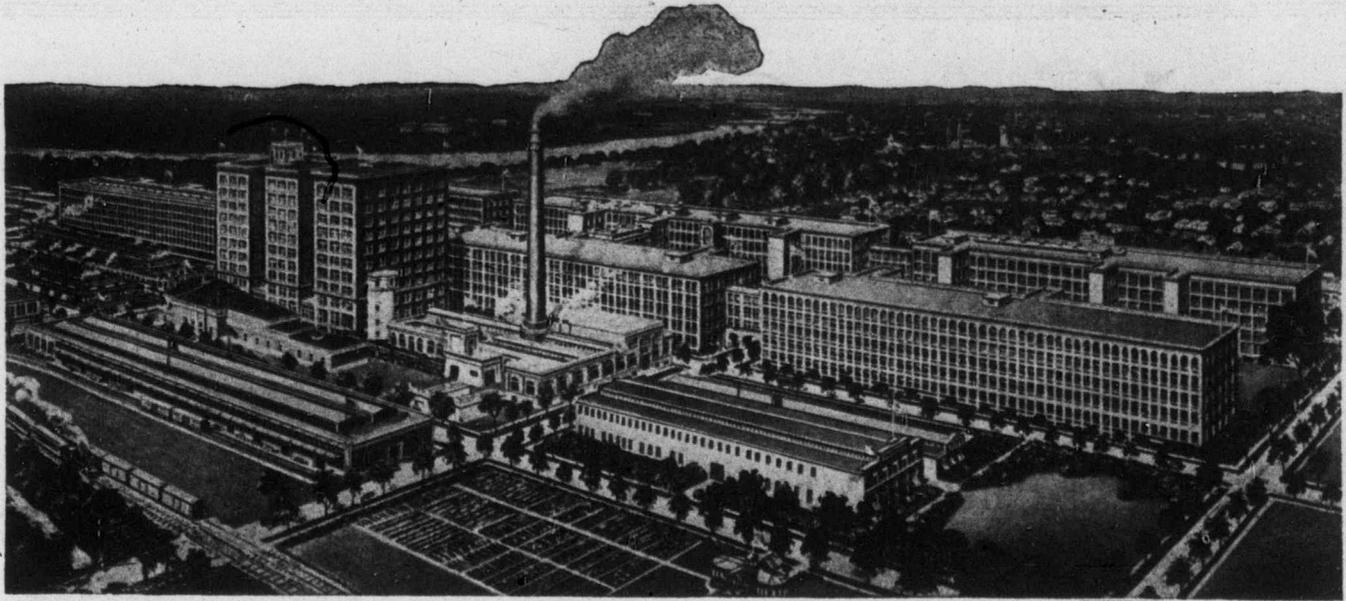
THEY SAVE WORRY
THEY SAVE LABOUR
THEY SAVE MONEY

and for you they are the quickest sellers.

W. Clark, Limited

Clark's

Montreal



We make over 275 National Cash Registers every day

The National Cash Register is a modern, labor-saving machine that helps merchants, clerks, and their customers.

It protects profits by stopping leaks and losses, temptation, and mistakes.

It adds, records and classifies many kinds of transactions.

It saves time and money because it does 15 things in 3 seconds.

It enables the merchant to give quick, accurate service.

It more than pays for itself out of what it saves.

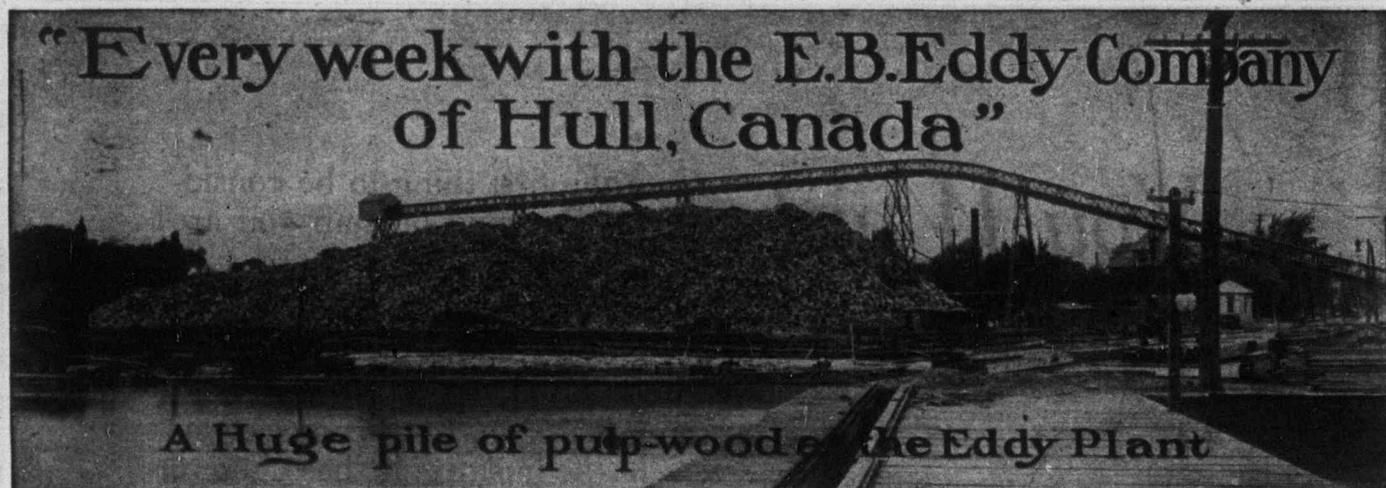
It helps merchants make more money, with less expense.

This big plant makes nothing but National Cash Registers

The National Cash Register Co. of Canada, Limited

Toronto, Ontario

Offices in all the principal cities of the world



Story for Week Dated July 4, 1919

Being No. 41 in the Series

The Tissue Papers: Serviettes, Paper Towels and Toilet Papers

PURITY is the first essential in the production of the tissue papers at the Eddy Plant. Here the reason for that pure well water, the many washings and strainings you have studied at the Sulphite Plant, becomes evident. For these tissue papers are used to wrap food with at picnic party or on restaurant table, and the paper towels manufactured by the E. B. Eddy Company have got to live up to their reputation of absolute sanitary perfection. To watch the processes of paper making, and packing at the Eddy Plant is to realize that this reputation is earned and maintained.

Speed is an important consideration too, in the production of the E. B. Eddy Company tissue paper lines. To watch the girls at work in the portion of the plant set apart for tissue and toilet papers is to realize that human hands can keep pace with the swiftest machines ever invented. Serviettes and towels are folded and bundled at lightning speed, and still the call for them is more urgent than production speed can keep pace with.

Ingenious machines take care of the clever interfolding of the famous "ONLIWON" line of E. B. Eddy tissue paper towels which you have used on many a railway journey, or in hotels, and city restaurants and offices. The interlocking fold which always ensures the pulling out of a new towel for each user is rapidly made by a descending blade working with unerring precision on a steadily running machine. The serviettes are packed flat in bundles of 250; the towels go in bundles of fifty. While a boy can mind the machine that folds the towels, each packet of towels is tested by a man who is an expert at the work, and not a faulty fold in many hundreds of thousands passes his vigilant testing.



Some of EDDY's Many Kinds of

Toilet Papers

DIAMOND
STANDARD
HOTEL
COTTAGE
PLAIN ROLL
FACTORY
OVAL KING
IMPERIAL
ROYAL
CRESCENT OVAL
VELVET
SILVER BRAND
REGAL
FAMILY
BIGLOT
MOUNT ROYAL
MAMMOTH
NILE
CHAUDIERE
PILOT OVAL
ORIENT
NAVY
DREADNOUGHT
PRAIRIE QUEEN
GREAT WEST
MANITOBA OVAL
ALBERTA OVAL
SASKATCHEWAN OVAL
SENTRY
ADMIRAL
YORK
CZAR OVAL

You Want a Man

Then the first thing to be considered is the kind of man you are looking for.

Your business calls for a man of keen perception; an ambitious man; a man who looks to everything that helps him become efficient in the business he has chosen.

You need just such qualities in the man you are seeking, combined with specialization in your line, and the surest, quickest and most economical way to reach him is through the "WANT AD" columns of CANADIAN GROCER.

The man who takes time to study the pages of Canada's Only Weekly Grocery Paper is ambitious, progressive, has a good understanding of the grocery trade, and is more likely to fill your particular requirements than the haphazard man who never looks beyond to-day.

CANADIAN GROCER is the Trade Show Window for more than 5,600 grocers and their staffs in all parts of Canada. Your message will be read by these wide-awake business men and your choice will be from a select field.

Furthermore, the cost is indeed a small item—2 cents a word first insertion, and 1 cent a word for each subsequent insertion. Five cents extra per insertion if replies are to be sent to Box No. in our care.

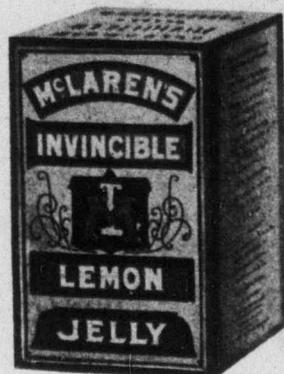
Send it right along now. Let CANADIAN GROCER find the man.

Canadian Grocer

143-153 University Avenue
TORONTO, ONTARIO

McLAREN'S INVINCIBLE

Window Trimming Contest



Every Grocer and Clerk
HAS AN EQUAL CHANCE

Every Village, Town and City
MAY COMPETE DURING

August, September and October

The Window is the life of every store. Get busy, use your best efforts to win one of our cash prizes. No show cards supplied. Read the rules carefully and get your entry coupon in the mail without delay.

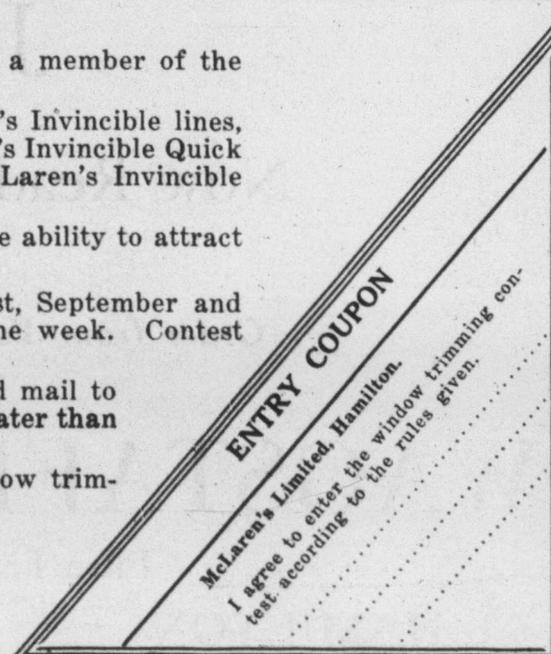
RULES :

- 1—The window must be originated and dressed by a member of the firm, by a clerk or by the regular window dresser.
- 2—The window must contain at least four McLaren's Invincible lines, such as McLaren's Invincible Jelly Powders, McLaren's Invincible Quick Puddings, McLaren's Invincible Baking Powder, McLaren's Invincible Extracts, etc., etc.
- 3—Window displays are to be judged on the probable ability to attract attention and sell McLaren's Invincible Specialties.
- 4—Displays to appear during the months of August, September and October and must remain on display for at least one week. Contest closes October 31st.
- 5—Every contestant must procure a photograph and mail to McLaren's, Limited, Hamilton, so as to reach us not later than November 10th, 1919.
- 6—"Canadian Grocer" and a leading Toronto window trimming expert will act as judges.

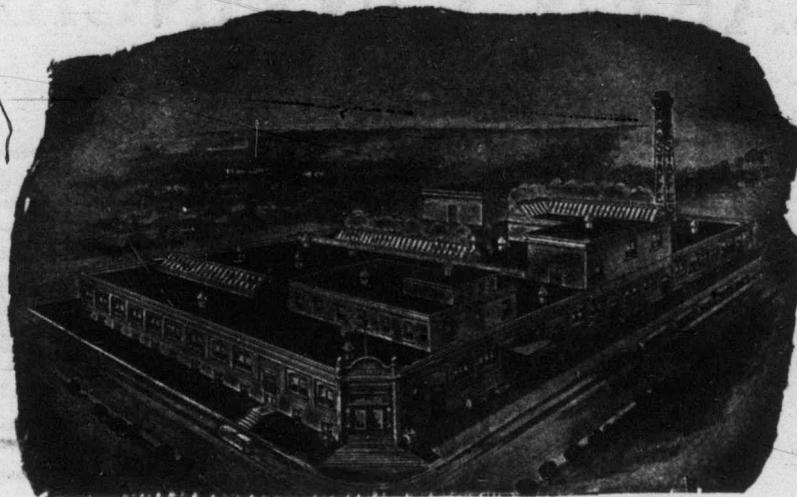
Your entry coupon should be mailed at once to

McLAREN'S LIMITED
HAMILTON, ONT.

CLASS ONE	
Centres Up to 10,000 Pop.	
1st prize	\$25
2nd prize	15
3rd prize	10
<hr/>	
CLASS TWO	
Towns and Cities Over 10,000	
1st prize	\$25
2nd prize	15
3rd prize	10



Prepared
in
Copper
Kettles
Boiled
in
Silver
Pans



Packed
in
Gold
Lined
Pails
and
Glass
Jars

THE MOST MODERN AND UP-TO-DATE FRUIT
PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

NEW SEASON'S 1919

STRAWBERRY JAM

Now Ready for Delivery

Order from Your Wholesale Grocer

WAGSTAFFE, LIMITED

Pure Fruit Preservers

HAMILTON

CANADA

The Color-Magic in Oranges

Make a simple One-Week Test in your window to see how it attracts the best trade to your store.

Thousands of merchants have won leadership in this way in their neighborhoods.

THE color of oranges appeals to the eye as few other colors do. Thus Nature has attracted people to the orange and has made it its own best salesman.

Window displays of oranges draw trade into stores from clear across the street. Merchants who have noticed it now display oranges in this way as a definite policy of their stores.

Make Your Test

Try it in your store. Don't arrange them in pyramids, don't go to much trouble. It isn't necessary. Simply make a mass display. Empty three or four boxes—more if you have them—into a part of your window.

Put attractive prices on them—odd-penny prices, preferably, and leave the display there for a week; selling from the window, and constantly replenishing the fruit.

See how the color attracts, see how they sell, how you increase your turn-over and how you multiply your profits.

Use the Advertised Oranges

Make your display with Sunkist Oranges and mark the name "Sunkist", on the price cards that you place on the fruit. These oranges are the best known because they are advertised to millions of women every month, so they are the most acceptable.

Try this plan for a week beginning today. Note the results you get. You'll make it a permanent display when you learn the advantages to your entire line of goods in making your store famous in your neighborhood for good fruit.

Many a merchant has won leadership in his locality in building up a specialty in oranges.

Let a One-Week Test indicate to you what you can do in yours.

We'll Help

We are aiding thousands of retailers in promoting their sales and we want to help you too. We give you eleven different options in the selection of material with which to make displays and otherwise advertise your store.

Send the coupon for our "Merchant's Display Material Option List" and choose what you want from it.

Do it now. Mail the coupon before you forget it, and begin making more money on your fruit.

Sunkist

Uniformly Good Oranges
The Best Fruit to Display

California Fruit Growers Exchange

A Non-Profit, Co-operative Organization of 10,000 Growers
Los Angeles, California

We will send you a booklet telling about "The Exchange" and how it operates to your benefit.

California
Fruit Growers
Exchange

Los Angeles, California

Please send me your
"Merchants Display Material
Option List" without any obli-
gation on my part.

Name

Street

City..... State.....

1919 Pack Now Ready

WETHEY'S Pure Strawberry Jam

has been rightly named "the consumer's delight"

The
Wethey
Label
Perfects
The
Table

*Order from your Jobber
or write us direct*

J. H. WETHEY, LIMITED

St. Catharines, Ontario

It is repeat sales that make your profit—and DEL MONTE Products are great repeaters because they have the quality that brings customers back for more.



Every **EUREKA** Refrigerator

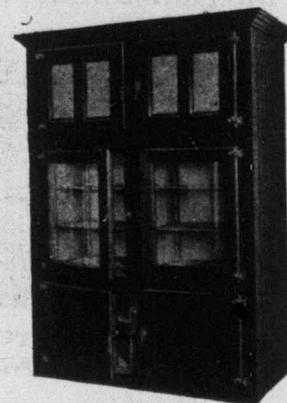
is equipped with the Eureka patented cold dry air circulation system.

And because of the system and of the conscientious construction of the Eureka Refrigerator, every inch of the cooling chamber is equally good for the successful conservation of perishable food-stuffs.

Ask a brother merchant who has one.

Satisfied customers our best ad.

EUREKA
REFRIGERATOR
CO., LTD.



Head Office: Owen Sound
Branches: Toronto, Hamilton, Montreal, Calgary, Halifax

No. 19
Eureka Refrigerators

FOWLER'S PRODUCTS
"Are Better"



Fowler's Wantmore Peanut Butter. "The Finest Spread for Bread."

Fowler's Electro-pure Ciders. "The Great Refreshers."

Fowler's Wantmore Salted Peanuts. "Nuts that taste Better."

All of Fowler's Products are made so good that MILLIONS USE THEM.

R.L. FOWLER & CO., Limited
Manufacturers

Factories at Calgary, Saskatoon, Regina.
Head Office—Calgary, Canada.
Genest & Genest, Ltd., Montreal,
Representatives for Province of Quebec.
Jas. Nolan, Winnipeg,
Representatives for Province of Manitoba.
W. H. Edgett, Ltd., Vancouver,
Representatives for Western British Columbia.

MACARONI

The pure food that builds Muscle and Bone at small expense

FULLY GUARANTEED and
Very Profitable to the Grocer.

MANUFACTURED BY THE
Columbia Macaroni Co.
LIMITED
LETHBRIDGE ALTA.



This space, small though it is, is capable of producing big results if used continuously and judiciously.



HOPS

In Quarter and Half Pound
Full and Short Weight Packages
BUY DIRECT FROM THE PRODUCER
BRITISH COLUMBIA HOP CO., LTD.

Ranches located at
Sardis, Agassiz,
B.C.

Head Sales Office:
235 Pine Street,
San Francisco,
California.



Largest Hop Growers in Canada
Write for Prices—Samples

Agents: for Western Canada, Donald H. Bain Co., Winnipeg, Man.
Ontario: Raymond & Raymond, London, Ontario.
Quebec: Arthur P. Tippett & Co., Montreal, Quebec.

DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

Our agents are:

Tees & Perse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Perse of Alberta, Ltd., Calgary, Edmonton. Newton A. Hill, Toronto, Ont.: E. T. Sturdee, St. John, N.B.; R. F. Cream & Co., Ltd., Quebec, Que.; J. W. Gorham & Co., Halifax, N.S.; C. T. Nelson, Victoria, B.C.

Dodwell & Co., Ltd.

Importers & Exporters

VANCOUVER

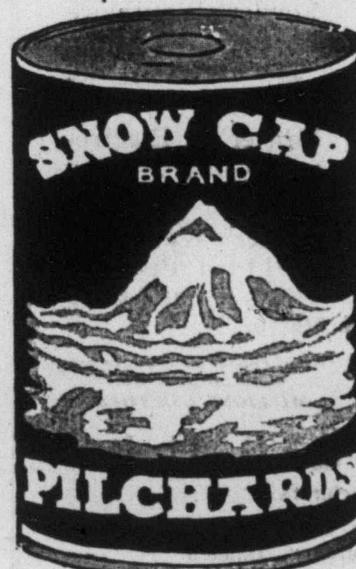
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value
in Rice on the Canadian
market to-day.

SNOWCAP PILCHARDS



Delectable
and
Dainty
Hand
Packed

BY

The Nootka
Packing Co., Ltd.

NOOTKA, B.C.

Packed in 1 lb. Tails
and 1-2 lb. Flats.
Sold By Your Jobber.

EXCLUSIVE DISTRIBUTORS

Dodwell & Co., Limited
VANCOUVER, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

C. T. NELSON GROCERY BROKER

165 Hibben-Bone Bldg., Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
VICTORIA VANCOUVER

KELLEY-CLARKE CO. VANCOUVER, B.C.

GROCERY AND SALMON BROKERS
MANUFACTURERS' AGENTS
Offices also at Seattle, Tacoma and Spokane, Wash.; Portland, Ore.; San Francisco, Los Angeles, Cal.; Boise, Idaho; New York City.

B.C. Market?

We can place one or two good Specialty lines. Our firm has back of it a 15 years' success reputation. We have a staff of aggressive salesmen and first-class storage and warehousing facilities. Write us if you want real representation.

M. DESBRISAY & CO.

Salmon Cannery and Manufacturers' Agents
VANCOUVER, B.C.
Our organization is equipped to handle any manufacturers' line. Our salesmen get results.

North West Trading Co., Ltd.

Importers of Australian and Oriental Produce
SALMON BROKERS
DOMINION BLDG. VANCOUVER

Little Bros. Ltd. VANCOUVER

EXCELLENT FACILITIES FOR SELLING AND DISTRIBUTING
FREE and BONDED WAREHOUSE

CAMPBELL BROKERAGE CO.
860 CAMBIE ST. - - VANCOUVER

PETER LUND & COMPANY MANUFACTURERS AGENTS

Can sell, and if required, finance one or two additional staple lines for British Columbia Territory
Interested manufacturers please communicate
505 Metropolitan Bldg. Vancouver, B.C.
Reference: Merchants Bank of Canada, Vancouver, B.C.

SAY YOU SAW IT IN
CANADIAN GROCER



ALBATROSS BRAND
CLAYOQUOT-SOUND CANNING CO. LTD.
SOLE GENERAL AGENT
VICTORIA B.C.

FRESH
BRITISH COLUMBIA



PILCHARD

DIRECTIONS.
When required, put in the can before being opened into boiling water for ten minutes.

Your Customers Will Like

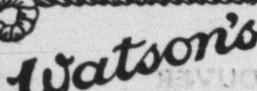
ALBATROSS BRAND

PILCHARD

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.

J. L. BECKWITH, Agent
VICTORIA - B.C.



FISH PASTE
in 4 oz.
GLASS JARS

BLOATER
ANCHOVY
SARDINE
SALMON



Packed by— WATSON BROS. FISHING & PACKING CO., LTD., VANCOUVER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WESTERN PROVINCES

A. M. Maclure & Co.MALTESE CROSS BUILDING
WINNIPEGIMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES**Wholesale Grocery Brokers
Commission Merchants**410 Chamber of Commerce, Winnipeg
Personal attention given to all business entrusted
to us. Established here 1900.
Correspondence Solicited. **GEORGE ADAM & CO.****ALEX. BAIRD LTD.**Manufacturers' Agents
300 Montreal Trust Bldg.
WINNIPEG, MAN.
Correspondence Solicited**C. H. GRANT CO.**Wholesale Commission Brokers and
Manufacturers' Agents810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.**W. L. Mackenzie & Co., Ltd.**

Head Office: Winnipeg

Branches at
Regina, Saskatoon, Calgary, Edmonton**Joseph E. Huxley & Co.**

Wholesale Grocery Commission Agents

WINNIPEG

CANADA

Macdonald, Adams Company

Brokers and Manufacturers' Agents

Open to negotiate for new lines of
Grocery Specialties in Western Canada
502 Avenue Building, Winnipeg**The McLay Brokerage Co.**Wholesale
Commission Merchants and Brokers
Write Us Regarding Your Account

Winnipeg

See Page 72 of this Issue,
it will interest you. It has
helped others, it may help
you.

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

A sales force of competent men.

Ample capital—and the reliability that goes with it.

A record of results—and the prestige that follows it.

An energetic, result-getting organization—with satisfied clients to
prove it.

Are all at your disposal if WE represent you.

Every branch a business in itself, directed by capable, experienced
managers.

All varieties of Food Products.

If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

ALSO AT 69 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

Canada Food Board License No. 6-450

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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



The Largest in Western Canada

We are the largest Storage Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated Warehouse. Excellent Track facilities. The Western House for Service.

Williams Storage Co.
WINNIPEG
and
Winnipeg Warehousing Co.

F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention. From Port Arthur to the Rockies we represent, among other lines, Jireh Food Co., Jas. Epps & Co., Ltd., and Kerr Bros.

SIX HOUSES IN WESTERN CANADA

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

WHOLESALE GROCERY BROKERS, MANUFACTURERS' AGENTS, IMPORTERS

Consignments Solicited

HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA



CHRISTIE'S BISCUITS

AND

ROBERTSON'S CONFECTIONERY

are both marketed in Western Canada by us.

Both lines are having big sales.

For the same reason your goods should be among the big sellers.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave., East

WINNIPEG

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

ALBERTA

D. J. MacLeod & Co.

Manufacturers' Agents
and Grocery Brokers
EDMONTON, ALTA.

Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

B. M. Henderson Brokerage, Ltd.

106-7 Adams Building, Edmonton, Alta.
(Brokers Exclusively)

Dried Fruits, Nuts, Beans, Jams,
Cereals, Fresh Fruits and
Vegetables.

MacCosham Storage & Distributing Co., Limited

MacCosham Bldg., Edmonton, Alberta
CARLOAD DISTRIBUTORS, CARTAGE
AND WAREHOUSEMEN
Free and Bonded Storage
5 floors—60,000 sq. feet.

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS

PACIFIC CARTAGE CO.

C.P.R. Carters
Office: C.P.R. Freight Sheds CALGARY
Distribution of Cars a Specialty
Storage and Forwarding Prompt Service

Say you saw it in Canadian
Grocer, it will identify you.

Watson & Truesdale, Winnipeg

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

Wholesale Grocery Brokers and Manufacturers' Agents

TRACKAGE
STORAGE
DISTRIBUTION

A BRANCH HOUSE WITHOUT THE COST OF MANAGEMENT

The Regina Cold Storage & Forwarding Co. Ltd.

Regina - Saskatchewan

COLD STORAGE

WAREHOUSING

CAR DISTRIBUTION

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

T. M. SIBBALD & SON

GROCERY BROKERS

Agent for **KELLOGG'S** Toasted Cornflakes

Another Agency Solicited

311 KING ST. E. - TORONTO

Storage and Bonded Warehouses

MACLURE & LANGLEY

LIMITED

Manufacturers' Agents

Grocers, Confectioners and Drug Specialties

12 FRONT ST. EAST, TORONTO

LOGGIE, SONS & CO.

Merchandise Brokers and Manufacturers' Agents

Grocery, Drug and Confectionery Specialties

Foy Building, - 32 Front Street
TORONTO - ONTARIO

H. D. MARSHALL

Wholesale Grocery Broker

OTTAWA MONTREAL HALIFAX

W. G. PATRICK & CO.

Limited

Manufacturers' Agents and Importers

51-53 Wellington St. W., Toronto

Looking Ahead!

WHEN planning for increased trade in the future, don't forget the little things that count.

Often enough it's the QUALITY in a 5 cent purchase that leads to a 5 dollar sale.

You may be sure that's one reason why the growing Grocery Stores sell

OCEAN BLUE

In Squares and Bags
Order from your Wholesaler

HARGREAVES (CANADA) Limited.

The Gray Building, 24 & 26 Wellington St. W., Toronto.

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



Furnivall's

Made from Quality Fruits, Pure Cane Sugar, and made by experts with whom the making of better jam is an exact science. These are reasons for Furnivall's Jam popularity.

FURNIVALL-NEW, Limited

Hamilton Canada

Canada Food Board License, No. 14-167

AGENTS—The City of Ottawa and the Lower Provinces (except Cape Breton): Messrs. Geo. Hodge & Son, Ltd., Montreal, Que. Ontario: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont. Manitoba: H. L. Perry Co., Winnipeg, Man. Hamilton: J. T. Price & Co., Cape Breton, N.S.: O. N. Mann, Turnbull Bldg., Sydney, N.S.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

QUEBEC

ROSE & LAFLAMME LIMITED

*Commission Merchants
Grocers' Specialties*

MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

THE S. G. BENDON UTILITY CO.

Brokers and Commission Agents

30 St. Francis Xavier St., Montreal
Our Motto: Always at Your Service

JOHN E TURTON

Wholesale Grocery Broker

BOARD OF TRADE BUILDING
MONTREAL

Established 1889

HOWE, McINTYRE Company
Grocery Brokers, Importers and Manu-
facturers' Agents.

91-93, Youville Square,
MONTREAL CANADA

J. C. THOMPSON COMPANY

Brokers and Commission Agents

Montreal, P.Q.

MARITIME PROVINCES

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

47-49 Upper Water St., Halifax, N.S.

Paul F. Gauvreau

Wholesale Broker
FLOUR, FEEDS AND CEREALS
84, St. Peter Street, Quebec

Am buyer of Peas, Beans, mixed Grain of
all kinds. Mail samples and prices. Need
big quantities to fill contracts.

J. L. FREEMAN & CO.

Wholesale Grocery Brokers

ROOM 122 BOARD OF
TRADE BUILDING - Montreal

WHEN WRITING ADVERTISERS

KINDLY MENTION THIS

PAPER

Man Left You, Did He ?

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

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

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

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

Send your advertisement and remittance to

Canadian Grocer Want Ads.

143-153 University Avenue
TORONTO

Check Crooks May Rob You

\$10⁰⁰



If your Jobber cannot Supply You, write us

Don't suppose because you have never had one of your checks raised, you never will

YOU DON'T KNOW into whose hands your check passes before it is cashed.

Over \$20,000,000 was lost to check crooks last year through small **unprotected** checks.

What safeguards are **YOU** using? What evidence can you show if the bank cashes a check raised by some crook and lays the responsibility on you?

The jobbers are co-operating to keep the check crooks away from the grocery business.

They have arranged to secure a supply of DIMUNETTE Check Protectors.

This simple sturdy device is made by the **oldest** concern of its kind in the world. It gives "standard protection"—that is, it shreds the paper and impregnates it with acid-proof ink—in one simple operation.

It defies the skill of any check crook—it has **never failed**.

Isn't it worth \$10.00 to have the absolute surety, the peace of mind the Dimunette brings?

W. G. PATRICK & CO., Limited
MONTREAL TORONTO WINNIPEG

DIMUNETTE CHECK PROTECTOR

For Personal and Business Use.

MACDONALD'S Popular Brands

"The Tobacco with a heart"—Macdonald's trade mark of quality—have been the popular plug tobaccos since 1858. Order Macdonald's and ensure satisfied customers.

Plug Smoking

- "British Consols"
- "Brier"
- "Index"



Trade Mark
Registered



Plug Chewing

- "Prince of Wales"
- "Napoleon"
- "Black Rod" (Twist)
- "Crown"



Trade Mark
Registered

W. C. MACDONALD, REG'D.

Established Over 60 Years
MONTREAL, QUE.

Incorporated.

Telegrams and Cables—LANDAUER, LONDON
Standard Codes Employed

Established 1878

LANDAUER & CO.

36 Fenchurch Street, LONDON, E.C. 3, ENGLAND

**IMPORTERS, EXPORTERS and GENERAL
: PRODUCE MERCHANTS :**

Keenly interested in all descriptions of CANNED GOODS
Specifically APPLES, PEARS and MEATS

*SHIPPERS, PACKERS and EXPORTERS
INVITED TO CORRESPOND*

Bankers: ROYAL BANK OF SCOTLAND

**JAMS
MARMALADES
PEELS**

John Gray & Co., Ltd., Glasgow

Established over a Century

Cable: Lambertson, Glasgow.
Codes: A.B.C. 4th and 5th Editions.

**CONFECTIONERY
MARZIPAN
CHOCOLATE**



Agents

Wm. H. Dunn, Limited, Montreal
Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto



Famous for Quality



"SALADA"

is tea in all its native purity and garden freshness. For twenty-seven years its high standard of quality has been consistently, unswervingly maintained.

A tea that does credit to your recommendation.

"SALADA"

LONDON, ENG. BUFFALO NEW YORK TORONTO MONTREAL BOSTON CHICAGO DETROIT
NEW TORONTO WAREHOUSE : 461 KING STREET WEST



WE SOLICIT YOUR ENQUIRIES FOR

English Castor Oil

In Barrels or Cases

Cream of Tartar

Cream of Tartar Substitute

Bicarbonate of Soda

Borax, Glycerine, Blue Vitriol

Citric Acid, Tartaric Acid

FULL PARTICULARS OF THE ABOVE GLADLY SUPPLIED ON REQUEST

**B.&S.H. THOMPSON
& COMPANY LIMITED
MONTREAL**

Branches: TORONTO WINNIPEG VANCOUVER NEW GLASGOW, N.S.

BEAVER BRAND Canned Chicken

Now is the time to put in your supplies for canned chicken, and the quantity we have to offer is limited.

1 lb. Tall Tins, 4 Dozen to Case

and guaranteed absolutely first quality. If your stock is low, order now and ensure your supply, as we will not have further goods to offer until the new pack this fall.

Prices and samples furnished on application.

J. W. WINDSOR, LIMITED
MONTREAL, QUE.

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,600 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,600 and more likely places, remember that. No other single newspaper in the world gets into 5,600 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.

153 UNIVERSITY AVENUE, TORONTO

Some People Are Born "Lucky"

People are often apt to believe that because a man achieves a big success he is born under a "lucky" star.

Generally, if you will look into things closely you will find that there are sound reasons for his success.

The same holds true of products. There are sound reasons why some products score a big success while others fail.

Just think of the number of package teas that have been put on the market only to vanish after a brief stay—while Red Rose Tea has marched from success to success.

The reason for Red Rose Tea's suc-

cess is its distinctive quality—and the maintaining of the same standard year in and year out.

Red Rose Tea consists chiefly of ASSAM teas—the richest and strongest grown in the world. Skillful blending not only produces the distinctive and exclusive Red Rose flavor, but keeps the quality the same at all times.

The success of each individual grocer's tea department also depends on quality and uniformity. The grocer who makes Red Rose Tea his "Leader" is building up a tea trade on a sound and profitable basis.

T. H. Estabrooks Co., Limited

St. John Montreal Toronto Winnipeg Calgary Edmonton



*The Best Spread
There Is For
Bread*

Critical Tastes Agree That

NUTRO PEANUT BUTTER

Is Supremely Delicious

Put up in 1, 5, 15 and 55-lb. tins. Distributed in Ontario and Quebec through C. Morris & Co., C.P.R. Building, Toronto. Dealers in Manitoba, Saskatchewan, Alberta and B.C. should order direct from

Kelly Confection Company, Limited
VANCOUVER, B. C.

Man Left You, Did He?

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

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding

a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.

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

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

Canadian Grocer Want Ads. 143-153 University Avenue
TORONTO



Robinson's
"Patent" Groats
and
Robinson's
"Patent" Barley

have acquired a reputation for quality that is a big factor in creating and maintaining a big demand.

Tell your customers you sell Robinson's—and have your stock of Robinson's "Patent" Groats and Robinson's "Patent" Barley placed where it can be easily seen.

MAGOR, SON and COMPANY, LIMITED
191 ST. PAUL ST. W., MONTREAL

30 CHURCH STREET, TORONTO

A Healthful Thirst Quencher

Abbey's EFFERVESCENT SALT

Makes Life WORTH LIVING

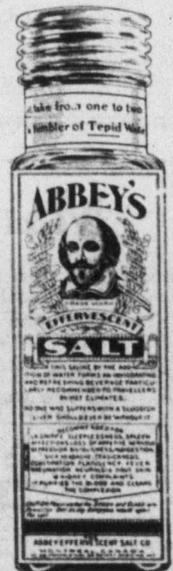
Tell Your Customers What
A Pleasant Summer Drink it Makes

ABBEY'S SALT has a sound selling argument for every month in the year. This is why it sells briskly all the year round.

For July and August, recommend ABBEY'S SALT as a beverage to quench the thirst.

It makes a sparkling, refreshing summer drink; slightly tart and wholly agreeable; and a valuable aid in keeping the whole system in a regular, orderly condition.

THE ABBEY EFFERVESCENT SALT CO., MONTREAL



CANADIAN GROCER

Vol. XXXIII.

TORONTO, JULY 4, 1919

No. 27

Laundry and Toilet Soaps Advance

Strength in Raw Materials and Decline in Glycerine, Due to Lack of Demand, Boosts Market for Soap in Both Canada and United States

THROUGHOUT Canada and the United States there has been an almost general advance on soap, including both laundry and toilet varieties. The rise in prices on laundry soaps represents a gain of from 40 to 50 cents, but in most instances it is 50 cents. On the toilet soaps it is an increase of fifteen per cent., and manufacturers state that even at this advance they are operating at a loss, and further enhancement of values in toilet soaps is not thought unlikely. The prediction in *CANADIAN GROCER* a month or two ago that the market tendencies in soap were decidedly upward, and prices were more likely to see advances than declines, seems to have been pretty well founded, judging from the present strength of the market. Opinion seems to be pretty well agreed that values will remain high for some time to come, at least, just as long as quotations on fats and oils remain as they are at present.

Rapid Jump in Raw Materials

John Millar, general manager of Lever Bros., manufacturers of Surprise, Comfort, Sunlight, Lifebuoy soaps and borax, told *CANADIAN GROCER* that the advance is due to the rapid advance in the price of raw materials, and the decline in the price of glycerine. The decline in glycerine, which is a by-product in soap making, increases the cost of fats and oils by at least four cents

per pound. As fats and oils are at practically war-time levels, Mr. Millar pointed out, this makes an increase in soap making material of approximately four cents per pound. Then again labor and coal have advanced 100 per cent., and, of course, are important factors in the manufacture of soap. Neither show any indication of declining, but rather both are on the up grade. There is also likely to be a tremendous demand for fats and oils for Europe for some time to come, so altogether, Mr. Millar does not see where there is any relief in sight.

No Demand for Glycerine

A very important condition in the present advance is that arising out of the market situation in glycerine. The lack of demand has dropped the price of the crude article from 48 cents to 8 cents per pound. During the war, soap manufacturers received a good figure for their glycerine, thus enabling them to keep the price of soap down to what they claimed were reasonable levels. The fact that there is about ten per cent. glycerine in most soap making fats and oils makes a difference of about four cents per pound on tallow and fats. Fats and oils declined in price in the early months of this year, but are now held at and above war-time figures. The better grades of tallow are fully five cents per pound higher than during the period of the war. Sunlight, Comfort

and Surprise soaps have advanced 50 cents per case, to \$8.25, while Lifebuoy soap has arisen to \$7 per case, a gain of 40 cents.

Toilet Soap Up 15 Per Cent.

A. P. Taylor, of John Taylor and Co., soap manufacturers, of Toronto, told *CANADIAN GROCER* that practically the same conditions applied to the manufacture of toilet soaps as to the laundry kind, only much more intensified. The quality of the fats and oils utilized in making toilet soaps are of a higher standard, being edible fats. The cost of these, of course, is much higher. Toilet soaps have advanced 15 per cent., but Mr. Taylor looks for further advances before very long. For some months past, he states, manufacturers have been operating at a loss, and even the present jump in values will not cover a profitable return. To have really covered their losses, the increase should have been 30 per cent. Toilet soaps, at the new price, in gross lots, are quoted at \$11.40, as compared with the former quotation of \$10 per gross.

The management of the Palmolive Company have not changed their prices, but stated to *CANADIAN GROCER* that the strength of the prices for raw materials have rendered the market for their soap very firm. No immediate change was contemplated in present values. Palmolive soap is selling to the trade at \$16 gross.

Signing of Peace Will Not Ease Prices

Temporary Rise in a Good Many Foodstuffs is Expected With the Prospect of New European Markets Being Opened

THE signing of peace may mean a temporary rise in the price of many foodstuffs, according to well-founded opinion. Supplies of commodities are far from being replenished, and there can be no general reduction of prices until there is a surplus of supplies. In the words of those in a position to know, that surplus seems a long way off, when the wants of deso-

lated Europe are considered. More production is the solution, but just at present, with the possibility of Germany and Austria coming into the market for foodstuffs, there seems no doubt that ruling prices will be very strong. The chief difficulty in the way of these countries constituting themselves big buyers in the world's markets will be a financial one. The question of raising credits will

be of chief concern to the bankrupt countries, and may not easily be arranged. However, as it has been pointed out, the Allies have to face the fact that if they are to receive from Germany a great contribution to their war expenses they must first of all help her to become again an industrial nation. An indemnity must be paid in kind. Therefore Germany must manufacture, and it

follows that the acceptance of an indemnity forces the Allies to trade with her. It will be some time before production in these warring countries will again have attained to normal. They will be dependent on more productive lands for some time to come, and America is bound to play a large part in supplying these people with food.

Stocks of cattle in Europe have long since been very seriously depleted, and Canada and the United States will be looked to to provide meats. Authoritative opinion is to the effect that Canada's exports in beef, pork, and pork products will be very heavy indeed. This undoubtedly will tend to keep prices at very strong levels, and cheaper beef or pork in the near future is not thought likely.

Meat Prices to Remain Firm

The consensus of opinion among people handling foodstuffs is that prices will be higher in the next couple of months, J. S. McLean, of the Harris Abattoir, Toronto, told CANADIAN GROCER, but that in September, or more likely later in the fall, there should be a return to more normal levels. Mr. McLean did not think that the signing of peace would mean any heavier export of foodstuffs, as he did not think it could be much heavier than it has been in the past few months. "Exports of beef, pork, and pork products have been enormous of late," he said. "The American market has been shipping largely to Europe, supplying the needs of devastated France and Belgium. These countries are likely to need foodstuffs for some time to come, but the signing of peace having been anticipated, immense quantities have already gone forward to these countries. Canadian products have largely gone to England, as has always been the case. There is little likelihood that Canadian foodstuffs will be used to relieve Europe."

The increased "runs" of cattle and hogs in the fall months should have the effect of lowering prices, and Mr. McLean looks to the last part of the year for easier levels in the livestock market. A big wheat crop, too, should have the right influence on the cost of living.

Europe Will Want Tea

J. L. Watt, of Watt and Scott, Toronto, tea importers, believes that higher prices are going to rule on teas. Primary markets, he states, have already advanced, in anticipation of large orders from Europe. Germany and Austria, while formerly not heavy tea drinkers as compared with coffee, have become more so during the years of the war. As the war is over, the blockade against Germany must be lifted. There is bound to be a great rush for teas in the opinion of Mr. Watt. Importers are buying all the Ceylon teas that they can get their hands on. The exchange situation, too, is such that the markets are very uncertain. Another advance in exchange on Ceylon is expected. Exchange is at present 1s. 8½d. on the rupee, representing a premium of 25 per cent. on the value of the rupee.

The normal consumption of Ceylon teas in the United States and Canada is thirty million pounds a year. Shipments in six months have only totalled 4,600,000 pounds, an eighth of normal importations. Good teas are exceedingly scarce, largely due to the fact that a surplus of Java teas at the end of 1918 resulted in light receipts of Ceylon goods. Orders are now going out to Ceylon very freely, notwithstanding the unfavorable market conditions. Stocks of Javas are being rapidly depleted, and the three cents a pound discriminating duty against them is likely to deter the possibility of getting any great supply of Javas, consequently Mr. Watt is of the opinion that tea will not decline but that price tendencies will be towards higher levels.

C. N. Wrenshall, of White Swan Spices and Cereals Ltd., Toronto, told CANADIAN GROCER that with the prospect of new markets at the signing of peace it might have the effect of stimulating quotations on spices, that is, before normal conditions were finally re-establish-

ed. With Austria and Germany again in the market for these lines, demand was likely to be much increased. However, primary markets, he said, were rather unsettled at the present, and it was difficult to say just what the price trend will be. In the matter of cereals, Mr. Wrenshall believed that with the removal of the fixed price on wheat the tendency of prices would be downward as there was an oversupply.

Gordon Doddington of the Western Canada Flour Mills does not look for any change in the flour situation as a result of the signing of peace. "We don't look for any change until next September," he said. "It will all depend on what action the Government will take in regard to the fixed price of wheat." When asked if he thought the Government would again set the price, he stated that he believed it was likely that a minimum figure might be fixed in order to stabilize the Canadian market with that of the United States, where the wheat price has already been settled for next year.

Making a Specialty of Fruit

Cobourg, Ont., Store Finds This Department the Bulk of Its Summer Business—Buying Soft Fruits by the Carload —Fruit Sales Are a Great Drawing Card For Other Trade.

H. CROZIER, King St., Cobourg, Ont., is doing a tremendous business in fresh fruits, the year round, but in Summer, however, the trade in fruit assumes enormous proportions. "In fact the bulk of our business is in fruit," the manager told CANADIAN GROCER. The business, while still carried on under the name of H. Crozier, is managed by the late Mr. Crozier's daughter. "We sold over 20,000 boxes of strawberries last season," she told the GROCER representative, "and we look to do much more this year, because the crop promises better returns.

Raspberries are not so heavy, but in the peach season we bring in a car at a time." In the Summer months this firm specializes in fruit, pushing it each Summer now for years, until now they have a reputation for fruit sales that is almost unexcelled. While the general grocery trade is a smaller end of the business than fruit in the Summer months, the latter has been the means of stimulating trade in the former, in a very large degree. In selling people fruit, this store finds it very often the case of securing an order for groceries as well. In this way, frequently new business is created.

TARIFF COMPARISONS ON SUGAR

CANADIAN GROCER has had an inquiry, in regard to the taxes on sugar, and the increases of the same, since the war. The appended table shows the tariff on sugar as effective May 13th, 1913, and as increased by Order-in-Council, August 21st, 1914:

	British Preference.		General Tariff.	
	1913.	1914.	1913.	1914.
All sugar above No. 16 Dutch standard in color and all refined sugars—basis 88 per cent.	\$0.72	\$1.52	\$0.93	\$1.93
And each additional degree over 88 per cent. per 100 lbs.01	.01	.01 1-3	.01 1-3
Equals for 100 per cent.84	1.64	1.09	2.09
Raw sugar not above 16 Dutch standard in color—basis 75 per cent.25	.88	.31½	1.11½
And each additional degree over 75 per cent. per 100 lbs.57%	1.37½
Equals for 96 per cent.40%	1.03%	.62%	1.42½
And for 100 per cent.43%	1.06%		

The increase in the tariff for 1914 was a war measure to provide revenue and is covered by Department of Customs' Memorandum No. 1811 B, covering a selected list of articles on which the duties were increased, effective August 21st, 1914.

When the War Surtax of 5 per cent. on British Preference and 7½ per cent. on general tariff was introduced February 12th, 1915, same did not apply on sugar, which was among certain specified exempted articles, see Customs Memorandum 1890 B.

Making Friends Through Advertising

The Pharmacy a Unique Store of Pilot Mound, Man., That Developed From a Drug Store to a Drug Grocery and Ice Cream Parlor, and Developed Successfully, Has Encouraged the Public Confidence and Gained the Public Good-Will by Systematic, Forceful Advertising

A DRUG store and a grocery combined.

This extraordinary combination of trade has been operated for two years in Pilot Mound, Man., by Dr. Cohoe. The result has not only been eminently successful, but the custom attracted by the grocer trade has resulted in increasing the drug business 25 per cent. during each year it has been in operation. The store is run on a strictly cash business in a community where the credit system has been in vogue for years and is still going strong. Here too it has attained eminent success. Its advertising in the Pilot Mound Sentinel is of such a high order as to rank as a text for country merchants all over Canada. It is to this advertising that its success is largely due. Gordon McKay, store manager, is responsible for these business-pulling announcements of which details will be given in this article.

The story of how the Pilot Mound Pharmacy came to engage in the grocery business is interesting. It appears that about three years ago one of the largest general stores in town began to cut in on the business of the local drug store by offering for sale a very extensive line of patent medicines and other articles and merchandise that had hitherto been handled exclusively by Dr. Cohoe. This was endured for several months until the falling off in business became so marked that the doctor determined to retaliate. He proceeded to rent larger quarters, and on Saturday, Mar. 3, 1917, opened up his combination store, with drugs and stationery occupying one side of it, and groceries and fruits the other. A soda fountain was placed in the centre at the rear.

The opening was marked by a three-quarter page advertisement in the local paper, which announced the inauguration of the cash system and presented a series of exceptional bargains, both in drugs and in groceries. This is how it read:

"The Pharmacy' will open the doors of the McCullough building on Saturday morning, March 3, and just to be sure you will all come we are going to offer some exceptionally good buys. Money talks and we will have no excuse to offer if we cannot meet all prices. You will have the big advantage of seeing what you are buying and paying for just what you buy with our cash system. Your money has the same purchasing power as the next man's—we have no two prices—one price to all and that the very lowest consistent with honest goods. Come along on Saturday and see for yourself—you will be entirely welcome and the chances are if you come

to see you will remain to buy. Watch us, with your co-operation, put a big dent in the H. C. of L."

Encouraging Belief in Honesty of Its Advertising

In a small corner of this advertisement The Pharmacy began its first efforts to educate the public to believe its advertising, a plan which it has kept up consistently ever since, and which tends to make the announcements of this store read convincingly and true. Using a small humorous cut of a policeman with a big club in one hand and an extended dark lantern in the other—the only cut used in the advertisement, the announcement reads:

"Be on the lookout for we are going to do more advertising. We believe in it. But listen: we want you to believe that we mean what we say! So we want you

to test this advertising of ours, how, where and when you will."

Another announcement a few weeks later, emphasizing this point, read as follows:

"The success of any business depends to a large extent upon the confidence the public places in the advertisements of that firm. Our constant aim will be to so conduct this business that you will know we mean what we say, and that we say what we mean. You acknowledge by your increasing support of our store that our advertising is more than mouth deep."

Another advertisement along similar lines bears the catch line: "Read it carefully. You will find it profitable to do so. It will only take you a few minutes to read this advertisement, but if you want to save a little money read it slow-

Continued on Page 31



A Section of the Combined Grocery and Drug Store of Dr. Cohoe.

WALTON LAKESIDE DELIVERY
 Our service will deliver on Wednesday at as far as Senneville as far as Senneville



SALADS



With the first breath of spring in the air, with the first blades of green which poke their way through the softening brown earth, the wise housekeeper realizes that the time has come to advance salads from secondary place to the important role which they, like hot, succulent warm dips quicken the appetite for cool refreshing foods. A true order from nature, is this, for the cooling freshness and the mineral salts contained in salads are especially good for one at this season of the year. The dinner salad, therefore, becomes doubly important in spring and summer, and delicious salads are the basis of most perfect sum-

Brushes & Brooms
 Up. 1837-8-9
 Up. 5720-5721
 Dust Mops
 Hair Brushes

Big Displays Build Fruit Trade

MAKING LARD SCONES Received Fresh Daily Special Attention Given To Shipping
 LODGER Crab Meat Shrimps Turkey Feather Dusters Furniture Polish
 Call or Phone
WALTER PAUL Limited 556 UNIVERSITY STREET
WALTER PAUL Limited 556 UNIVERSITY and Burnside.

ONE of the most important things in building a fruit business with us has been that of making a big display," said R. H. Paul, of Walter Paul, Ltd., retail grocers, University Avenue, Montreal. "The customer is impressed if she sees a big display. It is just human nature to want to see a big assortment. One may be buying a tie, for instance. He only wants one, but he is more likely to buy that from the dealer who has a big assortment."

This is really a big consideration. A large array of fruit and vegetables doubtless makes an impression that has, in itself, great selling argument. It has worked with this company, and the assortment of fresh fruits and vegetables carried is always large and well-arranged; it is really compelling, from a selling view-point.

Best Grades Sold

Mr. Paul said that they had no difficulty in getting a reasonable price for fruit. "The customer will pay a fair price, but will not pay an abnormal figure for fruit. When strawberries, for instance, are received early in the season, and command a high price of around \$1 a box, customers buy carefully. Even the wealthy will buy in very small quantities, perhaps only a single box."

With a fruit trade the Paul Company feels that it is best to carry the better class of fruits, as well as of vegetables. Sound fruit is the best value, and it leaves a better impression with the buyer, even though a little higher price may have to be secured for it. In maintaining this fruit in the best possible condition, the firm uses the refrigerator for part of its stock. "The best temperature at which to keep fruit and vegetables is about 38 degrees," said Mr. Paul. "This ensures freshness for a long time, and helps to prevent waste."

Of course this temperature is made possible only through the employment of a refrigeration plant, and as the Paul Company operates its own, the desired degree of cold can be maintained at will.

Checking Up Stock—Waste Prevention
 Answering CANADIAN GROCER'S question as to whether the fruit and vegetable departments were under the care of some one salesman, Mr. Paul replied that this work was divided. "One man is required to supervise the vegetables," he said, "and another the fruits. They check up the stock each day, and in this manner we know what we are short of and can order supplies as they are wanted."

It is coming to be recognized more and more that the showing of fruit in bulk is one of the most successful methods of encouraging its sale. It can be done with reasonable care. The Walter Paul Store, Montreal, safeguards itself from excessive loss by having a daily stock-taking of stocks of fruit. It entrusts the work of seeing that this stock moves regularly to one man for the fresh fruit and one for the fresh vegetables. Small baskets used for soft fruits, and newspaper advertising is used extensively to back up sales.

This keeps the stock complete. It keeps it fresh. In addition to this, it prevents a waste that would run higher than usual, were careful, daily supervision not exercised. With fruit, as every grocer knows, profits may quickly be absorbed in the waste that goes out the back door. There will be some of this, inevitably, but the desire is to reduce this to a minimum.

Supplies are looked over carefully from time to time, and with a constant vigilance, excessive waste is prevented. That the inevitable waste may be provided for, the probable amount of this is first figured into the cost. It is also arranged that any fruit or vegetables showing signs of spoiling be disposed of to the best advantage, without delay.

Displays All The Time

The Walter Paul store believes in

maintaining good displays. This applies to the stock inside the store. It applies in like manner to the windows." "We always have some fruit in our windows," said Mr. Paul. It serves as a reminder to forgetful folk. Good, prime fruit is attractive, and can be so placed as to draw attention. With excellent window space, the Paul store uses the same to induce sales, and frequently special effort is made to emphasize the importance of the fruit department, by putting in a very large display, and in making this most attractive.

Within the store, the displays are excellent. They are so impressive as to command attention from every customer. Large space near the entrance of the store is devoted to the line and tables are used on which to place both fruits and fresh green vegetables.

With oranges, grapefruit, lemons, etc., the original cases are used. Various sizes are arranged on the floor, with the boxes tilted at a convenient angle. These are built up from the floor and the arrangement is made to catch the eye. Most impressive is the extensive stock, displayed with every advantage for selection on the part of the customer. Apples, pears, pineapples and, in season, peaches, plums, apricots, grapes, etc., serve to make displays that are worth while. This arrangement induces many sales every day.

For apples, pears, plums and small fruits, small cardboard baskets are employed. Large, luscious fruit appears to best advantage in these, and the average customer just wants this quantity for immediate table use. It has come to be a popular way of selling these lines.

Getting Supplies Forward

Much of the fruit and many of the vegetables sold by this firm, come in by express. Boston is a large distribution centre for the early vegetables, in particular, and it is within a stone's throw, so to speak, of Montreal. Supplies are therefore brought in from there to the

Montreal market, especially during the Winter and early Spring months. They arrive in crisp condition, and when placed on display, they practically sell themselves. Notwithstanding this, the salesman, Mr. Paul says, is a big factor. He can and does make suggestions, and as the great bulk of orders are received over the telephone, he has an opportunity to tell customers what is received fresh. "The customer gets to know the salesman, and he, in turn, the wishes of the customers," said Mr. Paul. This helps, in that the suggestion can be made as to new lines received with a good idea of what will please the customer. "We often say that we are sending up some new fruit or vegetables, and these are sent along. If the customer does not want them they may be returned."

Unquestionably one important element of fruit selling is that of securing and maintaining a quick turnover. With the daily checking of the stock, the Paul store is enabled to secure the fullest advantage of this plan.

Classy Advertising

The morning newspaper is used. The space taken is generally a two-column size, six inches deep. A special trademark with the two letters "W" and "P" are worked into the upper left-hand corner, and "Walter Paul Limited," also in a special type, appears at the foot of the advertisement. This makes a unique and distinctive announcement that is bound to be read by the women at the breakfast table, or soon after the morning meal. With a suggestion there, she may lift the receiver and ask for fresh lettuce, celery, cucumbers, salad dressings, etc.

A very suitable and "different" advertisement appeared recently and re-

ferred only to "SALADS." Beginning "With the first breath of Spring in the air, with the first blades of green which poke their way through the softening brown earth, the wise housekeeper realizes the time has come to advance salads from secondary place to the most important role, which they, like ices, assume when warm days quicken the appetite for cool, refreshing foods," and so on. Then follows suggestion for salad making, lettuce, cucumbers, tomatoes, celery, olive oil, salad dressing, salmon, crab meat and other kinds of fish, and with the important caption at the finish, "Call or phone Walter Paul, Ltd."

This is excellent advertising, and it undoubtedly pays. Wisely planned, it is safe to say that, even with the larger outlay called for by advertising in a metropolitan daily, it is sound and good merchandising help.

While not of the same nature, another advertisement recently used, and which must have been effective, was that bearing on brushes, brooms and dusters, floor wax, polishes, etc. The idea is that this is specialized advertising that makes definite, timely suggestion. Used seasonably, it is a most effective help, a good reminder, and a recognized modern plan of creating new business and holding the patronage that already trade at the store.

FACING THE MAIL ORDER COMPETITION

F. G. Leggett, a general storekeeper at Kipling, Sask., has literally taken the mail order "bull" by the horns, and proven to the satisfaction of his customers and to his own benefit that he can meet the mail order prices for any general order of goods.

Mr. Leggett is not bashful about mak-

ing his claims. One of the most conspicuous things on his counter is the catalogue of a well-known Winnipeg and Toronto firm. The sales are clinched when customers are reminded that they have to wait for a considerable time before their shipments arrive from the city, and then pay full express charges on them.

CALIFORNIA MAY ENTER GRAPE JUICE BUSINESS

It is reported that the California grape growers will enter the grape juice industry in the near future.

It has been a false notion among many people that the California grapes were not adapted to the making of grape juice in any quantities, say growers who have done a lot of experimenting of recent years.

It is suggested that a new method of storing will be adopted, that of drying all of the wine grapes grown in California, keeping them in the form of raisins for any length of time, has the approval of most of the wine-grape growers, it would appear. The only difficulty is that the growers of the very delicious muscat, Thompson's seedless and the Sultana are fearful that if this is done the market price of their product will tumble.

The wine grape has the larger seed and it is expected this variety would have to be disposed of at a much lower price. However, the growers of the table varieties look with apprehension upon an invasion of the raisin market. Whether or not the prohibition law shall suffer any change whatsoever, favorable or not to the wine industry, it would now appear that all branches of the grape producing industry in California will form a closer working organization than now obtains.



The fine interior of the Walter Paul Store, Montreal.

Replacing John Barleycorn with Fruit

A Story of Meeting New Conditions of Interest to You, Whether You Sell Liquor or Not

By HENRY JOHNSON, Jr.

IN a certain large mid-Western city one grocer was doing by far the biggest business, selling around \$600,000 worth of merchandise annually—"mostly booze," according to his competitors. Admittedly his business ran heavily to liquors, his groceries being sold very close to cost, apparently as leaders to his drink department. He shipped many orders into adjacent territory. It was said that the bulk of such shipments consisted of mysterious unbranded cases and barrels which contained firewater of various kinds.

Naturally, he was a hard competitor for grocers who did not handle liquors. They felt that if it were not for his drink traffic he would be rather easy competition because he was located where rents were high and expenses otherwise heavy. They were sure that if the time ever came when he would have to depend on "legitimate business" he would have a hard time to survive at all.

Then came the prohibition wave. The town went bone dry on short notice. But our big grocer did not go out of business. In fact his sales to-day are larger than ever before. Moreover he is making so much money so much more easily than formerly that he declares emphatically that he would not care to go back to liquor selling. And yet it is true that now he is regarded as "much better competition" than in the days when his groceries were supposed to be mere bell-wethers for liquor sales.

How Was it Done?

How did he do it? The answer is simple, yet very comprehensive. He did it by skillful merchandising. He is a much better merchant and profounder student of human nature than most grocers.

He tells the story himself rather well: "I must admit I was disturbed when the town went dry, for I had not believed it would do so. But there being no alternative I had to plan to meet new conditions. My first thought was to take stock of my business to discover its points of special merit so that I could build and shape new growth on them.

"I was somewhat surprised by my first discovery. That was that, aside from liquors, my best department was fruit and vegetables—mostly fruits. In a general way I had known, as every good merchant must know, that we were selling lots of fruit and vegetables, but what impressed me when I got down to close investigation was the rapid turnover in that department.

"Second, the cash-and-carry plan which had recently become fashionable had been put into operation in one sec-

tion of our store. I found that proportionate sales in that department were increasing steadily, almost week by week.

"Third—I want to emphasize this point a little—we had always been noted for the quality of our goods. It is not hard to assert that our quality has always been high. Almost any merchant will say the same of his goods, and generally it will be true, according to his lights. Also almost any merchant will feel that, in being watchful of quality, he is entitled to a mark of merit. So I want to start with a disclaimer of meriting any brass halo. I consider it just ordinary good sense to sell goods so meritorious and handle them so skillfully that they will give satisfaction. This because any other course is too expensive of labor, money and trouble in making good claims, objections and kicks. So our business has run along smoothly with little exchanged or returned goods.

Intelligent Reorganization of Departments

"Following what I felt were the lines of least resistance, therefore, I retired my window display of liquors, except for one prominent window, where clean-up bargains were featured. In the entire space thus made available, I made lavish displays of fruits. Let me show you what I mean," and he led the way over to a window filled with handsome apples in boxes. "Here," he said, "are goods which come in boxes, which we sell in boxes, which are only removed from the boxes if damaged, or in a small way, to sell by the piece. But you will get the idea of mass—the way to display fruits, or vegetables of any kind, is in mass. Show a lot of the goods, one kind at a time, and they will move in a big way.

"The ideal fruit for display," he continued, walking over to another window, "is oranges, grapefruit and lemons, because those can be dumped out and piled up without damage. It is worth noting, too, that no fruit is so attractive, none catches and holds the eye of the passer or is so universally tempting, as oranges. So we stick to displays which look big always.

"Now, while we keep up our service here, delivering and giving credit as always, we have, as I said, experienced a constant growth of the cash-and-carry business. So we have set aside this entire room and front to that department. Here you will notice are oranges priced at 3c each, the size which is marked 40c per dozen in the service department. That is a difference of 10 per cent., a very liberal discount to the consumer for serving herself in cash and deliveries."

Building Cash-and-carry

"I have studied this cash-and-carry department rather carefully since the change," he continued, "and my present conclusion is that many have failed in it because they have not had the staying power to sustain them through the period of transition. It takes time for consumers to learn to appreciate the savings, which necessarily are in small units on foods. For instance, four cents on a dozen oranges is not very impressive; but any careful housewife who watches things for a month or two finds the savings worth making—provided the grocer is doing his part fairly and honestly—I mean, provided he is honestly giving her the benefit all the way through his stock.

"We have been able to furnish both services and let this one grow. To that I attribute its success very largely."

Fruit The Mainstay

"But, as I say, fruit is the thing on which we rely now as the great specialty around which our business is built; and of all fruits, oranges and lemons are preferred for several important reasons: they are obtainable the year round, fresh from the trees; they are easy to handle, very attractive, the waste averages very light. Therefore, they are not the staples of the department, yet have the unusual advantage not common to staples generally, that they produce profit directly as well as indirectly.

"It is thus possible to figure very closely and reliably on citrus fruits. Because of the rapid turnover, the shrinkage is light, but we take an arbitrary figure in order to be entirely safe in our calculations. For example, we always figure 14 dozen in the box of 176 size; 12 dozen in the 150 size and 10 dozen in the 126 size. On top of that we load our gross margin which runs between 20 and 25 per cent., depending on the season and other conditions."

Fruit vs. Liquor—A Contrast

"I said I would not care to go back to the liquor business, and I'll try to tell you why," he concluded. "Liquors make up a business which is deceptive in many respects. The margin is so wide that it looks very alluring. Against that is the feature of slow average turnover, for much of the stock moves but once a year—some less than that. Then there are leakages of many kinds besides those due to loose barrel hoops. There is the expense of licenses, and the care and anxiety to conform to all legitimate regulations while not losing all profits through grafting officials. There are other disadvantages, among them that

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MAKING FRIENDS THROUGH ADVERTISING

Continued from Page 27

ly—compare it—put it to any test, it will stand it."

Increase Turnover 25 Per Cent.

By far the outstanding feature of this experiment is the increased business brought to the drug department as a result of the many people being attracted to the store to purchase groceries, soft drinks and ice cream. During the year before the advent of the grocery department the drug store made a turnover of \$6,000. The following year, when combined with the grocery, it made a turnover of \$8,000, and last year this was increased to \$9,500. This year the store expects to do a \$10,000 business in drugs. In one of his advertisements the manager touches on the oddity of a drug store doing a grocery business with the remark, "The old order changes. Things that were laughed at 20 years ago are now recognized as legitimate profit-earning enterprises. For instance the vast system of chain stores now in operation in the States. Stores that carry practically the same line of goods, and doing business on the same principle as The Pharmacy were thought to be a mistake—to-day they are probably the most successful enterprise in the States. We want to show you that we are selling good goods every day in the week at prices that cannot be beaten anywhere in the province of Manitoba."

Featuring the Cash Idea

In connection with its cash system of operation this store is constantly driving home arguments to show the wisdom and economy of such methods. One advertisement reads: "A good many people are now doing business on a strictly cash basis. They find it pays. Ask any of the men in this district who pay cash for their goods all about it. They will tell you that they would never go back to the old 'hit and miss' credit

system. It's a wasteful, expensive, out-of-date method of doing business. When you pay cash for your goods you have no big bill coming in in the Fall with its mistakes, overcharges, interest, etc. By the cash system you buy what you want and where you want at the lowest possible price. You are not helping to pay the bill of someone else who has failed to pay his. Think it over."

Again this argument is presented: "If we were running an extensive charge business—that is selling goods on ninety day, six months', or a year's time, keeping a bookkeeper, taking big chances on unpaid accounts, we could no more sell goods at the prices we advertise than we could carry on a conversation with the man in the moon. Our system cuts off the foolish frills of retail trade and puts real good food on your table at a price you can afford to pay. We invite you to The Pharmacy—we guarantee to save you money."

After they had been in business for six months with the combination store the firm published this statement at the head of a large display advertisement:

Can't Be Done

"That's what a lot of people said concerning our announcement that we would conduct a one-price-for-all cash business. If our system is not finding favor among the people of Pilot Mound and district, and our business and usefulness not increasing hand over fist—then Kaiser Bill is a gentleman!"

Courage in Advertising

Perhaps the most audacious advertising in all the series that has been published by this firm is that in which they come right out into the open to attack the mail-order houses, publishing side by side quotations from the catalogues and their own, showing better values. One of these, published on a Saturday in May had this introduction to the price comparison:

"Most people are afflicted with the

'Fallacy of the elsewhere.' The fallacy of the elsewhere is the delusion that makes far away fields look more green. It's the delusion that prevents any man from being a prophet (with honor) in his own country. But money talks. Take that grocer catalogue you got from the mail-order house last week; examine, compare, give every test to quality and prices as compared with The Pharmacy's. We must convince you that The Pharmacy is selling good goods cheap. Look at the following prices taken from the supposedly cheapest mail-order house in Canada, compare with ours. These are only a few cases picked out at random." Then follows the comparison table, and at the bottom of the advertisement the notation in heavy type: "In addition to above prices you pay the freight or express charges on goods which you buy in Winnipeg. Think it over."

Several other advertisements of a similar nature were run.

From time to time announcements were inserted in the weekly newspaper emphasizing the service offered by this store. Other advertisements aimed to educate readers toward conditions which caused higher prices, as for instance this one, which bore the caption: "In the days of 16 cent corn." It read: "One of the results of the changed cost of living in the past few years has been a confusion of prices with values of those who try to measure the values of commodities today with those of a decade or so ago. A story illustrative of the point is told in a recent circular letter of a lumber company. A Missouri farmer, as the story runs, kicked because his dealer offered him for \$90 the same kind of a buggy that his father purchased twenty years before for \$50. The merchant, upon investigation, found that the father paid for his vehicle with 300 bushels of corn; he thereupon offered to give his customer in exchange for 300 bushels of corn the following items: \$90 buggy, \$75 wagon, \$20 suit of clothes, \$20 dress for his wife, \$2 dress for his baby, \$5 crib for his baby, \$3 box of cigars, \$10 worth of sugar, \$10 worth of tea, \$100 worth of gasoline, and \$15 worth of lubricative oil. The farmer refused the offer, paid \$90 for his buggy, and departed satisfied. There followed a list of special values.

For a time the firm featured week-end bargains, later it offered bargains that would stand for a week, which had a very marked effect on the sale of the general run of merchandise.

When the first anniversary of the opening of the store rolled around a special anniversary sale was put on, the advertisement for this event occupying a page in the "Sentinel." In the centre of this advertisement was the following announcement enclosed conspicuously in a triple black rule border: "Special inducement—To the customer buying the largest amount of goods at The Pharmacy on our anniversary day we will give free their choice of any box of apples in the store."

The eight-column, 14-point announcement at the head of this advertisement

A Request:--

ASK our Customers to read up thoroughly the Mail Order Grocery Catalogue they received last week—it conclusively proves that we have always maintained that we sell our Groceries CHEAPER than ANY concern—Mail Order included—in Manitoba. Just a few instances are all we have space for.

On page 4 of this Catalogue, Japan Rice is offered in 25 lb. sacks at \$2.50 a sack; our price is **12⁵⁰** per lb., any quantity.

Muscate Raisins, on same page, are offered at 10 lb. box for 1.25; our price is **12⁵⁰** lb. our price is giving you the same price, but giving you added advantage, delivery to your doorstep.

On page 5, Prunes, 40-50's, at 10 lb. box for 1.85; our price is **186** per lb. 80-90 Prunes quoted at 10 lbs. for 1.35; our price is **116** per lb.

Evaporated Apples, quoted at 10 lbs. for 3.35; our price is **286** per lb.

Fancy Seeded Raisins, quoted at 17c for 15 oz. pkge.; our price is **156** for 15 oz. pkge.

Loganberries, quoted at 40c for 12-oz. pkge.; our price **306**.

On page 6, Canned Cherries, No. 2 tins, 25c ... **256**.

On page 7 ... Pineapple, No. 2 tins, 25c ... **256**.

... Tomatoes, No. 2's ... 25c ... **286**.

Page 9, Jello Powder, per pkge. 11c; our price **106** pkge.

THESE are NOT specially picked out prices! On practically EVERYTHING in the Catalogue we have the Mail Order House BEATEN in price. We guarantee the Freshness and Quality of Our Goods every time.

GO TO THE PHARMACY FOR YOUR GROCERIES—There's A Reason

The Pharmacy

FRESH FRUIT & VEGETABLES PREPARED TO ORDER

CANDIES

Red Rose Tea

"The Lure of The Elsewhere"

Most people are afflicted with the 'Fallacy of the Elsewhere.' The Fallacy of the Elsewhere is the delusion that makes far away fields look more green. It's the delusion that prevents any man from being a prophet (with honor) in his own country. But money talks. Take that Grocery Catalogue you got from the Mail Order House last week; examine, compare, give every test to quality and prices as compared with The Pharmacy's. We must convince you that The Pharmacy is selling Good Goods Cheap. Look at the following prices taken from the supposedly cheapest Mail Order House in Canada—compare with Ours. These are only a few cases, picked out at random.

Saturday & Monday SPECIALS!	SEEDLESS RAISINS 17c 100	MORE Comparisons
Sugar	SEEDED RAISINS 17c 100	Rogers Syrup 5 lb. tin 40c
10 lbs. coffee 80c	CHOICE EVAPORATED PEACHES 10 lbs. for \$1.45 115	10 lb. tin 55 50c
Special 81.15 per box	CHOICE 50 to PRUNES 10 lb. tin 1.15 115	Canned Pineapple 25 25c
Polo Napha Soap	CANDY LEMON PEEL 20c 20c	Finest Corn Syrup 5 lb. tin 45c
SPECIAL	46 ORANGE PEEL 20c 20c	Salada Tea price per lb. 55 50c
10 lbs. coffee 80c	46 CITRUS PEEL 20c 20c	Blue Ribbon Tea price per lb. 55 50c
4 Bars for 25c	CHOICE COOK'G FIGS 5 lbs. tin 1.15 115	Instant Postum 30 30c
Prunes	CANNED PEACHES 10 lb. tin 1.45 115	Oranges 100 doz 20
Special 81.15 per box	46 PEACHES 20c 20c	Apples, Strawberries, Washington Apples, Green Apples, Red Apples, Lemons, Blackberries
Evaporated Apples	46 CHERRIES 20c 20c	
Special 81.15 per box	46 STRAWBERRY AND RASPB 2 for 25c 286	
Molasses	46 TOMATOES 2 1/2 lbs. tin 1.15 115	
Special 81.15 per box	Small size Can Tomatoes 100 cans 150c 150	
Comfort Soap	CAMPBELL'S SOUP 17c 100	
Special 81.15 per box	CLARK'S FINE & NEW CRINKLE CURTAIN 100 100	
Castle Soap	PLASTER 100 100	
Special 81.15 per box	CAMPBELL CORN 100 100	
Red Rose Tea	BEST QUALITY CANNED APPLES 40c 40c	
100 pkgs. Special 80c		

IN ADDITION TO ABOVE PRICES YOU PAY THE FREIGHT OR EXPRESS CHARGES ON GOODS WHICH YOU BUY IN WINNIPEG. THINK IT OVER.

The Pharmacy

Two Very Effective Advertisements Used With Great Success by "The Pharmacy."

Continued on page 48

Large Stores Have Showcard System

Smaller Cards Used for Higher Grade Merchandise — Each Store Should Use Cards Best Suited to Class of Merchandise Carried.

One of a Series by R. T. D. EDWARDS

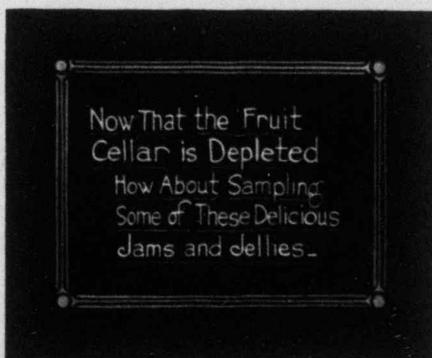
LARGE American stores have gone into the question of showcarding their stores very thoroughly. They have made a thorough study of it to find out the best kind of show cards they should use, and the way they should be used to be in keeping with the class of trade to which they cater.

As you make a study of each store in the large centres in the United States, you will find that each city and each merchant in each city has worked out their own showcard system.

Large city merchants such as those in New York and Chicago, where a great transient business is transacted, can afford to be more exclusive and use showcards very sparingly; while the smaller city merchant uses showcards more after the order that the Canadian city merchants use.

But all have their own system of showcards, varying more or less. Each of these systems are the result of many years of study in which the showcard writer figures largely. He being the man on the job has been able to make a close study of what his particular store really requires, in order that the best results may be obtained from them. He has had the opportunity of trying out various ideas, both in system and cards, until he has found out what was the best for that particular store for which he worked.

The result has been small, neatly-lettered cards as being the best for the high and medium class store. They leave the large, highly colored, heavily



lettered showcard to lower class stores.

You can find some stores using a dark card with white letters, or grey cards with black letters with printed border and white underlining the letters. But white cards are more prevalent, owing to their being cleaner and brighter looking, but, of course, they must be changed oftener in order to keep them clean.

This is the condition that prevails at the present in New York City, and we

Suggestions for Card Phrases

These early vegetables will give a zest to any meal.

Now that the fruit cellar is depleted, how about sampling some of these delicious jams and jellies?

Those early spring out-ings will be more enjoyed with some of these goods along.

Canadians can glean many helpful points from our American friends. The main lesson that we can obtain is not so much a copy of their particular style of showcards, or a copy of their particular showcard system, but a copy of their system of finding out what is best for our stores. We should study the conditions in our stores and in our towns and the lines along which the masses of our customers' minds run. With these settled up, work up showcards that will attract and appeal to them. We think that if you work in a store in a small town and you find the brighter cards are best, why, by all means, use them, but do so intelligently. Use the color on the card sparingly and in an artistic manner.

The two samples of showcards illustrated here are not meant to illustrate that which is used in New York, because they are not. They are of a simple style of showcard that is quite effective in our Canadian towns. The lettering and designs, as you will note, are all done on dark surfaces, with various pastel colors. Combinations of blue-grey and cream, salmon pink and white, pale blue, pea green, are only a few that can be worked over these dark colored cards to good effect.

The card with the light, broad border has a cut-out centre, and the dark centre is mounted on the back of it.

The other card has a smooth black surface. This variety also comes in maroon, dark green, both of which can be used to make splendid showcards. On this latter card use a heavy opaque color,

so as to ensure the ground not showing through.

REPLACING JOHN BARLEYCORN

Continued from page 30

every so often a man goes wrong whose family has been a steady visitor to your store and there is loss—plus regret.

"On the other hand, as against a preferred average turnover of 10 to 12 times a year in the general food business, fruits are turned not less than 50 times, and citrus fruits are bought and sold, in well-managed departments, from 75 to 100 times a year. It is quite possible to earn 2 to 5 per cent. absolutely net on the average turnover; so here is a source of annual capital earnings of 100 to 500 per cent. And mark this, in the fruit business there are no regrets.

"Let us now consider how the fruit department leads to all the others, and I think you will agree that it is the best department to which a grocer can devote himself. It is growing daily with me, and I shall make it grow as much as I can."

BUSINESS FAILURES

Eighty-four per cent. of the business failures of the past year occurred among firms which did no advertising. This is the assertion made by the Bradstreet Commercial Agency, which is as unbiased authority as can be found in the business world to-day. Bradstreet compiled this information from statistics—not guesswork.

This information is certainly worthy



of careful consideration by all merchants. The importance of advertising as a business element must have been regarded as vital by this great commercial agency, else it would not have wasted the time of hundreds of trained men throughout the nation collecting and tabulating this information.

Bradstreet's thus points the way to one of the elements of business success. The lesson to be drawn from their statistics regarding the advertising merchant is obvious.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, LIMITED

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

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1904. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1103 Union Trust Bldg.; Telephone 3449. Vancouver—39 Tenth Avenue West.

UNITED STATES—New York—Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—Room 1401, Lytton Bldg., 14 E Jackson St.; Telephone Harrison 9133. Boston—C. L. Morton, Room 784, Old South Bldg.; Telephone 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.

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WHAT A BILLION MEANS

THE majority of Canadian merchants can remember when almost all figuring was done in hundreds and thousands of dollars. When the word million was mentioned it was generally in connection with some big deal or some very wealthy person like John D. Rockefeller. This is not so very long ago, and business men could usually visualize and get a pretty fair general idea of the amounts in which they were talking. The last five years, however, has changed this whole situation. With the war the mention of "billions of dollars" became as common almost as "thousands" was before and one of the results has been that the great majority of people has lost all idea as to the vast amounts of money represented. They know that a billion is a lot of money and that when it is stated that Germany must pay so many billions indemnity or that the war cost the Allies so many billions it runs into huge figures. Some small idea of just what one billion means, not to say anything about billions, may be gained when it is understood that if a merchant had one billion dollars he could employ 1,000 clerks and pay each one \$5 a day for a little over 542 years. Machine guns fire five hundred shots a minute. If a person had a billion dollars and shot them through the machine gun at that rate he could fire night and day for three years, nine months and twenty-five days. Or if you had one billion one dollar bills and fastened them all end to end you would have a strip almost 118,500 miles long or more than four and a half times around the earth. Try and figure this out and then think over how you would like to have to pay Germany's war debts.

OBLIQUE REASONING

SOMETIMES it is just a little difficult to follow the mental peregrinations of the newspaper scribes in their efforts to put the blame on somebody for the high cost of living.

The *Toronto Star* deals thus with a certain phase of the subject:

"The argument that profit should be allowed upon turnover instead of on capital is altogether fallacious. Carried to its logical conclusion it should be applied to labor as well as to capital. A diamond-cutter should receive fabulous wages because his "turnover" means a lot of money. If a bank teller should receive a percentage of the vast sums which he handles his salary should place him in the millionaire class. These illustrations show that the contention is absurd. Labor should be paid according to the energy and skill of the worker, and capital should be paid a fair return on the actual investment."

The two instances given above may be conclusions, but they certainly are not logical conclusions. The logical conclusion would of course be that the diamond-cutter should be paid on a basis of the quality and quantity of the work turned out, and the bank clerk on the basis of the efficiency and expedition with which his task was accomplished.

Capital should not be paid on a basis of a return on the actual investment. That is not the logic of the *Star's* own contention. "Labor should be paid according to the energy and skill of the worker," it urges. Quite so, and the manufacturer on the same basis, and "turnover" if it represents anything, represents the result of the energy and skill used in the management of the business.

SOME ADVERTISING

THE following item appeared amongst the editorial matter in a country newspaper: What might have been a very sad accident happened last week on a farm just outside of Glace Bay. The family were having their breakfast when the mother, who had been suffering from a cold, got a piece of bread stuck in her crop. The poor woman immediately turned black in the face; the children being in a frightful state of consternation could do nothing, when fortunately, with superhuman efforts, the lady succeeded in removing the obstacle, and her life was saved. I imagine the joy of her husband who was working out in the field, when she informed him of her narrow escape from an early grave. "What was the cause of it?" he inquired, "Well," she said, "I was in a great hurry to go down and get a suit for Buddy at Brasbie's sale, he is almost giving things away now, as he is anxious to get sold out, and attend to his farm at Brasbieville, now that the seeding season is on."

Can you beat it?

CURRENT NEWS OF THE WEEK

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

Ontario

C. L. Marshall, of C. L. Marshall & Co., spent several days at his home at Lovesick Lake, north of Peterborough, this week.

Wallace Anderson, Toronto representative of the Acadia Sugar Refinery, left this week to spend a fortnight's holiday in New Brunswick.

The Pure Gold Co., Toronto, gave their employees two extra days in addition to Dominion Day, closing down from Friday night until Wednesday. H. P. Eckardt & Co., wholesale grocers, Toronto, closed on Saturday at noon until Wednesday.

R. Boyter, of the H. P. Eckardt staff, Toronto, intends to leave for Scotland shortly, where he will enter business with his father.

Edward Reid, of the Proctor and Gamble Company, was presented with a handsome easy chair on the occasion of his recent marriage in Hamilton.

The retail merchants of Collingwood recently asked the Town Council that fruiterers be included in the early-closing by-law.

A. W. Phillips, of Bristol, has opened still another department in his store. This is for the sale of soda water, root beer, and ice cream.

James R. Bell, of Peterboro', Ont., who conducted a grocery business in that town for a number of years, passed away very suddenly there on June 19. Owing to ill-health he had been forced to dispose of his business some months previous.

O. S. Matchett, formerly in the grocery business in Peterborough, Ont., has joined the travelling staff of Medland & Co., wholesale grocers, Toronto and Lindsay. Mr. Matchett will still reside in Peterborough, and will be connected with the Lindsay branch. Before going into the retail grocery business he was with Charles Rishor, wholesale grocer, Peterborough, for a number of years.

I.X.L. SPICE MILLS SUFFER LOSS BY FIRE

Fire of unknown origin completely destroyed the milling department of the I.X.L. spice and coffee mills, on Marmora St., London, Ont., last week. It is estimated that the damage will be about \$9,000 to building, machinery and contents. The spices, etc., which were near the fire were utterly spoiled. The front of the building was not damaged to any appreciable extent.

While fighting the fire, which was a bad one from the firemen's point of view, Arthur Hartop, of No. 5 hall, was knocked down, and Lieut. Chas. Wray, also of No. 5, had his face burned by an explosion, of which there were several.

They were not hurt badly and were able to continue at work. Assistant Chief Scott thought the explosions were caused by gasoline, but the company says there was no gasoline in the building and the explosions were caused by oils and tallow.

The fire started at the rear of the building, near a window, and officials of the company think that something inflammable may have been thrown into the building by boys.

BUSINESS CHANGES

The Blyth Milling Co., of Blyth, Ont., has been sold to the Hillborn Milling Co.

The Bank of Montreal has recently opened a branch at Oshawa.

J. W. Morgan, Ottawa, who has been conducting a livery and flour and feed business, is disposing of the livery.

Thos. Berrie, grocer at 349 Broadview Avenue, Toronto, is retiring from business. He has disposed of his store to Burry Bros., Gerrard Street.

STORE AT STOKES BAY DESTROYED BY FIRE

Fire totally destroyed the store, warehouse and dwelling of McIver Bros., Stokes Bay. The post office was located in the building destroyed, and a considerable quantity of mail and stamps were lost. While packing eggs in the warehouse, one of the members of the firm upset a lamp, and the fire spread rapidly amongst inflammable material, practically nothing being saved. The damage is estimated at over \$12,000, and the amount of insurance is unknown. Books carrying about \$2,000 in debts and \$600 in cash were lost.

APPOINTED GOVERNMENT LIQUOR VENDOR FOR EASTERN ONTARIO

W. J. Kennedy, well-known Ottawa grocer, has been appointed Government liquor agent for Eastern Ontario. The store will be located on the corner of Kent and Sparks Streets, and will be opened almost immediately.

WINDOW TRIMMING CONTEST

MacLaren's Ltd., Hamilton, Ont., are putting on a window-trimming contest for grocers and clerks in Canada. The contest will spread over the months of August, September and October. It will be divided into two classes, 1 and 2. Class 1 includes all centres up to 10,000 population, and Class 2 towns and cities over 10,000, the prizes being \$25, \$15 and \$10 in each class. The windows, of course, must contain products manufactured by MacLaren's Ltd.

ONTARIO AND NOVA SCOTIA HAVE LIGHTER POTATO CROP

The acreage of potatoes in Nova Scotia and Ontario is likely to be less than last year, according to early reports, as stated in a report issued by the Department of Agriculture. In Ontario the prolonged wet weather has made it practically impossible to get on the land. Other reasons for the decreased acreage are the high cost of fertilizer and the shortage of labor.

ACTIVE INQUIRY FOR OLIVE OIL

Toronto dealers in olive oil are receiving heavy shipments these days, but receipts to date are not sufficient to meet the demand. There is a very active inquiry for olive oil just now. One lot of 3,500 gallons, received a few weeks ago by a Toronto house, has been all cleaned up. This firm expects another consignment of 4,000 gallons in the course of the next few days. Shipments from Europe are expected to be more regular now. During the years of the war, there was very little olive oil on the market. There are no restrictions on the importation of olive oil.

A MODERN METHUSELAH

Toronto, June 23, 1919.
CANADIAN GROCER,
City.

Gentlemen:—

In your issue of June 20th inst., page 38, we notice that "A. Ebon Edmonds, a leading wholesale and retail flour, feed and seed merchant, died at his home, Simcoe, Ont., recently, aged 700."

After reading word for word from front to back cover of this issue, we wonder why this did not appear on the front page. We are now so interested in this case that we take time to write you, asking if it would not be possible to print this man's life in one of your early issues.

Thanking you for same, and trust that this account is correct.

Yours in hope,

HALF HOLIDAYS

COPPER CLIFF.—Half holiday has been changed from Wednesday to Thursday afternoons of June, July and August.

WATERFORD.—Stores will close on Thursday afternoons during June, July and August, and are open Wednesday evenings.

TWILLINGATE, N.F.L.D.—Stores will close at noon on Thursday, during July, August and September.

NEWS FROM WESTERN CANADA

VANCOUVER.—Mr. G. T. McAnn, who formerly covered the Okanagan territory for the Western Grocers, has left the firm to enter the auto accessories business. This field is now being taken over by Mr. Chester Kerr.

Mr. Vance Dawson has returned after serving overseas with the Artillery branch of the service. His many friends will find him again at the old stand with the Western Grocers.

The returning boys are finding a big "Welcome" on the mat all along Water street. A. Macdonald & Co. got back another of their staff this week when J. Angus walked in on them. Mr. Angus went over with the first contingent.

Mr. F. Crickard is also back after trying out the life of a sailor in His Majesty's Navy, but after saying "Hello" to the boys in the A. Macdonald Co., where he was previously connected, he accepted a position with Mason & Hickey, and will assist Mr. Grosse.

After serving with the Canadian and Imperial troops Mr. W. J. Ferguson has returned and will introduce "The Sweet-

heart of the Corn" for Mason and Hickey.

Mr. S. Screaton, from the Winnipeg office of Mason and Hickey, is a visitor to the coast.

The fact that the teamsters were out on strike and the cars were not running resulted in the small grocer in the outskirts coming into his own. Some of the down-town stores depend to a great extent on the shoppers in the outlying districts, but 20 cents each way on the jitney soon absorbs whatever, if any, saving in prices results.

There is a very serious shortage anticipated in B. C. pear crop, according to those covering the Fraser Valley field. Frosts have apparently caused the fruit to fall almost as soon as it is formed. With California fruit so high, even if the B. C. crop is not a very large factor in the market, is it regrettable that the B. C. fruit men can not take whatever advantage in price is going.

In former years the canners could only take what small fruit their several

capacities enabled them to handle at once, and the rest had to be turned away with, naturally, quite a wastage at the height of the producing season. The fact that many canners have now in operation their own refrigeration plants, and can now chill what they can't immediately use, besides being good business from the canners' standpoint is a step up from a sensible conservation standpoint. Could not Government plants at fruit centres save a lot of food for the nation that otherwise perishes during the peak in production?

By the capable way that A. P. Slade handled one of his own big trucks during the strike, it would appear that A. P. should speak with authority at any point in the fruit business.

Mr. D. G. Stewart, of Stewart & Mobley, Prince Rupert, was a visitor in the city this week.

Mr. F. C. Banks, formerly with Mason & Hickey, is now with the brokerage firm of Venables and Merrifield and will sell Quaker Oats for them in this territory.

Western Merchants Adopt Cash Basis

They Claim That if a Customer is Worthy of Credit, He Can Get It From the Bank, and That is the Logical Source of Credit — Credit Business, They Claim, Has Many Disadvantages, Especially in Poor Years—The Poor Credit Customer Will Spend His Cash Elsewhere

UP in Kamsack, Saskatchewan, a divisional point on the main line of what was until recently the C.N.R., one of the largest general stores in the town is upsetting all the popular notions that a Western Canadian store can only be operated on the credit system.

This store is operated on a cash basis by the firm of Harvey & Johnston, and both partners have been in business in Kamsack for the last fifteen years. They have been through all the experiences of running a business on the credit system and they are consequently in a position to offer some worth-while advice on how the straight cash principle works out. Mr. Harvey, who told the CANADIAN GROCER of the firm's experiences, is the Mayor of Kamsack.

Cash Business Increases Turnover

In the three years that the firm has operated on the cash basis it has increased its turnover approximately 25 per cent. a year, which as Mr. Harvey says is proof that the people are satisfied. Nor have they gone about the education of their customers in a delicate, apologetic manner. Prominently displayed in each department, where he who

buys may read, is a large card bearing the inscription:

Our Terms are strictly cash.

Please do not ask for credit.

The firm goes on the principle that in prosperous times success is absolutely assured under the cash system, while in periods of hard time it is insured by the fact that it has either the goods or the money on hand, while the other fellow has frittered away both.

Clerks Share in Profits

In order to secure the fullest co-operation by the clerks a profit-sharing plan



has been instituted which works admirably.

But let Mr. Harvey tell his own story:

"We started in on a cash basis when we took over this store on April 1, 1916," he said by way of opening, "and we have continued this cash trade for three consecutive years without a break. It is long since past the experimental stage and we have found it eminently satisfactory, although it is somewhat of an innovation so far as merchandising goes in Western Canadian towns. Our experiences show that it can be done, and we would sell out before we would again go back to the credit system.

"Life to us would not be worth living if we had to revert to the worries and trials—yes and the losses—of doing business on the principle of long or short term credit.

"During the weeks preceding the formation of a partnership between Mr. Johnston and myself we discussed the cash system from every angle, and both of us were convinced at that time that the plan was absolutely feasible. Not so the wholesales, however. They were

Continued on page 38

TAKE NO CHANCE

During the Hot Months
Nor Any Other Time

ORIGINAL

Kellogg's

TOASTED CORN FLAKES

are protected by

WAXTITE

The Moisture and Air-Proof Pack

CAUTION! Be Sure You Get The WAXTITE
All Others Are Imitations

When your customers take the *WAXTITE* wrapper off the original Kellogg's
Corn Flakes they will be gratified by the fresh aroma. The contents are always
and crisp as when they left the ovens in our *TORONTO KITCHENS*.

Our improved methods of production enable us to give unvarying quality with
able flavor. Millions know it because millions insist upon getting the package with
tite wrapper and guaranteed by my signature.

W.K.K.

ANCES

AKES

age

TITE Wrapper
ations

Look for This Signature ↗



Cut with sharp knife and replace until package is empty

's Toasted
resh, pure

hat inimit-
n the Wax-
Kellogg



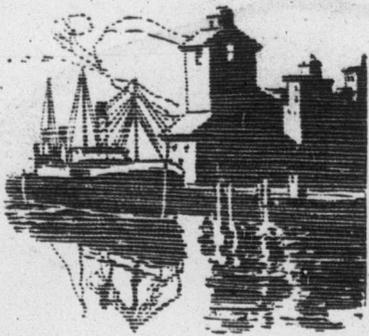
MADE IN TORONTO, CANADA

By The

W. K. Kellogg

Cereal Co.

Kellogg Toasted Corn Flake Company, Battle Creek, Mich.—Toronto, Canada



skeptical of the results that would follow such an experiment and predicted all manner of difficulties ahead. We discussed the situation with our banker here, and found that this man of long experience in financing farmers in various districts agreed with us entirely that the cash system was the best.

Let the Bank Finance the Farmer

"This banker advanced some sound arguments at the time. He suggested that farmers who asked credit should be instructed to secure a cash advance from the bank.

"But," we said to him, "perhaps there will be some of these people you will not advance money to."

"Well," he replied, "if they are in such a position that we cannot advance them money, don't you think they are a mighty bad risk for the merchant to carry?"

"And so there is applied in this argument the sound theory which country merchants may follow in adopting the cash system: 'If a man is worthy of credit he can get it from the bank.'

"Well we are in the cash business and we are operating successfully, while many failures are recorded in the case of credit stores. Last year our turnover was \$80,000, while this year we expect to go over the century mark. We have consistently advanced our turnover 25 per cent. during every year we have been in business.

"Yes," said Mr. Harvey, in answer to a question, "we are living in the centre of a farming community that has been exceptionally prosperous during the past three years, and in fact a crop failure has never been known in this northern country. But even in a year of depression following a crop failure, are we not in a better position to withstand it than the man who has banked everything on the future, and is obliged to hold over his credit customers for another twelve months? Besides, mark you this, that in the year of crop failure the mail order house does the biggest business.

Why Should the Merchant Come Last?

Take the case of a farmer who pulls through with just a few hundred dollars to the good. He feels in duty bound to first liquidate his debts at the bank and with the machinery agents who are pressing him hard for a settlement. He has little left with which to pay the merchant who has carried him for months. What does he do? Does he come in and square up his account with

the merchant, and continue doing business? Not always. The fact is there are a lot of things that he wants and that his family wants. He has waited patiently for many months in the hope of being able to purchase them, but now he feels ashamed to come and make his purchases of the merchant because he naturally expects to be asked to pay up his debts before being extended a further line credit. And so he sends his orders in to the mail order house, while if not wholly avoiding the country merchant represents to him that he is right up against it and must be carried on a little longer.

And just as the mail order houses do their biggest business in such a year so it is natural that the cash merchant stands to do an excellent business and for the very same reasons. So that even in years of crop failure the cash merchant stands to win out.

Doing Credit Business Creates Distrust

The credit business has the effect of creating distrust. People who do business largely on credit have a belief that they are paying more for the goods than they should. They naturally conclude that they are being "stung" for the losses suffered by the merchant under this system. This is a mistaken idea, but it is the popular belief nevertheless. As a matter of fact most country merchants who hand out a lengthy line of credit are doing this business on cash prices. They are obliged to compete with the mail order houses. It is this failure to place their charges sufficiently high, under the circumstances, that is the cause of most failures, in my belief. They should of necessity tack on enough to the regular business to meet bad debts.

"In our business we do business on the level, without fear or favor, with the result that we have the confidence of the community. In the first place we buy direct from the manufacturer, wherever possible, and in this connection I might say that more and more the manufacturer is eliminating the middle man by going direct to the merchants. Then, by doing business on a cash basis, we do away with a lot of overhead expenses that are sheer waste. Our profits are actual because we get the money when a sale is made, while in the case of credit merchants they are gambling in futures.

Shading Prices

"For these reasons we are able to shade prices sufficiently to make it worth while to deal with us. The heaviest end of our business is in groceries, but as you will see we keep a complete general stock, and maintain as a special feature a ladies' department upstairs. This latter department is maintained along such high-class lines as to draw trade from within a radius of from 80 to 100 miles. The line of goods we carry cannot be purchased in the smaller towns. It is right here that the automobile comes in as a factor in the development of trade. They are selling them by the scores up in this country, and it is only a matter of a swift pleasure ride across the coun-

try for a woman to come to this central point to do her shopping.

"Good roads and automobiles are the greatest assets that a town centre can have.

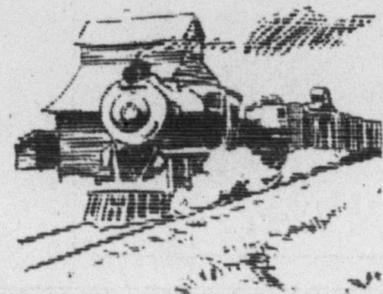
"In connection with our ladies' wear department, we handle expensive furs in season, which explodes another old theory that expensive goods cannot be sold for cash."

In answer to a question as to whether the firm made any special attempt to draw trade by advertising the benefits of the cash system, Mr. Harvey said:

"It is our experience that nothing talks like quality and right prices. They automatically advertise themselves. If a woman secures excellent value in her purchases, and is pleased with the quality of the goods when she examines them in the privacy of her own home she is almost certain to tell others of her good fortune, and what is more to the point, she is bound to return to us. Service, first, last and all the time, is the thing."

Both Mr. Harvey and Mr. Johnston are old residents of Kamsack, which is one of the divisional points on the main line of the Canadian Northern Railway. Mr. Johnston started in the general store business in 1904, continuing until 1916, when he entered into partnership to purchase the present store, which is located on one of the main corners of the town. Mr. Harvey started in 1905 in the general store business, with which he conducted a lumber yard. In February, 1912, he sold out his store and later parted with the lumber yard to one of the line companies who offered a fancy price, and it was then that he entered his present partnership.

W. H. Malkin Co. Vancouver, has been able to welcome back several of their former staff in the last few days. J. Kyle Clarke of the 3rd Battery, C.F.A., is again at his desk. Stanley Smith is back in as good humor as when he left with the 13th Field Ambulance, C.E.F. E. Yorston, one of the original 29th, showed up the other day, and E. White is also back with the firm. Lieut. "Bill" Grundy got overseas with the First Canadian Trench Mortars, saw the thing through, and then had a look around Germany with the 3rd Battery, C.F.A., and now he's back to help N. W. Lightfoot in the new offices that house the Malkin factory department. Welcome to our midst, boys.



WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE feature of the grocery markets throughout Canada this week is the advance in the prices of practically all soaps. A jump of from 40 to 50 cents per case is shown on laundry soaps, and toilet soaps have made a gain of 15 per cent. All Canadian markets show the advance and a corresponding rise in the market in the United States has also taken place.

TORONTO—Apart from the advance in soap and St. Charles milk, there is very little change in the markets at Toronto. Laundry soap has advanced from 40 to 50 cents per case, and St. Charles milk has gone to \$6.90. The markets, while generally speaking, are unchanged, are very firm, and the tendency in a good many instances is very much stronger. Teas and coffees are likely to be high, as all indications point to such at primary points. New buying will have to be at higher prices than present quotations on spot. Rices continued upward, and the scarcity is one of the biggest factors that has to be contended with, and the quality of the supplies is not of the best. Canned goods are selling freely, and particularly canned salmon is in very great demand. Some brands of the same are quoted higher. Canned tomatoes have gone up another ten cents, now selling at \$2.25 for 2½s, and canned corn has been pretty well cleaned up. New fruits and vegetables are selling very freely, and strawberries have been quoted as low as 10 and 11 cents per box. Canadian cherries are now on the market and receipts of both fruits and vegetables are very heavy.

In the produce lines there are few changes.

The butter market is a little higher and eggs and cheese are at firm levels. Fresh meats are somewhat higher and the excessive demand for cooked meats has sent them to new high levels. Provisions are at strong figures.

MONTREAL—Increased prices are in effect this week for nearly all lines of laundry soap and for several brands of hand soap. There is also a stronger market, with advances made for canned cherries and canned tomatoes, prunes, pot barley, hominy, crisco, jams, toothpicks and cooking oil. Cocoanut, peanut butter and condensed milk have advanced. Dates are reduced in price and the grain markets are lower, too, oats and barley both declining. Oranges, lemons and berries are down, while potatoes, both new and old, are lowering in price. Green beans are less. There is a strong tendency to firmness on corn syrups and maple products with the likelihood of advances being made effective. Some look for much higher prices on various foodstuffs with Germany looming up as a buyer on equal terms with other European customers. There is every evidence of a big demand for many lines, and just now sugar is a heavy seller.

WINNIPEG—Coffee is continuing the upward tendency apparent during the past weeks and is expected to go higher. A scarcity of good quality beans has sent prices up and higher prices are anticipated. A scarcity of rice is expected and prices are very firm. New crop prices on some lines of jam have been named. New prices are expected soon on dried fruits. Laundry soaps have advanced 50 to 75 cents per case.

ONTARIO MARKETS

Heavy Movement of Sugar These Days

Toronto.
SUGAR.—The market for sugar is very firm, but there is little likelihood of any change in quotations for the present at least. Everything points to a steady market, although all refineries are extremely busy, and some are as much as two weeks behind on orders. There is a big demand from overseas and most of the refineries are supplying the inquiry from Great Britain and France. The domestic consumption is very heavy

just now because of the preserving season, but no shortage of supplies is expected.

St. Lawrence, extra granulated	10 16
Atlantic, extra granulated	10 16
Acadia Sugar Refinery, extra granulated ..	10 16
Can. Sugar Refinery, extra granulated	10 16
Dom. Sugar Refinery, extra granulated ..	10 16
Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over base; 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.	
Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.	
Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.	

Little Demand For Molasses and Syrups

Toronto.
MOLASSES, SYRUPS.—The demand for molasses and syrups is quiet just now, as is usual at this season. There is only a very moderate movement of the same, dealers generally reporting a quiet market. Prices are steady at unchanged figures.

Corn Syrups—
Barrels, about 700 lbs., yellow, per lb. \$0 07½
Half barrels, ¼c over bbls.; ¼ bbls., ¼c over bbls.
Cases, 2-lb. tins, white, 2 doz. in case 5 65
Cases, 5-lb. tins, white, 1 doz. in case 6 25

Cases, 10-lb. tins, white, 1/2 doz. in case	5 95
Cases, 2-lb. tins, yellow, 2 doz. in case	5 15
Cases, 6-lb. tins, yellow, 1 doz. in case	5 55
Cases, 10-lb. tins, yellow, 1/2 dz. in case	5 45
Cane Syrups—	
Barrels and half barrels, lb.	0 08
Half barrels, 1/2 c over bbls.; 1/4 bbls., 1/2 c over	
Cases, 2-lb. tins, 2 doz. in case	7 00
Molasses—	
Fancy, Barbadoes, barrels	1 10
Choice Barbadoes, barrels	1 00
West India, bbls., gal.	0 44
West India, No. 10, kegs	6 50
West India, No. 5, kegs	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90
Tins, 3-lb., table grade, case 2 doz., Barbadoes	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20
Tins, No. 2, baking grade, case 2 doz.	3 50
Tins, No. 3, baking grade, case or 2 doz.	4 70
Tins, No. 5, baking grade, case of 1 doz.	3 75
Tins, No. 10, baking grade, case of 1/2 doz.	3 60
West Indies, 1 1/2s, 48s	4 60

Brisk Demand For All Package Goods

Toronto.
PACKAGE GOODS.—There is a very good demand for all package goods, and the market, while showing no changes this week, is generally strong. Both rolled oats and corn flakes are in very active inquiry.

PACKAGE GOODS	
Roller Oats, 20s round, case	\$5 60
Do., Do., 20s square, case	5 10
Do., Do., 36s, case	4 00
Do., Do., 18s, case	2 00
Corn Flakes, 36s case	3 60
Shredded Wheat, 36s, regular, case	4 50
Porridge Wheat, 36s, regular, case	6 00
Do., Do., 20s, family, case	5 80
Cooker Package Peas, 36s, case	3 60
West Indies, 1 1/2s, 48s	4 60
Cornstarch, No. 1, lb. cartons	0 11
Do., No. 2, lb. cartons	0 09 1/2
Laundry starch	0 09 1/2
Laundry Starch, in 1-lb. cartons	0 11 1/2
Do., Do., in 6-lb. tin canisters	0 12 1/2
Do., Do., in 6-lb. wood boxes	0 12 1/2
Potato Flour, in 1-lb. pkgs.	0 16
Fine oatmeal, 20s	5 60
Cornmeal, 24s	3 65
Farina, 24s	2 35
Barley, 24s	2 35

Prices For Rices Are Ruling Firm

Toronto.
RICES.—There is no improvement in the market for rices, prices for the most part remaining very firm. There is still a very pronounced shortage of good rices, and in fact even the poorer qualities are showing depletion. Siam rices are quoted higher this week, Siam fancy rice being offered at from 14c to 15c per lb., and Siam seconds at from 12c to 13c. While prices on tapioca and sago show no changes, the market for the same is very strong. Supplies are getting low among the different dealers.

Texas, fancy, per 100 lbs.	15 50	16 50
Blue Rose, Texas, per 100 lbs.	15 00	16 00
Honduras, fancy, per 100 lbs.	15 00	15 50
Siam, fancy, per 100 lbs.	10 50	12 00
Siam, second, per 100 lbs.	12 00	12 50
Japans, fancy, per 100 lbs.	14 00	15 50
Do., seconds, per 100 lbs.	13 00	14 00
Chinese XX, per 100 lbs.	14 00	14 00
Do., Simiu	15 00	16 00
Do., Mujin, No. 1	13 50	
Do., Pakling	12 00	
White Sago	0 13	0 13 1/2
Tapioca, per lb.	0 13	0 13 1/2

Active Inquiry For Shelled Nuts

Toronto.
NUTS.—There is a very active demand for all shelled nuts, principally from the bakers and confectioners. Prices this week show few changes. Some dealers quoted filberts at from 48c to 50c per lb., about two cents higher than last week. Reports from the primary markets show easier quotations on some lines for Fall delivery.

Almonds, Tarragonas, lb.	0 28	0 32
Butternuts, Canadian, lb.	0 08	0 08
Walnuts, California, lb.	0 40	0 42
Walnuts, Grenobles, lb.	0 34	0 35
Walnuts, Bordeaux, lb.	0 28	0 30
Filberts, lb.	0 23	0 24
Pecans, lb.	0 30	0 30
Cocanuts, Jamaica, sack	10 00	10 00
Peanuts, Jumbo, roasted	0 18	0 19
Brazil nuts, lb.	0 21	0 22
Shelled—		
Almonds, lb.	0 55	0 58
Filberts, lb.	0 48	0 50
Walnuts, lb.	0 80	0 85
Peanuts, Spanish, lb.	0 19	0 19
Do., Chinese, 30-32 to oz.	0 14	0 15
Brazil nuts, lb.	0 78	0 80

Primary Coffees Are All Higher

Toronto.
COFFEES.—Growing strength characterizes the market for coffees. The situation at primary points is very strong, and now, with the signing of peace, and the likelihood of a much bigger demand from European countries, there is little possibility of lower prices for some time to come. While the primary markets are advancing and quotations are higher than prices on spot, dealers have not changed their prices on coffees at Toronto.

Java, Private Estate	\$ 50	\$ 50
Java, Old Government, lb.	0 50	0 50
Bogotas, lb.	0 47	0 48
Guatemala, lb.	0 46	0 48
Mexican	0 46	0 47
Maracaibo, lb.	0 41	0 44
Jamaica, lb.	0 39	0 43
Blue Mountain Jamaica	0 49	0 49
Mocha, Arabian, lb.	0 48	0 48
Rio, lb.	0 33	0 33
Santos, Bourbon, lb.	0 42	0 44
Santos, Bourbon, lb.	0 41	0 44
Ceylon, Plantation, lb.	0 44	0 44
Chicory, lb.	0 30	0 32
Cocoa		
Pure, lb.	0 26	0 28
Sweet, lb.	0 22	0 22

Tendency in Teas

Toronto.
TEAS.—Prices on teas this week show no changes, although the primary markets are very strong, and the likelihood is that the market will advance rather than decline in the near future. The signing of peace is more than likely to strengthen the market, as the demand from Europe will be greater. Stocks of Java teas among the dealers are showing depletion, and new buying of Javas is likely to be on a very small scale.

Pekoe Souchong	0 46	0 48
Pekoes	0 48	0 50
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Second pickings	0 48	0 50
Broken Pekoes	0 40	0 45
Japans and Chinas		
Hyson Thirds, lb.	0 45	0 45
Early pickings, Japans	0 53	0 55
Do., Seconds	0 55	0 55
Do., sifted	0 60	0 65

Quotations Are Steady on Spices

Toronto.
SPICES.—No change is reported this week in the market for spices, quotations being steady at last week's changes. Just what tendency the market for spices will take is hard to say, dealers state, but if there is a heavy demand at all from Europe, this trend will likely be towards higher levels.

Allspice	0 19	0 21
Cassia	0 30	0 40
Cinnamon	0 35	0 50
Cayenne	0 26	0 35
Ginger	0 28	0 35
Ginger	0 30	0 35
Herbs—		
sage, thyme, parsley, mint, savory, Marjoram	0 40	0 70
Pastry	0 32	0 38
Pickling spices	0 22	0 26
Mustard	0 90	1 10
Peppers, black	0 38	0 43
Peppers, white	0 45	0 53
Paprika, lb.	0 60	0 70
Nutmegs, selecta, whole, 100	0 45	0 50
Do., 80s	0 55	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 75	0 75
Coriander, whole	0 25	0 30
Caraway seed, whole	0 55	0 60
Tumeric	0 24	0 27
Cream of Tartar—		
French, pure	0 75	0 80
American high test		
2-oz. packages, doz.	1 75	
4-oz. packages, doz.	3 00	
8 oz. tins, doz.	6 00	

Fair Demands For Maple Syrup

Toronto.
MAPLE SYRUP, HONEY.—There is a very fair demand for maple syrups, chiefly, however, from bakers and confectioners for manufacturing purposes. The demand for domestic consumption is a little quiet just now, and the same applies to honey. Prices on both are unchanged.

Honey—	
Clover—	
5-lb. tins	0 24
2 1/2s tins	0 26
10-lb. tins	0 25
60-lb. tins	0 24
Buckwheat, 60-lb. tins, lb.	0 18
Comb, No. 1, fancy, doz.	3 75
Do., No. 2, doz.	3 00
Maple Syrup—	
8 1/2-lb. tins, 10 to case, case	17 00
Wine qt. tins, 24 to case, case	16 00
Wine 1/2 gal. tins, 12 to case, case	15 00
Wine 1 gal. tins, 6 to case, case	14 00
Imperial 5 gal. cans, 1 to case, case	14 00
Maple Sugar—	
50 1-lb. blocks to case, lb.	0 29

Heavy Demand For Canned Salmon

Toronto.
CANNED GOODS.—Quotations on some lines of salmon are easier this week, while prices on red springs in one lb. talls are slightly easier. Pink salmon in 1 lb. talls is quoted at from \$2.35 to \$2.60, and cohoes in 1/2 lb. tins are offered at from \$2 to \$2.10. Red springs salmon is selling at from \$3.75 to \$4.25. There has been a very heavy demand for salmon since the advent of the hot weather, and supplies of the better grades are none too plentiful. In canned vegetables tomatoes have again advanced, selling at \$2.25 for 2 1/2s. Canned corn, where available, is unchanged. In fruits, sliced pineapple has advanced to \$4.50 for twos, and gallon apples to \$7. New

canned strawberries, of this season's pack, are quoted at \$5.25.

Salmon—		
Sockeye, 1s, doz.	4 50	4 75
Sockeye, 1/2s, doz.	4 25	2 95
Alaska reds, 1s, doz.	2 50	4 50
Chums, 1-lb. talls	1 85	2 00
Do., 1/2s, doz.	2 35	1 45
Pinks, 1-lb. talls	1 85	2 60
Do., 1/2s, doz.	2 00	1 50
Cahoos, 1/2-lb. tins	3 75	2 10
Cohoos, 1-lb. tins	3 75	3 90
Red Springs, 1-lb. talls	2 30	4 25
White Springs, 1s, dozen	4 50	2 35
Lobsters, 1/2-lb., doz.	1 75	4 75
Whale Steak, 1s flat, doz.	2 15	1 90
Pilchards, 1-lb. talls, doz.	2 25	2 25
Canned Vegetables—		
Beets, 2s	1 90	2 30
Tomatoes, 2 1/2s	2 25	2 25
Peas, standard	1 60	1 60
Peas, early June	1 75	1 75
Sweet Wrinkle	1 97 1/2	1 97 1/2
Beans, golden wax, doz.	2 00	2 10
Asparagus, tins, doz.	3 75	4 00
Asparagus butts	2 00	2 02 1/2
Canadian corn	2 25	2 45
Corn, American, 2s, doz.	2 10	2 25
Pumpkins, 2 1/2s	0 95	1 15
Spinach, 2s, doz.	2 52 1/2	1 90
Do., 1 1/2s, doz.	2 52 1/2	2 80
Do., 10s, doz.	1 65	10 00
Peas, early June	1 65	1 70
Pineapples, sliced, 2s, doz.	3 00	4 50
Do., shredded, 2s, doz.	2 07 1/2	3 02 1/2
Rhubarb, preserved, 2s, doz.	2 65	2 10
Do., preserved, 2 1/2s, doz.	4 50	2 67 1/2
Do., standard, 10s, doz.	7 00	4 52 1/2
Apples, gala, dozen	2 87 1/2	7 00
Peaches, 2s	2 35	2 87 1/2
Pears, 2s	1 90	2 37 1/2
Plums, Lombard, 2s	4 50	2 37 1/2
Plums, Green Gage	2 17 1/2	4 50
Raspberries, 2s, H.S.	5 25	2 37 1/2
Strawberries, 2s, H.S.	2 10	5 25
Blueberries, 2s	3 90	2 37 1/2
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Jams—		
Apricot, 4s, each	0 84	0 84
Black currants, 16 oz., doz.	0 98	4 00
Do., 4s, each	0 84	1 10
Gooseberry, 4s, each	0 82	0 84
Peach, 4s, each	3 45	0 82
Red currants, 16 oz., doz.	3 90	3 45
Raspberries, 16 oz., doz.	1 02	4 35
Do., 4s, each	3 90	1 02
Strawberries, 16 oz., doz.	1 08	3 90
Do., 4s, each	1 15	1 08

Fish is Selling at Easy Figures

Toronto.
FISH.—While the Government is selling a good deal of fish at prices under what the regular dealers are quoting there is a very fair movement of fish from Toronto wholesale fish houses. The Government is selling white fish as low as 7c per lb. Fresh mackerel is quoted at from 11c to 12c per lb., and fresh pickerel at from 15c to 16c.

FRESH SEA FISH		
Cod Steak, lb.	\$0 11	\$0 12
Do., market, lb.	0 09	0 10
Haddock, heads off, lb.	0 21	0 10
Halibut, chicken	0 21	0 23
Do., medium	0 22	0 23
Flounders, lb.	0 07	0 10
Salmon, Restigouche	0 30	0 35
FROZEN SEA FISH		
Salmon—		
Restigouche	0 15	0 25
FRESH LAKE FISH		
Lake herring, lb.	0 10	0 10
Trout, lb.	0 15	0 16
Whitefish, lb.	0 11 1/2	0 15
Mullet, lb.	0 05	0 05
Fresh pickerel	0 15	0 16
Ciscoes	0 09	0 16
Pike	0 09	0 10
Fresh mackerel	0 11	0 12

Dried Fruits Scarce and Prices High

Toronto.
DRIED FRUITS.—No changes are reported in the market for dried fruits this week. There is quite a demand for

evaporated apples but supplies are very light among the dealers. They are selling at from 21c to 23c per lb. The market is very strong on all dried fruits, and dealers who have apricots or prunes in stock are realizing a good price on them. Importations of Grecian currants, the first since early in the war, are expected shortly, but importers are not prepared to give quotations yet. Raisins are very firm. Figs from Smyrna should be on the market this Fall.

Apples, evaporated, Ontario	0 22	0 23
Do., unpeeled	0 16 1/2	0 16 1/2
Do., fancy, 25s	0 30	0 30
Do., choice, 25s	0 23	0 30
Do., standard, 25s	0 22 1/2	0 26
Candied Peels, American—		
Lemon	0 38	0 43 1/2
Orange	0 45	0 45 1/2
Citron	0 47	0 47
Currants—		
Grecian, per lb.	0 25	0 26
Australians, 3 Crown, lb.	0 20	0 21
Cherries, 2s	2 75	2 90
Dates—		
Excelsior, pkgs., 3 doz. in case	7 00	7 00
Dromendary, 3 doz. in case	8 00	8 00
Figs—		
Taps, lb.	0 14	0 15
Matugas, lb.	0 14	0 15
Comadre figs, mats, lb.	0 14	0 15
Cal., 4 oz. pkgs., 70s, case	3 25	3 25
Cal., 8 oz., 20s, case	3 25	3 25
Cal., 10 oz., 12s, case	2 25	2 25
Prunes—		
30-40s, per lb.	0 25	0 35
40-50s, per lb.	0 20	0 30
50-60s, per lb.	0 22	0 24
60-70s, per lb.	0 19	0 22
70-80s, per lb.	0 19	0 20
80-90s, per lb.	0 16 1/2	0 17
90-100s, per lb.	0 11	0 14 1/2
100-120s, per lb.	0 11	0 11 1/2
Peaches—		
Standard, 25-lb. box, peeled	0 20	0 20
Choice, 25-lb. box, peeled	0 23	0 23
Fancy, 25-lb. boxes	0 24	0 24
Practically peeled, 25-lb. boxes	0 22 1/2	0 22 1/2
Extra choice, 25-lb. box, peeled	0 26	0 26
Raisins—		
California bleached, lb.	0 17	0 18
Extra Fancy sulphur bleached, 25s	0 17	0 17
Seedless, 15-oz. packets	0 19	0 19
Seeded, fancy, 1-lb. packets	0 14 1/2	0 15
Seeded, 15 oz. packets	0 15	0 16
Seedless, Thompson's, bulk	0 20	0 20
Seedless, 16-oz. packets	0 19 1/2	0 18
Do., Bakers, Thompson's, 50s	0 18	0 18
Crown Muscatels, 25s	0 17	0 17

Better Quality Beans Becoming Scarce

Toronto.
BEANS.—There is a growing scarcity of the better qualities of beans, and quotations are very firm on Ontario hand-picked beans. Demand is not so heavy now as was the case a few weeks ago, but there is a certain inquiry that always exists, that is, where military camps are still being kept up, and other such places. Hand-picked beans are quoted at from \$4.50 to \$4.75 per bus., and 1 lb. to 2 lb. pickers at from \$4.25 to \$4.50 per bps.

Ontario, 1-lb. to 2 lb. pickers, bu.	\$4 25	\$4 50
Do., hand-picked	4 50	4 75
Japanese Kotoshi, per bush.	4 50	4 50
Rangoons, per bushel	3 00	3 00
Limas, per lb.	0 12 1/2	0 12 1/2

Cereals in Bulk Are Selling Well

Toronto.
CEREALS.—There is an active inquiry for cereals in bulk, at prices steady with a week ago. Rolled oats and breakfast foods are selling particularly well. The market is strong, but there is no indication of higher quotations.

	Single	Bag	Lots
	F.o.b.	Toronto	
Barley, pearl, 98s	5 50	6 00	
Barley, pot, 98s	4 25	4 50	
Barley Flour, 98s	7 25	8 00	
Buckwheat Flour, 98s	5 50	5 85	
Cornmeal, Golden, 98s	5 25	5 50	
Do., fancy yellow, 98s	4 60	5 00	
Corn Flour, white, 98s	4 25	4 25	
Do., Government standard, 98s	5 25	5 25	
Hominy grits, 98s	5 00	5 25	
Hominy, pearl, 98s	4 75	4 75	
Oatmeal, 98s	4 50	4 50	
Oat Flour	4 40	4 50	
Rolled Oats, 90s	6 50	7 00	
Rolled Wheat, 100-lb. bbl.	6 15	6 15	
Breakfast Food No.1	6 15	6 15	
Do. No. 2	8 00	8 00	
Rice Flour, per 100 lbs.	6 75	6 75	
Linseed Meal, 98s	6 50	7 25	
Rye Flour, 98s	6 20	6 20	
Peas, split, 98s	0 10	0 10	
Blue peas, lb.			

Above prices give range of quotations to the retail trade.

Easier Prices on New Vegetables

Toronto
VEGETABLES.—Much easier prices prevail in the quotations on vegetables. Arrivals are coming very freely now, and this has had a tendency to lower values. The fine weather of the past few weeks has brought along the Canadian vegetables to such an extent that importations are falling off, and are being replaced by the domestic kind. New beets are selling as low as 35c a doz. now, and cabbage is from \$4.50 to \$5 per crate. Canadian lettuce is selling at from \$1 to \$1.25 per crate, and new Virginian potatoes have declined to \$7.50 per barrel. Domestic peas are arriving freely at from 75c to \$1 per basket of 11 quarts. Ontario potatoes are a very slow sale now at \$1.50 per bag.

New Beets, per dozen	0 35	0 35
Cabbage, per crate	4 50	5 00
New Carrots, per hamper	3 00	3 00
Radishes, per dozen	0 30	0 30
Can. Lettuce, head, Boston, crate	1 00	1 25
case	1 00	1 00
Do., leaf, doz.	0 32	0 35
Onions—		
Cal. Onions, 100-lb. sacks, yellow	9 00	9 00
stock, per bag	4 50	4 50
Do., hampers	4 50	6 00
Texas onions, crate	1 00	1 00
Parsley, per basket	1 00	1 25
Peppers, green, doz.	2 75	2 75
Wax beans, per hamper	3 00	3 00
Green beans, hamper	3 25	3 50
Cucumbers, 2 doz. basket	5 00	5 00
Do., 2 bbl. hampers	7 50	7 50
New potatoes, Virginia	2 75	0 00
Turnips, hamper	1 50	1 50
Potatoes, Ontario, bag	2 00	2 00
Spinach, box	0 75	1 00
Domestic peas, 11-qt. basket		
Tomatoes—		
Imported, 4-basket carriers	2 50	2 50
Hothouse tomatoes, No. 1s, lb.	0 30	0 30
Do., No. 2s, lb.	0 25	0 25
Outdoor Canadian tomatoes	2 50	3 00

Can. Strawberries At Low Price

Toronto
FRUITS.—The feature of the market for fruits this week is the sharp decline that has taken place on Canadian strawberries. At the close of last week these were sold on the Toronto fruit market as low as 10c and 11c per box. This week's price is stronger but lower than at any time last summer. Strawberries are quoted at from 15c to 17c, but, with heavy shipments, there is a possibility of them going even lower. Gooseberries and Canadian cherries are beginning to arrive freely. The former

are selling at from \$2.25 to \$2.50 per 11 quart baskets, and the latter range according to quality. Cooking cherries are selling at from \$1.25 to \$1.50 for 11 quart baskets, and at from \$3 to \$3.50 for the eating kind.

Bananas, per lb.	0 08
Grapefruit—	
California, seedless, 64s	5 00 6 00
Do., 48s	5 50
Do., 80s	6 50
Valencias—	
100s, 126s, 150s, 176s, 200s,	
216s, 250s	6 25
288s, 324s	5 00 5 50
Lemons, Cal., 270s, 300s, case	8 50
Strawberries, quarts	0 22 0 24
Rhubarb, doz.	0 20
Cherries—	
Entry cherries, home grown—	
11-qt. basket	3 00 3 50
6-qt. basket	1 75 2 00
Cooking cherries, 11-qt. basket	1 25 1 50
Gooseberries, 11-qt. basket	2 25 2 50
Watermelons	1 00
Georgia peaches, 6 basket crates,	
per crate	4 50
Fats (12 to 15)	3 50
Canteloupes, Cal., 45s, standards	6 00
Apricots, Cal., per case	3 00
Plums, Cal., per case	3 50 4 00
Peaches, Cal., per case	3 50

QUEBEC MARKETS

MONTREAL, July 1. — Market conditions are much the same as they have been for the past two weeks. Advances are made still for a number of commodities, with tendencies firm. Some expect stiff advances to come as a result of German buying, now that peace is assured. The selling conditions are really active.

Most Soaps Advance From 25c to \$1.50

SOAPS.—Advanced prices are in effect for soaps. The new prices show increases of from 25c to \$1.50 per case. Following prices are indicative of the changes: Gold, \$7.50 to \$8 per case; Ivory, small size, \$7.75; large, \$12.70; 50s, \$7.25. Lenox, \$7. White Naptha, \$7.75. Surprise, \$8. Comfort, \$8-\$8.25. Dingman Electric, \$7.75. Sunlight, \$8-\$8.25. Lifebuoy, \$7. Fels Naptha, \$8.10. Cosmos, \$7.10. Home, \$5.50. Happy Home, \$6.60. Infants' Delight, \$12.50.

New Jams Higher; Toothpicks, Too

JAMS, TOOTHPICKS. — Advanced prices are in effect for some of the jams in glass and tin now arriving. Aylmer brand jam in 12 oz. glass are quoted at \$3.65 for strawberry, \$3.45 for raspberry and black currant, and at \$4.50 and \$4.25 respectively for 16 oz. Black currant in 16 oz. are priced at \$3.90, and plums at \$2.95. In tins, raspberry are quoted at \$680 per doz. for 2 lbs., \$1.15 each for 4 lb., \$1.43 each for 5's, and \$1.81 each for 7's. D. P. common toothpicks are up 50c per case of 100 cartons to \$3.

Domestic Demand For Flour is Active

Toronto
FLOUR.—There is a very active domestic demand for Manitoba flour at the present time. In fact the entire inquiry is being supplied by Manitoba flour. The movement in export business is also very heavy.

Flour—

Government standard, 74 per cent. extraction.	
Ontario winter wheat flour, in carload shipments, on track, in cotton bags	11 15
In jute bags	11 00

Shorts Continue On Active Sale

Toronto
MILLFEEDS. — Shorts are selling very well, but there is very little demand for bran at the present time. Prices show no change as compared with last week.

	In carlots, track
Bran, per ton	42 00
Shorts, per ton	44 00

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 95
Acadia Sugar Refinery, extra granulated	9 95
St. Lawrence Sugar Refinery	9 95
Canada Sugar Refinery	9 95
Dominion Sugar Co., Ltd., crystal granulated	9 95
Leing, barrels	10 15-10 30
Leing (25-lb. boxes)	10 55-10 70
Leing (50-lb. boxes)	10 35-10 50
Do., 1-lb.	11 05
Yellow, No. 1	9 75-9 55
Yellow, No. 2 (Golden)	9 45-9 45
Yellow, No. 3	9 35-9 45
Powdered, barrels	10 05-10 20
Powdered, 50s	10 15-10 50
Powdered, 25s	10 35-10 50
Cubes and Dice (asst tea), 100-lb. boxes	10 55-10 65
Do., 50-lb. boxes	10 65-10 75
Do., 25-lb. boxes	18 85-10 95
Do., 2-lb. pack	11 95-12 05
Paris lumps, barrels	10 55
Paris lumps (100 lbs.)	10 65
Paris lumps (50-lb. boxes)	10 75
Paris lumps (25-lb. boxes)	10 95
Paris lumps (cartons, 5-lb.)	11 70
Do., (cartons, 2-lb.)	12 45
Crystal diamonds, barrels	10 55
Crystal diamonds (boxes 100 lbs.)	10 65
Crystal diamonds (50-lb. boxes)	10 75
Crystal diamonds (25-lb. boxes)	10 95

Fancy Cherries Up; Tomatoes Up 10c

Montreal.
CANNED GOODS.—An advance is made in one quarter in the price of fancy Marachino cherries. These, in 7 ounce jars, are quoted at \$3.60—an advance of 30c per doz.; 5 oz., \$2.40, with a like increase, and 3 oz. at \$1.75, showing an increase of 25c.

“There is a completely bare market of canned fruits.” This was the statement of a large Montreal jobber to CANADIAN GROCER, and it serves to indicate at least that there is a decided dearth of stocks. Prices are more and more inclined to be nominal as the stocks are decreased. Canned vegetables are quite firm, too. Tomatoes, 2½'s, are advanced 10c to \$2.10. Brunswick sardines are quoted down in one quarter at \$6.25 per case.

Canned Fruits—

Apples, 2½s, doz.	1 40	1 65
Do., 3s, doz.	1 80	1 95
Do., gallons, doz.	5 25	
Blueberries, 2s	2 40	
Currants, black, 2s, doz.	4 00	
Do., gallons, doz.	13 00	
Cherries, red, pitted, doz.	2 90	3 20
Gooseberries, 2s, doz.	3 00	
Do., 2s (pails)	2 77½	2 80
Peaches, 20 oz., doz.		
Do., No. 2	2 80	3 00
Do., 2½ (best)	3 75	4 00
Pears, 2s	2 50	2 90
Do., 2½s	3 25	
Do., 2s (light syrup)	1 90	
Pineapples (grated and sliced), 2s		3 60
Do., 2½s		4 50
Plums—Lombard	2 00	2 20
Gages, Green, 2s		2 45
Do., (light syrup, 2s)		2 00
Raspberries, 2s	4 00	4 25
Do., 2½s		2 60
Strawberry, 2s		4 50
Canned Vegetables—		
Asparagus (Amer.) mammoth green, doz.		5 75
Asparagus, imported (2½s)	4 85	5 25
Beans, Golden Wax	1 95	2 00
Beans, Refugee		1 75
Beets, new sliced, 2-lb.		0 95
Corn (2s)	2 10	2 35
Carrots (sliced), 2s	1 45	1 75
Corn (on cob), gallons	7 25	7 50
Spinach, 3s		2 85
Spinach, California, 2s	3 15	3 50
Do., (wine gals.)	8 00	10 00
Tomatoes, 1s	0 95	1 00
Tomatoes, 2s		1 50
Tomatoes, 2½s		2 10
Tomatoes, 3s	1 95	2 10
Tomatoes, gallons	6 00	7 25½

Cooking Oil Up; Shortening, Too

Montreal
COOKING OIL, ETC. — Advanced prices are in effect for Mazola cooking oil. The new prices are higher to the extent of \$1.25 to \$2.60 per case, and are as follows: No. 1, \$10.25; No. 2, \$9.75; Six, 1's, \$18, and 2's, \$26.50. Crisco is again advanced, this being \$1.50 per case to \$14.40.

Cocanut Higher; Nut Butter; Milk

Montreal
COCOANUT, NUT BUTTER, MILK.—Advances are made this week for cocanut of 2c per lb. Sample prices are: 20 lb. pails, per lb., 39c; loose, 37c lb.; 5 lb. boxes, per lb., 42c. Other sizes are proportionately higher. Peanut butter of Imperial grade in packages is higher. No. 1 size is selling in one quarter at \$1.40 per doz.; No. 2, \$1.90; No. 3, \$2.35, and No. 4, \$3.25. The respective prices previously were \$1.35, \$1.80, \$2.30 and \$3. Peerless and St. Charles condensed milk are quoted at \$6 per case, this being an advance of 25c per case.

Activity Ruling In Sugar Markets

Montreal.
SUGAR.—An intensely stimulated demand exists for sugar and refineries continue to work to capacity. That this season will be an active one is conceded and there is every likelihood of the available meltings being fully required. Supplies of raws are large and the refiners are endeavoring to cope with orders as promptly as possible.

Pumpkin, 2 1/2's (doz.)	1 10
Pumpkins, gallons (doz.)	3 25
Peas, standards	1 45
Peas, early June	1 60
Peas, extra fine, 2s	2 30
Do., fancy, 20 oz.	1 67 1/2
Potatoes, Can. sweet, 2 1/2-lb tins	2 75
Do., 2-lb. tins	1 35
Onions (in bla. 49 wine gala.), gal.	1 35
Canned Fish—	
Salmon—	
Chums, 1-lb. talls	1 90
Do., 1/2s, flat	1 00
1 lb. talls, cases 4 doz., per doz.	4 50
Pinks, 1-lb. flat	2 25
Pinks, 1-lb. talls	2 60
Pale, 1/2-lb. doz.	1 37 1/2
Pale, 1 lb., doz.	2 37 1/2
Pinks, 1/2-lb. doz.	1 62 1/2
Cohoos, 1-lb. talls	3 75
Cohoos, 1-lb. flats	3 25
Cohoos, 1/2 lbs., flat	1 75
Red Springs, 1-lb. talls	4 00
Red Springs, 1/2 lb.	2 45
White Springs (1s)	2 30
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25
Labrador salmon, 1-lb. flat	3 60
Pilehards, 1-lb. talls	1 90
Whale Steak, 1-lb. flat	1 90
Herrings, kippers, ds. (4 ds. case)	2 25
Herrings (tomato sauce), doz.	2 25
Haddies (lunch) (1/2-lb.)	1 00
Haddies, chicken (canned), doz.	9 00
Canadian sardines (case)	6 25
Norwegian sardines, per case of 100 (1/2s)	25 00
Oysters (Canned)—	
5 oz., doz.	2 60
10 oz., doz.	4 20
Lobsters, 1/2-lb. doz.	3 25
Do., 1/2-lb. tins, doz.	5 10
Do., 1-lb. talls	8 25
Do., 1/2-lb. doz.	6 00
Do., 1-lb. flats	8 25
Lobster paste, 1/2-lb. tins	3 50
Sardines (Amer. Norweg'n style)	14 50
Sardines (gen. Norwegian)	25 00
Sardines—Canadian brands (as to quality), case	6 25
Sardines, French	32 00
Seallops, 1-lb. doz.	2 25
Do., Eastern trade	2 65
Do., Winnipeg and Western	2 85
Scotch Snack, No. 2, doz.	4 60
Shrimps, No. 1	2 25
Crabs, No. 1 (es 4 doz.)	6 75
Crab meat (Japanese), doz.	6 50
Clams (river) (1 lb.), doz.	1 90
Scotch Snack, No. 1, ds., Montreal	2 50

Beans Are Held And Very Firm

Montreal.
BEANS.—The markets are steadier than is usual so late in the season. Business has been done right along at full prices for good stock and while present sales are lighter the prices hold.

Canadian, hand-picked, bush	5 40	5 60
British Columbia	5 00	5 00
Brown Beans	3 50	4 00
Japanese	4 50	4 60
Yellow Eyes	5 50	5 50
Lima, per lb. (as to quality)	0 10	0 12
Kidney beans	6 00	6 50
Peas, white soup, per bushel	3 25	3 50
Peas, split, new crop (98 lbs.)	6 50	6 50
Peas (blue)	0 98	0 99

Nut Buyers Pick Their Requirements

Montreal.
NUTS.—The market conditions are still steadily firm. Favorable disposition of nuts has been made to United States buyers of late, that is, of stocks in transit to the Canadian trade. Local business is seasonable at firm quotations.

Almonds, per lb.	0 23
Almonds (shelled)	0 55
Almonds (Jordan)	0 70
Brazil nuts (n.)	0 20
Brazil nuts (med.)	0 15
Filberts (Sicily), per lb.	0 27
Filberts, Barcelona	0 31
Hickory nuts (large and small), lb.	0 10
Pecans (new Jumbo), per lb.	0 32

Jumbo	0 19	0 20
Fancy	0 16	0 17
Extras	0 12	0 14
Shelled, No. 1, Spanish	0 19	0 20
Salted Spanish, per lb.	0 25	0 26
Shelled, No. 1 Virginia	0 15	0 16 1/2
Do., No. 2	0 14	0 14
Peanuts (salted)—		
Fancy wholes, per lb.	0 38	0 38
Fancy splits, per lb.	0 33	0 35
Pecans (new Jumbo), per lb.	0 32	0 33
Pecans, large, No. 2, polished	0 32	0 35
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large		
Jumbo	0 60	0 60
Walnuts (Grenoble)	0 29	0 25
Walnuts (new Naples)	0 23	0 25
Walnuts (shelled)	0 78	0 80
Walnuts (Spanish)	0 30	0 33
Note—Jobbers sometimes make an added charge to above prices for broken lots.		
Orange	0 37	0 37
Cut mixed (1-lb. cartons), doz.	4 10	4 80
In 36 ls. case	12 75	12 75
Cut, 10-lb. boxes (lb.)	0 48	0 48

Prunes Again Up; Dates Lose 50c

Montreal.
DRIED FRUITS.—Advances of one cent per lb. are made for "100" prunes by one jobber and the prune list, generally, is becoming greatly reduced. Dates, on the other hand, are quoted down 50c, and this is probably done to stimulate the liquidating of stock. As a rule, there is very little supply of some lines of raisins and of currants, and supplies are most irregular and prices decidedly nominal.

Apricots		
Slabs	0 25	0 25
Apples (evaporated)	0 22	0 22
Peaches (fancy)	0 27	0 27
Faced	0 19	0 20
Choice	0 20	0 24
Extra choice	0 21	0 24
12 oz., per pkge.	0 16	0 18
Pears	0 25	0 25
Draffed Peels (old)—		
Citron	0 45	0 45
Lemon	0 36	0 36
Raisins—		
Bulk, 25-lb. boxes, lb.	0 18	0 20
Cal. seedless, cartons, 16 oz.	0 17	0 19
Choice seeded, 12 oz.	0 12	0 12
Fancy seeded, 16 oz. pkge.	0 14	0 14
15 oz.	0 17	0 17
11 oz.	0 13	0 13
Choice seeded, 15 oz.	0 16	0 16
Seedless, 11 oz. pkge.	0 14	0 14
Currants, old pack., 15 oz.	0 27 1/2	0 28
Dates, Excelsior, per case (36-10s)	6 50	6 50
Do., Dromedary (36-10 oz.)	7 75	7 75
Package only, Excelsior	0 20	0 20
Package only	0 19	0 20
Do., Dromedary	0 22	0 22
Figs (layer), 10-lb. boxes	2 60	3 00
Figs, white (70 4-oz. bxs)	5 40	5 40
Do., (28 8-oz. bxs)	3 50	3 50
Do., (12 10-oz. bxs)	2 20	2 20
Figs (cooking), 50-lb. boxes, lb.	0 16	0 16
Prunes— (25-lb. boxes)—		
30-40s	0 32	0 32
60-70s	0 25	0 25
70-80s (25-lb. box)	0 22	0 22
80-90s	0 19	0 19
90-100s	0 15	0 17
100-120s	0 14	0 14

Still Advancing Are Rice Prices

Montreal.
RICES, TAPIOCA.—Still upward go the prices for rice. There is almost a weekly revision by jobbers, special brands being advanced, and the changes have totalled increases of up to two cents per lb. in some cases. Tapioca is also higher. One jobber is limiting quantities to one to two bags per customer.

Ice Drips—Japan (per 100 lbs.)	13 60	13 60
Carolina	15 00	15 00
Honduras	15 00	15 00
Siam, No. 2	9 75	9 75
Siam (fancy)	11 00	11 75
Rangoon "B"	10 75	11 00

Rangoon CC	10 50	10 75
Mandarin	11 75	11 75
Peking	11 00	11 00
Tapioca, per lb. (seed)	0 12	0 12
Tapioca, per lb. (seed)	0 12	0 12 1/2
Tapioca (pearl)	0 12	0 12 1/2

Syrups Are Firm And Sell Well

Montreal.
SYRUPS, MOLASSES.—White corn syrup is selling well, and the assumption is that preserving needs are responsible for the better demand. The market on corn syrups is very firm and advances are probable. Molasses is unchanged.

Corn Syrups—		
Barrels, about 700 lbs., per lb.	0 07 1/2	0 07 1/2
Half bbls.	0 08	0 08
Kegs	0 08 1/2	0 08 1/2
2-lb. tins, 2 doz. in case, case	5 15	5 15
5-lb. tins, 1 doz. in case, case	5 75	5 75
Jorn Syrup—		
10-lb. tins, 1/2 doz. in case, case	5 45	5 45
20-lb. tins, 1/4 doz. in case, case	5 40	5 40
2-gal. 25-lb. pails, each	2 45	2 45
3-gal. 38 1/2-lb. pails, each	3 65	3 65
5-gal. 65-lb. pails, each	5 90	5 90
White Corn Syrup—		
2-lb. tins, 2 doz. in case, case	5 65	5 65
5-lb. tins, 1 doz. in case, case	6 25	6 25
10-lb. tins, 1/2 doz. in case, case	5 95	5 95
20-lb. tins, 1/4 doz. in case, case	5 90	5 90
Cane Syrup (Crystal) Diamond—		
2-lb. tins, 2 doz. in case, per case	7 00	7 00
Barrels, per 100 lbs.	9 75	9 75
Half barrels, per 100 lbs.	10 00	10 00
Glucose, 5-lb. cans (case)	4 80	4 80

Prices for		
Barbadoes Molasses—	Island of Montreal	
Punchoons	0 98	1 03
Barrels	1 01	1 06
Half barrels	1 08	1 08
Antigua Molasses—		
Punchoons	0 95	0 95
Barrels	0 98	0 98
Note—Prices on molasses to outside points average about 3c per gallon less.		

Honey is Steady; Maple Products, Too

Montreal.
HONEY, MAPLE PRODUCTS.—Movement of honey is continued in a seasonable way, and the basis is steadily held without change. The market is steady for maple sugar and syrup and the demand from without the country has firmed the basis materially. No further changes are made this week.

Maple Syrup—		
13 1/4-lb. tins (each) (nominal)	2 50	2 60
10-lb. cans, 6 in case, per case	20 15	20 15
5-lb. cans, 12 in case, per case	21 05	21 05
2 1/2-lb. cans, 24 in case, per case	21 30	21 30
Maple Sugar (nominal), small lots	0 27	0 30
Cases, 48 blocks (case)	4 30	4 30
Honey, Clover—		
Comb (fancy)	0 30	0 30
Comb (No. 1)	0 28	0 28
In tins, 60 lbs.	0 26	0 26
50-lb. pails	0 27	0 27
10-lb. pails	0 23	0 23
5-lb. pails	0 28	0 28

Trend of Spices Steadily Firmer

Montreal.
SPICES.—While there is no outstanding feature this week, markets are steadily held and the basis is continuing quite strong. A good enquiry is manifest from usual buyers and stocks are in fairly good condition.

Allspice	0 20	0 22
Cassia (pure)	0 32	0 35
Cinnamon—		
Rolls	0 35	0 35
Pure ground	0 35	0 40
Cloves	0 45	0 65
Cream of tartar (French pure)	0 75	0 80
American high test	0 80	0 85
Ginger	0 28	0 34
Ginger (Cochin or Jamaica)	0 30	0 30
Wace	0 80	1 00
Mixed spice	0 30	0 32

Nutmegs, whole	0 60	0 70
Do., ground	0 60	0 65
Pepper, black	0 38	0 40
Pepper, white	0 45	0 50
Pepper (Cayenne)	0 35	0 37
Peeking spice	0 25	0 27
Paprika	0 65	0 70
Turmeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)	1 30	
Cardamom seed, per lb., bulk	2 00	
Caraway (nominal)	0 75	0 80
Cinnamon, China, lb.	0 30	
Cinnamon, per lb.	0 35	0 40
Mustard seed, bulk	0 35	0 40
Celery seed, bulk (nominal)	0 75	0 80
Shredded coconut, in pails	0 21	0 23
Pimento, whole	0 20	0 22

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

*See No Chance
Of Low Teas*

Montreal.
TEAS.—Prices are most decidedly firm on teas and there is no indication of anything but firmness continuing. There is a fair demand and importers look forward to a good season, taken all through.

Pekoe, Souelongs, per lb.	0 45	0 47
Pekoes, per lb.	0 49	0 50
Orange Pekoes	0 53	0 55

Japan Teas—
Choice (to medium) 0 65 0 75
Early picking 0 65 0 70

Javas—
Pekoes 0 39 0 41
Orange Pekoes 0 44 0 47
Broken Orange Pekoes 0 40 0 43

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

*Much Irregularity;
No Coffee Changes*

Montreal.
COFFEE, COCOA.—While there has been no change in the local market, the conditions obtaining in Brazil are unsettling and erratic. There is a great deal of wild movement in futures, while the spot situation is somewhat nominal in both Brazil and New York. Much interest has been shown by speculative buying elements, and there has been a great deal of rising and falling in market conditions from day to day. It is unlikely that local reductions will come for the time being, if within the next few weeks. Cocoa is held.

Coffee—		
Bogotas, lb.	0 41	0 44
Jamaica, lb.	0 36	0 39
Maracaibo, lb.	0 35	0 40
Mocha (types)	0 40	0 43
Mexican, lb.	0 40	0 42
Rio, lb.	0 35	0 37
Santos, Bourbon, lb.	0 41	0 42
Santos, lb.	0 40	0 42
Cocoa—		
In 1-lb., per doz.	4 60	
In ½-lbs., per doz.	2 45	
In ¼-lbs., per doz.	1 35	
In 10s size, per dozen	0 95	

*Rolled Oats Firm;
Pot Barley Is Up*

Montreal.
CEREALS.—While there is not a great movement of loose cereals, the markets are quite strong and the out-turn is good of package cereals used at this season. Rolled oats are firm. Pot barley is firmer and is selling as high as \$5.25 per 98 lb. sack.

Self-raising Flour—	
3-lb. pkgs., doz.	2 90

6-lb. pkgs., doz.	5 70	5 70
Cornmeal, Gold Dust	5 25	5 50
Barley, pearl	5 75	6 00
Barley, Pot, 98 lbs.	5 00	5 25
Barley (roasted)	7 50	7 50
Buckwheat flour, 98 lbs.	5 50	6 00
Cornflour, white	5 00	5 25
Rice flour	8 75	9 00
Hominy grits, 98 lbs.	5 75	6 00
Hominy, pearl, 98 lbs.	6 50	6 50
Graham flour	5 75	5 90
Oatmeal (standard-granulated and fine)	4 75	5 10
Oatmeal (packages) fine cut	5 70	5 70
Peas, Canadian, boiling, bush	4 00	5 50
Split peas (per 98 lbs.)	6 00	6 50
Rolled oats, 90-lb. bags	4 40	4 75
Rolled oats (family pack.), case	5 60	5 60
Rolled oats (small size), case	2 00	2 00
Oat Flakes (case 20 pkgs.)	5 10	5 10
Rolled wheat (100-lb. bbls.)	7 10	8 00
Porridge Wheat—		
Packages, 36 in case	6 00	6 00
Packages, 20 in case (family pack.)	5 80	5 80
Tapioca flour, lb.	0 15	0 16

*Flours Are Held;
Not Very Active*

Montreal.
FLOURS.—Excepting winter wheat flours, the conditions surrounding spring wheat standard grades are unchanged. Winter wheat grades are steadily high and commanding a premium. The demand, locally, is a seasonable one, which means that the out-turn for domestic account is rather restricted.

Standard Wheat Flours—		
Straight or mixed cars, 50,000 lbs. on track, per bbl., in (2) jute bags, 98 lbs.	11 00	11 00
Per bl., in (2 cotton bags, 98 lbs.	11 15	11 15
Small lots, per bbl. (2) jute bags, 98 lbs.	11 30	11 30
Winter wheat flour (bbl.)	11 00	11 50

*Shorts and Bran
Seeking Buyers*

Montreal.
FEEDS.—There is a surplus of bran at the present time, it is stated, and this is responsible, no doubt, for the sale of quantities at less than market prices. Bran and shorts, both, are said to have sold for around \$40 and \$42 per ton, respectively. This being the short selling season, there is a fair demand. Oat feeds are unchanged and quiet.

Feeds—		
Shorts—		
Mixed cars	44 25	44 25
Bran—		
Mixed cars	42 00	42 25
Crushed oats	56 00	64 00
Barley chop	56 00	65 00
Special middlings	56 00	56 00
Feed flour (98 lbs. sack)	3 50	3 75
Gluten Feed (22% Protein)—		
F.O.B. Cardinal	54 00	54 00
F.O.B. Fort William	50 00	50 00

*More Hay Arrives;
Oats; Barley Less*

Montreal.
HAY AND GRAIN.—Weakness characterizes the hay market and a like condition obtains in oats and barley. There is every probability that hay prices will drop further, while grain markets seem to have taken a down turn which may continue.

Good, No. 1, per 2,000-lb. ton	30 00	30 00
Do., No. 2	27 00	27 00
Do., No. 3	25 00	25 00
Straw	11 00	11 00
Oats—		
No. 2 C.W. (34 lbs.)	0 85	0 85

No. 3 C.W.	0 86½	0 87½
Extra feed	0 86½	0 87½
No. 1 feed	0 84½	0 84½
No. 2 feed	0 80	0 80
Barley—		
No. 3 extra	1 40	1 40
No. 3	1 39	1 39
No. 2	1 37	1 37

Note—These prices are at elevator and bags and bagging are not included.

*Oranges Are Down;
Lemons; Berries, Too*

Montreal.
FRUITS.—Prices are down on oranges and the quotations this week are reduced to \$4.25 to \$4.75 per box for California grades. Lemons also are on a lower price basis at \$7.50 for Messinas. Peaches are easing in price and strawberries also are on a lower price basis with Ontario fruit arriving quite freely.

Apples—		
In boxes, per box	5 50	5 50
Bananas (fancy large), bunch	5 00	6 75
Cherries (California), box	4 50	4 50
Cantaloupes (size 35-45)	5 50	5 50
Grapefruit (fancy Porto Rico)	4 50	5 50
Lemons, Messina	7 50	7 50
Watermelons, each	0 50	1 00
Pears, Cal., eating, small box	4 00	4 00
Pears, California (110 size)	5 50	5 50
Oranges, Porto Rico	4 50	5 00
Oranges, Cal., Valencia	4 25	4 25
Do., 150	4 50	4 50
Do., 176	4 75	4 75
Do., 200-216	4 75	4 75
Blood oranges	4 50	4 50
Pineapples (24s to 26s)	7 00	5 50
Peaches (6 baskets)	4 00	4 00
Strawberries, large	0 20	0 25
Do. (Montreal)	0 15	0 20

*Potatoes Lowering;
Beans Coming Down*

Montreal.
VEGETABLES.—As the new potatoes arrive, the prices of old stock are reduced and quotations on both will continue to lower. The markets are affording a wider choice from which to select. String beans are down to \$3.75 per hamper. Cukes are easing. Peas in the pod are arriving and will be available in larger quantities next week.

Asparagus (doz.)	4 00	4 00
Beans, new string (American) basket	3 75	3 75
Beets, bag	1 00	1 00
Do., new, doz. (Montreal)	1 00	1 00
Cucumbers, Florida (basket)	3 50	3 50
Do., Montreal, doz.	1 25	1 25
Chickory, doz.	3 00	3 00
Cauliflower (Montreal), doz.	2 50	2 50
Cabbage, new, crate	4 50	5 50
Carrots (new), doz.	0 75	0 75
Celery (Wash.), doz.	2 50	2 50
Do., crates (3-4 doz.)	8 00	8 00
Egg plant	3 00	4 00
Horseradish, lb.	0 20	0 20
Lettuce (curly), box (3 doz.)	1 00	1 00
Lettuce (Montreal), head	1 25	1 25
Leeks (Montreal), head	2 00	2 00
Mint	0 15	0 15
Mushrooms, lb.	1 75	1 75
Basket (about 3 lbs.)	4 00	4 00
Onions, Texas, crate	6 00	6 00
Red, 100 lbs., bag	7 50	7 50
Onions (Shallots), doz.	1 00	1 00
Oyster Plant	0 75	0 75
Parsnips, bag	2 50	2 50
Parsley (C.-nadian)	0 75	0 75
Potatoes, Montreal (90-lb. bag)	1 25	1 25
Potatoes (New Brunswick), bag	1 40	1 40
Potatoes (new), Florida (per bbl.)	4 00	6 00
Radishes, doz.	0 20	0 25
Rhubarb, doz.	0 20	0 25
Spinach, box	0 75	0 75
Turnips, Quebec	2 50	2 50
Tomatoes, Mississippi flats (4 bas.)	2 00	2 25

WINNIPEG MARKETS

Higher Coffee Prices; Very Small Crop

Winnipeg.
COFFEE.—The coffee market is very strong and very excited. Spot stocks are quickly taken up. The tendency is for the market to soon show even higher quotations than those given herewith. The new crop is estimated at something like 4,000,000 bushels as compared with an average crop of 11,000,000 bushels. Other factors in the situation are the heavy European buying and the damage from frost. The damage caused by the frosts last year will be felt for two or three years as it is necessary to do considerable cultivating work for a period of time to overcome the effect of frost. In addition there is much coffee which has been damaged to such an extent as to render it useless for grinding and is therefore unsaleable. Present quotations, including an advance which will be made to the trade in a few days, are as follows:

Rio coffee, in bbls.	32c
Santos coffee, in bbls.	41½c

Beans To Go Still Higher

Winnipeg.
BEANS.—The bean market is very firm and there is still being experienced great difficulty in getting supplies of good quality beans. B. C. and Oriental beans are higher in price. Kotoshi beans are being quoted to the trade at \$1.25 to \$4.50 per bushel, and the present condition of the market will warrant even higher prices.

Sugar Coming More Freely

Winnipeg.
SUGAR.—Supplies of sugar are expected to come forward in greater volume now that the railways have lifted the freight embargo. The settlement of the strike is not expected to affect prices of sugar or any other foodstuffs to any extent as no advantage was taken of the situation to increase prices during the past six weeks.

Rice May Be Scarce Commodity

Winnipeg.
RICE.—Reports from coast mills indicate that they have practically no rice of any kind to offer. They yet have some orders to fill for rice contracted for early in the season. For any stocks being held at any point, firm prices are being asked. Importations are exceedingly light, and it would look as if this commodity would be a pretty scarce one until new crop stocks are available which will not be until about December. The embargo is still on as far as importations of Japanese rice is concerned. Quotations on many lines are merely nominal as stocks of many lines are not available at all.

New Prices Soon On Dried Fruits

Winnipeg.
DRIED FRUITS.—Jobbers' stocks are practically depleted on some lines of dried fruits. There is practically a famine in these lines, and while this was expected and predicted yet stocks have gone into consumption faster than it was expected they would at the very high prices being quoted, and the trade will have to await the new crop before being able to replenish many lines. New crop prices on raisins are expected about July 1 and on prunes about July 15.

New Crop Jam Prices Named

Winnipeg.
JAMS.—Some manufacturers have named prices for new season pack of jams and these prices are considerably higher than last season, particularly on strawberry and raspberry. The acreage planted to these varieties of berries this season all over the American continent has been less than for some years past. Production has therefore been much

lighter. With a keen export demand for jams, higher prices have had to be paid to producers. The quotations for new crop strawberry jam 4's is \$13.50 per case.

Big Advance in Soap Market

Winnipeg.
SOAPS.—Manufacturers have, within the past few days, advanced lines of laundry soaps from 50c to 75c per case. Some manufacturers have withdrawn from the market and have not yet named new prices. The stiff advance in the fat markets and the low prices and light demand for glycerine, one of the by-products, has made it necessary to put this advance into effect.

Spices Firm; Keen Demand

Winnipeg.
SPICES.—The spice market is very strong, with a keen demand apparent. The settlement of the strike will not affect spice quotations as no advantage was taken of the situation to increase prices. The tendency would be for the opening up of channels of commerce again to decrease prices.

BRITISH COLUMBIA MARKETS

VANCOUVER, July 2.—The markets at Vancouver this week are for the most part unchanged from last week. There is a much better movement of sugar, and new fruits are also selling freely. Cheese and lard have both advanced. Royal Crown soap has advanced 60 cents per box.

Sugar Situation Is Improved

Vancouver.
SUGAR.—Supplies of sugar are again much improved, there being an altogether better movement. The strikers have nearly all returned to work which has greatly helped the situation.

Market For Rices Is Very Firm

Vancouver.
RICES.—The market for rices is very firm, with the likelihood of stronger prices before long. While quotations here show no changes from a week ago the tendency is decidedly upward.

Rice, Japan, No. 1, per ton.....	250 00
Do., Do., No. 2, per ton.....	250 00
Do., China, No. 1, per 40 mats.....	250 00
Do., Do., No. 2, per 40 mats.....	200 00
Do., California.....	210 00
Tapioca, 140s.....	0 18
Sago, 140s.....	0 18

Canned Goods Sell Unchanged

CANNED GOODS.—No change is reported on these lines this week. There is a big demand for all kinds of canned goods, and prices are very firm.

Winnipeg. Canned tomatoes, 2½s. doz.	2 00
Do., peas, standard 2s. doz.	1 77½
Do., early June, 2s. doz.	1 92½

Do., corn, 2s. doz.	2 47
Do., beans, green, doz.	2 25
Do., D., yellow	2 25
Do., raspberries, 2s. doz.	4 10
Do., strawberries, 2s. doz.	4 25
Do., peaches, 2½s. doz.	3 50
Do., plums, 2s. doz.	2 10
Do., pie apple, 2s. doz.	3 25
Do., pumpkin, 2½s. doz.	1 50

Molasses Are At Firmer Prices

Vancouver.
MOLASSES.—No change is reported in quotations on molasses, prices being firm at last week's prices.

36, 1½s. per case	\$4 25
24, 2½s. per case	4 50
12, 5s. per case	4 25
6, 10s. per case	4 25

Strawberries Are Moving Freely

Vancouver.
FRUITS AND VEGETABLES.—There is a very free movement of strawberries from British Columbia to the Prairie Provinces. No change is shown in quotations this week. They are selling at \$3.25 per crate. Gooseberries are selling at 12 cents per quart. Lemons are \$7 per case, and Cuban pineapples \$5.50.

Apples—		
Winesaps (box)	5 00	6 00
Newton Pippins	5 00	6 50
Oranges, Cal., aver.	6 00	
Strawberries, crate	3 25	
Gooseberries, qt.	0 12	
Grapefruit, case	5 00	6 00
Lemons, case	7 00	
Pineapples, Cuban	5 50	
Cucumbers, B.C., per doz.	2 00	
Tomatoes (hothouse), 20, crate		
No. 1	5 00	
Carrots, doz. bunches	0 25	
Onions, doz. bunches	0 25	
Parsley, doz. bunches	0 25	
Turnips, doz. bunches	0 25	
Local potatoes, ton	30 00	

Continued on page 51

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 1.—Advances in soaps are prominent this week. Gold advanced seventy-five cents; Royal Crown, forty cents; Fairy, twenty-five cents; Sunlight, hundreds, fifty cents. St. Charles milk, as expected, advanced twenty-five cents. Sugar has been very scarce, owing to the Vancouver strike. Two cars arrived to-day. Fairly good supplies are promised from now on. Rice is advancing. Japannies can be had in some quarters at \$11.50, but general price is around \$13.50. Siam is \$9.75. There is an advance of about five dollars per dozen in salad oil. Eight pound tins are expected. Local potatoes are higher, \$35 to \$38 per ton. New potatoes from South are six and half cents per pound.

Beans, Limas	0 12	0 15
Beans, B.C.	7 00	7 50
Flour, 98s, per bbl.		10 50
Roller oats, 80s	3 50	3 60
Rice, Siam, cwt.		9 75
Rice, China mat., No. 1		4 80
Do., No. 2		3 95
Japan, No. 1	11 50	13 50
Tapioca, lb.	0 11	0 12 1/2
Sago, lb.	0 11	0 12 1/2
Sugar, pure cane, granulated, cwt.		11 02
Cheese, No. 1, Ontario, large	0 35	0 36 1/2
Butter, creamery, lb.	0 55	0 59
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case		22 80
Eggs, new-laid, local		12 50
Tomatoes, 2 1/2s, stand. case	3 60	4 25
Corn, 2s, case	4 80	5 00
Peas, 2s, standard case	3 40	3 50
Spinach, Cal., new pack.		5 60
Apples, gals., Ontario, case		3 50
Strawberries, 2s, Ontario, case	8 10	8 75
Raspberries, 2s, Ontario, case	8 40	9 00
Cherries, 2s, red, pitted		6 40
Apples, evaporated		0 22
Do., 25s, lb.		0 23
Apricots, evaporated, lb.	0 26	0 29
Peaches, evaporated, lb.		0 23
Prunes, 90-100s	0 18	0 20
Do., 40-50s	0 26	0 27
Do., 60-70s		0 22
Lobsters, quarters	2 75	3 00
Salmon, pin, tall, case	9 00	10 25
Salmon, Sockeye, tall, case		10 25
Do., halves	18 00	19 00
Potatoes, per ton	35 00	38 00
Oranges, Valencias		7 00
Lemons, case		8 50
Grapefruit, California		7 50
Strawberries, Hood River, crate		7 00
Cantaloupes, crate 45s		7 50

market shows still greater weakness; receipts are decreasing; farmers are receiving 33 cents for No. 1's, and from 23 to 25 cts. for No. 2's. Seventy-five per cent. of receipts are No. 3's, about 6,500 cases are in storage here now. The first shipment of British Columbia strawberries have arrived and are selling at \$7.50 a case.

Beans, small white Japans, bu.	4 50
Beans, Lima, per lb.	0 12 1/2
Roller oats, brails	3 86
Rice, Siam, cwt.	8 40
Sago, lb.	0 11 1/4
Tapioca, lb.	0 11 1/4
Sugar, pure cane, gran., cwt.	10 99
Cheese, No. 1, Ontario, large	0 34 1/4
Butter, Creamery	0 58
Crisco	12 70
Lard, pure, 3s, per case	21 60
Bacon, lb.	0 47
Eggs, new-laid	0 33
Tomatoes, 3s, standard, case	4 00
Corn, 2s, standard case	4 85
Peas, 2s, standard case	3 45
Apples, gal., Ontario	2 85
Apples, evaporated, per lb.	0 18 1/2
Strawberries, 2s, Ont., case	8 50
Raspberries, 2s, Ont., case	8 70
Peaches, 2s, Ontario, case	5 50
Plums, 2s, case	4 00
Salmon, finest Sockeye, tall, case	
Salmon, pink, tall, case	10 25
Pork, American clear, per bbl.	41 00

Onions, ton	59 00
Potatoes, bushel	1 15
Apples, Washington, box	2 90
Grapefruit	3 00
California oranges	7 50
Pinapples	7 00
Lemons	8 50
Strawberries, crate	8 00
	7 50

NEW COCA-COLA PLANT BEING BUILT AT VANCOUVER

Vancouver, July 2.—The new coca-cola plant, which the coca-cola manufacturers have in course of construction should be in operation about the first of July. The building is not large, but it is a model of up-to-the-minute factory construction. All the operations in the bottling of this popular refresher are effected with least possible waste motion, as the various machines are arranged with scientific regard to this end. The building is concrete, steel, and glass. The location is very central, the corner of Richards and Smythe being practically the centre of the city, and almost the converging point of all the main thoroughfares. Mr. W. G. Irvine manages the Vancouver factory.

Office Staffs Save Situation

Vancouver Strike Threatened to Seriously Interfere With Salmon Industry

VANCOUVER, July 2.—If the loggers quit work to-day, the timber is still there to-morrow, and if the miners lay off, the coal will wait, but in the salmon canning business, if the fishermen do not keep their appointment, the deal is off. The sockeye run begins in the early part of July, and an enormous amount of preparation is necessary to ensure the best advantage of the brief season. The strike in Vancouver might have been a serious blow to this great industry, as the teamsters, truckers, and stevedores were all out,

but the position was met by the loyal office employees of the various canners. Each office sent its quota, and the office boys and clerks and the accountants and the managers and many of the owners themselves set to with a will and got the groceries, gasoline, oil, cans, solder, and the thousand and one items needed, down to the wharves, and trucked them into the northern freighters and "stevedored" them. The "Venture," which went north last week, was about the fifth steamer loaded with supplies which was dispatched in this way.

B.C. Packers Name Jam Prices

Vancouver, July 2.—The B. C. packers of jam have already sold up about all their estimated pack. The small fruit crops are fairly heavy, but the prices to the growers have been high, in fact, in some fruits record prices have obtained. The new Western opening prices are as follows:

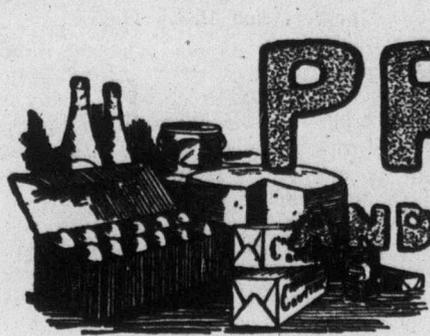
Variety.	Per doz. 4-lb. tins	Per doz. 1s glass	Per doz. 1s tins
Strawberry	\$13.50	\$4.50	\$4.00
Raspberry	13.00	4.50	4.00
Black Currant	13.00	4.50	4.00

Loganberry	13.00	4.50	4.00
Apricot	11.00	4.00	3.50
Blackberry	11.00	4.00	3.50
Damson	11.00	4.00	3.50
Red Currant	11.00	4.00	3.50
Gooseberry	11.00	4.00	3.50
Plum	10.00	3.75	3.25
Greengage	10.00	3.75	3.25
Assorted	12.00	4.00	3.50
Prune	10.00	3.75	3.25
Applejelly	11.00	4.00	3.50
Crab apple jelly	11.00	4.00	3.50
Red currant jelly	13.50	4.50	4.00
1 lb. glass	2 dozen to the case		
1 lb. tin	4 dozen to the case		
4 lb. tin	1 dozen to the case		

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., July 1.—All kinds of soaps, toilet and laundry, have advanced 25 cents a case. Canned milk also shows an advance of 25 cents a case. The egg



PRODUCE



PROVISIONS

How to Build a Trade in Meat Specialties

The Pushing of the Trade in Killing Products, Will Be One of Advantage to the Merchant and to the Customers He Serves—One Way of Getting Around the High Cost of Living

THE extremely high prices of meats have compelled the shopkeepers to pay strict attention to their business, and watch the pennies as they have never been watched before. The situation has shown them that they must economize in every possible way, and also add to their regular stock of goods anything in the food line that can be conveniently handled with no additional expense in help, light or delivery.

Almost every butcher shop nowadays has side lines, such as fruit, vegetables, greengroceries, butter and eggs, cheese, canned goods and fish, and many of them have installed a small cooked meat department. All of which is what they should have done long ago. However, it is not too late, even yet, to improve the volume of business in every possible way.

One way is to build up a trade in meat dainties or specialties, or what the packers call "killing products." This list includes brains, hearts, sweetbreads, livers, kidneys, tongues, pork snouts, pork ears, tripe, plucks, pig tails, lamb fries, etc.

A Chance for Cheaper Meats

Many of these products were thrown or given away in former years. But the packers began stimulating trade in them by putting them up attractively, and because they were good and cheap, a very good trade was worked up. There is still much room for development, however, and retail butchers should be quick to see it and take advantage by stocking up and pushing the sale of these products.

The name "economy products" is used in offering them to the public. When once introduced they create a steady demand, because many of them can be made into dainty dishes. There is no waste, and the price is very reasonable.

A good suggestion is for the merchant to lay in a stock of this kind of goods, take a few of each, lay them out on nice, clean platters, and show them to advantage in the windows or counter case, with a small neat sign calling attention to these meat specialties as being reasonable and good, having no

waste, and being a very welcome change from the daily roast, steak, chop, or stew.

The Merchant Must Popularize the Goods

It is up to the merchant to call his customers' attention to these products, and tell his customers why they should buy them, and the many ways they can be served. For instance, brains can be scrambled with eggs, which is a delicious dish. They can be potted, stewed, fried, boiled or served en casserole with vegetables. Any old way they are cooked they are good. Ask those who know.

Hearts from any meat animal are fine when baked, stuffed, broiled or fried in cracker dust and egg. A few minutes parboiling improves them. They make a splendid stew, and boiled with vegetables are good enough for the most fastidious.

Sweetbreads need no boosting, because everybody knows how good they are and in how many different ways they can be cooked. They need not necessarily be calf sweetbreads, as these are the most expensive of the killing products. Beef breads are considered by many to be just as good when properly cooked, also lamb breads.

Suggestions for Cooking

Almost every housekeeper thinks the only way to cook liver is to fry it. It's up to the merchant to tell her that a piece of tender liver, prepared like beef a la mode, with a few strips of beef fat or fat pork run through it, and baked with carrots and green peas, is a splendid dish. Of course, calves' liver is expensive, as is everything from the calf, but beef, lamb, or pigs' liver is also good, and there is no waste, which is a strong talking point.

Lamb or pork kidneys, when strung on a wire skewer with a small piece of bacon between each one, and nicely broiled, is a dish fit for a king, and brings a fancy price in the high-class restaurants. It is served with the skewer left in the meat, and never yet failed to please

those who were fortunate enough to think of ordering it. Livers fried, stewed or on toast are not to be passed over lightly.

Tripe stewed with oysters or soft clams makes a most delectable dish, and so on down the list. Each of these products can be cooked in so many different ways, every one of them making a fine dish. They are no trouble to handle, there is a very nice profit in them and a good trade can be built up.

It is the small items that help build up a business, combined with the ability of the shopkeeper to advise and make suggestions to his trade, which are gladly received by most women, particularly those who cannot afford to buy meat as they would like.

In former years the ordinary family had a 10-pound roast costing from \$1.50 to \$2. To-day the same roast would cost about \$4. Legs of lamb or a roast of pork or poultry cost about the same. Even a piece of corned beef or a shoulder of mutton is beyond the pocket-book of many families to-day.

So it is that the despised by-products of former days are now coming into their own.—The Packer.

CANADIAN APPLE EXPORTS

The following shows the quantity of Canadian apples imported into the United Kingdom between January 1 and March 31, 1919, and for the same period in 1916, 1917 and 1918, together with a statement of the total imports of apples:

Total imported, cwts.—1916, 587,226; 1917, 688,252; 1918, 193,719; 1919, 1,742,167.

Imported from Canada, cwts.—1916, 217,147; 1917, 233,798; 1918, 307; 1919, 369,882.

The embargo placed upon imports of apples into Australia which became effective during the past winter, has caused considerable concern to exporters in British Columbia, and concerted efforts have recently been made to effect a modification or removal of this barrier. British Columbia ordinarily exports some 75,000 boxes of apples to Australia, and has found that market especially valuable as an outlet for the smaller sizes of apples, for which the home demand is quite limited. Contracts are usually made at about this season of the year or earlier.

A RATE MADE FOR B. C. FRUIT SHIPMENTS TO PRAIRIE POINTS

Special local rates on Canadian-grown berries, cherries and currants in car-loads are made effective June 1, 1919, by the Dominion Express Company, from Creston, Duck Creek, Hatzic, Huntington, Kelowna, Penticton, Summerland, Vancouver and Vernon, B.C., to Calgary, Edmonton, Camrose, Winnipeg, Moose Jaw, Regina, Saskatoon, Weyburn and Yorkton. The rate to Yorkton is \$2.25 per 100 pounds; to all other points \$2 per 100 pounds. These rates expire about August 31, 1919, unless sooner cancelled, changed or extended.

DEMANDS OF STOCKYARDS MEN ARE MET

By granting an increase of from fifteen to seventeen per cent. and a ten-hour day, the last differences between the employees and employers of the Union Stock Yards has been adjusted. The Board of Conciliation, composed of Judge Snider, Gideon Grant and Fred Bancroft, awarded the men a substantial percentage of all that they demanded. The agreement was signed by F. C. Fletcher, C. E. Topping and A. S. Giles, for the employers, and by L. Braithwaite, John Menzies and Walter Hill, for the men.

The salient points in the agreement were the granting of the ten-hour day, to be performed in eleven consecutive hours; time and a half for overtime; Friday or Saturday off for men who work on Sunday; either Thursday, Friday or Saturday off for night shift men, and wages of forty-two cents an hour for night men, and forty cents an hour for the day men.

MAKING FRIENDS THROUGH ADVERTISING

Continued from page 31

first milestone as a drug and grocery business in Pilot Mound, and we are going to commemorate the event by put-

ting on a special sale on that day. During the past year we have had a considerable prejudice and opposition to overcome to change from the old credit order of things to the up-to-date cash system. Anything new or drastic in this old business world needs considerable missionary work. We are pleased to say that our policy of lowest prices, courteous service and honest, open invitation to the public has enabled us to overcome that prejudice to a very large extent, and to-day we are in a better position than ever to serve you. We were told we could not run this business on a cash basis. We have done so. We were told the drug and grocery business would not make a successful combination. It has proven successful, and for this we want to thank you, the people of this district. It is your store, make use of it. Below we offer a list of bargains that should make our first anniversary a memorable event in this community; as you know by now, we mean exactly what we say when we advertise a bargain."

In connection with the grocery department glassware is offered for sale.

DEPT. OF AGRICULTURE SURVEY OF B. C. FRUIT

In British Columbia early reports indicate a 50 per cent. increase over last year in the Okanagan Valley. There is a particularly heavy one of Jonathan, McIntosh and Wealthy, which were light in 1918. Yellow Newtown is not as promising as other varieties. The crop will undoubtedly exceed that of 1918, due to the maturing of young orchards, as well as to the excellent prospects now indicated. On Vancouver Island all varieties indicate a heavy crop except Jonathan and Newtown, which are medium. Excellent reports for all varieties have been received from the Kootenay Valley. The Creston district had a medium to heavy bloom of early and winter varieties, and a fair to medium bloom of fall varieties.

Cherries and Pears Heavy

In British Columbia cherries and pears promise a fairly heavy crop, slightly less than 1918. Except in lower Fraser Valley, where early frosts caused most of the pears to fall—a light pear crop is expected from this section. Plums and peaches show an increase of 10 per cent. with prunes equal to last year, and apricots 15 per cent. better in the Okanagan Valley. On Vancouver Island the plum blossoms were caught by frost and cold winds, which may have reduced the crop in that district.

The following shows the acreage of small fruits on Vancouver Island and the Lower Mainland of British Columbia this year, together with an estimate of the probable yield:

Vancouver Island strawberries, 158 acres; 335 tons.
Lower Mainland—Burnaby, strawberries, 10 acres, 30 tons; raspberries, 18 acres, 45 tons. Hammond-Haney, strawberries, 75 acres; 240 tons; raspberries, 45 acres, 120 tons. Strawberry Hill, strawberries, 14 acres, 35 tons. Hatzic-Mission, strawberries, 181 acres, 425 tons; raspberries, 203 acres, 750 tons. Chilliwack, strawberries, 45 acres, 110 tons; raspberries, 55 acres, 135 tons.

CANADIAN EXPORTS OF EGGS DECLINE

	Cases.
March	7,620
April	8,405
May 1st to 10th.....	6,350
May 11th to 17th.....	7,473
May 18th to 24th.....	3,100
May 25th to 31st.....	1,100
	18,023
June 1st to 7th.....	50
June 8th to 14th.....	595
June 15th to 21st.....	900
	1,545
Total (1,067,790 dozen).....	35,593

CANADIANS LIKE SOCKEYE

Vancouver, July 2.—A British Columbia canner who has a surplus of the cheaper salmon to market says: "The Canadian public has a taste for sockeye salmon, and if the Government could keep every kind of fish out of the country except chums, the people could not be forced to use them." There was an initial shipment made recently to Suva, Fiji Islands, from the stocks in Vancouver.

COTTON SEED OIL FOR MARGARINE ADMITTED FREE

By a new regulation cotton seed oil and oleo oil to be used in the manufacture of margarine will be admitted free of duty, though the product admitted free must be used solely in the manufacture of this product.

This change will be a considerable advantage to the Canadian manufacturer of margarine, who in the past has had to compete against margarine manufactured in the United States and admitted duty free, while he had to pay duty on several of the raw products entering into the manufacture of the product here.

U. S. HOLDINGS OF FROZEN POULTRY INCREASE HANDILY

The United States Government report, on storage holdings of frozen poultry June 1st 1919, in detail, shows a very marked increase in holdings in storage over last year. The figures are as follows:

	Storages.	Pounds.	
Broilers	194	8,698,089	
Roasters	193	14,135,523	
Fowls	211	11,080,965	
Turkeys	214	6,326,554	
Miscellaneous	253	15,189,421	
Total poultry	309	55,430,552	
	June 1, 1918.	June 1, 1919.	Increase.
Broilers	1,709,557	8,860,284	406.6%
Roasters	3,923,303	14,030,763	257.6%
Fowls	2,749,077	10,962,670	298.8%
Turkeys	5,935,173	6,287,150	5.9%
Miscellaneous	4,022,017	14,630,646	263.8%
Total poultry	18,339,127	54,571,513	197.6%
Frozen Eggs—			Pounds.
194 houses, June 1, 1919.....			11,309,725
191 houses, June 1, 1918.....			11,305,825
191 houses, June 1, 1918.....			11,337,804
Decrease (.03 per cent.)			32,039

Produce, Provision and Fish Markets

ONTARIO MARKETS

TORONTO, July 4th—The produce markets are firm to stronger this week. Fresh meats, provisions and cooked meats are all very firm, and from one to two cents higher in some instances. Butter and eggs are higher, and cheese, too, shows a slight advance.

Fresh Meats Sell at Strong Prices

Toronto.
FRESH MEATS.—The market for fresh meats is generally strong, although the fact that there are now on the market some grass cattle has had a tendency to ease prices on beef of this kind. Prices for live stuff is, on the whole, strong, and dressed pork is holding very firm. It is the opinion of some dealers that the signing of peace will mean generally higher prices for both beef and pork, as the demand from Europe is likely to be on a very large scale. Where beef, however, from grass fed cattle is quoted, the prices are lower, but on the stall fed kind, there are strong quotations ruling.

FRESH MEATS		
Hogs—		
Dressed, 70-100 lbs., per cwt.	\$30 00	
Live, off cars, per cwt.	22 50	
Live, fed and watered, per cwt.	22 25	
Live, f.o.b., per cwt.	21 25	
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 40	
Loins of pork, lb.	0 42	0 43
Tenderloins, lb.	0 42	0 45
Spare ribs, lb.	0 20	0 21
Picnics, lb.	0 28	0 30
New York shoulders, lb.	0 28	0 31
Montreal shoulders, lb.	0 29	0 32
Boston butts, lb.	0 35	
Fresh Beef—From Steers and Heifers—		
Hind quarters, lb.	0 25	0 29
Front quarters, lb.	0 12	0 16
Ribs, lb.	0 18	0 28
Chucks, lb.	0 12	0 14
Loins, whole, lb.	0 30	0 35
Do., short, lb.	0 30	0 38
Hips, lb.	0 22	0 26
Cow beef quotations about 2c per lb. below above quotations.		
Calves, lb.	0 20	0 25
Lambs, whole, lb.	0 28	0 30
Spring lamb	0 40	
Sheep, whole, lb.	0 14	0 16
Above prices subject to daily fluctuations of the market.		

Provisions Hold at Firm Levels

Toronto.
PROVISIONS.—The market for provisions continues very strong, with few changes as compared with a week ago. The fact that the market for live hogs is very strong holds provisions at strong levels. There is a brisk demand for both hams and bacon. Ordinary breakfast bacon is selling around 48c and 49c, and roll bacon around 38c per lb.

Hams—		
Medium	0 46	0 48
Large, per lb.		0 44
Bacon—		
Skinned, rib in	0 49	
Boneless, per lb.	0 55	0 58

Breakfast, ordinary, per lb.	0 48	0 50
Breakfast, fancy, per lb.	0 57	0 59
Roll, per lb.		0 38
Wiltshire (smoked sides), lb.	0 41	0 42
Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 32	0 34
Do., av. 70-100 lbs.		0 38
Fat backs, 16-20 lbs.		0 33
Out of pickle, prices range about 2c per pound below corresponding cuts above.		
Barrel Pork—		
Mess pork, 200 lbs.	0 52	0 53
Short cut backs, bbl., 100 lbs.	60 00	63 00
Pickled rolls, bbl., 200 lbs., heavy		60 00
Do., do., lightweight ..		60 00
Above prices subject to daily fluctuations of the market.		

Inquiry For Cooked Meats is Active

Toronto.
COOKED MEATS.—The inquiry for cooked meats continues very active, and both boiled and roast hams are in great demand. Boiled ham is selling at 64c per lb., and roast hams at 65c. This is a cent higher than a week ago. Other quotations are unchanged.

Boiled hams, lb.	0 64	
Hams, roast, without dressing, lb.	0 65	
Shoulders, roast, without dressing, per lb.	0 52	0 53
Head Cheese, 6s, lb.	0 14	0 15
Meat Loaf with Macaroni and Cheese, lb.	0 25	0 00
Choice jellied ox tongue, lb.	0 63	0 65
Pork and Tongue, lb.		0 46

Above prices subject to daily fluctuations of the market.

Lard Sells at Unchanged Price

Toronto.
LARD.—There continues a very heavy demand for lard. It is selling at from 36½c to 37c per lb.

Lard tierces, 400 lbs., lb.	0 36½	0 37
In 60-lb. tubs, ½c higher than tierces, pails ¾c higher than tierces, and 1-lb. prints, 2c higher than tierces.		

Shortening is Selling Freely

Toronto.
SHORTENING.—Shortening is also selling very freely, and again this week, prices show a slight advance over the preceding week. Shortening is selling at from 31c to 31½c per lb.

Shortening, tierces, 400 lbs., lb.	0 31	0 31½
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Stronger Prices Rule on Cheese

Toronto.
CHEESE.—Slightly stronger prices rule in the market for cheese this week.

High prices are being paid on the boards for cheese. There is a good demand for it. New large cheese is selling at from 32c to 32½c.

Cheese—		
New, large	0 32	0 32½
Stilton (new)		0 34
Twins ½c lb. higher than large cheese. Triplets 1½c higher than large cheese.		

Firmer Quotations on Creamery Butter

Toronto.
BUTTER.—Quotations on butter are firmer. The Government is buying a good deal of butter but the price it is paying is a good bit of an uncertainty. Dealers are quoting fresh made creamery prints at from 53 to 55c, and creamery solids at 54c.

Creamery prints (fresh made)	0 53	0 55
Creamery solids (fresh made)		0 54
Dairy prts., fresh separator, lb.		0 47
Dairy prints, No. 1, lb.		0 45

Quotations on Eggs Slightly Higher

Toronto.
EGGS.—Prices of eggs are slightly higher. Receipts are not quite so heavy. New-laid in cartons are selling to the trade at from 49c to 51c, and new-laid at from 46c to 47c.

Eggs—		
New laid in cartons, doz.	0 49	0 51
New laid, doz.	0 46	0 47
Prices shown are subject to daily fluctuations of the market.		

Margarine is in Little Demand

Toronto.
MARGARINE.—There is not much demand for margarine at the present time. Prices are unchanged.

Margarine—		
1-lb. prints, No. 1	0 35	0 36
Do., No. 2	0 32	0 34
Do., No. 3	0 28	0 29
Solids 1c per lb. less than prints.		

Poultry Receipts Are Increasing

Toronto.
POULTRY.—There is a good demand now ruling for poultry, and receipts are increasing. Spring chicken is selling at from 50c to 55c per lb. It is arriving more freely. Fowl over 4½ lbs. is selling at 28c, and fowl under 4½ lbs. is selling at 26c.

	Prices paid by commission men at Toronto:	
	Live	Dressed
Ducklings, lb.	\$ -30 35	\$ -30 40
Turkeys, old, lb.	0 25	0 30
Do., young, lb.	0 30	0 35
Roosters, lb.	0 22	0 25
Fowl, over 4½ lbs.	0 28	0 28
Fowl, under 4½ lbs.	0 26	0 26
Prices quoted to retail trade:		
Dressed		
Hens, heavy	\$ -	\$ 35
Do., light		0 33
Chickens, spring	0 50	0 55
Ducklings	0 35	0 40
Turkeys	0 35	0 45

QUEBEC MARKETS

MONTREAL, July 1.—Provision markets are without changes this week of a startling nature. Creamery butter has firmed 1 cent per pound; fresh beef prices on some cuts are shaded in varying degrees; smoked hams are higher and bacon firm. Barrelled pork is quoted higher, and margarine is firmer in some quarters. Eggs are expected to decline. Fresh fish is lower in price.

Beef Prices Shaded; Pork is Holding

MONTREAL.
FRESH MEATS.—There have been some revisions of price downward on various cuts of beef, and there is a steady feeling on pork products, though the sale is limited for fresh-killed stock. Quotable basis is unchanged for live hogs, though that for dressed is slightly higher.

Hogs, live	22 00	22 50		
Hogs, Dressed—				
Abattoir killed, small, 65-90 lbs.		32 00		
Sows (heavy)	25 00	25 50		
Fresh Pork—				
Leg of pork (trimmed) (foot on)		0 38		
Loins (trimmed)		0 43		
Loins (untrimmed)		0 41		
Spare ribs		0 25		
Trimmed shoulders	0 29	0 30		
Fresh Beef—				
Cows)		(Steers)		
\$0 25	\$0 26	Hind quarters	\$0 28	\$0 29
0 14	0 17	Front quarters	0 16	0 18
	0 28	Loins		0 35
	0 25	Ribs		0 28
	0 15	Chucks	0 15	0 16
	0 26	Hips		0 28
Calves (as per grade)			0 22	0 25
Lambs, 30-40 lbs. (whole carcass), lb.				0 36
No. 1 Mutton (whole carcass), lb.				0 20

Ham is Higher; It and Bacon Sell

MONTREAL.
CURED MEATS.—With an excellent demand obtaining for hams, there has been a firming of the price basis, and quotations are marked up on to five cents per pound. Bacon is in demand, too, though there are no price revisions. Barrelled pork prices have become firmer.

Hams —		
Medium, smoked, per lb.—		
(Weights), 12-14 lbs.		0 46
14-20 lbs.		0 46
20-25 lbs.		0 42
25-35 lbs.		0 38
Backs—		
Plain		0 48
Breakfast, per lb. (as to qual.)	0 46	0 56
Rolls, per lb.	0 38	0 39
Dry Salt Meats—		
Long clear bacon, ton lots	0 30½	0 31½
Long clear bacon, small lots	0 31	0 32
Barrel Pork—		
Fat backs, lb.		0 33
Canadian short cut (bbl.) 30-40 pieces	62 00	62 50
Clear fat backs (bbl.) (40-50 pieces)		69 00
Heavy mess pork (bbl.)		52 00
Bean pork (bbl.) (American) (60-80 pieces)		54 50

Cooked Hams Sell On Firmed Basis

MONTREAL.
COOKED MEATS.—On the firmed basis given last week a good trade is being done. Ham, head cheese and ox

tongue continue, as usual, to be favorite sellers.

Head Cheese	0 13	0 15
Choice jellied ox tongue	0 65	0 66
Jellied pork tongues		0 44
Ham and tongue, lb.		0 32
Veal and tongue		0 25
Hams, roast	0 62	0 64
Hams, cooked	0 62	0 64
Shoulders, roast		0 52
Shoulders, boiled		0 52
Pork pies (doz.)		0 85
Blood pudding, lb.		0 12

Active Lard Sales; Basis Holds Firm

MONTREAL.
LARD.—Under a steadily good demand the price basis for lard holds firm. Sales have been large in the aggregate and the tendency of the market is a strong one.

LARD, pure—		
Tierces, 400 lbs., per lb.	0 37¼	0 37½
Tubs, 50 lbs., per lb.	0 37¼	0 38
Pails, 20 lbs., per lb.	0 37¼	0 38½
Bricks, 1 lb., per lb.	0 39	0 40

Shortening is Steady Seller

MONTREAL.
SHORTENING.—At this time there is a steadily good demand for shortening in the local and nearby markets. Prices are quite fully maintained.

SHORTENING—		
Tierces, 400 lbs., per lb.		0 31
Tubs, 50 lbs., per lb.	0 31¼	0 31½
Pails, 20 lbs., per lb.	0 31¼	0 31¾
Bricks, 1 lb., per lb.		0 32½

Strength Manifest For Margarine

MONTREAL.
MARGARINE.—While there is not a great deal of change, the basis of price as obtaining for margarine is continuing strong. Sales are made on a fairly satisfactory basis, considering the hot weather conditions.

Margarine—		
Prints, according to quality, lb.	0 36	0 38¼
Tubs, according to quality, lb.	0 32	0 34½

Butter Up 1 Cent; A Big Seller

MONTREAL.
BUTTER.—At the sales held in the country, butter demand is keen and sales have brought advanced prices of 2c to 3c per pound. The local basis has firmed to the extent of 1c. There is a good healthy consumptive demand at full prices.

BUTTER—		
Creamery prints, fresh made	0 55	0 56
Creamery solids, fresh made	0 54	0 55
Dairy prints		0 45
Dairy, in tubs, choice		0 44

Cheese is Moved; Basis Uncertain

MONTREAL.
CHEESE.—Prices are not changed in any way and there has been a fair demand from the consuming trade. An erratic state prevailed during the week and there was considerable variance manifest at the different cheese boards throughout the country. Demand might be better for export account although

offerings have been taken up pretty closely.

CHEESE—		
New, large, per lb.		0 32
Twins, per lb.	0 32	0 32½
Triplets, per lb.		0 32
Stilton, per lb.		0 35
Fancy, old cheese, per lb.	0 35	0 36

Expected Eggs Will Be Lower

MONTREAL.
EGGS.—A cessation of hot weather conditions probably has served to improve the quality of eggs arriving in this market, but there is almost sure to be a lowering of prices with stock accumulating. This fact is clear, that good, first-class eggs are in continued demand at good prices, while the uncertain quality of other grades makes them available at easier prices.

EGGS—		
No. 2		0 43
No. 1		0 48
Selects		0 52
New laids		0 56

Poultry Changes Are Here Absent

MONTREAL.
POULTRY.—With storage stocks not heavy, the export demand having taken a great deal of the surplus that would ordinarily accumulate, prices have continued to hold steadily. There is a domestic demand still, and some export. Shipments from the country continue to arrive.

POULTRY (dressed)—		
Chickens, roast (3-5 lbs.)	0 40	0 41
Chickens, roast (milk fed)	0 45	0 46
Broilers (3-4 lb. pr.)	0 44	0 47
Ducks—		
Brome Lake (milk fed green)		0 46
Young Domestic	0 38	0 40
Turkeys (old toms), lb.		0 49
Turkeys (young)		0 50
Geese	0 30	0 31
Old fowls (large)		0 36
Old fowls (small)		0 32
Live—Old fowl	0 33	0 36
Roosters		0 30
Turkeys		0 40
Broilers	0 48	0 50

Supplies Continue; Fresh Fish Less

MONTREAL.
FISH.—With good supplies arriving from week to week, the fresh fish markets are well supplied with a variety of lake and sea fish that meets the requirements well. Prices are lower on cod and flounders, while haddock are selling on a fair price basis. There are plenty of frozen fish at favorable prices for those wanting them. Express shipments are now quite frequent.

FRESH FISH		
Carps, per lb.	0 11	0 12
Dore		0 18
Eels, each		0 35
Bullheads (dressed)		0 15
Gaspereaux, each		0 07
Haddies	0 12	0 13
Fillet Haddies		0 18
Haddock		0 07
Halibut, Eastern	0 23	0 24
Halibut (Western)	0 22	0 23
Steak, cod	0 09	0 10
Market co d.	0 06½	0 07
Flounders		0 07
Prawns		0 30
Pike, per lb.	0 12	0 13
Live lobsters	0 45	0 50
Boiled lobsters	0 30	0 35
Salmon (B.C.), per lb., Red	0 30	0 32
Salmon, Gaspe	0 35	0 40
Shad		0 13

Skate	0 17
Lake Trout	0 18
Mackerel	0 15
Shrimps	0 35
Whitefish	0 17
Trout, brook	0 40

FROZEN FISH

Gaspereaux, per lb.	0 06½	0 07
Halibut, large and chicken	0 19	0 20
Halibut, Western	0 20	0 21
Halibut, medium	0 21	0 22
Haddock	0 06	0 06½
Mackerel	0 14	0 15
Dore	0 14	0 15
Smelts, No. 1, per lb.	0 12	0 13
Smelts, No. 2, per lb.	0 07	0 08
Pike, Headless and Dressed	0 10	0 11
Market Cod	0 05½	0 06
Whitefish, small	0 11	0 12
Sea Herrings	0 07½	0 08
Steak Cod	0 08	0 08
Gaape Salmon, per lb.	0 24	0 25
Salmon Cohoes, round	0 17½	0 18
Salmon, Qualla, Hd. and Dd.	0 13	0 14
Whitefish	0 15	0 16
Smelts, extra large	0 22	0 22
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	0 05	0 06
Alewires	0 05½	0 06

SALTED FISH

Codfish—		
Codfish, large bbl., 200 lbs.	\$20 00	
Codfish, No. 1, medium, bbl., 200 lbs.	18 00	
Codfish, No. 2, 200 lb. barrel	17 00	
Pollock, No. 1, 200 lb. barrel	15 00	
Codfish, strip boneless (30-lb. boxes), lb.	0 20	0 23
boneless (24 1-lb. cartons)	0 20	0 23
Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 19	0 23
boneless cod (2-lb.)	0 23	0 23
Shredded codfish (12-lb. box)	2 50	
Dried codfish (100-lb. bbl.)	20 00	

PICKLED FISH

Herrings (Scotch cured), barrel	11 25	12 00
Scotia, barrel		12 00
Do., half barrel		6 25
Mackerel, barrel		34 00
Salmon, Labrador (200 lbs.)		26 00
Salmon, B.C. (200 lbs.)		24 50
Sea Trout (200-lb. bbls.)		25 00
Turbot (200 lbs.)		17 00
Codfish, tongues and sound, lb.		0 15
Eels, lb.	0 16	0 17

OYSTERS

Cape Cod, per barrel	16 00
Batouche, per barrel	15 00
Scallops, gallon	4 50
Can No. 1 (Solids)	2 50
Can No. 3 (Solids)	7 50
Can No. 5 (Solids)	12 50
Can No. 1 (Selects)	2 50
Can No. 3 (Selects)	9 00

SUNDRIES

Paper Oyster Pails, ¼ per 100	1 75
Crushed Oysters Shell, 100-lbs.	\$1 60
Paper Oyster Pails, ¼-lb. per 100	2 25

BRITISH COLUMBIA MARKETS

Con. from p. 45

**Cheese and Lard
At Strong Figures**

Vancouver.

PROVISIONS.—Strong prices prevail on all provisions. Cheese is selling at 33½ cents and lard has advanced, under very heavy demand, to 38½ cents. Bacon is selling at 52 cents, and hams at 45 cents.

Cheese	0 33½
Lard	0 38½
Compound	0 38½
Bacon	0 52
Hams	0 45

**Teas Are Likely
To Go Higher**

Vancouver.

TEAS.—No new advances are noted in the prices of teas this week, although the market is very firm and with the tendency upward, further gains are not unlikely.

Ceylon Teas—		
Pekoe	0 31	0 38
Broken Pekoe, chests, lb.	0 42	0 42
Do., Orange Pekoe, chests, lb.	0 48	0 51
Less than chests, one cent per pound more.		
Tea, Java—		
Broken Pekoe	0 37	0 43
Broken Orange Pekoe	0 50	0 55
Tea Indian—		
Pekoe	0 39	0 43
Broken Orange Pekoe	0 44	0 52

**Hog Receipts
Very Light**

Winnipeg.

HOGS.—Very light receipts of hogs have come on this market during the past week and this condition generally exists during the summer months. The market is firm with prices ranging from \$21.50 to \$22.00.

**Eggs Poor Quality;
Lower Prices**

Winnipeg.

EGGS.—Owing to the excessively hot weather experienced in this province recently the quality of eggs coming to market has been very poor. The natural result has been to lower prices considerably. Country shippers are receiving from 30 to 35 cents per doz. for eggs. The same condition applies to this market as in the case of butter, in regard to the lowering of prices when supplies now being held at country points come to market.

**Lower Butter
Prices Coming**

Winnipeg.

BUTTER.—Large quantities of butter are being held at country points awaiting shipment. When these supplies are received they will tend to bear the market down to somewhere near the scale of prices in the East. With the opening up of commerce following the settlement of the strike lower prices can be looked for. There is no ruling market for dairy butter yet, as little is coming in, owing to the fact that freight shipments are still tied up. No. 1 creamery butter is quoted at 50 to 52 cents per lb.

**Decline In
Fresh Salmon**

Winnipeg.

FISH.—Lifting of the freight embargo following the settlement of the strike situation has resulted in a return to normal conditions insofar as both country and city business is concerned. A decline of two cents per lb. on fresh salmon has been made this week. No further price changes are anticipated for a week or so.

Whitefish (fresh), lb.	0 13
Whitefish (frozen), lb.	0 12
Pickrel (fresh), lb.	0 14
Fresh Trout	0 20
Round Jackfish, lb.	0 09
Dressed Jackfish, lb.	0 09½
Speckled Trout, lb.	0 35
SEA FISH	
Fresh Halibut	0 20
Frozen Halibut, lb.	0 20

Frozen Salmon, lb.	0 20
Fresh Salmon, lb.	0 28

**NOVA SCOTIA'S 1918 PRODUCTION
OF APPLES**

The final estimate of the production of apples in Nova Scotia last season is 825,000 barrels. This figure includes 300,000 barrels consumed within the province, of which 100,000 barrels were marketed. Of the remainder, 86,000 barrels were used by canning, cider and vinegar factories, 265,000 barrels exported to Great Britain, and 170,000 barrels shipped to points in Canada and Newfoundland, outside Nova Scotia

A WORD OF COMMENDATION

"Your editorial notes in your issue of June 13th, i.e., A Fair Examination, Lawyers and Farmers, Examine Business, and Sowing the Wind, seem to me to be timely and very fairly stated.

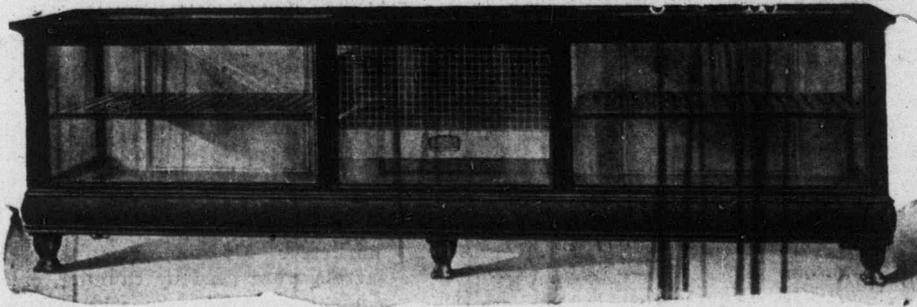
From a business point of view there is too much political and social unrest all over the world, and newspapers of influence, in many cases, are adding fuel to the flames, instead of acting as leaders to those who have not the knowledge and understanding necessary to deal with the present state of world affairs.

What we need at the present time is statesmen with clear and broad views; not politicians who follow the crowd, nor demagogues, whose doctrines and teachings lead only to anarchy and final destruction for the country which follows them."

E. W. HAY,
Falkenburg Station, Ont.

**CUSTOMERS DEMAND DOUBLE
SERVICE**

BECAUSE customers so often asked him to go out and get certain articles in groceries for them on telephone orders, C. Hutchins, Walton Street, Port Hope, Ont., who has conducted a butcher business for many years, decided to stock groceries, and now for the past ten years he has handled both groceries and meats. The meat trade practically built up the grocery business, and in catering to the meat requirements of the people he has kept abreast of the times, in up-to-date equipment for his store. He has refrigerator counters and show cases for the display of his meats. This is the third season for it, and Mr. Hutchins believes it has been a great boon to business. "It has more than paid for itself," Mr. Hutchins told CANADIAN GROCER, "and last year our butter and egg business paid for its upkeep." The trade in fresh meats is much curtailed in the hot weather, and is rather superseded by the sale of cooked meats. This store sells a lot of the latter and when the uncooked meats are not in demand, and Mr. Hutchins makes a point of keeping a varied stock always on hand.



THE ARCTIC COUNTER REFRIGERATOR

Has a way of displaying perishables so temptingly and its scientific system of cold, dry air circulation keeps everything so deliciously fresh that it is difficult to resist the persuasion to buy. This is a splendid profit-maker and costs little.

EVERY PROGRESSIVE STORE SHOULD HAVE ONE PREVENTS WASTE
CREATES SALES
ATTRACTS NEW TRADE

JOHN HILLOCK & CO., Limited

Office, Showrooms and Factory: 154 George St., Toronto

AGENCIES:—A. Tilley, 54 McGill College Ave., Montreal; Geo. Cameron, Sparks St., Ottawa; J. McMillan, 200 Main St., Winnipeg; Western Butchers Co., Regina, Sask.; M. E. Watt, 572 Knox St., Vancouver, B.C.

LARD

A good time to buy lard. And when you buy—buy "Star" Brand. There will be a big demand for lard to go to Europe—prices will be higher.

Made Under Government Inspection

F. W. FEARMAN CO.
LIMITED
HAMILTON

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto

When in Doubt Try the "Want Ad" Page

Every week this page is being used to splendid advantage by others. If you have something to sell, or you want to buy a business, fixtures or equipment—or maybe you want a clerk, a traveller—try it out.

Two cents per word first insertion, and one cent per word for each subsequent insertion, and five cents extra per insertion for Box No. Payable in advance.

ADDRESS

CANADIAN GROCER

143-153 UNIVERSITY AVE., TORONTO

Keep your fat under cover in hot weather. All fats are affected by varying temperatures, and deteriorate with age. "Easifirst" is less susceptible than either butter or lard, and for that reason alone, is a particularly desirable shortening for summer months. With reasonable care it keeps sweet and fresh for weeks.

Your Customers appreciate that fact

Phone Junction 3400

GUNNS LIMITED
WEST TORONTO



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HEINZ
57 VARIETIES

ARE QUALITY PRODUCTS

In the making of Heinz 57 Varieties, quality is insisted upon, first last and always. The maintenance of this ideal has placed the goods at the head of their field and has won for them the approval of thousands of consumers. It will pay you to sell and recommend Heinz 57 Varieties.

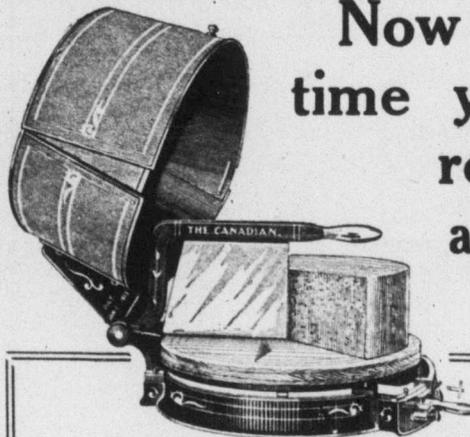
H. J. HEINZ COMPANY

All Heinz goods sold in Canada are made in Canada

57

57

Now is the time you will really appreciate it.



The CANADIAN Open

If you have been wise and installed that "Canadian Cheese Cutter" on your counter you need not worry about possible loss of profit from slow service during a rush.

You can absolutely rely on its accuracy and quick-cutting qualities, which will enable you to satisfactorily handle any extra rush business.

"The Canadian" cuts clean and quick in 5c, 10c, 15c and 20c slices, or by weight in ¼, ½ and one pound cuts.

No up-to-date dealer can afford to be without the "Canadian." Only \$18.00.

The Computing Cheese Cutter Co.
WINDSOR, ONT.

57



*Perfected through
years of scientific
:: effort ::*

The reputation possessed to-day by Connors Bros. High Class Sea Foods is the result of scientific efforts to produce a line of sea foods which would be all that the most particular could wish for in the way of delectability and wholesomeness.

That Brunswick Brand Sea Foods are all this may be judged from the big sales that follow Brunswick Brand displays.

Are you stocked? The following list will remind you of the six Brunswick Brand lines:

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



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

O. K. Thirst Quenchers

Are you prepared to meet the warm weather demand for recognized thirst-quenchers that are easy to sell and net you good profits? Place your order now for

O'Keefe's

**IMPERIAL
ALE, LAGER, STOUT**

Beverages that are so well and favorably known and in such demand that to sell O'Keefe's all you have to do is tell your customers that you stock them. O'Keefe quality and O'Keefe advertising do the rest.



O'KEEFE'S — TORONTO
Phone Main 4202

COSGRAVE'S PURE Malt Vinegar



It pays you best to sell branded, guaranteed goods. That's why you ought to sell **COSGRAVE'S PURE MALT VINEGAR.**

*Attractively Labeled
Bottles—2 Sizes*

RETAIL PRICES:

Large Bottle 25c. Small Bottle 15c.

100% Pure Well Advertised

ASK YOUR JOBBER FOR IT

MATTHEWS-BLACKWELL PRODUCTS

MATTHEWS-BLACKWELL Products are goods of irreproachable quality. Sixty-seven years' experience in their manufacture is back of this statement.

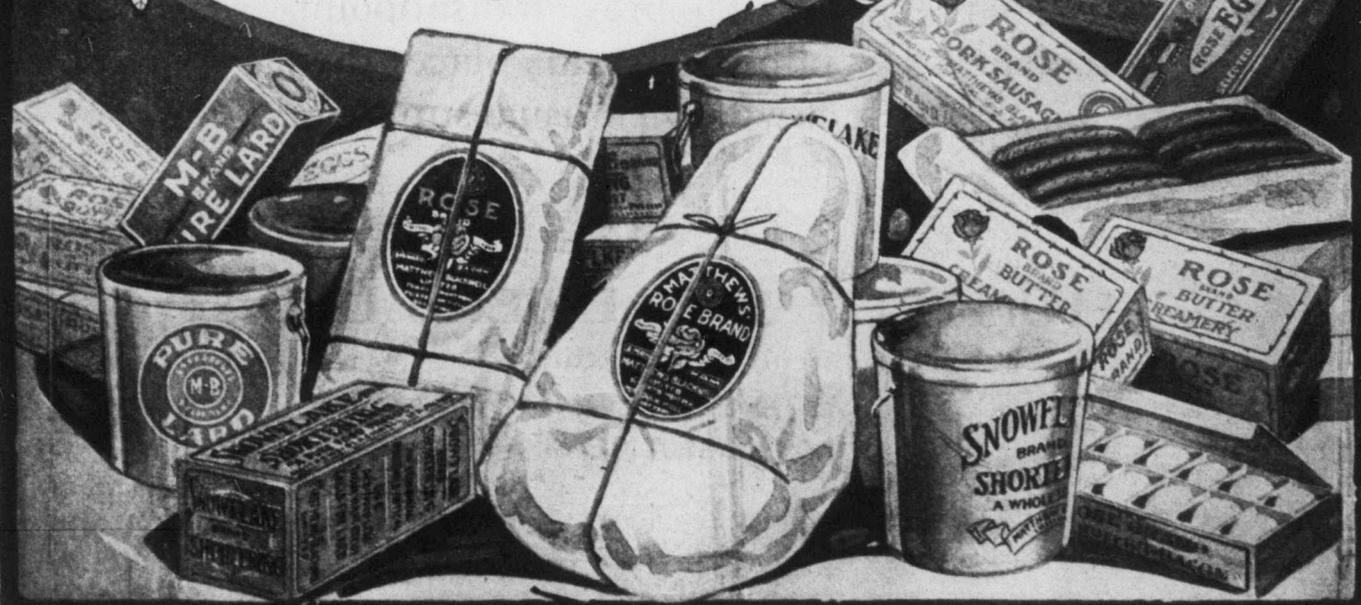
This high standard of quality in manufacture and choice of ingredients assures a wide demand. The extensive consumer advertising being done all over Canada augments your selling arguments, and makes for more and easier sales.

For quality and flavor Matthews-Blackwell Products take first place among the best. Write for prices or send your order to our nearest plant.

Matthews-Blackwell, Limited
Established 1852

Plants at		Branch Houses	
Toronto	Montreal	Winnipeg	Fort William
Hull	Peterboro	Ottawa	Sydney
	Brantford		Halifax

Canada Food Board License 13-85.



By Appointment to H.M. King George V.

From War to Peace

The war restrictions on the shipment of Biscuits having been removed,

Huntley & Palmers Biscuits

are once again being sent to all parts of the world. They are of the same standard of

Unrivalled Quality

as in the past, and to prevent disappointment, the public should place their orders at once with their usual suppliers.

HUNTLEY & PALMERS LTD.

Biscuit Manufacturers
READING & LONDON
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Grocers Would Rather Sell

Purity Flour than an unfamiliar brand because they are aware of Purity's popularity among their customers.

Grocers make the same profit on Purity Flour and they sell more of it.

PURITY FLOUR

(Government Standard)

is a real business builder that stands for

"More Bread and Better Bread," and Better Pastry

Western Canada Flour Mills Co., Limited

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

A SUGGESTION

During the vacation months there are big possibilities of increasing your sales on foods and beverages that are used by the sportsman, afoot and afloat, and the automobilist.

A DISPLAY

G. Washington's Coffee
 Potted Meats
 Sardines

Crackers
 Ginger Ale
 Cheese in Jars



and other like products on a small table where they can be handled and looked over, will make many a sale. Your customers will thank you.

DELICIOUS ICED COFFEE made instantly with

G. Washington's REFINED Coffee

Went to War

Home Again



The demand for a safe and reliable nerve remedy is efficiently filled by

MATHIEU'S NERVINE POWDERS

It pays to push Mathieu's. Headache, Neuralgia, Sleeplessness and kindred nerve troubles yield to this dependable nerve tonic. Contains no injurious habit-forming drugs. You can safely recommend it.

J. L. Mathieu Co.,
Proprietors
SHERBROOKE QUEBEC

SUMORE

The Perfect Peanut

PACKED IN TINS

ASK YOUR JOBBER

OR

Montreal Nut and Brokerage Co.

30 and 32 Jurors Street, Montreal, P.Q.

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VOL-PEEK

A Fast Seller, with
Big Profits

15cents

Vol-Peek is the most rapid seller you can place on your counter. It sells on sight. Our bright colored display stand will make many sales for you. Vol-Peek mends kitchen utensils at ½ cent per mend. Pots, pans, tinware, graniteware, copper, aluminum, etc. Easily applied, sanitary and guaranteed satisfactory. Sold and advertised all over Canada. Write to-day for a display stand of 24 packages, \$2.25. 60% profit for you.

Order through your jobber or direct to—

N. NAGLE & CO.

(Owning and operating Vol-Peek Mfg. Co.)
BOX 2024, MONTREAL, CANADA



COSTS ONLY ½¢ FOR EACH MEND

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ORDER YOUR STOCK OF

Champagne de Pomme NOW

It makes a delicious drink. Put up in pint bottles or splits. Recommend it to your customers. Pays a good profit. Easy to sell.

Order from your
wholesaler or



Cie Canadien Importations

140 ST. CATHERINE ST. E.

Montreal

We want Agents in Every City and Town.



Should be in every Picnic Lunch Basket

Scotch Snack

Entirely "Different?" Particularly delicious for Sandwiches, Salads, Croquettes, etc. Nothing better for your customer's Picnic Parties. Sells easily and gives you a profit of 25 per cent.

ARGYLL BUTE, 637 St. Urbain St., MONTREAL

**"PRIDE OF CANADA"
PURE MAPLE SYRUP AND SUGAR**

We can supply this season's crop. Our goods are backed by a written guarantee to be absolutely pure maple only. Order your requirements now direct or from our Agents.

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MAPLE TREE PRODUCERS ASSOCIATION, LIMITED
Offices: 58 Wellington St. W., Montreal, Canada

SEASON 1919

Many of the restrictions upon the exportation of our productions during the war have now been removed, and others are about to be rescinded.

We hope shortly to again be able to ship to our Canadian friends our

**"Old English Xmas Pudding," packed in tins and basins.
Silver Medal. Cream Stilton Cheese.**

Particulars and enquiries from Hamblin Brereton, 256 Lemoine St., Winnipeg; Chapman, Montreal.

TUXFORD & NEPHEWS, MELTON MOWBRAY, ENGLAND

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British Export Service Co.
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NEW MONEY MAKER FOR THE GROCERS

CELEBRATED
English Lavender **"A
National Perfume"**

Picked when in full bloom

Handsome Silent Show Case furnished free.

Are You Interested?

J. TOBIN & SONS

OTTAWA, ONT.

Looking for a Man?

Look for him where he should be found—in employment in the grocery business, the business you yourself are in.

Advertise to get him. Use a small classified advertisement, to cost you 2 cents a word. Put this low-priced advertisement in CANADIAN GROCER—the paper read by grocers and their men. Somewhere is the man good for you to have. You may not be able to attract him readily from his present place. On the other hand, he may be looking for you. But fish for him. Cast again and again. The best men are hardest to get.

What is a dollar or two spent on finding the man you want—if you get him?

Narrow your search. Use the newspaper that searches out for you among those where he is likely to be found.

Make your advertisement brief—like a telegram.

We provide a box number, if you want your identity concealed. And forward replies, of course.

Rates.—Two cents per word first insertion and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent to box number in our care.

Canadian Grocer

143-153 University Ave.

Toronto

The Quality of **HOLBROOKS** Imported **WORCESTERSHIRE SAUCE** is beyond question



Made and Bottled
in England

YOU can get behind Holbrooks Imported Worcestershire Sauce with all the enthusiasm you are capable of. It's a winner from the word go.

People who buy it once will buy it again. There's a delicious piquancy — an exquisite "zest" — to every drop of Holbrooks that wins approval from hard-to-please people.

And you'll ring up a profit on every Holbrooks Sale that makes a continued selling effort worth while.

Holbrooks, Ltd.
Toronto and Vancouver

Baker's Cocoa and Chocolate



REGISTERED
TRADE-MARK

**MAKE AND
KEEP GOOD
CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

MADE IN CANADA

WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780

FOR HOME-MADE SUMMER DRINKS



AND



25c bottles make 5 gallons.
15c bottles make 2 gallons.
25c sizes \$2.10 per dozen, \$24.00 per gross.
15c sizes \$1.20 per dozen, \$14.00 per gross.

Manufactured and for sale by
PARKE & PARKE, LIMITED
MacNab St. and Market Sq., Hamilton, Ont.

The Grocer of to-day must keep in close touch with market prices. If you are a reader of
CANADIAN GROCER
you will be better able to carry on your business.

Here's
the
Proof
that



Sunset Soap Dyes

are the dyes for you to carry in stock. These few letters are selected from many written by dealers who are reaping profits every day.

Read what they say:

Steady Seller—No Complaints

"Sunset Soap Dyes have been a steady seller from the day they were placed on sale, and we have not had a complaint during the eight months we have been carrying them."

—A Virginia Merchant.*

Successful, Satisfactory Seller

"We have not given any space to any item in our Toilet Goods department that has proven a more successful, satisfactory seller than the Sunset Soap Dyes."

—A New York Department Store.*

Wonderful Repeaters

"Sunset Soap Dyes are the best that we have ever carried in our store and they are wonderful repeaters."

—A Massachusetts Merchant.*

*Names on Application

Sunset Soap Dyes selling at 15c give you a very attractive profit.

Sunset Soap Dyes are being extensively advertised—you are sure to have calls. Send for a stock now packed in a sales-stimulating container ready to put on your counter and watch the quick turnover.

Liberal profits—No bother—Steady Repeaters

North American Dye Corporation

New Corporate Name of SUNSET SOAP DYE CO.
NEW ROCHELLE, N.Y. TORONTO, CANADA

Sales Representatives for U.S. and Canada
HAROLD F. RITCHIE & CO., INC.
New York Toronto

Field & Co.

(Fruit Merchants) Ltd.

40-41-42, KING WILLIAM ST.
LONDON, E.C. 4, ENGLAND

Cables: "Londly, London."
Codes (Private): A. B. C. 4th and 5th Editions.
Western Union and Bantleys.

Direct Shippers



Portuguese Sardines, French Sardines, Norwegian Brising, Sild, Herrings, &c; Dried Fruits, Currants, Dates, Raisins, Evaporated Fruits; Almonds and Nuts of all kinds, Shelled and Prepared Almonds; Almonlike (substitute for Prepared Almonds); Shelled Walnuts and Kernels; Spices; Rices, Tapiocas, &c.; Confectionery, Chemicals, &c.

Proprietors of

Turban BRAND BUSREH Dates



IN CARTONS. Cases each 60 nominal pounds

Turban COMPLETE Puddings

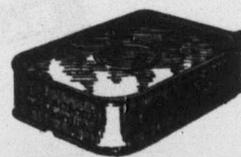


Whole Rice Custard
Barley Flake Custard
Sago Custard

Ground Rice Custard
Tapioca Custard
Semolina Custard

All ingredients in the packet. No Eggs, Sugar or Milk required. A quart of water and a packet of Turban gives a rich milky pudding for six persons. Cases each 6 dozen assorted.

OBAYO REAL SARDINES



The Elite of the Sea

Guaranteed real Sardines, carefully packed in pure oil. Of high grade quality and fine flavor. Attractive gold and blue labels.

Packed in following sizes, 22 m/m. ¼-club. Nominal 10 oz. 12 oz. and 18 oz. All with keys.

Special Quotations upon Application.



SIFTO SALT IT FLOWS BEST FOR TABLE USE

Two Salt brands that speed up your Salt Sales. They're well advertised and hundreds more housewives every month are coming to learn that SIFTO is "the Salt that flows," a delight to the table. And that Century Salt—pure and dazzling and economical—is the best all round household salt. Stock them both.

CENTURY SALT BEST FOR GENERAL USE

THE DOMINION SALT CO. LIMITED SARNIA, ONTARIO

If your jobber cannot supply you we invite your inquiry, when price lists and full information will be promptly sent you.

DOMINION SALT CO., Limited SARNIA, Canada
Manufacturers and Shippers

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS
DOMINION CANNERS, LTD.
Hamilton, Ont.

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

Screw Vav top Glass Jars, 16 oz. glass, 2 doz. case. Per doz.

Blackberry	33 35
Currant, Black	3 95
Pear	3 25
Peach	3 25
Plum	2 95
Raspberry, Red	3 95
Apricot	3 35
Cherry	3 45
Gooseberry	3 35

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case	\$2 30
12 oz. Glass, Screw Top, 2 doz. in case	2 55
16 oz. Glass, Screw Top, 2 doz. in case	3 25
16 oz., Glass, Tall, Vacuum, 2 doz. in case	3 25
2's Tin, 2 doz. per case	5 10
4's Tins, 12 pails in crate, per pail	0 82
5's Tin, 8 pails in crate, per pail	1 01
7's Tin or Wood, 6 pails in crate	1 42
30's Tin or Wood, one pail in crate, per lb.	0 20

Challenge Clover Brand, each 48 cans 7 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans \$6 65

Jersey Brand, Hotel, each 24 cans 6 65

Peerless Brand, Hotel, each 24 cans 6 65

St. Charles Brand, Tall, each 48 cans 6 75

Jersey Brand, Tall, each 48 cans 6 75

Peerless Brand, Tall, each 48 cans 6 75

St. Charles Brand, Family, each 48 cans 6 75

Jersey Brand, Family, each 48 cans 5 75

Peerless Brand, Family, each 48 cans 5 75

St. Charles Brand, small, each 48 cans 2 90

Jersey Brand, small, each 48 cans 2 90

Peerless Brand, small, each 48 cans 2 90

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans \$6 25

Reindeer Brand, small, each 48 cans 6 50

Regal Brand, each 24 cans 5 90

Cocoa, Reindeer Brand, large, each 24 cans 6 25

Reindeer Brand, small, 48 cans 6 50

W. CLARK, LIMITED MONTREAL

Compressed Corn Beef— $\frac{1}{2}$ cs, \$2.90; 1s, \$4.90; 2s, \$9.35; 6s, \$34.75.

Lunch Ham—1s, \$6.95; 2s, \$13.85.

Ready Lunch Beef—1s, \$4.90; 2s, \$9.45; 6s, \$34.75.

English Brawn — $\frac{1}{2}$ cs, \$2.85; 1s, \$4.45; 2s, \$8.95.

Boneless Pig's Feet— $\frac{1}{2}$ cs, \$2.85; 1s, \$4.45; 2s, \$8.95.

Ready Lunch Veal Loaf— $\frac{1}{2}$ cs, \$2.40; 1s, \$4.40.

Ready Lunch Beef-Ham Loaf— $\frac{1}{2}$ cs, \$2.40; 1s, \$4.40.

Ready Lunch Beef Loaf— $\frac{1}{2}$ cs, \$2.40; 1s, \$4.40.

Ready Lunch Asst. Loaves— $\frac{1}{2}$ cs, \$2.45; 1s, \$4.45.

Geneva Sausage—1s, \$4.35; 2s, \$8.75

Roast Beef— $\frac{1}{2}$ cs, \$2.90; 1s, \$4.85; 2s, \$9.45; 6s, \$34.75.

Roast Mutton—1s, \$6.95; 2s, \$11.95; square cans, \$45.00.

Boiled Mutton—1s, \$6.35; 2s, \$11.95; 6s, \$45.00.

Jellied Veal— $\frac{1}{2}$ cs, \$3.25; 1s, \$4.95; 2s, \$9.25.

Cooked Tripe—1s, \$2.85; 2s, \$4.90.

Stewed Ox Tail—1s, \$2.25; 2s, \$4.45.

Stewed Kidney—1s, \$4.40; 2s, \$8.45.

Mince Collops— $\frac{1}{2}$ cs, \$1.90; 1s, \$3.75; 2s, \$6.75.

Sausage Meat—1s, \$3.85; 2s, \$7.90.

Corn Beef Hash— $\frac{1}{2}$ cs, \$1.90; 1s, \$3.90; 2s, \$5.75.

Beef Steak and Onions— $\frac{1}{2}$ cs, \$2.90; 1s, \$4.80; 2s, \$8.85.

Jellied Hocks—2s, \$9.45; 6s, \$30.00.

Irish Stew—1s, \$2.90; 2s, \$5.80.

Cambridge Sausage—1s, \$4.45; 2s, \$8.75.

Boneless Chicken— $\frac{1}{2}$ cs, \$5.95; 1s, \$9.95.

Boneless Turkey — $\frac{1}{2}$ cs, \$5.90; 1s, \$9.90.

Ox Tongue— $\frac{1}{2}$ cs, \$4.95; 1s, \$12.00; 1 $\frac{1}{2}$ cs, \$18.50; 2s, \$23.95; 3 $\frac{1}{2}$ cs, \$44.00; 6s, \$60.00.

Lunch Tongue— $\frac{1}{2}$ cs, \$4.90; 1s, \$10.45.

Mince Meat (Tins)—1s, \$2.90; 2s, \$4.00; 6s, \$12.90.

Cow Brand Baking Soda



A big seller because it measures up to the good housewife's every requirement in quality baking soda.

There is no more popular Baking Soda than Cow Brand.

Church & Dwight, Ltd. MONTREAL

PORK AND BEANS "DOMINION BRAND"

Individual Pork and Beans, Plain, 75c. or with Sauce, 4 doz. to case	\$0 85
1's Pork and Beans, Flat, Plain, 4 doz. to case	0 92 $\frac{1}{2}$
1's Pork and Beans, Flat, Tom. Sauce, 4 doz. to case	0 95
1's Pork and Beans, Tall, Plain, 4 doz. to case	0 95
1's Pork and Beans, Tall, Tomato or Chili Sauce, 4 doz. to the case	0 97 $\frac{1}{2}$
1 $\frac{1}{2}$'s (20 oz.) Plain, per doz.	1 25
Tomato or Chili Sauce ...	1 27 $\frac{1}{2}$
2's Pork and Beans, Plain, 2 doz. to the case	1 50
2's Pork and Beans, Tomato or Chili Sauce, Tall, 2 doz. to case	1 52 $\frac{1}{2}$
2 $\frac{1}{2}$'s Tall, Plain, per doz.	2 00
Tomato or Chili Sauce ...	2 35
Family, Plain, \$1.75 doz.; Family, Tomato Sauce, \$1.95 doz.; Family, Chili Sauce, \$1.95 doz. The above 2 doz. to the case.	

CATSUPS—In Glass Bottles

$\frac{1}{2}$ Pts., Aylmer Quality	\$1 90
Pts., Aylmer Quality	2 75
Gallon Jugs, Aylmer Quality	1 62 $\frac{1}{2}$
Pints, Delhi Epicure	2 70
$\frac{1}{2}$ Pints, Red Seal	1 45
Pints, Red Seal	1 90
Qts., Red Seal	2 45
Gallons, Red Seal	6 45

JORDEN MILK CO., LTD. CONDENSED MILK

Terms, net, 30 days.

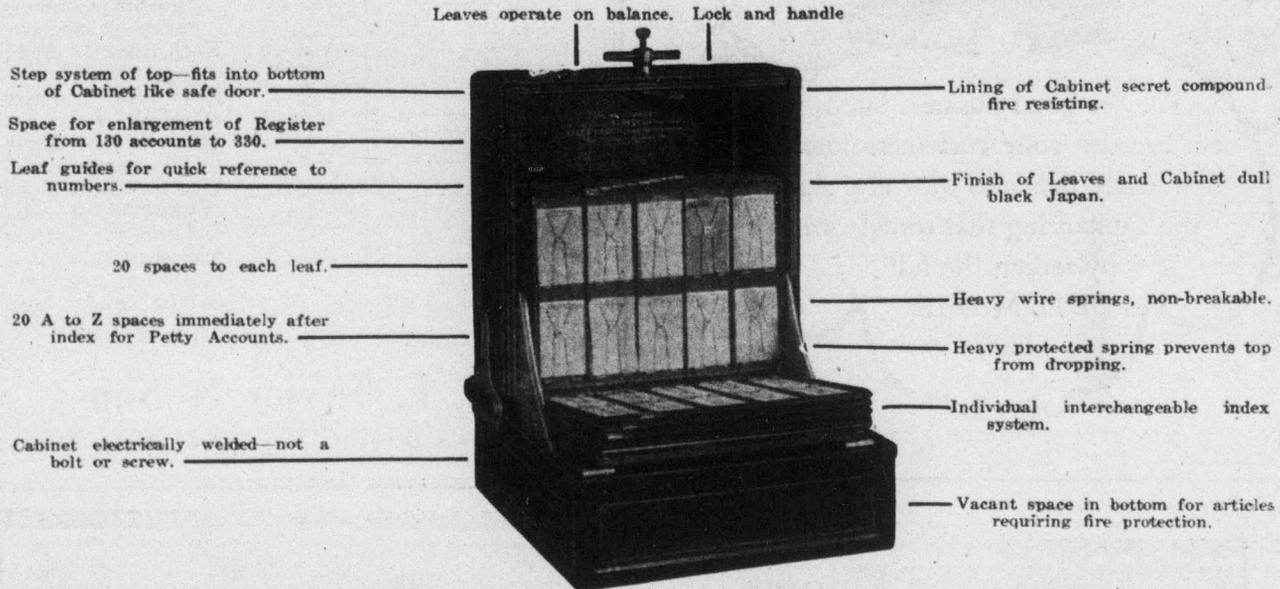
Eagle Brand, each, 48 cans	\$9 60
Reindeer Brand, each 48 cans	9 15
Silver Cow, each 48 cans	8 40
Gold Seal, Purity, each 48 cans	8 25
Maryflower Brand, each 48 cans	8 25

Metal Safe Cabinet Register

MODEL 1930

CREDIT Registers have reached perfection in this type, which is the McCaskey Masterpiece—ONE-WRITING-SYSTEM.

Fire protection combined with System makes this Register the most popular of our several types, and an article unsurpassed—in possibilities—for retail accounting.



MADE—to accommodate any number of accounts.

SOLD—on the monthly payment plan.

Sizes

130 to 330 accounts in a single cabinet.
420 to 660 accounts in a double section.

Measurements

Closed—25 in. x 25 in. x 15 in. high.
Open—25 in. x 25 in. x 32 in. high.

THERE is no rival to this Register,—It stands alone,— Simple,— Durable,— Complete. As a silent partner to your business,—it is invaluable.

Scientific principles have made it possible to produce a Credit Register System in a Metal Safe Cabinet.

This Register occupies the smallest space, and accommodates the greatest number of accounts in a single cabinet of any ever devised. The entire construction is heavy steel, welded at all points, no bolts or screws, the inner lining of the cabinet is a scientific fire proof composition.

This Register has stood every trial, even to that of furnace test, and is certified perfect. When the cabinet is closed no air can get in, nor any out (it is hermetically sealed),— where there is no air there can be no fire, it's a system of protection and safety to merchant, customer and clerk. Write for any detail information of interest.

COUNTER CHECK BOOKS OF ALL KINDS

McCASKEY SYSTEMS LIMITED

235 to 245 Carlaw Ave.

TORONTO, CANADA



Del Monte
BRAND
QUALITY
FRUITS & VEGETABLES

They're good business builders because your customers know how really delicious they are. Are you capitalizing that confidence by selling the full DEL MONTE line?

What the Security Envelope File Check System will do for you

This system of keeping accounts will

Make trade increase easy — especially cost trade.

Save time.

Protect you against error.

Give your customers entire satisfaction.

Keep track of credit trace.

How the Security Envelope system does this is fully told in our explanatory booklet. Write to-day for a copy and see the system whereby a school-boy can keep your accounts and keep them correctly.

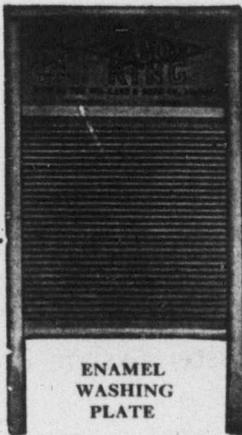
Form 8

Name *John Brown*

Date	Dr	Cr	Total	Date	Dr	Cr	Total
1918							
Jan 1			3.50				
Feb 1	2.75		6.25				
Mar 1		5.00					
Apr 1	1.25						
May 1	2.75						
June 1	2.50						
July 1	1.25						

A. E. Taylor & Son

29 Ontario Street STRATFORD, ONT.



ENAMEL WASHING PLATE

She Knows Cane's Washboards

You don't have to stop to explain to the housewife the merits of a "Cane" washboard. She knows from her own experience or her mother's that Cane's Washboards are the best she can buy.

All you do is hand over the wash board, tell her it's a "Cane" and collect your profit. You should be able to show her these different Cane Washboards:

- Diamond King—Glass rubbing plate.
- Improved Globe—Zinc rubbing plate.
- Original Globe—Extra heavy back with Zinc rubbing plate.

Western King—Enamel washing plate.

Your jobber will supply you with these best washboards as well as with Cane's Pails, Tubs, Clothes Pins and other woodenware.

The Wm. CANE & SONS Co., Limited
MANUFACTURERS

Newmarket

Ontario



KEYSTONE BRAND

The Workman Knows

The workman knows the effect of a poor kalsomine or whitewash brush. Now tell him the cause — poor, uneven bristles insecurely fastened.

"KEYSTONE"
Kalsomine and Whitewash Brushes

are made of the best grade of bristles obtainable, and careful workmanship assures your customers of a brush which will flow the color smoothly and finish the job, unmarred by streaks or bristles shed on the surface.

Write for prices, etc.

Stevens - Hepner Co. Limited
PORT ELGIN, ONT.

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

STEVENS-HEPNER CO., Limited
PORT ELGIN, ONTARIO

PEACHES PEACHES

Georgia Belles, Fine Yellow Flesh, Free Stones.

CALIFORNIA FRUITS

Plums Peaches Pears Cherries

We have cars of the best varieties now arriving regularly.

CANTELOUPES CANTELOUPES

Quality never was better. Prices lower.

GEORGIA WATERMELONS

California Oranges, Lemons, Grapefruit.

Canadian Small Fruits now coming. We get large consignments daily.

STRAWBERRIES, CHERRIES, GOOSEBERRIES.

ALL Kinds of VEGETABLES, Domestic and Foreign.

PETERS DUNCAN LIMITED

Head Office: 88 FRONT STREET, E.

TORONTO

Branches: NORTH BAY

SUDBURY

COBALT

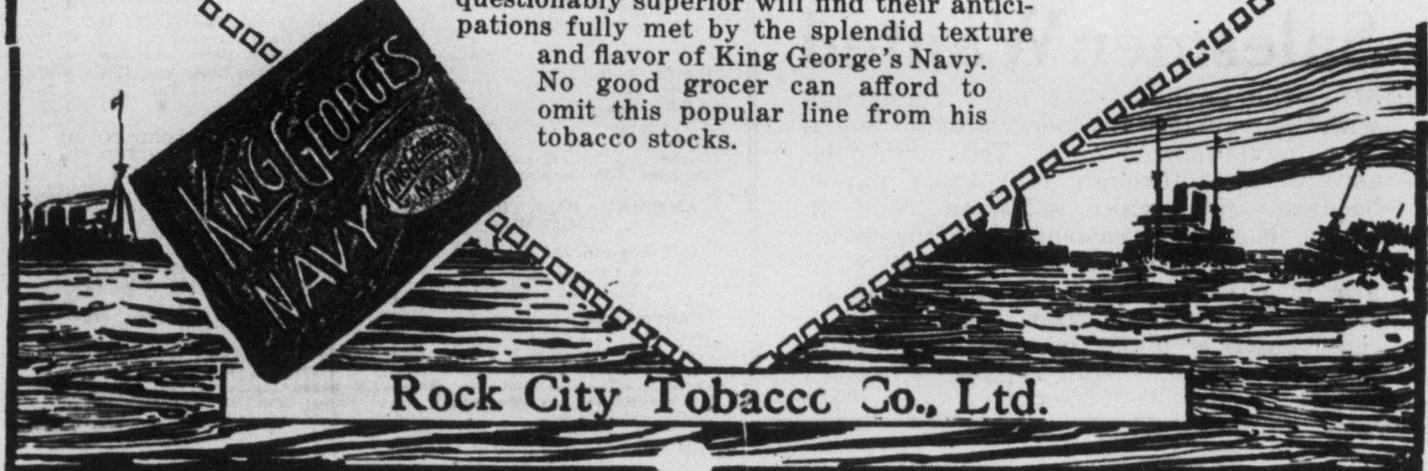
TIMMINS

KING GEORGE'S NAVY

CHEWING TOBACCO

The finest quality Tobacco

The men of your town who look for and appreciate a chewing tobacco that is unquestionably superior will find their anticipations fully met by the splendid texture and flavor of King George's Navy. No good grocer can afford to omit this popular line from his tobacco stocks.



Rock City Tobacco Co., Ltd.

**Oranges
California Lemons
and Early Vegetables**

We Invite Correspondence

LEMON BROS.
Owen Sound, Ont.

**Bulk Tea that's blended
with a conscience.**

Our Bulk Teas have the superior goodness made possible by a 46 years' experience in the blending of quality teas. Priced right to sell right and to give you a sizeable profit.

Minto Bros.
TORONTO
Originally Established 1873

J. W. DION
Commission Broker

17 Janiest Street QUEBEC, QUE.

I want agencies for foodstuffs
for Province of Quebec

References: Molsons Bank, Quebec

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper, because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

Mince Meat (bulk)—5s, 17c; 10s, 16c; 25s, 15; 50s, \$15.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.05; 1s, \$1.55; 2s, \$2.35; 3s, \$3.50. With Plain Sauce—Ind., 95c; 1s, \$1.60; 2s, \$2.30; 3s, \$3.30.
Chateau Brand Concentrated Soups—Celery, \$1.45; Consomme, \$1.45; Green Peas, \$1.45; Julienne, \$1.45; Mutton Broth, \$1.45; Ox Tail, \$1.45; Pea, \$1.45; Scotch Broth, \$1.45; Chicken, \$1.60; Mock Turtle, \$1.45; Tomato, \$1.50; Vermicelli Tomato, \$1.50; Soups and Bouilli, 6s, \$15.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.45; 2s, \$1.90; 3s, \$2.50; 6s, \$8; 12s, \$16.
Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.45; 2s, \$1.90; 3s (talls), \$2.50; 6s, \$8; 12s, \$12.
Chili Sauce (red and gold label)—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.45; 2s, \$1.90.
Vegetarian Baked Beans and Tomato Sauce—2s, \$1.90.
Sliced Smoked Beef—1/2s, \$2.45; 1s, \$3.45; 4s, \$24.
Canadian Boiled Dinner—1s, \$2.35; 2s, \$4.95.
Army Rations—Beef and Vegetables, 1s, \$2.25; 2s, \$4.95.
Spaghetti with Tomato Sauce with Cheese—1/2s, \$1.35; 1s, \$1.85; 3s, \$3.25.
Tongue, Ham and Veal Pates—1/2s, \$2.30.
Ham and Veal Pates—1/2s, \$2.30. Smoked Vienna Style Sausage—1/2s, \$2.45.
Pate De Foie—1/4s, 75c; 1/2s, \$1.40. Plum Pudding—1/2s, \$1.95; 1s, \$3.85. Potted Beef Ham—1/4s, 75c; 1/2s, \$1.40.
Beef—1/4s, 75c; 1/2s, \$1.40. Potted Tongue—1/4s, 75c; 1/2s, \$1.40. Potted Game (Venison)—1/4s, 75c; 1/2s, \$1.40.
Potted Veal—1/4s, 75c; 1/2s, \$1.40. Potted Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.
Deville Beef Ham—1/4s, 75c; 1/2s, \$1.40. Beef—1/4s, 75c; 1/2s, \$1.40. Devilled Tongue—1/4s, 75c; 1/2s, \$1.40. Veal—1/4s, 75c; 1/2s, \$1.40. Devilled Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.
In Glass Goods
Fluid Beef Cordial—20 oz. bottles, \$10; 10 oz., \$5.
Ox Tongue—1 1/2s, \$20.00; 2s, \$24.95.
Lunch Tongue (in glass)—1s, \$11.95. Sliced Smoked Beef (in glass)—1/4s, \$1.80; 1/2s, \$2.80; 1s, \$3.90.
Mincedmeat (in glass)—1s, \$3.25. Potted Chicken (in glass)—1/4s, \$2.90.
Ham (in glass)—1/4s, \$2.90. Tongue (in glass)—1/4s, \$2.90. Venison (in glass)—1/4s, \$2.90. Meats, Assorted (in glass)—\$2.90. Chicken Breast (in glass)—1/2s, \$3.90.
Tomato Ketchup—8s, \$2.20; 12s, \$2.75; 16s, \$3.40.
Chili Sauce—10 oz., \$3.25.
Spaghetti with Tomato Sauce—1/2s, \$1.35; 1s, \$1.90; 3s, \$3.25.
Peanut Butter—1/4s, \$1.35; 1/2s, \$1.85; 1s, \$2.25; in pails, 5s, 26c; 12s, 24c; 24s, 23c; 50s, 23c.

**COLMAN'S OR KEEN'S
MUSTARD**

Per doz. tins

D.S.F., 1/4-lb. \$2 80
D.S.F., 1/2-lb. 5 30
D.S.F., 1-lb. 10 40
F.D., 1/4-lb.

Per jar

Durham, 1-lb. jar, each ... \$0 60
Durham, 4-lb. jar, each ... 2 25

**CANADIAN MILK PRODUCTS,
LIMITED,**
Toronto and Montreal

KLIM

Hotel \$18 50
Household size 8 25
Small size 5 75
F.o.b. Ontario jobbing points, east of and including Fort William
Freight allowance not to exceed 50c per 100 lbs., to other points, on b-case lots or more.

THE CANADA STARCH CO., LTD.
Manufacturers of the
Edwardsburg Brands Starches

Laundry Starches—

Boxes	Cents
40 lbs., Canada Laundry ...	09 1/2
40 lbs., 1-lb. pkg., Canada White or Acme Gloss....	10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons ...	10 1/2
100-lb. kegs, No. 1 white ...	10
200-lb. bbls., No. 1 white ...	10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11 1/2
48 lbs., Silver Gloss, in 6-lb. tin canisters	13
36 lbs., Silver Gloss, in 6-lb. draw lid boxes	13
100 lbs., kegs, Silver Gloss, large crystals	11
40 lbs., Benson's Enamel, (cold water), per case... ..	8 25
Celluloid, 45 cartons, case... ..	4 50

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared 11 1/2
40 lbs. Canada Pure or Challenge Corn 09 1/2
20-lb. Caseo Refined Potato Flour, 1-lb. pkgs. 16
(20-lb. boxes, 1/4c higher, except potato flour)

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 60
Knox Plain Sparkling Gelatine (makes 4 pints), per doz... \$2 00
Knox Acidulated Gelatine (Lemon Flavor), makes 4 pints, per doz. 2 10

SYRUP

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

Perfect Seal Jars, 3 lbs. 1
doz. in case \$4.00
2-lb. tins, 2 doz. in case... 5.15
5-lb. tins, 1 doz. in case... 5.75
10-lb. tins, 1 doz. in case... 5.45
20-lb. tins, 1/2 doz. in case... 5.40
(Prices in Maritime Provinces 10c per case higher)

Barrels, about 700 lbs. \$0 07 1/2
Half bbls., about 350 lbs... 0 08
1/4 bbls., about 175 lbs... 0 08 1/2
2-gal. wooden pails, 25 lbs. 2 45
3-gal. wooden pails, 38 1/2 lbs. 3 65
5-gal. wooden pails, 65 lbs. 5 90

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case... \$5 65
5-lb. tins, 1 doz. in case... 6 25
10-lb. tins, 1/2 doz. in case... 5 85
20-lb. tins, 1/4 doz. in case... 5 90
(5, 10, and 20-lb. tins have wire handles)

MOZOLA COOKING OIL
Toronto Montreal

Pints, 2 doz., case... 9 00 9 00
Quarts, 1 doz., case... 8 25 8 40
Gallons, 1/2 doz., case 15 00 15 40

**INFANTS' FOOD
MAGOR, SON & CO., LTD.**

Robinson's Patent Barley—	Doz.
1 lb.	\$4 00
1/2 lb.	2 00
Robinson's Patent Groats—	
1 lb.	4 00
1/2 lb.	2 00

NUGGET POLISHES

Doz.

Polish, Black, Tan, Toney Red and Dark Brown \$1 15
Card Outfits, Black and Tan... 4 15
Metal Outfits, Black and Tan... 4 85
Creams, Black and Tan..... 1 25
White Cleaner 1 25

**IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH**

Black Watch, 10s, lb. \$1 20
Bobs, 15s 1 00
Currency, 12s 1 00
Stag Bar, 9s, boxes, 6 lbs. ... 1 08
Pay Roll, thick bars 1 25
Pay Roll, plugs, 10s, 6-lb. 1/4 caddies 1 25
Shamrock, 9s, 1/2 cads., 12 lbs., 1/4 cads., 6 lbs 1 08
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. lunch boxes 1 12
Forest and Stream, tins, 9s, 2-lb. cartons 1 44

COFFEE

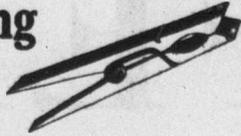
Our Monarch Coffee is a splendid drink. The fine even blend which we have been enabled to steadily maintain has only been possible by reason of our having secured supplies of fine qualities far ahead of our expected requirements. You who have been selling the Monarch Coffee will know from your customers what a high-grade Coffee it is. You who have not had the privilege of having this most excellent source of information can get it by putting in a small lot of Monarch. Send it out to your trade and you will most surely get back the kind of reports which are the most pleasing that a merchant can receive.

Monarch Coffee	-	-	1 ^s	50.
"	"	10, 25, 50 lb. tins		48.

Send us a trial order.

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO

Dominion Spring Clothes Pins



An excellent pin that will please the housewife. You can get a supply from any good Wholesale Grocer or Jobber.

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We can ship you a car load of
Canning Box Shooks
within one week of receipt of order

Write or Wire for Prices

W. C. Edwards & Co., Limited
Ottawa, Ontario



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By using our

National Fly Catcher

Clean Sanitary Easy to use

Made in Canada by the

National Fly Catcher Co., Ltd.

Order from your Wholesaler **1598 Delorimier Ave. Montreal**



Oakey's "WELLINGTON" KNIFE POLISH

The original and only reliable preparation for Cleaning and Polishing Cutlery, etc.

John Oakey & Sons, Ltd.

Manufacturers of Emery Cloth, Black Lead, Glass Paper, &c.

LONDON, S.E., ENGLAND

AGENT:

Geo. B. Jenkinson, 78 Wellington Street North, Hamilton, Ontario.

Forest and Stream, 1/4s, 1/2s, and 1-lb. tins 1 50
Forest and Stream, 1-lb. glass humidors 1 75
Master Workman, bars, 7s, 3 1/2 lbs. 1 20
Derby, 9s, 4-lb. boxes 1 08
Old Virginia, 12s 1 50
Old Kentucky (bars), 8s, boxes, 5 lbs. 1 25

WM. H. DUNN, LTD., Montreal
BABBITS

Soap Powder, case 100 pkgs. \$5 65
Cleanser, case 50 pkgs. 3 10
Cleanser (Kosher), cs. 50 pkgs. 3 10
Pure Lye, case of 4 doz. 5 95

JELL-O

Made in Canada

Assorted case, contains 4 doz. \$5 40
Lemons, 2 doz. 2 70
Orange, 2 doz. 2 70
Raspberry, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Chocolate, 2 doz. 2 70
Cherry, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Weight, 8 lbs. to case. Freight rate second class

JELL-O ICE CREAM POWDERS

Made in Canada

Assorted case, contains 2 doz. \$2 70
Chocolate, 2 doz. 2 70
Vanilla, 2 doz. 2 70
Strawberry, 2 doz. 2 70
Unflavored, 2 doz. 2 70
Weight, 11 lbs. to case. Freight rate second class

BLUE

Keen's Oxford, per lb. \$0 24
In cases 12-12 lb. boxes to case 0 25

COCOA AND CHOCOLATE

THE COWAN CO., LTD.
Stirling Road, Toronto, Ont.

Cocoa

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz. \$4 60
Perfection, 1/2-lb. tins, doz. 2 45
Perfection, 1/4-lb. tins, doz. 1 35
Perfection, 10c size, doz. 0 95
Perfection, 5-lb. tins, per lb. 0 37
Supreme Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box, doz. 2 75
Soluble Cocoa Mixture (Sweetened) 5 and 10-lb. tins, per lb. 0 24

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb. 0 36
Supreme Chocolate, 10c size, 2 doz. in box, per box ... 1 80
Perfection Chocolate, 10c size, 2 doz. in box, per box 1 80

SWEET CHOCOLATE— Per lb.

Eagle Chocolate, 1/4s, 6-lb. boxes 0 32
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case. 0 31
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs., in case 0 32
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case 0 33
Diamond Crown Chocolate, 28 cakes in box 1 10

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. \$0 42
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. 0 42
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. 0 42
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. 0 42
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. 0 42

Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb. 0 42
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 42
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb. 0 38
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb. 0 38
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 38
No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 38
No. 2 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 35
No. 1 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 38
No. 2 Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, per lb. 0 35
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 55
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. 0 55

NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/2s, 4-lb. box, 35 boxes in case, per lb. 0 41
Nut Milk Chocolate, 1/4s, 4-lb. box, 35 boxes in case, per lb. 0 43
Nut Milk Chocolate, lbs. 6-lb. box, 5 div. to cake, per lb. 0 38
Nut Milk Chocolate, 5-cent squares, 20 squares to cake, packed 3 cakes to box, per box \$2 25
Fruit and Nut Milk Chocolate 2-lb. cakes, each 20 div., 3 cakes to box, 35 boxes to case, per box 2 25

MISCELLANEOUS

Maple Buds, fancy, nearly 1 lb., 1/2 doz. in box, per doz. \$5 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz. 2 60
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. 5 25
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. 2 60
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz. 2 60
Crystallized Ginger, 1/2 lb., 1 doz. in box, per doz. 2 60
Active Service Chocolate, 1/4s, 4-lb. box, 24 boxes in case, per lb. 0 41
Triumph Chocolate, 1/4's, 4-lb. boxes, 35 boxes in case, per box 0 43
Triumph Chocolate, 1/2-lb. cakes, 4 lb., 35 boxes in case, per lb. 0 41
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross 1 15
120-1c. Milk Chocolate Sticks, 60 boxes in case. 0 80

5c LINES

Toronto Prices Per box

Filbert Nut Bars, 24 in box, 60 boxes in case \$0 95
Almond Nut Bars, 24 in box, 60 boxes in case 0 95
Puffed Rice Bars, 24 in box, 50 boxes in case 0 95
Ginger Bars, 24 in box, 50 boxes in case 0 95
Fruit Bars, 24 in box, 50 boxes in case 0 95
Active Service Bars, 24 in box, 50 boxes in case 0 95
Victory Bar, 24 in box, 60 boxes in case 0 95
Queen's Dessert Bar, 24 in box, 50 boxes in case 0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case 0 95
Royal Milk Cakes, 24 in box, 50 boxes in case 0 95
Cream Bars, 24 in box, 50 boxes in case, per box... 1 00
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz. in box 1 90

10c LINES

Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz. \$0 95
Medallions, 10c, 1 doz. in box, 50 boxes in case, per doz. 0 95

CANTELOUPES

Now receiving cars of the finest netted melons grown in California.

Prices are low, making these about the cheapest fruit now on the market. Order to-day—

- STANDARD—PONIES—FLATS
- CALIFORNIA FRUITS
- PEACHES—PLUMS—APRICOTS
- WATERMELONS—NEW POTATOES
- TOMATOES—CABBAGE
- ORANGES—GRAPEFRUIT
- LEMONS
- BANANAS A SPECIALTY

The House of Quality

HUGH WALKER & SON
GUELPH Established 1861 ONTARIO

Peaches, Plums Apricots

Now arriving from the Coast

California Cantaloupes

Canadian Strawberries

Oranges Lemons

Bananas

White & Co., Limited

Fruit Market

TORONTO

Shipments made to all out of town points
Main 6243



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the

WATFORD MFG., Co., Ltd.
Delectaland Watford,

England



188

Brooms

We are pleased to advise the trade that we can now supply our

Standard Brooms

Prompt Shipment

and will be glad to book your order.

Prices *right*. Quality as usual.

Walter Woods & Co.

Hamilton and Winnipeg

**FINEST CRYSTAL
GELATINES**

**Powdered and Sheet
FINE LEAF GELATINE**
British Manufacture

GELATINE

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

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

EVERY DOG OWNER

throughout the World

Knows

SPRATT'S

DOG CAKES

and

PUPPY BISCUITS

**Will you cater for
those in your town?**

*Ask your jobber for them or write for
samples and prices to*

SPRATT'S PATENT LIMITED

Congress Street, NEWARK, New Jersey, U.S.A.

or

24-25 Fenchurch Street, London, England.

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BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE



Buy Now—Butter Cocks, Jugs, Churns, Flower Pots, etc. Ask for latest catalogue.

The Toronto Pottery Co. Limited
Dominion Bank Bldg.
TORONTO

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.
Agents:
W. Y. COLCLOUGH, 53 Silver Birch Ave., Toronto
Branch 2170
J. E. TURTON, Board of Trade Building, Montreal

The LV PICKLE

Manufactured by
GILLARD & CO., LIMITED
London, England
An English Delicacy of High Repute
Magor, Son & Co., Ltd., 403 St. Paul St.,
(Place Royale), Montreal.

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

BEANS

Handpicked or Screened
in car lots

Ask for quotations

Geo. T. Mickle, Ridgetown, Ont.

These one-inch spaces
only \$1.60 per insertion
if used each issue in the
year.

SOAP UP AGAIN

The advance in soap prices announced in a special article in this week's issue is perhaps the most important market item of the week. A couple of months ago CANADIAN GROCER published an article showing that conditions of raw materials did not permit any decline in prices and that if any move were made it would be upward. This is what has taken place.

* * *

The signing of Peace is likely to mean an upward trend to many prices, such as those on tea, coffee, etc. Those European countries that have been practically shut off from purchasing these goods will now be in the market and if they have any money left the demand should mean higher prices.

COCOANUT

For immediate or future deliveries.

E. B. THOMPSON
20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS.

The TRENT MFG. CO., Ltd.
TRENTON - - - ONTARIO



Now is the time to see us regarding Salted Lake Herring in pails, tubs or half-barrels. Write us at once. Herring any quantity our specialty.

BOWMAN FISH CO.
66 Jarvis Street.
Toronto

COUNTRY MERCHANTS

Ship your Eggs, Butter and Poultry to us.
Top market prices. Cash payment.
Write or phone.

C. A. MANN & CO.
LONDON, ONT.

Phone 1577

BREAK NO FEAR IT'S AN R.M.M. FLEXIBLE

Before Burning After shipping in burner

GAS MANTLES.
THE MANTLES THAT YOU CAN TIE IN A KNOT WITHOUT DAMAGE SUPERSEDE ALL OTHER STYLES FOR IMPROVED GAS LIGHTS.

R.M. Moore & Co. Ltd. Vancouver B.C.
PACIFIC COAST MANTLE FACTORY

Ship us your

BUTTER, EGGS, POULTRY
Etc.

We pay highest wholesale prices
KAVANAGH PROVISION CO.
Bleury Street, Montreal

Phones:

Uptown 4620, Uptown 4621, After 7 p.m. Upton 198

TANGLEFOOT

The Non-Poisonous Fly Destroyer.
The U. S. Dept. of Agriculture says in the Bulletin: Special pains should be taken to prevent children from drinking poisoned baits and poisoned flies dropping into foods or drinks.

DIRECT RICE IMPORTER

Thoroughly posted on Primary markets.

STEPHEN LOWRIE

825 Powell St., VANCOUVER, B.C.

Wanted

Classified Advertising

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

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

WANTED

WANTED—A FIRST CLASS SPECIALTY salesman to handle some of the best-known food products on the Canadian market. Apply stating experience, references and salary expected, to Box 660, Canadian Grocer, 143 University Ave., Toronto, Ont.

WANTED—YOUNG MAN WITH GROCERY experience who can prepare literature and write advertisements and who has had some knowledge of salesmanship. Must be careful and energetic. Splendid opportunity afforded the right party for advancement. In writing, state complete experience, age, names of previous employers, references, etc. Apply Box 612, Canadian Grocer, 143-153 University Ave., Toronto.

WANTED.—A CASH GROCERY BUSINESS in good live town or city. Box 32, Orillia, Ontario.

BRITISH IMPORTER WANTS CANADIAN manufacturers of chocolate and all canners of fruit, fish, etc., in fact any live grocery lines, who on large cash orders will give sole British agency for their goods to send me quick particulars of their product or products. Maybe this may interest you. Write Mr. H. L. L. Dalton, "Roturna," College Road, Moseley, Birmingham, England.

TO MANUFACTURERS—OVERSEAS TRADE. T. B. Roe personally waits upon the best Grocers in Lancashire and Yorkshire districts, England. He has a first-class connection with wholesale and retail houses and has permission from the English firm he represents to sell their goods on commission. T. B. Roe, 29 West Street, Scarborough, England.

COLLECTIONS

COLLECTION LETTERS — MONEY-GETTING letters that don't antagonize. Complete series with instructions. Yours for 25 cents. Toronto Stenographic Service, Webster Building, Toronto.

When writing
to advertisers
kindly mention
this paper.

Your Questions Answered

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

CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO

FOR SALE

FOR SALE—SPLENDID GENERAL GROCERY business, together with solid brick store and residence, four miles from city limits. A good turnover and no opposition. A fine opportunity to build up a big business. Apply Box 658, Canadian Grocer, 143 University Ave., Toronto, Ont.

FOR SALE—CASH REGISTER IN GOOD CON-dition, operated by electricity, 1c to \$90. Three drawers, separate and total adding, height 5½ feet. Apply for full particulars Box 656, Canadian Grocer, 143 University Ave., Toronto, Ont.

TRANSLATIONS

ENGLISH INTO FRENCH — COMMERCIAL, Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Archambault, P.O. Box 135, Station B, Montreal.

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

COLLECTIONS

By a competent organization which is wide-awake to the necessity of having these leakages stopped.

We can handle this proposition in a proper business like manner and guarantee satisfaction to all concerned.

Nagle Mercantile Agency
Westmount, Montreal, Que.

EVERYWHERE
NO
COLLECTION
NO
CHARGE
EFFICIENT
RELIABLE



This will appeal to your trade
these warm Summer Days.

DAVIES Quality Thick Bologna makes a tasty and inexpensive lunch—is fine for sandwiches—is easily served and represents a hundred per cent. food value.

Dealers find it a sure and steady seller. It's a **wasteless** food product—can be sliced from end to end on the cutting board and nothing has to be thrown away. Your customers will like it not only because it sells at so reasonable a price, but because it makes a really **delicious** luncheon dish.

*Now is the best time to feature this quick
selling product. It will bring you
good business and steady
repeat orders.*

Order
Today

THE **DAVIES** COMPANY
WILLIAM LIMITED
TORONTO

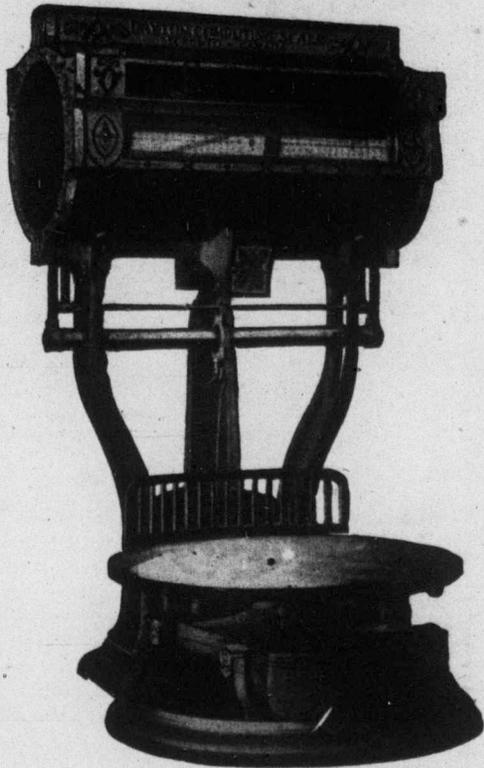
Order
Today

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Hamilton

The DAYTON

"The Cheapest Scale in the World"



If it's a Dayton—it's Right.

Considering the money it saves,
the time it saves and its splendid
materials and design.

It pays to pay for quality—because quality always pays. The Dayton Computing Scale is built to endure—though it's as finely constructed as a watch. It saves you from the "murderous" down weights. Its electric flash advertises your goods. Its plain, easily read price chart makes instant, accurate price calculations enabling you to get every cent that is coming to you. It looks good to your customers. It looks good to your clerks. Prices are \$60 to \$345, easy monthly terms.

Let us send you illustrated catalogue.

An International Time Recorder for Retail Stores

Time is just as important in the store as it is in a factory. This International Time Recorder is for up-to-date merchants who want to check the labor time they buy and have their clerks register in and out. Shows the time of opening and closing the store. It also stamps the time when orders are received and when they were delivered, avoiding disputes with customers. It promotes discipline and efficiency and helps the merchant to get results.

Let us send you full particulars.

DAYTON COMPUTING SCALES

Royce and Campbell Avenues, Toronto, Ont.

FRANK E. MUTTON, Vice-President and General Manager.

Division International Business Machines Co., also makers of International Time Recorders and Hollerith Electric Tabulators.

