

**PAGES
MISSING**

In This Issue—1916 Canned Goods Prospects

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, AUGUST 11th, 1916

No. 32

O-Cedar Polish

Let Us Supply You
With Artistic Displays
for Store and Window

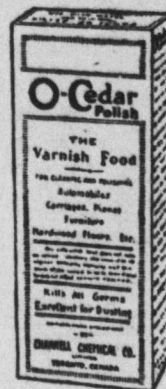
—It Will Double Your Business This Fall

Let your customers know you carry O-Cedar and you will get the business. We will supply you with striking and attractive displays for store or window.

WRITE US TO-DAY

Also get your order in to your jobber. Don't lose any sales by being out of stock. Ask him about our profit deals.

Channell Chemical Co., Ltd.
TORONTO, CAN.





Are the seals on your bottled goods reliable?

If they are not you cannot look for a bigger turnover or increased profits in bottled lines.

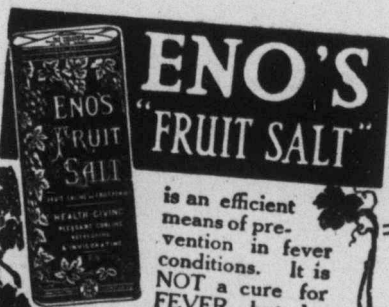


Why not protect yourself against loss of profits and make sure of satisfying your customers by insisting on **ANCHOR CAPS** on all your bottled goods? The public are coming to realize more and more the importance of reliable air-tight seals on bottles and containers where freshness of contents is concerned. And, in addition to this, Anchor Caps help to promote better selling because of the improved appearance they give to a bottled goods display.



Try them out on your next order. Your wholesaler will meet your requirements.

Anchor Cap & Closure Corporation of Canada
 LIMITED
 Sudbury St. West, Foot of Dovercourt Road TORONTO, CANADA



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

Order a bottle TO-DAY from your dealer.

Prepared only by

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

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

The pleasant-to-take ounce of prevention

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

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

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

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

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

Your efforts
will pull worth-
while results



When you push and recommend milk products of such high quality as

BORDEN'S

Unquestioned purity and systematic consumer advertising have created for Borden Milk Products a steady, profitable demand that is putting dollars in dealers' cash drawers day after day. The public know Borden's—they know that for three generations these dependable lines have set the standard for quality and wholesomeness. They know too, that the Borden's of to-day are just as reliable and just as good as when the Borden standard was first instituted.

Mr. Dealer, if you are not already featuring Borden Milk Products, you should begin to-day.

A representative window display will bring you a big share of the profitable business. Order now.

Borden Milk Co.

LIMITED

"Leaders of Quality"

MONTREAL

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

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

WAGSTAFFES'

New Season's Raspberry
Jam 1916

now ready
for
delivery

.....

You get the pungent aroma of the real Raspberry flavor when it is WAGSTAFFES' Raspberry Jam. It is in a class by itself.

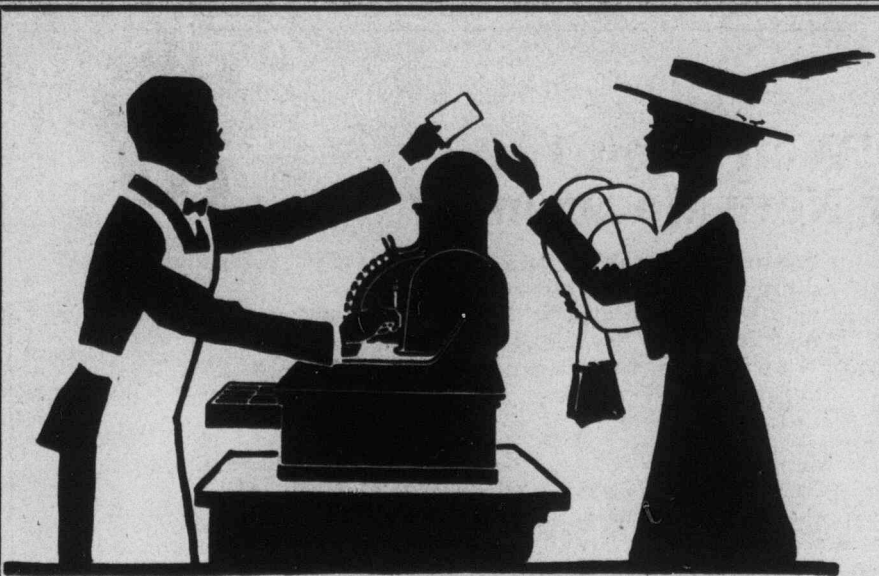
.....

*Mr. Grocer, order
from your wholesaler*

WAGSTAFFE LIMITED

HAMILTON, CANADA

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



Advertising Value of N.C.R. Receipts

Your best "prospects" are your present customers.

They prefer to trade with you, or they would not come to your store.

They would buy more if they knew more about what you have to sell.

Put in a 1916 National Cash Register that prints advertisements on receipts or sales-slips.

Use this valuable space to announce each "special" that you want to feature.

Your "ad" on the back of the N.C.R. receipts is the cheapest

and most effective form of direct-appeal advertising. It goes into the customer's hand when she is in your store figuring out her wants.

The total of your daily sales is the total "circulation" of this advertising medium, and it costs you only a few cents for the electrotypes.

This is part of what we mean by N.C.R. Service.
Let us tell you the rest.

**The
National Cash Register
Co., Limited**

Toronto, Ont.

Canada

The
National
Cash Register
Co., Ltd., Toronto,
Ont., Canada.

Please give me more
details of your N.C.R.
Service and the plan for
using Register receipts
and sales-slips for store ad-
vertising.

C.G. 11-8-16

Name.....

Address.....

Remarks.....

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



“Won't You Try Our New Macaroni”?

10¢

We present something distinctively different and infinitely superior in every way—in Catelli's Milk Macaroni. This new Macaroni—so clean and wholesome—so rich in food value—has a clear yellow tinge—a creamy smoothness—unlike any other.

This is because Catelli's Milk Macaroni is made in a great sunlit factory, where purity is paramount—and made of the very hardest wheat Semolina and Milk. Rich in nutriment—it is both a substantial food and a delicacy. Ideal for children, because so easily digested.

Perhaps you do not know the versatility of Macaroni. Let “*The Girl at Catelli's*” show you more than a hundred different ways of serving Macaroni—some of the recipes of the greatest chefs in the world. We will gladly send you this book—which tells all about Macaroni—its exceptional food value and economy. Write for a copy free from

CATELLI'S MILK MACARONI

(MADE IN CANADA)

THE C. H. CATELLI CO., LIMITED,
MONTREAL.

20



EVERYWHERE

10¢

Here is One of the Newspaper Advertisements that is Making Catelli's *Milk Macaroni* One of the Staple Foods of Canada :

The big 24 sheet posters are going on the bill-boards as fast as we can distribute our new package. The window-trims and store cards have already been shown in scores of stores.

And the “*Girl at Catelli's*”—quite the daintiest recipe book of the year, is teaching your customers how to serve Catelli's *Milk Macaroni* in more than a hundred different ways—for luncheon, dinner and supper.

Won't you co-operate with us to the extent of stocking an order? We give you a good profit on every package.

ORDER THROUGH YOUR WHOLESALER

THE C. H. CATELLI COMPANY, LIMITED, MONTREAL

Distributors :

TEES & PERSSE LIMITED
Winnipeg, Saskatoon, Regina, Moose Jaw, Fort
William, Edmonton, Calgary.

H. D. MARSHALL
197 Sparks Street, Ottawa

C. E. DISHER & CO.
110 Water Street, Vancouver

JAS. BILLMAN & SON, Pickford & Black's Wharf, Halifax, N.S.

J. HUNTER WHITE
8 North Market Wharf, St. John, N.B.

C. C. MANN
517 Board of Trade Building, Toronto

O. N. MANN
Turnbull Building, Sydney, N.S.

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

A TIP

For Mr. Grocer

Sugar is high priced, as you know. Housewives will not put down much jam this year on account of high priced sugar. Buy your jam stocks now, before the fall rush, when prices are liable to be higher. Fresh Aylmer Brand Strawberry Jam now ready.

A word to the wise is sufficient.

Dominion Canners, Limited
HAMILTON - - CANADA

RICE—our specialty

We always try to give

GOOD VALUE

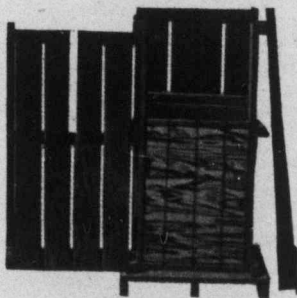
QUICK SHIPMENT

FAIR TREATMENT

Mount Royal Milling & Manufacturing Co.
D. W. Ross Co'y., Agents, Montreal

MONEY IN WASTE PAPER

\$2.00 to \$10.00 a Month for Your Waste Paper



Waste Paper Bin and Baler Combined. An ever-ready receptacle for that burdensome accumulation.

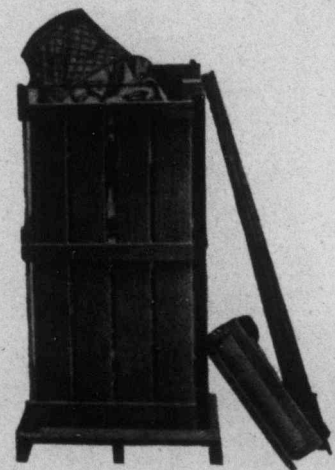
Floor space 23 x 26 inches; height 4 feet 3 inches. Size of bale 14 x 18 inches, with an average weight of 75 pounds.

THE "JEWEL" BALER— \$16.50 f.o.b. Hamilton

Wire \$1.00 per Bundle.

*Not only pays for itself but makes you money.
Strong, Durable, and Easy to Operate.*

There is always a market for baled waste paper, and the installation of a 'Jewel' means a permanent addition to your equipment that will not only very quickly pay for itself but on account of its capacity and ease of operation will be found a positive convenience to any place of business. It affords every facility for keeping your premises in a tidy condition and reduces to a minimum the risk of fire.



By all means GET A BALER—better still—GET A "JEWEL." Hundreds of satisfied users testify to its value. All information re Balers or the disposal of Waste Paper is free for the asking. Order your Baler to-day.

GENERAL SALES COMPANY

Distributors

203 Stair Bldg.

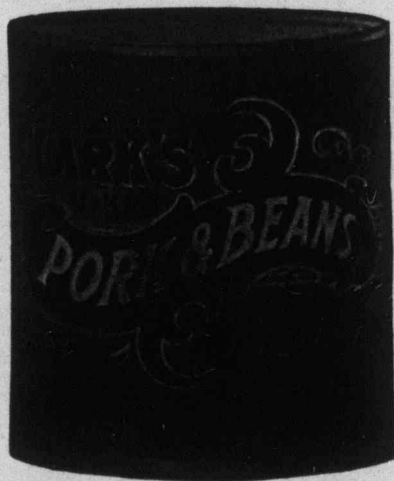
TORONTO

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

Seasonable Goods

Mr. Grocer, Are What You Want

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



CLARK'S Pork and Beans

and, in fact, all CLARK'S products

ARE SELLERS

They have the quality.
Their reputation is un-
impeachable.

They are thoroughly
advertised and prices
are right.

W. CLARK, LIMITED, MONTREAL

Clark's

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

It Stands Alone



“NUGGET” SHOE POLISH

Recognized as the best in Shoe Polish

Best Advertised. Best Seller. Gives the
Best Shine. Best for Leather. Best Profits.

BEST FOR YOU

The Nugget Polish Co., Limited

9, 11 and 13 Davenport Road

TORONTO

ONTARIO

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

To obtain the best results, the best sugar is necessary

St. Lawrence  Granulated

is the highest standard produced

100% PURE CANE SUGAR

Imperial Rice Milling
Co., Ltd.

VANCOUVER, B. C.



The best value in Rice being
offered on Canadian
markets today.

"Out of sight" sometimes means
out of mind.

Are you showing

**OCEAN
BLUE?**

It is surprising how much trade is
attracted by the bright 5c. packets
of Ocean Blue. Put it in your
window and

Order from your Wholesaler.

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

Western Agents—For Man., O. F. Light
cap, 179 Bannatyne Ave. E., Winnipeg.
For Sask. and Alberta—W. L.
Macenzie & Co.,
Ltd., of Regina,
Saskatoon, Cal-
gary & Edmon-
ton. For B.C. &
Yukon—Creeden
& Avery, Rooms
5 & 6, Jones
Block, 407 Hast-
ings St., West,
Vancouver.



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

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense
Phone Nos. 3595, 3596, 3597, 3598, 4656

Quality and Purity are back of every Tartan Brand Product

— the quality and purity that win the unstinted approval of the most critical customer.
That's why you should constantly feature the Tartan Brand lines. Every first sale will be followed by others, and you know what that means—**Bigger Business and Better Profits.**
We can meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder, etc. And we stand back of every one of them. Prompt satisfaction guaranteed to mail orders. Get in touch with us now.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

GROCCERS, ATTENTION

Peaches will be of good quality this year—and a fair crop. Housewives will put down large quantities this season due to shortage of small, tender fruits. Boost the line that is guaranteed. Insist on this label, with the Map. The guaranteed Niagara Peninsula Crown Fruit.

Write this paper
for further information.

Millions Now Know This Raisin

We are stirring up the people by this talk about a brand of raisins. We are making them realize things about raisins that they never knew before. And we are making them ask for raisins as they never asked for them before.

SUN-MAID Raisins

This is the brand upon which the entire force of our tremendous publicity is focused. Get in touch with us and let us tell you how we have helped grocers everywhere to reap the harvest from the work that we are doing through advertising.

Order Sun-Maids from your jobber to-day. Don't run the risk of being without them.

THREE VARIETIES

Sun-Maid Raisins come in three varieties: Seeded (seeds extracted), Seedless (from seedless grapes), and Cluster (on stem, not seeded).

CALIFORNIA ASSOCIATED RAISIN CO.
Membership 8000 Growers
FRESNO, CALIFORNIA

In your Locality
are many

Dogs and Cage Birds

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

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

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

SPRATT'S Depots in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
846

When you sell

HEINZ 57

VARIETIES PURE FOOD PRODUCTS

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

H. J. Heinz Company

Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto





Talk about REPEAT sales, we know women who have used Red Rose Tea steadily for 3, 5, 7, 10 and 12 years. What better evidence could be presented of the satisfactory, uniform high quality of Red Rose Tea?

Sell Them Now

HERE are two seasonable lines that you can, and therefore should, sell right now. They help you to keep up the volume of summer business.

WORCESTER SAUC :

Appetites need stimulation these hot days, and our very superior Worcester Sauce (equal to but cheaper than imported sauces) is a ready seller. Particularly desirable with cold meats. Has tonic and digestive values; attractive in appearance.

FRUIT WINE Queen Quality

Non-alcoholic of course, yet zestful, agreeable, wholesome and is worth introducing in your community to your good trade. A "Queen Quality" product, which means highest grade.

ASK FOR QUOTATIONS

THERE is money in these two lines for you. Being domestic made, you save on duty and freight charges. Send for price list.

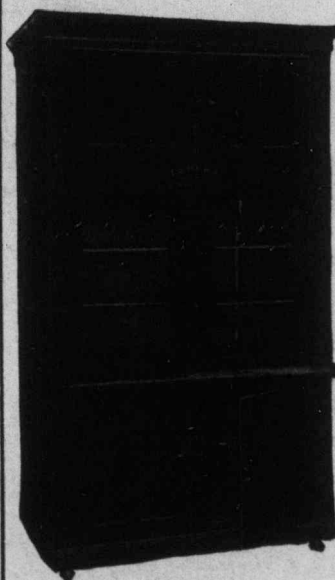
"MADE IN CANADA"

Taylor & Pringle Co., Ltd.

Owen Sound

Ontario

ARE YOU WASTING PROFITS UNNECESSARILY?



Are you getting the sales you should by having a good display Refrigerator?

Can you check up the losses you've had these past few weeks through spoilage?

Can you check up the sales you might have made?

We have received information of increased sales to the amount of 300% by having a Eureka Display Refrigerator.

Therefore, you can judge your loss in profits and good-will by what hundreds of other Grocers and Butchers have saved with the Eureka Refrigerator. The losses this Summer alone might easily have paid for your Eureka. For the Eureka is the surest preventive of spoiled and tainted goods.

REPRESENTATIVES: — James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

End the waste for all time by writing to-day for free copy of the Eureka Catalogue.

EUREKA REFRIGERATOR CO., LTD.

27-31 Brock Ave.

54-56 Noble St.

21-33 Earnbridge St.

TORONTO, ONT.

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



KEEN'S OXFORD BLUE

A display of **KEEN'S OXFORD BLUE** will put more dimes and dollars in your cash drawer.

Your customers know that there is no blue "just as good" as **KEEN'S**, therefore but little effort is required to create

quick, profitable sales where **KEEN'S OXFORD BLUE** is concerned.

Ask your wholesaler for a supply of **KEEN'S**. Feature it strongly with your displays of washday requisites. You'll find it worth while.

Agents for the Dominion of Canada:

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

Why You Should Feature

KING GEORGE'S NAVY

Men—Good Spenders

The soothing and satisfying effects of Tobacco, and in particular of King George's Navy Chewing Tobacco, express themselves in a man's attitude towards life. A contented man is a good Spender, and is willing that his family should live comfortably. All of which means more money spent with you by this contented man and his family.

Sound sense in this. Just think it all out for yourself. And in the meantime push the sales of

KING GEORGE'S NAVY



Rock City Tobacco Co., Ltd.

Handled by
the Wholesale
Trade

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

CANADIAN GROCER

VOL. XXX

TORONTO, AUGUST 11, 1916

No. 32

High Prices for 1916 Pack

Strawberries, Raspberries and Peas on Light Side on Account of Hot, Dry Weather of July—
Peach Crop Looks Fair—Too Early Yet to Forecast Tomato and Corn Packs
—Plum Yield Small; Also Pears—Currants Fair.

THE hot, dry weather in Ontario during July has had a serious effect on supplies of raw material for canning factories and will mean a considerable reduction in the packs of various lines.

The weather man has told us that July was one of the hottest months in many years. But even if the hot weather had been mixed up with an occasional rain, the situation would have been relieved greatly and pack of canned goods from a supply standpoint would have been very much improved.

Canadian Grocer discussed the prospects the other day with a canner, and summing up the entire situation it certainly looks as if we are going to see almost uniformly high prices on practically all fruits and vegetables during the coming year.

As the trade well knows prices are much higher on an average than this time a year ago. At that time there was a considerable cutting going on as many of the smaller factories needed the money and they simply had to get rid of their stocks. For the first time in many years tomatoes were selling to the trade as low as 70 and 75c per doz. for 3's. To-day they are around the \$1.15 to \$1.20 mark.

This is just one example of the increase in prices due to shortage of stocks with demand taken into consideration. The advances followed the steadying of the market on the formation of the holding company last fall.

Now as to 1916 prospects:

Hot Weather Cuts Down Packs

STRAWBERRIES.—Early in the season prospects were for a good crop of strawberries on account of bountiful rains, and therefore a full pack. However, this was not realized because of the scorching hot weather which started in with us at the first of July. The

pack was shortened considerably and canners do not figure on any more than a 75 per cent. delivery.

RASPBERRIES.—This fruit suffered much more than strawberries on account of the season being later. The hot weather has prematurely dried up the fruit and the pack is going to be light. There was a considerable shortage of labor for picking and factories in many cases simply had to send out their own employees to pick the berries and then to look after their preservation. Otherwise they simply could not have secured them.

Peaches Promise Well

PEACHES.—Reports from the peach districts are somewhat conflicting, some stating that the crop will be a good one, and others that it will be under fair. However, it looks as if on the whole there will be a good crop of peaches this year and a fair pack.

PLUMS.—In the Niagara district this crop is poor. Last year the plum crop was good so that an extra heavy yield this year was not expected. Many of the plums have been stung and the hot weather has contributed to the short crop. Pack will, therefore be light.

PEARS.—All reports indicate that this crop will not be extra good.

APPLES.—Droppings among apples have been heavy during the past month or so and the yield in Ontario particularly is going to be light. The wet weather during June contributed greatly to this result and the exceedingly hot and dry weather of July has not improved matters any.

CURRANTS.—The currant crop has been a fair one, and there will not likely be any shortage in the pack.

Peas a Light Pack

So far as vegetables are concerned it is a little early to predict prospects

for the majority. However, the following will be of interest:

PEAS.—The pack of peas has been fair, but on the light side. Canners are still packing and while there is a possibility that, together with the hold-over, they will be able to make a 100 per cent. delivery, yet the chances are against this on account of the July weather drying up the crop.

TOMATOES.—So far the tomato crop looks to be good, but some rain is badly needed. It is yet some time before packing of tomatoes will commence and it is difficult to say exactly what the pack will be. (Since this was written we had quite a general rain throughout Ontario on Monday last.)

CORN.—Corn is rather favorable to hot weather, but it requires some rain occasionally. If a few general rains come along the corn crop will likely be a good one. Too early yet to predict to any degree of certainty.

WHITE BEANS.—Present conditions indicate a fair crop of beans. Last year it will be remembered the wet weather went hard with them as it tended to lower the quality.

Summing up the above, therefore, it will be seen that generally speaking, packs of fruits and vegetables will be on the light side and hence prices will be firm for another year at least. Canners are having considerable difficulty on account of the labor shortage, the high price of tin plate, high price of boxes, the difficulty of obtaining same, shortage of labor on the farm for gathering supplies and shortage and high price of labor in the factory.



N. D. Milne, traveler for the Codville Co., at Brandon, Man., died in Winnipeg last week. Mr. Milne has been laid up for four months following an operation for appendicitis.

Cashing In On Peaches

Methods of a Go-ahead Grocer—A New and Appealing Window Display—Snappy Ads. Helped Too—Handling the Customers in the Right Way—Results of Peach Week.

Second of the Masters Series by E. A. Hughes.

WHEN the time came around, J. J. Masters, the most go-ahead grocer in Manton, started in to make preparation for a whale of a sale of peaches. This phrase isn't particularly choice English, but Masters used it as a slogan to his staff, and the veracity of the present chronicler bids him repeat it. As always, Masters went about it systematically. I knew something about his general methods, and I knew that system and ordliness underlay them all.

"I got the boys together," said Masters to me, "about ten days before the week I had determined on as Peach week. Now, I said, boys this year's peach week has got to knock spots off the same week last year. What ideas?"

He waited. Masters, like the wise man that he is, has got his men on such a footing that they know ideas will be encouraged, and they are always able to broach them.

"We might have a better window this year than last," said Manson. Manson is chief clerk, and usually attends to the windows himself.

"Well, you did the last one, Manson," came back Masters. "If you can beat it it means last year's was not as good as it might have been." And his eye twinkled.

A Dandy Window

"I've got it all mapped out already," said Manson. "Supposing we put a table in the forefront of the window, and leave good space all round it. One of those tables we use for candy display would do. On it we might put at one side a basket of peaches, on the other a large bag of sugar, and in be-

THIS IS PEACH WEEK

You would as soon think of entering the winter minus coal as without your shelves well stocked by fruit which you yourself have put down. "Putting Down" time is a tradition in your house, isn't it?

Peaches are particularly good this year. The quality of the fruit we have is A1: large, luscious peaches with a bloom on them which only Dame Nature could furnish. The best of the Niagara Peninsula are here for your choosing. Per basketc.

SUGAR--OF COURSE

Naturally. You wouldn't think of eating an egg without salt. And you wouldn't think of putting your preserved peaches on the table only for the kiddies to discover that the syrup is not as thick and delicious as last year! We're nearly through with our second car, and the next is liable to be higher in price. Better order now. . . . lbs. for a dollar.

AND THE LITTLE THINGS

We have all the et ceteras. Paraffine, Jars, Tops, Rings and Rubbers are here in abundance to supplement those you already have.

J. J. MASTERS

Phone 52

Main and King Sts.

Grocers should file this ad. suggestion until the Peach-Preserving season is here, then use it in their newspaper space.

tween just one jar, one top, and one rubber ring. The very fewness of the articles, and the sparseness would strike the eye. Then we might have a neatly printed card, sufficiently large and above all plain in its message, 'You, the housewife, are the item needed to turn these articles into jars of delicious peaches for the winter.'

"Then, round the window, on the floor, I would put at wide intervals a basket of peaches and a bag of sugar. The sugar should be standing on end and the basket would be flat, so that there would be a balance to the whole. And at the back, a good bold card, 'This is Peach Week,' would finish it off, don't you think?"

"Sure," said Masters. "I believe in the written message when it's short enough to remember, and big enough to hit you in the eye."

"How about bringing down the photograph, you know, that one about eighteen inches wide, of the St. Catharines district, with the orchards depicted. That might—" said Cooper, a young recruit, but a sharp boy at that.

work required. By this I mean the actual work with the customer. Manson and I'll do what we can with the window and the ads. You boys must close the deal with the customers. To help you further, we'll move those tables out from the right rear of the store, where the cheese and butter are, and put them in the aisle, after covering them with peaches. When you get your customer, exercise the art of suggestion. Get those voices of yours that you're so proud of working for me to sell more and more peaches. If a woman wants anything from biscuits to brushes give it to her and then start in and sell her a few baskets of peaches. No reason why not, that I know of. Of course, don't go at the thing like a bull at a gate. Don't say, bluntly, "Want any peaches?" But you might introduce the subject by asking them what they think of the window display this week. That'll start the subject. Then you might descant about the excellent quality of this year's peaches. Sugar, too, has been mighty high and it's just as liable as not to go up again. Use that argument. Economy is always a good

A New Touch

"The very thing," said Manson, "we might put it at one side of the window. It's a good picture, and will do more good there now than upstairs."

Masters was tickled, he told me, that the boys were getting enthused.

"Well, now, I'll look after the ads. for the paper myself he said. 'Here's one. What do you think of it?'"

He read it out to them. It appears on this page.

"An ad. a day, two days before Peach week and all the days in it, in double column space, should be effective, I guess?"

"Now, as for the rest of you, it's up to you to help along in the solid ground

point. In short, by suggestion do everything and anything you can to boost this Peach week, and make it the best ever."

Masters told me subsequently that the bunch had co-operated right royally and

that they had had a "whale of a sale" as he had hoped.

"It was due to three or four things. First, preparedness. We started in early to work the ground. Second, departmentalizing of tasks, so that one

had one thing, and one another. Thirdly, suggestion, nicely put. Fourthly, hard work. And," he concluded, "I've found the same four things work wonders in other campaigns besides peaches. I'll tell you about some of them some time."

Worth of Equipment to the Grocer

Modernity and Effectiveness of Store Furniture are Real Assets — Time-Savings Qualities of Equipment Are a Real Economy—Exact Weight is a Result of Equipment Which Does Not Allow a Burning-up of Profits—Old and New Methods of Cash

THE equipment of a grocery store is a matter of value which can not only be reckoned in dollars and cents. Its real value is greater than is represented by the pounds of metal and yards of wood employed. This is the view of John O. Carpenter, grocer of Hamilton, Ont.

"The modernity and effectiveness of equipment," says Mr. Carpenter to a Canadian grocer recently, "are items to be assessed as assets. They must be regarded as one of the dealer's greatest assets. That equipment which, in these days of efficiency comes up to the standards expressed by these two words, 'modern and effective,' is worth more in the grocery store than its value as store furniture only."

Mr. Carpenter has a store on Market Street, Hamilton, a store which is, compared with some neighbors, an old store. It does not lend itself in just the same way as a store in the new block would lend itself to modernising. And yet, Mr. Carpenter, by virtue of the equipment which is contained in his store has made it one of the most modern and complete in its appeal from a store furniture point of view, that one could come across.

He has \$1500 worth of equipment—taking that as an approximate estimate and excluding from it anything in the way of counters or bins or like fixtures. Mr. Carpenter has two cash registers. He has a meat slicer. He has a cheese cutter and lesser articles of time saving and consequently money-saving value by way of equipment.

A Time Saver

"It appeals to me like this," said he to Canadian Grocer, "undoubtedly equipment is a time saver. Take for instance the meat slicer. This provides me with a medium and my clerks with a medium, whereby we can treat the customer with absolute fairness and yet do justice to ourselves. In the old days when meat was sliced up by hand, a clerk who might be in a hurry, would give perhaps an ounce extra to the pound to a customer who was waiting.

That ounce would do a great deal towards swelling up profit. If you calculate that you have three or four clerks serving meat by cutting it with a knife in a hurry and who are not able to bother with odds and ends, each of them consequently giving that ounce or half ounce over the just weight to each customer, at the end of the day you will find you have swallowed a good deal of your profit on meats. Modern equipment precludes all that. The machine, if handled properly can gauge correctly and speedily as the man cannot."

"Nor is that all. The regularity with which machines for cutting different food stuffs such as, for example, meat and cheese, are able to cut up these lines, means that what the customer gets is cut regularly and with some shape and uniformity. In the old days the knife would cut a thick piece and then a thin piece and then a thick piece and then a thin piece, and so on. The meat slicer or cheese cutter presents the meat or cheese in regular form. If it is meat, the slices are all thin and regular and appealing in their daintiness and uniformity. If it is cheese, it is cut cleanly and with some form and shape.

"It is hardly necessary to go into the question of time. Probably most men feel as I feel, that the equipment which the modern grocer has installed in his store, is certainly beyond any dispute a time-saver. Think of all the trouble you would go to if you had to use old methods. We have seen that illustrated in the question of the meat slicer and the cheese cutter. It follows in other cases of the use of modern and adequate equipment."

"You see another aspect in the difference between the use of the old method of cash and of the new method by which a machine is provided for taking care of all your accounts," said Mr. Carpenter. "I can remember, and not so very many years ago at that, when we would have three or four clerks behind the counter, all of them handling cash, and in anxious hurry to

attend to the customer, flinging the money into the drawer and making haste consistent with as much accuracy as possible. In a store where rush and bustle are the order of the day and that is the case in most grocery stores, the clerks would be unprotected. It was inevitable by the old method that moneys would be continually wrong and when the day's work was over accounts would not balance. This, however, is remedied by the modern equipment of cash registers, which are pretty common now in the grocery store.

"It is hardly necessary either, to go into the question of the use of bins, which adequately and neatly display samples of various lines sold by the grocer. Nearly every modern grocery store has some equipment of this sort. Bins and counters which are at once neat and good for display purposes.

The modern store realises that it can afford to spend money on equipment to a certain extent. It is simply investing money. It is not in any way speculating with money. Equipment pays for itself many times over. In enabling the grocer to offer his goods in a more appealing and dainty manner; in placing before the customer the exact line he may think of buying; in saving money by ensuring exact weight, neither under nor over what is demanded; in a considerable saving of time because machinery is more systematic and more efficient; in actual saving of money as in the case of the modernised cash register which is a constant check upon employer and employee alike; in all these separate ways the grocer can protect himself and abundantly prove the worth and an investment of store furnitures and equipment.

"I have not as much equipment in my store as some other merchants have in theirs; however I make the very best use of what I have got and certainly to me I have proved that the money invested in different articles of equipment, amounting to about \$1,500, has been money well spent. It has yielded returns far above the mere value in dollars and cents of the money expended."

The Economy Store in America

Methods of This New Kind of Store—But One Watchword in All Details—Economy in Everything—How It Has Worked Out This Far.

By Charles Arthur Elliott, F.G.I.

THE idea of an economy store was first thought of and brought about by Mr. Henry Kohl, president of the National Grocery Co., of Jersey City, some 14 years ago, when he owned a grocery department in a market in Jersey City. The idea was of such importance to him that he concluded he would open a few stores more as an experiment. Success seemed assured, as his idea was recognized by more powerful commercial institutions, who recognized his ability, and copied. Mr. Kohl kept right on opening stores in all kinds of places until to-day he has 190 stores, all economy—none service. Each store is run by a manager and from one to three clerks in a store. The managers are paid \$14 a week and one per cent. on business. Each store is inspected two or three times a day by the inspectors. There are time clocks on doors which register opening and closing. The stores are open from 7 a.m. to 7 p.m., Saturday 7 a.m. to 11 p.m. For lunch all leave the stores from one to two p.m.

All standard merchandise is handled. Advertised products receive the same attention as private brand goods, and are bought in car load lots. Even the old-fashioned counter scales are purchased by the car load.

All stores are neat and attractive. Window dressers are employed to go from store to store, and ticket writers are constantly in demand. When a purchase is made, articles are bundled in a neat package with a handle put on. No stamps or premiums are given. Everything is strictly cash, and small profits. Articles often are sold at 4 to 5 cents cheaper than in a number of service stores. A large bakery is being built adjoining the warehouse in Jersey City, where all bread, cake and pastry will be baked for all the stores.

In an interview with Mr. R. B. Smith, general manager of the Great Atlantic & Pacific Tea Co. he informed me they had 2,000 economy stores and 200 service stores, and would continue to open economy stores as business warranted it.

A One-Man Store

The Economy Store is generally a one-man store—that is until a store does over a certain amount of business, no extra help is given—but many do not long remain a one-man store. The strongest point made is cleanliness. Each manager must keep his store clean and himself clean. Counters and floors

are oiled Saturday nights after closing time; scales scoops and top of coffee mills are cleaned once a week—also refrigerator inside and out. All cereals, dried fruits, etc., are covered. Paper and paper bags are put in a neat manner out of sight under the counter. After a day's work everything is put in order. It attracts the attention of the passing public. The company furnishes price tags and thumb tacks, and insists upon the store's being properly tagged with shelf price cards. Cards are put before the article on the shelf, so any one can readily see the price of the article behind it. There are silent salesmen of course.

Perishables are watched closely, butter, cheese, eggs, etc. It is believed bet-

duced below the price ticketed on the article, and positively no credit is allowed. If customer wants goods delivered, she must get an expressman to arrange for delivery. No order is taken for shipping. This is the same as deliveries. It is up to the customer to pay freight, cartage and all expenses. No discount. All goods are sold at the lowest possible price in order to insure a small margin of profit, no matter what quantity of goods desired purchased.

The lighting system is looked after by a man in Greater New York. Screen doors are supplied in season. Collections are made every day by one in authority. On Tuesdays a circular letter in sent to each window trimmer for the following week's work. All must be uniform. Window price cards are furnished. Baskets are furnished for teas and coffees.

No signs are allowed except those provided by headquarters, and any manufacturer's representatives who may visit the stores, leaving signs, are told they are not allowed to be put up. No home made signs are allowed. Counters are kept free of goods, except where there is some special to be "Pushed."

Goods are placed back to the walls. It is not permitted to stack shelves by bringing the goods to the front. All employees wear white coats at their own expense. All must be clean shaved.

You can't smoke in the store. If the manager runs out of anything he is not allowed to buy it locally. It's up to him to watch his stock, nor is he allowed to overstock, only to have enough properly to run his business.

Great care is taken in weighing, waiting on children, and taking customers in turn. All inquiries from customers are carefully attended to. Courtesy is demanded by the general management.

Talking Points Given

Every week a talking point is given on salesmanship by mail. No one is allowed to talk about his competitor's goods to a customer. If a customer suggests that So-and-So's coffee is better than others, the manager says that they know nothing about his coffee, but that their coffee is the best value that money can buy. They have only one price coffee—now 21c lb.—and one-price tea—all kinds—29c lb. This firm has one of the largest coffee plants in the world, and a great amount of money is spent in keeping it up.

This article is from the pen of a man in New York who read in CANADIAN GROCER an article on the economy store idea, as it was being tried out in Northern Ontario. Hereunder he gives impressions anent those stores which are trying it in New York. As will be seen the single watchword is "Economy" everything else, even service, seems to go by the board. It will be interesting to follow the success or otherwise of this idea.—The Editor.

ter to be out of such goods than to be overstocked. But owing to the wonderful delivery system, these goods are soon replaced. The standard of quality is carefully kept up, which is wonderful. Butter buyers and egg buyers are constantly watching the markets to keep the quality A.1.

The Books Well Kept

Each Saturday night a weekly statement is filled out by managers, showing the business, expenses, deposits, perishable stocks on hands, cash register total at close, daily sales and the number of customers. The manager is the only employee allowed to use the cash register. Supplies are watched and no abuse allowed. All sales are taken by customers. No delivery, no telephone, no cash books or counter books, not even a receipt. Economy, certainly, no matter how much you buy, nothing is re-

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 18—"BRADLEY" LETTERING

EVERY cardwriter, no matter how accomplished he may be, can always afford to add more styles of lettering to his list—Therefore it behooves all who are interested in the art of lettering to keep their eyes open for something new in letter formation.

There are dozens of new types of letters appearing in the advertising sections of journals and magazines which are the work of high-priced artists, from which you can glean many new ideas to work up what appears to be an entirely new form of lettering.

The way to go about it is this: as you run across these letters, sketch them in pencil and the balance of the alphabet can be worked up to correspond with them. You will notice some predominating feature which should be followed throughout the alphabet. For instance, while the "Bradley" is far from being new you will find many new formations that will add new life to the old type. The outstanding feature of this form of lettering is the small angular strokes at the beginning and ending of strokes also the square-cornered junctions in the curved letters.

"Bradley" Alphabets

The lettering we are teaching this month is what might be called by some a fancy letter on account of it's out-of-the-ordinary formation. This may be true but nevertheless when the letters are put together to form words they make a very readable card as you will see in the finished work. This style is most suitable for the better class of display cards but it can be used for sale purposes with good effect.

A first glance at the chart gives one the impression of it being a most difficult letter to read. This is not the case: in face it is one of the most readable forms of lettering that a cardwriter will run across. The rules for arranging these letters are simple and easily understood. Never use all upper case letters in one word. If a capital

is desired have it at the beginning of the word only. The remainder of the letter to be lower case.

The "Bradley" alphabet is not by any means a new one. It has been in use a great many years but has not been used extensively: thus it is uncommon. The principle of its formation is quite simple. First of all you must possess brushes that are in excellent working condition, brushes with red sable hair all the same length. The hair must not split and come to a perfect chisel point when filled with color.

The "Bradley" type is an entirely brush stroke alphabet. That is, each stroke is completed with one sweep of the brush. No finishing strokes are required if the brush is in good condition.

Directions for Painting

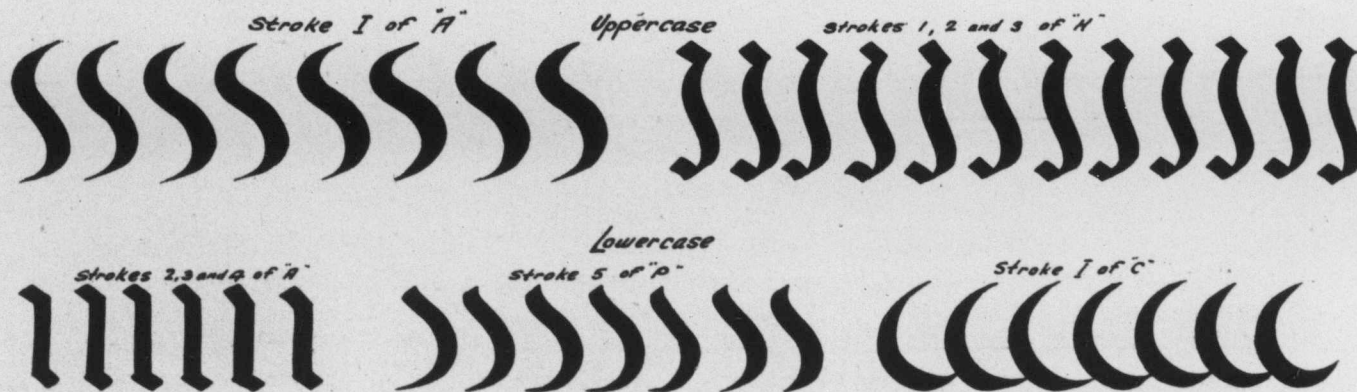
As explained in previous lessons, work the color into the brush by drawing it back and forth on a piece of scrap cardboard until the color flows evenly from it and the point of the brush is the right width. A No. 8 red sable writer is a good size brush to use for a letter two inches high. If a small letter is required use a smaller brush. Don't try to make a big brush do small lettering. Hold the brush quite rigid between the thumb and forefinger. It must not roll as is necessary for the brush stroke block lettering shown in this paper some months ago.

THE CHART

The first "A" shows a very gracefully formed letter. The main thing in this letter is to have it balanced up properly. Practice that stroke No. 1 many times. Stroke 4 of this letter is one of the most prevalent and needs much practice.

The second "A" is of entirely different formation. Stroke No. 1 is made with one sweep of the brush. This stroke has appeared many times in previous alphabets. Stroke 3 is the same as stroke 4 of the first "A."

(Continued on page 20.)



... Practice Exercises ...

CANADIAN GROCER

ESTABLISHED 1886

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THE MACLEAN PUBLISHING COMPANY LIMITED.

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

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

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

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone S971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

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TORONTO, AUGUST 11, 1916

No. 32

RECONSTRUCTION AT COCHRANE

COCHRANE, as well as other Northern Ontario towns, must be congratulated on its ability in a quick recovery. Hard hit as were the residents by the recent terrible fire, reconstruction is already under way.

Last week the Town Council of Cochrane amended the by-law and provided for the authorization of merchants to construct temporary premises. Several shacks are in progress of building already, and they will be of the dimensions allowed by the amended by-law.

A correspondent who was at Cochrane remarks upon the optimism of the merchants particularly, and says that despite the ravages of the fire they are hard at work even thus early starting again.

This is the spirit which makes good. There is something valiant and brave in the make-up of these men, many of whom are heavy losers, despite insurance, and it is evidenced by the cheery outlook index to the undefeated spirit and strong purpose which not even a cataclysmic catastrophe like the great fire can destroy.

Brave pioneers of the north! Brave you were when the flames were upon you and braver still in the spirit which is in you, which faces the task of reconstruction sturdily, determinedly, though the task before you is heavy.

FREIGHTS KEEP TEA HIGH

APROMINENT Canadian tea man has expressed the view that "Seven-tenths of the increase in the price of tea has been caused by freight."

Readers of the market columns of this paper will know this by this time and will welcome the authoritative assurance of one who is in a position to know. There is no doubt that tea dealers in Canada have

been heavily hampered by lack of freights. And while there has been a change for the better in this regard so far as most commodities are concerned, particularly those coming from Great Britain to this side the Atlantic, ocean space from India is little more plentiful than it has been. True, the increase in the number of bottoms plying the Atlantic will enable London shippers to get such teas as are there out to this country with greater rapidity and less cost to consignees, but the Eastern waterway is still an expensive item.

A tea house in Canada recently ordered 2,500 chests from Calcutta, but so precious was space on steamers that there was only room for 600 chests. Under these conditions it is no wonder that tea prices are ten cents a pound higher than in pre-war days. It is asserted that seven cents of this goes to transportation companies. It's an ill wind. . . .

KEEP VEGETABLES FRESH

IT seems perennially necessary to emphasise the desirability apparently so patent, for the merchant to keep his goods in excellent condition.

A case came to our notice recently of a grocer losing a customer whose trade he had enjoyed for years by reason of the poor condition in which vegetables were kept during the hot-weather days. The matter really was due to a new clerk, whose duty it was to see that goods were kept fresh and dainty, by two precautions; first, ordering them only in sufficiently large quantities to satisfy demand, and no more, and secondly, seeing that refrigeration was used to full advantage. The clerk not only was new to the game, but he was lazy, and even worse, he "knew it all." He came to the grocery trade prepared to teach it a thing or two, and he told himself the necessity for

keeping things so preciously clean and sweet was exaggerated. A customer of long standing took a sudden notion to try out vegetarianism, and hence bought vegetables in quantity. But the flavor seemed consistently poor, and it was impossible to get good results from such an attempt at vegetarianism. It was not long before she complained to the grocer who promised that the vegetables she bought should be better. However, they got worse as the hot weather continued, and finally the customer gave over buying at the store at all.

It is important to remember that vegetables may be crisp and fresh when brought from the market, but by careless handling they may readily become wilted and spoiled. In hot weather days the public puts it up to the grocer to sell goods which, despite the obstacles, are the acme of sweetness and cleanliness, and somehow the grocer must sell such goods. The question is worth the attention of the merchant himself, while clerks cannot too highly regard the duty of keeping their goods dainty, whatever the means necessary so to do.

A STEP ON THE RIGHT ROAD

CANADA this year has taken a step along the right road in the matter of developing exports in produce. Some years ago this country derived considerable revenue from the exportation of eggs to overseas countries and occasionally across the border.

This has not been the case for the last few years, but this year a reversion to the export state has been made and Canadian eggs, albeit in small quantities, have been going abroad. The same applies to butter. Some parts of Canada which have hitherto imported butter are now producing not only enough for their own needs, but also sufficient to provide a surplus for export. British Columbia is a case in point. Whereas in most years New Zealand butter has been invoked to help out; this year the province has enough for its own needs and a small surplus for export.

In cheese, of course, rapid and considerable progress has been made in this direction. Cheese, before the war, was exported in large quantities, particularly to England. These quantities have become larger and ever larger, though the price of Canadian cheese in England is well over fifty per cent. higher than in pre-war days. These moves forward should be consolidated and further advances made. There is no reason why butter should not be exported from Canada in larger quantities. Eggs, too, could be produced in sufficient abundance. Uniform quality and systematic grading the the big features. If, under dairying and farming conditions which have been handicapped by the undoubted shortage of labor, exports have taken a step forward, in the piping days of peace real progress should be made in increasing produce exports.

RECORD OF CHEESE

IT is expected that the export of cheese from Canada this year will be a record, if present and immediately past conditions are reliable criterions. This applies alike to value and quantity, but particularly the former. Dairying has gone well this year in all parts of the country, and this, despite the fact of the shortage in rennet. Prices have been uniformly high, as the market reports in this paper have shown from week to week.

Great Britain is taking a great deal of cheese, more even than last year, which itself was a record so far as exports to Great Britain are concerned. Moreover, the outlook is for still greater quantities going to Liverpool and other British ports. The Admiralty has made arrangements for more frequent sailings between Canada and England, and no difficulty is being experienced in securing bottoms. Sailings from Montreal now average about one steamer a day. Total exports of cheese for the year will probably aggregate 200,000,000 pounds. This is against 150,000,000 pounds last year. One great factor in cheese exports alike this year and last, has been the demand from the trenches, where cheese is a much-used article of diet.

WASTE THAT IS NOT WASTE.

RECENTLY there appeared an article in this paper showing how grocers could cash in on the waste paper famine which is now a serious fact.

There are evidences that grocers have become aware of the opportunity for saving and capitalizing what is usually waste. Numbers of enquiries have come to this desk asking for particulars as to where a baler for waste paper can be purchased, and what sources there are for selling the paper when baled.

Perhaps to-day as never before a necessary item in a grocer's equipment is a waste-paper baler. One of the largest waste-paper dealers in Canada is now paying something like \$14 and \$15 a ton for baled waste paper, f.o.b. shipping point. The price for waste paper unbaled, of course, is not so advantageous to the merchant. With prices like these being paid for matter which is considered as waste and which can be turned to no other good account, that grocer is wise who gets a baler, the small cost of which will be paid for many times by the amount of waste paper sold. Thus you can turn waste to good account. Indeed—to perpetrate an Irishism—it is waste that is not waste.

THAT market news has been for centuries, as it is to-day, one of the chief features of interest to traders is illustrated by the question Shakespeare puts into the mouth of one of his characters in the Merchant of Venice, when he cries, "What News Among the Merchants?"

SHOW CARD WRITING

(Continued from page 18)

In stroke No. 1 of the first "B" we have the same stroke that appeared in the other two letters. Practice well strokes 5 and 6.

Stroke 1 of the second "B" appears often in the alphabet and should be practised carefully. Combination strokes 2 and 3, and 4 and 5 of this letter need a lot of practice.

"C" is a simple letter to form. Stroke 1 is the same as stroke 1 of the second "A."

Stroke 5 of the first "D" is a peculiarly curved stroke and needs a lot of attention.

Stroke 3 of the second "D" should be paid particular attention to on account of its long sweeping character.

"E" is only one style of many used in "Bradley" lettering. Take particular care of strokes 1 and 3.

Strokes 1, 2 and 3 of "F" appear often during the chart. These three can be made without lifting the brush off the card.

Two entirely different styles are shown of the letter "G." Pay special attention to stroke 3 of the first "G." The second "G" is the easiest read and the most used.

The "H" makes a nice capital letter. It shows a good combination of strokes in 1, 2 and 3. The

"I" form is comprised in many other letters. Strokes 1 and 2 of "J" are the same as 1 and 2 of H. Much practice is required to make these strokes graceful. The "K" shows another nicely formed letter. Stroke 6 is a new one so far and should be paid special attention to.

The combination stroke 3, 4 and 5 of "L" should be practised often. This letter needs a lot of attention to get it properly balanced. The "M" and "Ns" are of a similar formation. Their lines appear in other letters. Strokes 1 and 2 of the first "O" are the reverse of one another. Practise this letter well. The second "O" has the third stroke added to give variety.

The "Q" is the same as the first "O" with the tail added.

You will notice a similarity of the two "R's" to the two Ps.

Stroke one of "S" has been shown in brush stroke Roman lettering and should be well known to the writer. The "T" is a very graceful letter but requires a lot of practice to make it such. Strokes 2, 3 and 4 require much attention before they can be made to appear properly balanced. All the strokes of the first "U" are comprised in previous letters. The second "U" gives a variety in the first two strokes. This former letter is the easiest to read.

Of the two "Vs" the first is the most practical and easiest to read. Stroke 3 is the same in either letter. The variety is on the first two strokes. Practise these letters often.

In the "Ws" we have two distinct types. The first is the one of the better "Bradley" characteristics. The

"Bradley" Alphabets



Chart 17

"X" is a letter that can be made very quickly. Be sure to get the combination strokes 1, 2 and 3 at the right angles. With practice strokes 4 and 5 can be made as one stroke. Of the two types of "Y" shown the first is the best to use. All the strokes comprised in these formations are comprised in previous letters.

The second "Y" is of simpler form but not as distinctive as the former.

Two styles of "Z" are given. Both are good ones. The first you will find much easier to form than the latter. Strokes 4, 5 and 6 of the latter letter will require a lot of practice to make them appear as one continuous stroke.

You will notice the same principles which are applied to the upper case lettering are applied to the formation of the lower case lettering. Remember there is no rolling of the brush between the fingers and always keep it at the same angle. There is no necessity for going to detailed explanation of these letters; make the strokes as they are numbered and draw the brush in the direction that the arrows are pointing. If you keep the color in good you will find that the work is much easier to execute.

As to Numerals

"1" is the same formation as the "I" and needs no further explanation. "2" shows some new strokes and needs much practice, especially stroke 2. "3" is made with 4 strokes of the brush. Pay attention to strokes 1 and 4. "4" is just a combination of strokes shown in the upper case alphabet. "5" shows some new strokes but there should be no difficulty here. "6" needs some extra attention to get it balanced up correctly. Note the angle

of stroke 3. "7" is one of the simples, but many card-writers have difficulty with it. Much practice is needed. Note the upper portion of the "8" is smaller than the bottom part. It is advisable to give these strokes hours of hard practice. The "9" requires much practice to get it balanced up properly. The "0" is the same as the "O" shown above.

Practice Exercises

In order that you get the best out of this lesson it is advisable to practice each stroke or set of strokes in a systematic manner. Rule a half sheet card with a pencil with sets of guide line running parallel across the card two inches apart for the upper case and one and one-half inches apart for lower case practice. Start at the beginning of the chart and make each stroke many times.

Fig. 1 gives you an idea of how to go about this work.

Remember cardboard used in this work is worth to you many times more than the cost of the card. Practice is the foundation of perfect letter formation

**Don't Overlook
the Cigars**
on that
outing
trip
\$1.25
per box

An appropriate card for present season.

Grocers Have Good Equipment

FURTHER to the article contained two weeks ago, which showed in detail that grocers the country through believe in having as full an equipment for their store as their purse will permit, there have come in several letters which did not arrive in time to include in the previous symposium. They endorse the opinion that grocers, as a rule, are anxious to possess good equipment. They show what actual grocers do at this moment possess. The grocery trade, taking it by and large, is a trade which is well equipped so far as store furniture goes. Following are the replies received:

C. Pike, Vancouver, B.C.—Cheese cutter, coffee grinder, counter check books, display counters, egg carriers, electric light, meat slicers, meat choppers, pumps for coal oil, refrigerators, computing scales, show cases, stools and chairs, telephones, tanks for oil.

H. W. McMaster, South Dummer, Ont.—Account registers, counter check books, display tables, floor trucks, scales, show jars, stools and chairs, telephones, two tanks for oil.

J. Bowman & Son, Ailsa Craig, Ont.—“The most valuable fixtures we have in time-saving qualities are display tables. We consider these the most attractive. The computing scales save us most money, we figure.”

C. C. Raisin, St. Thomas, Ont.—“Regarding the most valuable equipment from the point of time-saving, first the silent salesman, for candies. This shows the goods while I am with other customers. Secondly, the computing scale gives satisfaction to me and the customer as well. The silent salesman opposite the entrance attracts the customer most because first. Check books save us most money. Having a copy of every sale saves time, disputes and money.”

A. Cavena, Barrie, Ont.—One awning, two butter dishes, one cheese cutter, two counter check books, one display counter, electric lights, one refrigerator, one computing scale, five show cases, stools and chairs, telephones. Mr. Cavena adds “I believe we owe it to the public to have every equipment we can afford, and they certainly go most where the best service is offered.”

H. H. Anthony, Lower Granville, N.S. One account register, numerous check books, one display table, one delivery wagon, one meat chopper, one pump for

coal oil, one pump for molasses, one refrigerator, two computing scales, two other kinds of scales, four show cases, six show jars, one soda fountain, 30 chairs (including ice cream parlor), one telephone, one oil tank. “We consider our account register the best fixture in our store, and think it the only safe way of conducting a credit business. Next in importance would be our computing scale which is a good time saver and prevents mistakes.

T. A. Fisher, Lindsay, Ont.—One account register, one awning, two biscuit stands, one broom rack, one cash register, one charcoal rack, a cheese cutter, one coffee grinder, four counter check books, two display counters, one delivery wagon, 12 egg carriers, 18 electric lights, one floor truck, one gum vendor, one meat slicer, one set sanitary bin fixtures, one set patented bins, two pumps for coal oil, one refrigerator, two computing scales, three other scales, one safe, five show cases, 12 show jars, four stools and chairs, two telephones, two tanks for oil, one marble meat counter.

FREIGHT RATES AND TEA PRICES

(From St. John, N.B., Telegraph)

“Seven-tenths of the increase in the price in tea has been caused by freight rates,” said T. H. Estabrooks, yesterday, when questioned regarding the state of the tea market at the present time, and what the outlook is for the coming season. Mr. Estabrooks was reluctant about venturing an opinion on the probable condition of the market in the near future, because he felt that too many elements governed and regulated the prices.

At the present time the tea dealers in this country are suffering from lack of proper freight and conveyance. The local tea house a short time ago ordered 2,500 chests of tea from Calcutta, but space was so precious on the steamers that room could be spared for only 600 chests. A short time ago it was possible to secure enough steamers to keep freight prices normal between this continent and the Far East, but now, with rates and insurance increased the consumer is paying ten cents more a pound than he did before the war, and seven cents of this is going into the hands of the transportation companies.

Prices are practically the same in Calcutta, Colombo and Chittagong. A cablegram from Calcutta, yesterday afternoon, giving the market conditions, noted no change in the prices and the supply of a week ago, but if there is any change, the dealers all feel fairly positive that it will be upward. Most of the tea coming to St. John is discharged from the steamers at Boston and then carried through by either rail or boat. Reports seem to indicate that the tea crop is an abundant one; the whole situation then rests with transportation. It is difficult to say what will happen after the war, because it is not known how the quantity of shipping obtainable will compare with the amount required for carrying on the world's commerce. It is said that tea blenders will do well if they preserve the standard of their 40 cent blends during the present season.

SERVICE DEPARTMENT

Dear Sirs.—Can you give me the addresses of two or three good firms to buy binder twine from?

Gordon O. Lake, Gooderham, Ont., July 28, 1916.

Editor's Note:—Mr. Lake has been furnished with this information.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Quebec

The annual convention of the Union of Canadian Municipalities will be held in Montreal on August 21st, 22nd and 23rd, and it is hoped will attract a large number of city governments for the purpose of discussing improved methods of city government.

The Montreal branch of the Canadian Credit Men's Association has elected the following officers: : President, J. Thurston Smith, of Lewis Bros., Limited; vice-president, Fred A. Todd, Canada Consolidated Rubber Company; manager, J. E. Moriarity. Board of governors: J. S. Barker, Tooke Bros.; J. W. Deziel, Chaput Fils Cie.; W. McConnell, McIntyre, Son & Co. L.; F. Churchill, J. W. Peck, Limited; H. R. Gray, of Gunn, Langlois, Limited; B. S. Sharing, of Lake of the Woods Milling Co.; W. L. Helliwell, of Guerny, Massey Co.; H. E. Stubbs, Canada Paint Co.; O. Baillargeon, of Lamontagne, Limited; John Farquharson, of the Montreal Biscuit Co.; R. E. Dixon, Matthews, Towers, Limited; W. R. Feltes, of Ames-Holden Co.; Jos. Desaultels, of Fashion Craft; first past president, D. S. Benvie, of Jas. Robinson, Limited.

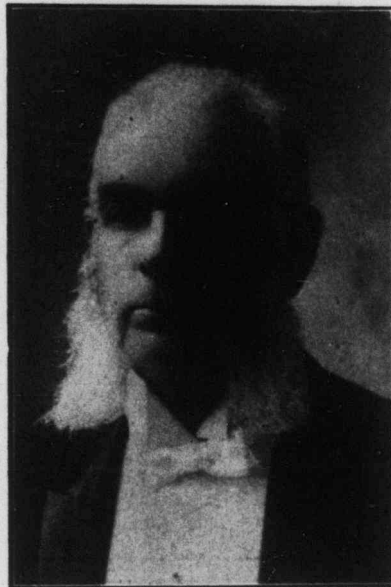
Ontario

N. M. W. J. McKenzie, a high official and general manager of the eastern districts of the Hudson's Bay Company, is retiring after 40 years of active service with the big company.

The buildings and plant of the Collingwood Packing Company, Collingwood, Ont., were totally destroyed by fire. The plant has not been in operation since the company became insolvent about three years ago. It is not definitely known how the fire started, but it had gained considerable headway before being discovered. The buildings and plant were valued at about \$150,000. The amount of insurance is not known.

Mayor E. K. Barnsdale, of Stratford, Ont., died in a Buffalo hospital, following an operation to relieve him of the effect of a serious illness of several months. The late mayor was a unique figure in Stratford's life. Born near London, England, 67 years ago, he came to Canada when 21 years old, and, after a few months in Whitby and Buffalo, began his business career in Stratford in 1871, building up one of the largest grocery and bakery business in Western Ontario. His civic career is believed to be without parallel. He served the city

as Public School trustee for 25 years, as alderman for nearly as long, as water commissioner, and for the last year and a half as mayor, devoting his entire time to city business until taken ill in the winter. He was a prominent Mason, Oddfellow, Forester, Orangeman, Knight of Pythias, and a member of other fra-



E. K. BARNSDALE, Stratford, Ont.
A grocer for many years and Mayor of Stratford, who died last week in Buffalo. He was a prominent association worker.

ternal societies, and was personally known to a great majority of the citizens.

The death occurred in Toronto, recently, of James J. Henderson, formerly of Halifax. He was a well known artist in Halifax many years ago, and went from there to the United States and finally settled in Toronto. He was a son of the late James Henderson, who kept a grocery store on Water street, near Sackville street many years ago.

For the first time in many months, says an Ottawa despatch, a decline in the cost of living in Canada is indicated by the index number of wholesale prices maintained by the labor department is recorded for the month of June. The decline is very slight, however, and is practically unnoticeable to the housewife. The figure for June was 180.6, as compared with 180.9 for the month previous. The latter figure was the highest ever recorded since the index number has been maintained. In retail prices a considerable advance is shown. The cost of a budget of staple foods aver-

aged \$8.51 in sixty cities of the Dominion, as compared with \$8.37 in May. Employment during the month was at high level, the demand for men increasing in almost all parts of the country.

A special meeting of the Town Council of Paris, Ont., was held at Paris, to reconsider the daylight saving scheme. Several largely signed petitions against the new order of things were presented, and it was decided to grant the request of the petitioners, and the clocks were turned back to standard time.

Western Canada

The W. H. Escott Co., Winnipeg, have been appointed Western representatives of the Bonner Packing Co., Fresno, Cal.

R. W. Atkinson, Edmonton manager for the W. H. Escott Co., was a visitor at headquarters, Winnipeg, last week.

Shippers of salmon from the B.C. coast have received information that freight rates on salmon may be raised on September 1. At present the rate is sixty cents a hundred pounds on shipments of 70,000 lbs. to a car. A freight convention has been sitting at Chicago at which transcontinental roads were represented and friends of the salmon shippers profess to have knowledge that a raise is contemplated. The new schedule, it is alleged, will be eighty-five cents a hundred for overland shipments, but if shipments are going overseas a rate of seventy-five cents a hundred may be struck.

Members of the executive of the Canadian Retail Merchants' Association of Canada are meeting in the Fort Garry Hotel, Winnipeg, this week. The convention, held for the first time in the West, is the annual meeting of the Dominion Board of the Association, which is conferring with delegates from all the organized branches in the various provinces. The delegates attending the convention are: B. W. Ziemann, Toronto, president; J. O. Garreau, Montreal, first vice-president; J. L. S. Hutchinson, Saskatoon, second vice-president; J. A. Beaudry, Montreal, treasurer; and E. M. Trowern, Toronto, secretary. Delegates from the provinces are: J. C. Doyle, Halifax, N.S., secretary of the Nova Scotia branch; D. W. Clark, Toronto, first vice-president of the Ontario Board; W. J. McCully, Stratford, second vice-president of the same board; F. C. Higgins, Toronto, its treasurer, and W. C. Miller, Toronto, secretary.

Sugar Goes Down Again

Decline Said to be Due to Activities of Bear Element on New York Market—Teas Are Easier—
Coffee Firm in Price—Peppers Advance in Primary Market.

Office of Publication, Toronto, August 10, 1916.

ONE of the features of the market during the past week has been a further jump in the price of flour. With the continued soaring of wheat prices flour moved upward. Reports from Winnipeg state rust damage is not nearly as serious in Manitoba as some elements would like the market to believe. Rumors have also been afloat that certain parts of Saskatchewan and Alberta have been visited by rust. Mill men in Winnipeg assert their belief that the increased price of wheat is due largely to a bull element in the wheat market. They are of the opinion the market will decline as soon as the real facts respecting conditions become known.

If, however, the bulls are successful in keeping these reports afloat there is no doubt but that both wheat and flour will continue to advance further. It is significant, however, that the reports issued by the Manitoba Department of Agriculture on August 2 state that out of twelve districts in various sections of the province on which returns were made seven report rust, while the remaining five have no signs of rust. Those districts having rust grade from much rust to very little.

A further decline in the price of sugar is recorded for all sections of the Dominion. Corn meal has advanced in price in conformity with the high price of corn. Corn is now selling at the highest mark for several years past. Hot weather in the Western United States corn belt is reported to have largely damaged the crop.

Lemons continue firm at a high price owing to the big demand and shortage of supplies. Fruit is somewhat scarce owing to the continued dry weather. Ontario peaches are beginning to reach the market and are of medium size and quality. Cooked meats continue in big demand and live hogs have had a big advance during the week. Packers in certain sections of the Dominion have accordingly advanced the price of the main lines of pork products.

Quebec Markets

Montreal, Aug. 10.—The market features this week were further advances in flour and feeds, pork products, butter and cheese, and a reduction in sugar. While there were a number of other changes, the foregoing were the outstanding events, and additional movements in these commodities are anticipated. Trade generally has been fair in view of the very hot weather, which of necessity has a somewhat depressing effect. Country orders have been quite satisfactory, but there has been a relatively quiet amount of business from city retailers.

A considerable advance in Vichy water is reported. There is a large demand

for this French product throughout the Province of Quebec, and the higher price can doubtless be charged to the unsettled conditions in France owing to the war.

One of the large manufacturers of plug tobacco in Montreal has reduced prices on all lines, in some instances the reduction being as great as 5c per lb.

SUGAR.—A sudden weakness which developed in the New York market resulted in a further decline in sugar by Canadian refiners late Monday afternoon. Prices on all grades were marked down 20c, and extra granulated is now selling at \$7.80 per hundred for city trade, and \$7.75, with freight added, for country trade. The sentiment is that prices will be stronger again on account of the position of the Cuban market, where stocks are pretty well completed.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Pork products advanced.
Butter up 1c.
Cheese 2c higher.

FLOUR AND REED—

Flour up 6c.
Feeds higher.
Market strong.

FRUIT AND VEGETABLES—

Pears and peaches down.
Montreal melons in.
New vegetables cheaper.

FISH AND OYSTERS—

Salmon higher.
Supplies limited.

GENERAL MARKETS—

Sugar declines again.
Canned salmon advances.
Shelled walnuts up 1c.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour prices up.
Corn products advance.
Mill feeds still.

FRUITS AND VEGETABLES—

Lemons still high.
First Ontario peaches in.
New potatoes higher.
Harvest apples poor.
Canadian melons in.

FISH AND OYSTERS—

Western salmon scarce.
Salmon trout up 1c.
Whitefish advances.

PRODUCE AND PROVISIONS—

Live hogs advance.
Butter hard to get.
Cheese up.
Egg deliveries poor.

GENERAL GROCERIES—

Peppers firm.
Coffee firm.
Teas easier.
Sugar declines 20c.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Flour up 80c barrel.
Wheat soars through rust.
Rolled oats to go up.
Big strengthening of feeds.
Cornmeal considerably higher.

PRODUCE AND PROVISIONS—

Sensational hog advance.
Live hogs now bring \$11.85.
Not affecting meat prices.
Eggs temporarily weak.
No. 1 creamery brings 29-30c.
Ontario cheese 18½-18¾c.

FISH AND POULTRY—

Salmon short brings 15c.
Pickrel scarce at 10c.
Gold eyes off the market.
Broilers and fowl not plentiful.
Plenty of lake trout offered.

FRUIT AND VEGETABLES—

Peaches, plums and pears selling.
Mostly local vegetables offered.
Imported tomatoes at \$1.50 box.
Spanish onions \$2.50 per crate.
California grapes in \$3 crate.
California lemons up to \$8.50.

GENERAL GROCERIES—

Sugar declined last week.
Corn syrups and starch up.
Prunes may be easier.
Peaches and apricots higher.
Good local stocks of beans.
Black pepper up 1c

It is expected that the closing down of the Cuban production will enable holders of sugar, who are in a strong position, to maintain their stocks pending refiners requirements. It is generally believed that refiners are none too well supplied with raw materials. Considerable buying has taken place at the reduced figures.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 80
20 lb. bags	7 90
2 and 5-lb. bags	8 10
Extra Ground Sugars—	
Barrels	8 15
50 lb. boxes	8 35
25 lb. boxes	8 55
Yellow Sugars—	
No. 1, 100 lb. bags	7 40
Dark yellow, 100 lb. bags	7 20
Bright yellow, bbls. only, cwt.	7 65
Powdered Sugars—	
Barrels	7 95
50 lb. boxes	8 15
25 lb. boxes	8 35
Paris Lump—	
100 lb. boxes	8 30
50 lb. boxes	8 50
25 lb. boxes	8 70
Crystal Diamonds—	
Barrels	8 40
100 lb. boxes	8 50
50 lb. boxes	8 60
25 lb. boxes	8 80
Cartons	9 25
Half cartons	9 95
Crystal Dominoes, cartons	9 45

MOLASSES AND SYRUPS.—While there has been no change in the price of molasses, there is a decided firmness to the market in view of reports from Barbadoes of a very strong position there. Stocks on hand, while better than for several months past, are not by any means what dealers would like to see at this season. Large receipts are needed to take care of the coming winter requirements. There has been a fair amount of business in corn syrup and compound maple syrup.

	Prices for	
	Fancy.	Choice.
Barbadoes Molasses—	Island of Montreal.	
Pumcheons	0 50	0 51
Barrels	0 62	0 54
Half barrels	0 64	0 56
For outside territories prices range about 3c lower.		
Carload lots of 20 pumcheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½	
Pails, 83½ lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case.	2 65	
Cases, 5 lb. tins, 1 doz. in case.	3 00	
Cases, 10 lb. tins, ¼ doz. in case.	2 90	
Cases, 20 lb. tins, ¼ doz. in case.	2 85	
Cane Syrups—		
Barrels, lb., 5½c; ¼ bbls.	0 05½	
Cases, 2 lb. tins, 2 doz. in case	4 80	

DRIED FRUITS.—"Marking time" seems to express the situation in this market better than anything else. Prices remain unchanged, but there is a general feeling that developments are under way. It was learned this week that efforts are being made to bring a cargo of currants direct to Montreal from Patras. A steamer is expected to leave there about September 1, and if the venture proves successful other shipments will be arranged. This would doubtless bring lower prices in currants, and there is a reflection this week in a weaker market for this product. Raisins are quiet, but a fair trade is passing in other lines.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. boxes	0 09½
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11½
Peaches, choice	0 08

Pears, choice	0 13½
DRIED FRUITS.	
Candied Peels—	
Citron	0 24
Lemon	0 20
Orange	0 19
0 20	
Currants—	
Filiatras, fine, loose, new	0 14
Filiatras, packages, new	0 15
Dates—	
Dromedary, package stock, old, 1-lb. pkg.	0 10
For's, choice	0 12½
Hallowee, loose, new	0 09½
Hallowee, 1-lb. pkgs.	0 09
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½
1 lb. glove boxes, each	0 12
Cal. bricks, 10 oz.	0 09½
Cal. bricks, 16 oz.	0 10
Cal. layers	0 10
Cal. fancy, table, 10 lbs.	1 50
Prunes—	
30 to 40, in 25-lb. boxes, faced	0 11
40 to 50, in 25-lb. boxes, faced	0 10½
50 to 60, in 25-lb. boxes, faced	0 10
70 to 80, in 25-lb. boxes, faced	0 09½
80 to 90, in 25-lb. boxes, faced	0 09
90 to 100, in 25-lb. boxes, faced	0 08
0 08	
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscateles, loose, 3-crown, lb.	0 09
Muscateles, 4-crown, lb.	0 09½
Cal. seedless, 16 oz.	0 12½
Fancy seeded, 16 oz. pkgs.	0 11
Choice seeded, 16 oz. pkgs.	0 10½
Valencias, selected	0 11
Valencias, 4-crown layers	0 11½
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.	

DRIED VEGETABLES.—Beans are still scarce and high, both factors that limit the volume of business. There has been no change in price during past few weeks, but market is firm. Peas are in fair demand, with a tendency to await developments from the new crop.

Beans—	
Canadian, 3-lb. pickers, per bushel	6 00
Canadian, hand-picked	5 90
Canadian, 5-lb. pickers	5 60
Yellow eyes, per bushel	5 70
Lima, per lb.	0 08
Peas, white soup, per bushel	0 08½
Peas, split, bag 96 lbs.	3 25
Barley, pot, per bag	3 25
Barley, pearl, lb.	0 04½

SPICES.—There have been no actual changes in prices, but the market generally shows a weaker tone this week. In some lines fractional reductions have been made, but the changes do not affect the retailer.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lbs.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 27	—0 05	—0 35
Cayenne pepper	—0 28	—0 05	—0 35
Cloves	—0 30—0 32	—0 10	—0 39
Cream tartar—55 to 67c.			
Cinnamon, per lb., 35c.			
Ginger, Cochín	—0 25	—0 15	—0 31
Ginger, Jamaica	—0 28	—0 16	—0 29
Mace	—0 80	—0 10	—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 28	0 85—0 90	—0 26
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 18—0 22		
Turmeric	0 21—0 23		

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

Cardamom seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13	
Dutch	0 20	0 22
Cinnamon, China, lb.	0 14½	0 16
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Shredded cocconut, in pails	0 21	0 23
Pimento, whole		12-15

NUTS.—The only change in this market during the past week was an advance of 1c in price of shelled walnuts, which are now quoted at 36c to 37c per lb. The demand has been fairly heavy, with stocks none too great, and in consequence market is firm.

Almonds, Tara, new	0 17	0 18
Grenobles	0 17	0 18
Marbots	0 13½	0 14
Shelled walnuts, new, per lb.	0 35	0 36

Shelled almonds, 28-lb. boxes, per lb.	0 40	0 42
Sicily filberts	0 16	0 17
Filberts, shelled	0 36	
Pecans, large	0 19	0 20
Brazil, new	0 15	0 16
Peanuts, American, roasted	0 09	0 12½

COFFEE.—The situation is unchanged, with a seasonable amount of business being done. The extremely warm weather is said to have had some effect on sales, but on the whole the volume of trade is about as usual for the time of year.

Coffee, Roasted—	
Bogotas, lb.	0 27
Jamaica, lb.	0 22
Java, lb.	0 33
Maracaibo, lb.	0 22
Mexican, lb.	0 27
Mocha, lb.	0 33
Rio, lb.	0 18½
Santos, lb.	0 21
Chicory, lb.	0 12

TEA.—Although there have been no changes in tea quotations, the tendency of the market is weak at present. There have been no developments since last report.

RICE AND TAPIOCA.—The position of affairs in this market has undergone no change since last week, but the trade are looking forward to an improvement at any time now. Rice is considered due for an advance as soon as a little more activity develops. Tapioca is unchanged with fair demand.

Rangoon Rices—	Per cwt.
Rangoon "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—	
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	6 30
Crystal	5 00
Snow	5 20
Ice drips	5 30
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna—	Per lb.
Bags, 22½ lbs.	0 05
Half bags, 11½ lbs.	0 05½
Quarter bags	0 05½
Velvet head Carolina	0 08
Sago, brown	0 06½
Tapioca—	
Pearl, lb.	0 10
Seed, lb.	0 10½

CANNED GOODS.—Demand for all lines continues fairly active, though vegetables are moving more slowly with the arrival of more plentiful supplies of green stuff, and the same may be said of fruits.

An advance was announced this week in clover leaf salmon, the price now quoted being \$2.75 per doz. for 1-lb. flats, and \$2.55 for 1-lb. talls. The market generally is strong.

Ontario Markets

Toronto, Aug. 11.—The past week has witnessed some price movements. In the case of flour it was upward and with sugar downward. Flour went up 60c a barrel, and sugar declined 20c per 100 pounds. There has been a disappointing consumption of sugar during the pres-

ent summer, and the reduction in sugar was evidently for the purpose of stimulating trade. Up to the present time it has had the opposite effect.

Fruits and vegetables have been reaching the market in rather poor quantities, attributable largely to the continued hot weather. With the recent rain and cooler weather wholesale dealers look for a better supply. Raspberries have been disappointing.

Corn products have advanced owing to the high price of corn. Prices at the present time are higher than they have been for over fifty years. Cornmeal and corn flour have followed upward, and corn syrup has also taken an upward glide. Condensed milk is another commodity that has had a big run this summer, partly for war orders, and partly because the pasturage has been giving out and the production of milk has fallen off. There is much condensed milk being shipped to Europe and the West Indies.

Canned pork and beans is another line that has recently advanced. Beans are very high in price owing to the scarcity, and this has been one of the contributing factors in sending the price of the canned article to an increase. On the whole, the market during the week has been steady on the advance.

SUGAR.—Another decline of 20c per 100 pounds went into effect with Canadian sugar refiners on Monday of this week. Standard granulated sugars are now selling at \$7.86. Sugar men state they cannot see any good reason why the market should decline. One of the factors that helped send the market down was a bear movement in raws on the part of paper speculators in New York. Before this element pulled out of the market they sold out for 3/8 of a cent below the current market value of sugar. This led to a general demoralization of the market, which resulted in a serious decline from 7.65c to 7c on Monday. On Tuesday the market recovered, and at the close of business the market was at 7.25c. In sympathy with this condition in New York the Canadian market declined 20c per hundred. Statistically the position of raw sugars is asserted to be strong with factories closing and reduced stocks. Himely, regarded as the leading Cuban statistician, estimates the final outturn for the present crop to be 3,006,000 tons, and reports that of the sugars remaining 200,000 tons are sold awaiting shipment, 150,000 tons being for Europe and 50,000 tons for America. There is a balance stock on hand of 375,000 tons, which is all that remains unsold to provide for home consumption until the new crop comes in in December. Dealers have small holdings at the present, and are following a hand-to-mouth buying in order to await further

developments. Sales have been retarded owing to decline.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
120 lb. bags	7 85
20 lb. bags	7 95
10 lb. bags	8 01
2 and 5-lb. cartons	8 15
Nova Scotia refined, 100-lb. bags	7 85
New Brunswick refined, 120-lb. bags	7 85
Extra Ground Sugars—	
Barrels	8 21
57 lb. boxes	8 41
25 lb. boxes	8 61
Powdered Sugars—	
Barrels	8 01
25 lb. boxes	8 41
Crystal Diamonds—	
Barrels	8 46
100 lb. boxes	8 61
50 lb. boxes	8 46
Paris Lumps—	
100 lb. boxes	8 56
57 lb. boxes	8 66
25 lb. boxes	8 86
Yellow Sugars—	
No. 1	7 56
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES.—Prices for molasses continue at a high level; higher, in fact, than they have been for the past thirteen years. The problem still continues to be to get shipments through from producing sections. Corn syrup has taken an upward flight during the week. Continued high price of corn and an advancing market has been largely responsible. Corn in Toronto is now selling around 96c in Toronto, the highest price for at least fifty years. The highest point reached in recent years has been 92c. The new price for syrup is about 1/4c higher.

Barrels, about 750 lbs.	0 04 1/2
Half barrels, about 350 lbs.	0 04 1/2
Quarter barrels, about 175 lbs.	0 04 1/2
Cases, 2 dozen 2-lb. tins	3 00
Cases, 1 dozen 5-lb. tins	3 40
Cases, 1/2 dozen 10-lb. tins	3 30
Cases, 1/4 dozen 20-lb. tins	3 25
Cane Syrups—	
Barrels, lb., 5 1/2c; 1/2 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy, gallon	0 64
West India	0 43 0 45

TEAS.—Cable despatches from London on Wednesday state the market in Ceylon teas is steady. A gradual improvement in quality is expected. For common teas the market was easier if anything. The London market has now been for a long time without a good quality of teas. Quotations for the Japans on the third crop are expected in the near future, and it is anticipated these quotations will be firmer. The market in both London and Calcutta has been easier. The crop remains uncertain, shortages having been reported. Tea men state the easier tendency in the tea market for the past five or six weeks has been unexpected. They give the opinion that it is a favorable time to be in the market buying teas. The demand for the summer months has been light.

COFFEE.—The primary coffee market is very firm. On Tuesday of this week there was an advance of 19 points recorded with sales of 63,000 bags at New York. Indications seem to point to a continuation of the firm and advancing market. Large holdings have been purchased and are to be held in New York for shipment to Europe on the cessation of hostilities. Coffee stocks in the central empires are very

low at the present time as practically no importations have been made.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 25	0 25
Java, lb.	0 33	0 38
Maracaibo, lb.	0 25	0 27
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 19	0 20
Santos, Bourbon, lb.	0 24	0 24
Santos, lb.	0 21	0 23
Chicory, lb.	0 14	0 15

SPICES.—Pepper has advanced in the primary markets within the past week or ten days a cent and a quarter per pound. Shortages in the crops in Siam, Singapore and Limpong have had a firming tendency. The local market, however, has not advanced but it is expected advance will be recorded by October. The demand for all spices is good, particularly with the pickling spices at the present time. Dealers look for the heaviest demand in September. Cream of tartar is slightly easier.

	Pure, lb.
Allspice	0 18
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90
Nutmegs	0 40
Pastry	0 30
Pickling spice	6 22
Pepper, black	0 25
Pepper, white	0 37
Nutmegs, selects, whole	0 40
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 13
Caraway seed, whole	0 28
Spice, pickling, whole	0 20

BEANS AND PEAS.—Beans continue in a firm and advancing market. Prime beans are selling around \$5.10 per bushel and fancy hand-picked as high as \$6 per bushel with very few to be had. Camps and troops never tire of beans as a food commodity. Outlook for the new crop is poor as the sun has scorched the vines and made the beans small in size.

Beans, Japanese, hand-picked, bushel	5 60	6 00
Prime	5 00	5 10
Peas, blue, bushel	3 50	3 80
Split	5 00	

DRIED FRUITS.—Prices for currants in the primary market at the present time are so high that Canadian buyers are not interested. They are not even in a frame of mind to negotiate for lower prices but are contented to wait until matters develop. An invitation from the dealers in the primary market to make counter offers brought no response from Canadian buyers. The prune market gives signs of weakening. While there is a strong association among the producers in California the packers maintain the prices are too high at present figures and feel they will not have to pay more than 5c per pound. The association has named their prices around 6c. Estimates of the tonnage of prunes are to the effect that they will be in excess of previous estimates. This is a factor that the packers are gambling on to give them lower prices.

Manitoba Markets

Apples, evaporated, per lb.	0 08½	0 09
Apricots—		
Std., 25's, faced	0 15	0 15½
Choice, 25's, faced	0 18	0 19
Extra choice, 25's, faced	0 19	0 20
Fancy, 25's, faced	0 20	0 21
Candied Peels—		
Lemon	0 20	0 22
Orange	0 18	0 20
Citron	0 25	0 27
Currants—		
Filiatras, per lb.	0 15	0 16
Patras, per lb.	0 16	0 17
Vostizzas, choice	0 16	0 17½
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09½
Pa.ckage dates	0 10	0 10½
Hallowees	0 08½	0 09
Prunes—		
30-40s, California, 25-lb. boxes.....		0 14
40-60s, 25-lb. boxes	0 10½	0 11
50-60s, 25-lb. boxes	0 09½	0 10
60-70s, 50-lb. boxes	0 08½	0 09½
70-80s, 50-lb. boxes	0 08½	0 09½
80-90s, 50-lb. boxes	0 08½	0 09½
90-100s, 50-lb. boxes	0 08	0 08½
25-lb. boxes, ¼c more.		
Peaches—		
Choice, 50-lb. boxes		0 09
Std.s., 50-lb. boxes	0 08	0 08½
Choice, 25 lbs., faced	0 09	0 09½
Extra choice, 25 lbs., faced	0 09½	0 10
Fancy, 25 lbs., faced	0 10	0 10½
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seedless, 12 oz. packets		6 13
Raspberries, black, dried, 25-lb. boxes....	0 40	0 42

RICE AND TAPIOCA.—There is a good demand for rice at the present time. Prices hold firm. A still larger demand is expected in September. Tapioca prices are a shade easier with pearl being quoted at 9 to 9½ cents and seed at 9¼ to 10 cents.

Rice—		
Rangoon "B." per cwt.	4 50	
Rangoon "CC." per cwt.	4 40	
Rangoon, fancy, per cwt.	4 38	5 55
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 09	0 09½
Seed, per lb.	0 09½	0 10

CANNED GOODS.—The pack of sockeye salmon is reported away behind expectations. The run in British Columbia waters will soon be over and packers state they will not be able to fill more than 25 to 30 per cent. of orders placed for talls. There will not be near enough canned salmon to meet the needs. The spot situation for canned salmon is acute, talls being hard to get at almost any price. Canned beans have advanced in price owing to the possible dearth in supplies of beans and the difficulty to get them at the present time. It is expected the new crop of tomatoes will be started on the way to the cans before long. Canned peas in the new crop will be short this year. Jobbers will not be able to get more than 70 per cent. of their orders. All canned goods hold firm.

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

Salmon, Sockeye—		
1 lb. talls, cases 4 doz. per doz.	2 75	
½ flats, cases 8 doz. per doz.	1 75	
Five cases or more, 2¼c doz. less than above.		
Chums, 1-lb. talls	0 97½	
Pinks, 1-lb. talls	1 20	
Cohoes, 1-lb. talls	1 90	
Red Springs, 1-lb. talls	2 00	
Humpback, ½-lb. tins	0 50	
Canned Vegetables—		
Tomatoes, 3's	1 40	
Peas, standards	1 00	
Early June peas	1 05	
Corn, 2's, doz.	1 00	
Corn, fancy, doz.	1 15	

Winnipeg, August 9.—The big feature this week is undoubtedly the sensational advance in wheat and flour. In a very short time wheat jumped 20c per bushel, and it seems to be still going up. In sympathy with this advance, flour is up 80c per bbl. right across the Dominion, and this advance is not commensurate with the advance in wheat. If wheat continues to go up at the present rate, millers state that flour must go up too. The wheat market has been influenced largely by reports of rust damage in southern and central Manitoba. These reports have been circulated and probably exaggerated by the bull element, which have been in control of the wheat market during the past month or six weeks.

There seems to be every indication that these reports are being made use of unduly. Reports coming in from private sources are to the effect that statements regarding the damage done by rust are exaggerated unreasonably. There is every reason to believe that the crop in southern and central Manitoba will be a good one despite the rust, which no doubt is there, but will probably be curbed by rains which fell last week end. Should these reports continue to circulate as they have been doing, there is no doubt about it that wheat will go up further. If the true facts should be made known, an easing off in the wheat market would no doubt result. Reports are having a bad effect on business generally, as business men are inclined to be too pessimistic.

SUGAR.—A decline of 20 cents per hundred on sugar was recorded this week, making the second since July 29. The declines came as a surprise to the trade here, and there is a feeling that the market will probably go back again. It was understood that the raw sugar market in New York was much firmer last week end. A big factor in this development has been the delayed demand for sugar required for preserving. It seems that the housewife is not putting up the same amount of preserves this year as she did in former years, and the demand for sugar is only fair. As it is still rather early for preserving, and as retailers in Canada are not stocked up too heavily, there is a possibility they will be in the market before very long, which might send prices up again. Wholesalers in Winnipeg continue to buy only hand to mouth.

Sugar, Eastern—		Per cwt.
Standard granulated	8 40	
Extra ground or icing, boxes	9 25	

Extra ground or icing, bbls.	8 85
Powdered, boxes	9 00
Powdered, bbls.	8 85
Hard lump (160-lb. case)	9 30
Montreal yellow, bags	8 00
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 35
Halves, 90 lbs., per cwt.	8 45
Bales, 20 lbs., per cwt.	8 45
Powdered, 50s	9 00
Powdered, 5s	9 25
Icing, barrels	9 00
Icing, 50s	9 20
Cut loaf, barrels	9 30
Cut loaf, 50s	9 50
Cut loaf, 25s	9 55
Sugar, British Columbia—	
Extra granulated sugar	8 20
Bar sugar, bbls.	8 85
Bar sugar, boxes, 50s	8 95
Icing sugar, bbls.	8 95
Icing sugar, boxes, 50s	9 25
H. P. lumps, 100-lb. cases	9 35
H. P. lumps, 25-lb. boxes	9 55
Yellow, in bags	8 00

SYRUPS.—Corn syrups advanced 20c per case recently, this being brought about by the high price of corn, quotations now are 2's per case two doz. \$3.08; 5's per case 1 doz. \$3.43; tins per case ½ doz. \$3.41; 20's per case ½ doz. \$3.32; ½ bbl. \$4.90. The corn market is still very firm, but it is hardly likely there will be a further advance as 20c was a pretty big one. There is nothing special to report on molasses, which move very slowly at this season of the year. There is no chance of cane syrup going up just now. The demand is very small.

Corn Syrup—		
2s, per case 2 doz.	3 08	
5s, per case, 1 doz.	3 43	
10s, per case, ½ doz.	3 31	
20s, per case, ½ doz.	3 32	
½ barrels	4 90	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case.....	4 05	
5-lb. tins, 1 doz. to case, per case.....	4 75	
10-lb. tins, ½ doz. to case, per case	4 45	
20-lb. tins, 3 tins to case, per case	4 55	
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)		
Molasses—		Per gal.
Barbadoes, ¼ bbls., per gal.	0 70	
New Orleans	0 37	
New Orleans, tins, 24 x 2 lb. case, \$2.20; 24 x 3 lb. case, \$3; 12 x 5 lb., \$2.60; 6 x 10 lb., \$2.55.		

DRIED FRUITS.—The market in California is slightly easier on spot prunes, but buyers are said to be purchasing freely on account of freight rates, which will advance 10c from San Francisco and 20c from interior California points on Sept. 1st. There is a feeling in some quarters that prunes are going to be much cheaper this year, but everything will depend on how the trade buy. As stocks are very low there is a possibility that American retailers will compel jobbers to go into the market. If they go in at once, there is no doubt that prices of prunes will be higher. This will be decided in about three weeks time. Reports from California state that growers there are very wealthy owing to the high price prevailing during the past year, and are very independent. This will also be an important factor. No change in the raisin situation is reported. Few currants seem to be selling on account of the high market, and stocks coming in are said to be of very inferior quality. Evaporated apples are slightly firmer in the East for prompt shipment. Peaches are higher again. New crop are 1¼c higher

than old crop, and will be on the market in about a months time. Appricots are very high, and the consumption is expected to be very limited.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07 1/2	
Evaporated apples, choice, 25's	0 08	
Evaporated apples, 3-lb. cartons	0 30	
Pears, choice, 25's	0 12 1/2	
Apricots, choice, 25's	0 14 1/2	
Apricots, choice, 10's	0 16 1/2	
Peaches—		
Choice, 25-lb. boxes	0 07 1/2	
Choice, 10-lb. boxes	0 08 1/2	
Currants—		
Filigras, dry cleaned	0 13 1/2	0 15 1/2
Vostizzas, dry cleaned		
1 lb. package Amalias	0 16 1/2	
2 lb. package	0 29	0 33
Dates—		
Hallowee, loose, per lb.	0 09	
Hallowee, 12-oz. pkgs.	0 08 1/2	
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10 1/2
16 oz. choice, seeded		0 10 1/2
12 oz. fancy, seeded	0 06	0 08 1/2
12 oz. choice, seeded		0 07 1/2
Raisins, Muscatels—		
3 crown, loose, 25's	6 08 1/2	
3 crown, loose, 50's	0 08 1/2	
Raisins, Cal. Valencias—		
25-lb. boxes	0 09	
50-lb. boxes	0 09 1/2	
Prunes—		
90 to 100, 25s	0 07 1/2	
80 to 90, 25s	0 07 1/2	
70 to 80, 25s	0 08 1/2	
60 to 70, 25s	0 09	
50 to 60, 25s	0 09 1/2	
40 to 50, 25s	0 10 1/2	
Peels—		
Orange, lb.	0 17 1/2	0 18 1/2
Lemon, lb.		0 18
Citron, lb.		0 21 1/2

DRIED VEGETABLES.—The primary market for beans is still high and prices in Michigan are inflated. It begins to look as though stocks in Winnipeg are very heavy. Most jobbers claim to have enough to carry them over two months. The retail trade are getting these beans at very reasonable figures, hand-picked stuff selling as low as \$4.75, which is pretty nearly what shippers are getting in the East. There are some European beans coming on to this market.

Beans—		
Japanese white beans, bushel	5 10	
California Lima Beans—		
80-lb. sacks	0 07 1/2	
Barley—		
Pot. per sack, 98 lbs.	3 20	
Pearl, per sack, 98 lbs.	4 30	
Peas—		
Split peas, stck., 98 lbs.	6 50	
Whole peas, bushel	3 30	

SPICES.—Prices on all lines continue high. The principal lines affected last week was black pepper and cream of tartar. The latter is still exceedingly high and scarce. Black peppers have advanced 1c per lb. in the primary market on account of the short crop, but there has been no advance locally.

Allspice, ground	0 11 1/2	0 14 1/2
Cassia, ground	0 22	
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole	0 26	
Cloves, ground	0 28	
Ginger, Jamaica, ground	0 22 1/2	0 23 1/2
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes	0 27	
Ground, white, 10-lb. boxes	0 31	
Whole, white	0 31 1/2	

COFFEE.—The market remains firm, with upward tendencies. Growers are not showing any disposition to accept lower prices.

Coffee—		
Green, choice, No. 7 Rio	0 14 1/2	
Green, choice, No. 5 Rio	0 15 1/2	
Green, Santos	0 18 1/2	
Roasted Rio, in bulk, bbls.	0 18	0 20
Roasted Santos	0 23	0 25
Maracaiibo, green	0 20	0 20
Chicory, lb., Canadian, 14-lb. tins.	0 10 1/2	

TEA.—Jobbers are not doing very much buying just now. They expect to buy cheaper in October and November, and state that they will have cheaper tea in Winnipeg by December. They are calculating that freights will be lower by that time, which would materially affect quotations. It will be remembered that tea bought during these months last year was rather cheap, but went up again around March. Whether teas will be lower or not this year depends much on whether there is a reduction in freight rates.

CANNED GOODS.—Supplies going out fairly freely. The trade still expect higher prices. All jobbers report good sales and difficulty getting supplies on some lines. The latter difficulty is probably due to labor conditions in the East. Stocks of canned salmon are reported very light in Winnipeg, and the market is firm. New salmon prices are expected almost any day, and will probably be higher than they were last year.

ALBERTA MARKETS (EDMONTON)

Edmonton, Aug. 10.—Business is very brisk. Two weeks will put wheat where frost will not harm. Prospects are excellent. Everybody is optimistic. Sugar declines 20c on Tuesday basis, bulk per 100 pounds being quoted at \$8.95. Flour advances by leaps and bounds, 98's, No. 1 patent selling for \$3.75. Wheat products are advancing in sympathy. Rolled oats are quoted at \$2.90. Oatmeal is selling at \$4.10. Fresh fruit season is coming. Fruit houses report considerable activity. Corn products show firm aspect. Syrup starch indicates fair advance. Eggs are 20c dozen. No 1 dairy butter is selling at 20c to 21c. Evaporated fruits have advanced 1/2c to 2c per pound.

General—		
Beans, small white Japan, lb.	0 08	
Flour, No. 1 patent, 98's	3 75	
Molasses, extra fancy, gal.	0 77	
Rollled oats, ball	3 00	
Rollled oats, 80's	2 90	
Rice, Siam, cwt.	3 90	
Potatoes, local, per bush.	0 40	
Sago and tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	8 95	
Shelled walnuts, finest halves, lb.	0 38	
Shelled walnuts, broken, lb.	0 28	
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 18 1/2	0 19 1/2
Butter, creamery, lb.	0 32	
Butter, No. 1, dairy, lb.	0 20	0 21
Lard, pure, 5s, per case	10 15	
Bacon, smoked backs, per lb.	0 23 1/2	
Bacon, smoked bellies, per lb.	0 25	
Lard, pure, 3s, per case	10 35	
Eggs, new laid, per doz.	0 20	
Eggs, case	6 75	7 00
Canned Goods—		
Tomatoes, 3s, standard, case	3 10	
Tomatoes, gals., case	2 25	
Corn, 2s, standard, case	2 35	
Peas, 2s, standard, case	2 45	
Apples, gals., Ontario, case	1 95	
Strawberries, 2s, Ontario, case	4 90	
Raspberries, 2s, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, cs.	9 65	
Salmon, pink, talls, 48x1s, per case.	4 25	
Lobster, 1/2s, per doz.	3 00	
Dried Fruits—		
Currants, lb.	0 13 1/2	
Evaporated apples, 50s, per lb.	0 10	
Peaches, choice, 25s, per lb.	0 08 1/2	
Apricots, choice, 25s, per lb.	0 17	
Pears, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 07 1/2	
Sultana raisins, Cal., extra fancy	0 15	
Valencia raisins, Cal., lb.	0 10	

ALBERTA MARKETS (CALGARY)

Calgary, Aug. 11.—Flour has made two advances since last report—one of 25c and one of 15c. Rolled oats are up 15c. Sugar has dropped 20c. Cheese is firmer at 20c to 22c. Tomatoes, gallons, are quoted at \$2.50 a case; No. 3's at \$3.25. Advances in canned milk are expected. Choice evaporated peaches are quoted at 9c. Prices on new pack dried fruits for fall delivery will be about 1c to 2c per pound higher than present quotations. New B. C. potatoes are 2c per pound. Raspberries are about over.

General—		
Beans, small white Japan, lb.	0 08 1/2	
Flour, No. 1 patent, 98's	3 40	
Molasses, extra fancy, gal.	0 75	
Rollled oats, ball	3 15	
Rollled oats, 90s	3 20	
Rice, Siam, cwt.	4 75	
Potatoes, local, per bush.	0 50	0 60
Sago and tapioca, lb.	0 10	0 10
Sugar, pure cane, granulated, cwt.	9 05	
Shelled walnuts, finest halves, lb.	0 49	
Shelled walnuts, broken, lb.	0 30	
Produce and Provisions—		
Cheese, No. 1 Ontario, large, per lb.	0 18 1/2	0 19 1/2
Butter, creamery, lb.	0 31	
Butter, No. 1, dairy, lb.	0 20	0 20
Lard, pure, 5s, per case	10 30	
Bacon, smoked backs, per lb.	0 23 1/2	
Bacon, smoked bellies, per lb.	0 25 1/2	
Lard, pure, 3s, per case	10 00	
Eggs, new laid	9 00	
Eggs, No. 1	8 00	
Canned Goods—		
Tomatoes, 3s, standard, case	3 70	
Corn, 2s, standard, case	2 45	
Peas, 2s, standard, case	2 50	
Tomatoes, gals., case	1 75	
Apples, gals., Ontario, case	4 90	
Strawberries, 2s, Ontario, case	4 50	
Raspberries, 2s, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, cs.	10 00	
Salmon, pink, talls, 48x1s, per case.	4 50	
Lobster, 1/2s, per doz.	3 00	
Dried Fruits—		
Currants, lb.	0 15	
Evaporated apples, 50s, per lb.	0 10	0 10 1/2
Peaches, choice, 25s, per lb.	0 07 1/2	
Apricots, choice, 25s, per lb.	0 17 1/2	
Pears, choice, 25s, per lb.	0 14	
Prunes, 90-100	0 08 1/2	
Sultana raisins, Cal., extra fancy	0 15	
Manchurian shelled walnuts	0 30	
Fresh Fruits and Vegetables—		
Oranges, al., box	5 25	6 00
Lemons, box		9 50
Raspberries, crate	2 60	3 00
NEW BRUNSWICK MARKETS		
St. John, N.B., Aug. 10.—There has been a further drop in sugar again. This is the only sign of easier prices, other changes during week being steadily upward. All grades of sugar are now 20c lower, with Paris lumps quoted at \$9. American clear pork is up to \$34 and \$35. Butter, 27c to 29c for dairy, and creamery, 31c and 32c. There are a few old potatoes at \$2 to \$2.50 barrel. New are now 80c to 90c bushel. Cornmeal, granulated, is up to \$6.65; ordinary, \$2.05. Flour jumps again, Manitoba to \$8.35 and Ontario to \$7.50. Rolled oats advanced to \$6.50.		
Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 21
Beef, corned, 1 1/2	2 50	2 60
Pork, American clear, per bbl.	33 75	34 00
Butter, dairy, per lb.	0 25	0 26
Butter, creamery, per lb.	0 30	0 32
Eggs, new laid, per doz.	0 30	0 32
Lard, pure, lb.	0 18 1/2	
Cheese	0 17	0 17 1/2
Flour and Cereals—		
Cornmeal, gran.	6 65	
Cornmeal, ordinary	2 05	
Flour, Manitoba, per bbl.	8 35	
Flour, Ontario	7 50	
Flour, buckwheat, western, 98-lb. bag	3 50	
Rollled oats, per bbl.	6 50	
Fresh Fruits and Vegetables—		
Apples, box	3 00	3 25
Lemons, Messina, box	4 00	4 25
Lemons, Cal., box	5 00	6 00
Oranges, Cal., case	4 00	5 00
Potatoes, new, bush.		1 00

Sugar—		
Standard granulated	7 95	8 00
United Empire	7 85	7 90
Bright yellow	7 75	7 80
No. 1 yellow	7 55	7 60
Paris lumps	8 95	9 00
Beans, white, per bush.	5 75	6 00
Molasses, Barbadoes, gal.	0 60	0 61
Cream of tartar, per lb.	0 51	0 53
Currants	0 15	0 15½
Pork and beans, case		4 00
Rice, per cwt.	4 75	5 25

SASKATCHEWAN MARKETS

By Wire

Regina, Sask., Aug 11.—Much damage to grain is reported as result of disastrous hail storms during the first week in August. Black rust is reported from several points in the southern part of the province. Sugar dropped forty cents in a little over a week, 20c on July 31 and 20c on Aug. 8. Price now is \$8.74. Cornmeal advanced 45 cents on Aug. 4, bails \$3.35. Corn syrup is up 20c, 10's, \$3.50; 20's \$3.56. Eggs are quoted at 18c, butter 21c, cheese 19½ to 19¾c, lard 3's, \$10.00; 5's, \$10.05; 10's, \$10.00; 20's, \$3.27; beans, \$4.55. Coconut 23c. Flour advanced on August 2, to \$3.75. Rolled oats, 20's 77½; 40's, \$1.40; 80's, \$2.75, bails, \$3.15.

Produce and Provisions—

Butter, creamery, per lb.	0 29
Butter, dairy, No. 1	0 21
Cheese, per lb.	0 19½ 0 19¾
Eggs, new laid	0 18
Lard, 3's, per case	10 10
Lard, 5's, per case	10 05
Lard, 10's, per case	10 00
Lard, 20's, per case	10 10

General—

Beans, Ontario white, per bush.	4 55
Coffee, whole roasted, Rio	0 21½
Cream of tartar, lb.	0 60 0 65
Coconut, lb.	0 23
Flour, 96's	3 75
Rolled oats, 40s	1 40
Rolled oats, 80s	2 75
Rice, per cwt.	4 35
Onions, B.C., 100 lbs.	3 00
Sugar, standard gran., per cwt.	8 74
Sugar, yellow, per cwt.	7 89
Tapioca and sago, lb.	0 08
Walnuts, shelled, 47-49c; almonds	0 45 0 47

Canned Goods—

Apples, gals., case	1 80
Beans	2 25
Corn, standard, per 2 dozen	2 28
Peas, standard, per 2 dozen	2 45
Plums, Lombard	2 10
Peaches	3 10
Raspberries 4.33; Strawberries	4 73
Tomatoes, standard, per case	2 90

Salmon—

Sockeye, 1's, 4 dozen case	9 60
Sockeye, ¼'s	12 45
Cohoos, 1's	6 10
Humpbacks, 1's	4 10

Dried Fruits—

Apricots, per lb.	0 17½
Currants, lb.	0 15½
Citron peel, lb.	0 21½
Lemon peel, lb.	0 20½
Orange peel, lb.	0 20½

ADVANCE IN PICKLE CONTAINERS

Winnipeg

WINNIPEG, August 9. — Pickle manufacturers in this locality report a heavy crop of vegetables which are now arriving in good shape. Deliveries have already been made on 1916 cucumbers and cauliflowers. They point out, however, that the advantage from the good crop is unfortunately offset by advance-

in containers. Glass manufacturers and makers of metal caps seem to be unable to make deliveries, and many of them have again advanced their prices. During the past year advances have also been made on nearly everything entering into the composition of pickles, so that any advantage accruing from the big vegetable yield, will most likely be offset by other changes. There is no doubt that the big crop will be the means of holding prices where they are, and avoiding a further increase which would have been inevitable.

The demand for pickles during the past year has been enormous, and it has been necessary on occasions to divide the available supply in order to let everybody have a little. Pickle and condiment manufacturers are three weeks to a month behind on their orders. This condition is probably due to the fact that there has been a falling off in ex-

port from England, and local manufacturers have been called upon to make up the shortage. There is no sign of abatement in the demand, whereas usually when first vegetables are arriving, there is a falling off in size and number of orders.

It is felt by the trade that the advance of 20c per case on corn syrup is rather large, and although the corn market is still exceedingly firm, there is little chance of a further advance. This has had very little effect on the demand, as very little syrup of any kind is being bought during the present hot season. This advance has been brought about by the jump in the corn market. It has also had the effect of sending up quotations on corn starch. Canadian corn has advanced ½c per lb., and Canadian Gloss is up ¼c per lb. Other lines have advanced in similar proportion. Celluloid goods went up 15c per case.

THE Housewives' League of Chicago, in a circular letter sent out to the housewives of the city, includes the following pertinent questions:

“Are you the thoughtful housewife who makes out a systematic market list for the day's requirements?”

“Are you the thoughtless housewife who must order her provisions little by little every few hours during the day?”

“Stop! Think what it means to the grocer to fill three or four different orders a day from one and the same customer!”

“Stop! Think of the extra bookkeeping necessitated in the office!”

“Stop! Think how many unnecessary stairs the delivery boy is obliged to climb by careless hourly ordering.”

“Stop! Think of the avoidable wear and tear on the wagons!”

“Stop! Think of the weary trot trot of the horse over the self-same ground!”

“Systematic once a day ordering saves your time, your money, your peace of mind, the clerk, the bookkeeper, the delivery man, the horse, the wagon.”

“Kindness and consideration, on your part, will help the grocer to help you and be factors in reducing the high cost of living.”

The above appeared in an editorial in Canadian Grocer, July 21 issue. A subscriber suggested that we have some cards printed for use among our readers. This we have done. These are handy cards, 6" x 4", which can be distributed among your customers. A few hundred only have been printed; first come first served. Price, 15 cards for 10 cents.



FLOUR AND CEREALS



Orders Pour In As Flour Advances

Big Demand for Flour Gives Mills All They Can Do—Orders Taken Only at Latest Increase

Montreal

FLOUR.—The flour market continues to occupy a large share of attention, and reflecting the advances in wheat, due to unsatisfactory crop reports, prices were increased 60c since last report. There have been five 20c advances since July 27, and millers say it is almost impossible to make any predictions about the future. Orders have been pouring in to the millers as the market advanced, and many buyers sought to book orders at the quotations previous to the latest advance. The mills, however, report they have about all they can do to meet the demand, and orders are only accepted at the latest increase.

Reports to milling offices here indicate that the advancing market is due primarily to American buying of spring wheat in Canada. The American spring wheat crop is short, and this shortage is being made up by purchases on this side of the line. The damage to the wheat crop by rust and hailstorms is also naturally reflected in the flour market.

Shortage of labor at most of the mills is also hindering to some extent the prompt filling of orders. New wheat will be arriving at the mills this week, and grinding of the new crop will commence at once. Consumer demand is reported heavy, many buying in expectation of further advances.

Winter wheat flour advanced in sympathy with the Manitoba's, and prices were marked up slightly all round. The demand for these grades was only fair, owing to the fact that buyers in most cases were fairly well supplied. It is also stated that a number of car lots were rejected lately on account of them being out of condition, caused by moisture in the flour and the extreme heat, so that buyers were not inclined to operate freely.

Manitoba Wheat Flour—	Per bbl. of 2 bags	
First patents	7 60	
Second patents	7 10	
Strong bakers	6 90	
	Car	Small
Winter Wheat Flour—	lots	lots
Fancy patents	6 20	6 45
90 per cent. in wood	5 60	5 75
90 per cent. in bags	2 55	2 60

CORN FLOUR ADVANCES FORTY CENTS PER BAG

Montreal CEREALS.—The only price change in this market during the past week was an advance of 40c in corn flour, the present price being \$2.75 per bag. Considering the season of the year there has been a fair amount of business passing; in fact, rolled oats are reported to have been in better demand than usual this season.

Commeal—	Per 98-lb. sack	
Gold dust	2 50	
Roller Oats—	90 in jute.	
Small lots	2 75	
25 bags or more	2 60	
Packages, case	3 90	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.		
Roller Wheat—	100-lb.	bbls.
Hominy, per 98-lb. sack	4 00	
Hominy, per 98-lb. sack	2 75	
Corn flour, bag	2 75	
Rye, flour, bag	2 65	2 80
Barley, pot	3 00	
Barley, pearl, lb.	0 04½	

MILLERS ARE OVERSOLD FOR ALL GRADES OF FEED

Montreal

FEEDS.—A stronger market in mill feeds has prevailed, and prices have advanced along with the flour market. Bran and shorts are up \$1 per ton, and middlings, wheat moulee and feed flour are \$2 higher than last quotations. There has been a very active demand for all grades of feed, and millers are largely oversold of their output. In most cases sales are being confined to mixed car lots.

Mill Feeds—	Per ton.
Bran	23 00
Shorts	25 00
Middlings	28 00
Wheat moulee	32 00
Feed flour, bag	33 00
Mixed chop, ton	32 00
Crushed oats, ton	34 00
Oats, chop, ton	34 00
Barley, chop, ton	32 60
Feed oats, Manitoba, bush	0 57
Feed wheat, bag	2 00

Flour Advances Again; Up 60c.

Continuous Reports of Rust From Western Canada Have Also Sent Wheat Prices Upward.

Toronto

FLOUR.—Continued reports of damage to the wheat crop of Western Canada and the Western United States through rust have sent the price of wheat rapidly upward. No. 1 Northern is selling at \$1.45 for immediate delivery, being a premium of about three cents per bushel over option wheat for future delivery. Flour has consequently followed the upward price of wheat and another 60c increase per barrel is re-

corded during the week. First patents are now selling at \$7.50 in car lots. There is a big demand for spot wheat at the present time. Bakers have allowed their stock to run low thinking the market would be more favorable. Now that the market has taken an upward turn they have been caught short and consequently must stock up at prevailing prices. In Southern Manitoba reports of rust are considered serious. Rust has also put in an appearance in Saskatchewan although it is not known to what extent the damage has progressed. Ontario new crop flour is quoted at an advance of \$1.20 per barrel over the price for flour from last year's crop. The flour from the new crop is altogether better than that secured from last year's wheat. The wheat is dry and has fine flour making qualities.

Manitoba Wheat Flour—	Small lots.	Car lots.
	per bbl. of 2 bags	
First patents	7 70	7 50
Second patents	7 20	7 00
Strong bakers	7 00	6 80
Ontario winter wheat flour, 90 per cent.	5 80	5 60

HOT WEATHER BURNING UP CORN—PRICE UP.

Toronto

CEREALS.—With reports from the Western United States to the effect that the continued hot weather is burning up the corn fields, corn has gone up to a higher price than has been reached for some years. It is now selling in Toronto at 96c per bushel. The highest price for recent years has been 91 to 92 cents. Cornmeal has in consequence risen 20 cents per 98 lbs. Graham flour has also had an advance of 20 cents during the week. Whole flour is now selling at \$3.50 an advance of 20 cents. Wheatlets on the other hand are quoted at \$3.90 for a 98-lb. sack. Rye flour has also taken an upward flight of 5 cents in sympathy with the advance in wheat flour.

Barley, pearl, 98 lbs.	4 30	4 40
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	3 00	3 25
Commeal, yellow, 98 lbs.		2 70
Graham flour, 98 lbs.		3 30
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		3 25
Oatmeal, granulated, 98 lbs.		3 25
Peas, Canadian, boiling, bush.		2 95
Roller oats, 90-lb. bags		3 25
Roller wheat, 100-lb. bbls.		2 95
Rye flour, 98 lbs.		3 50
Whole wheat flour, 98 lbs.		3 90
Wheatlets, 98 lbs.		3 90

ALL MILL FEEDS HAVE ADVANCED \$1 PER TON

Toronto

FEEDS.—A big demand for mill feeds continues and prices for all of (Continued on page 32.)

**The mark
of quality**



A Message to Clerks who do the Window Trimming

With Fall coming along and the weather begins calling for more and more cereals, you will no doubt be required to put in a window of cereals and flours.

Let us assist you.

Drop a card to-day and ask for our free window display to be sent prepaid.

This display will materially aid you in trimming a business-pulling window for *Tillson's Rolled Oats*, *Tillson's "Scotch" fine cut Oatmeal*, *Tillson's "Scotch" Health Bran*, *Rainbow Flour* and *Gold Seal Flour*, all or any of them.

Call and see us when at the Exhibition. Watch for our exhibit. Make yourself known to our man in charge.

Canadian Cereal and Flour Mills Co., Ltd.
Toronto, Ontario

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



FISH AND OYSTERS

Scarcity of Fish Supplies Just Now

Has Curtailed Both Wholesale and Retail—Haddock May Advance—Western Salmon Hard to Get

Montreal

FISH.—Scarcity in many lines of fresh fish has had the effect of considerably curtailing both the wholesale and retail trade during the past week. The exceptionally hot weather is also a contributing factor to the general dullness, but dealers say this is not so much to blame just now as the lack of supplies at reasonable prices. Haddock continues very scarce, and there is a likelihood of an advance in price if the situation is not relieved very soon. Gaspé salmon is about done, and the price was marked up 3c this week. Shipments of salmon from the West Coast have not been plentiful, and as a result the Western fish is now higher than last week's quotation. There is still a very limited supply of lake fish coming to this market, and under the present warm weather conditions an immediate improvement is not anticipated. While there was no change in lobsters this week, the tendency is toward higher prices. Oysters and clams are in fair demand for this season of the year. The demand for smoked fish has been small, except finnan haddie, which is now more or less a staple. There have been some inquiries for pickled and salt fish, but sales have not been large.

SMOKED FISH

Haddies, per lb., new cured	.09
Haddies, fillets, per lb.	.12
Digby herring, box	0 75
Smoked boneless herring, 10-lb. box	1 30

PRAWNS, SHRIMPS, LOBSTERS

Lobsters, medium and large, per lb.	0 30
Prawns, imperial gal.	2 25
Shrimps, imperial gal.	2 25

FRESH SEA FISH

Halibut	13	-14
Haddock, fancy, express, lb.	06	-07
Mackerel, medium, each		20
Mackerel, per lb.		10
Steak, cod, fancy, express, lb.		06
Flounders		6
Flounders, New York		18
Salmon, Western		18
Salmon, Gaspé		30

FRESH LAKE FISH

Carp, lb.	0 09
Pike, lb.	0 08
Perch	0 10
Whitefish, lb.	0 13
Lake Erie whitefish	
Herrings, each	0 03 1/2
Herrings, lb.	0 06
Lake trout	0 13
Eels, lb.	0 08
Dore	0 14

Western Salmon Is Now Scarce

Canners Have Been Corraling Supplies—White Fish and Salmon Trout Go Up in Price.

Toronto

FISH.—Local dealers have found it difficult to get supplies of the Western Salmon. The reason given is the light run of salmon with a desire on the part of the Western canners to keep every fish they could get their hands on. Prices for the canned goods are expected to be high owing to the big demand and limited supplies. Salmon trout is a scarcer article this week than last and is being quoted 1c per pound higher. White fish is also following the pace set by trout and has advanced in price 1c per pound. Consumption of fish has not been as good as in cooler weather. Some fine halibut has arrived in this market. The price being quoted for this commodity is 13c per pound.

SMOKED FISH.

Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 12
Digby herring, box	0 16
Smoked boneless herring, 10-lb. box	1 25

SHRIMPS, LOBSTERS.

Lobsters, medium and large, per lb.	0 45
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60

FRESH SEA FISH.

Halibut	0 13
Haddock, fancy, express, lb.	0 07
Steak, cod, fancy, express, lb.	0 09
Flounders	0 07
Flounders, New York	0 07
Salmon, Western	0 16

FRESH LAKE FISH.

Pike, lb.	0 08
Whitefish, lb.	0 12
Herrings, lb.	0 07
Lake trout	11-12

Eastern Pickerel Going to the West

Salmon Supplies are Short—Pickerel Will be Scarce Until Manitoba Product Comes in

Winnipeg

FISH AND POULTRY.—Salmon supplies are a little short this week; sales are being made at 15c. There is plenty of lake trout on the market bringing 13c per lb. or even less. Pickerel has been scarce for several months, and an improvement in supplies is not expected until next month, when Lake Winnipeg fishing starts up. During the past few weeks the West has been depending on the East for their supply of pickerel. There will be no more gold eyes on the market until some time next month, as

fishing will not commence until then, and all frozen stocks in Winnipeg are exhausted. Broilers and fowl are coming in very slowly, and poultry generally is still very scarce.

Fish—

Fresh salmon	0 15
Fresh halibut	0 11
Steak, cod, per lb.	0 08
Lake Winnipeg whitefish	0 09 1/2
Fresh finnan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 13
Bloaters, per box	2 00
Salt mackerel, 20-lb. kit	3 00
Pickel, lb.	0 16
Smoked gold-eyes, doz.	0 50
Poultry, Live—	
Fowl	0 23
Broilers	0 35

FRUIT AND VEGETABLES

(Continued from page 29.)

tomatoes at \$1.50 per box. New lines are Spanish onions, \$2.50 per crate, and California grapes, \$3 crate. The big advance, which usually takes place at this time of the year, has gone into effect on California lemons, which are now \$8.50 per case. The only cherries on the market are coming from Ontario, and are offered at 70c per basket. There are no strawberries offering. Raspberries are practically through.

Fresh Fruits—

Apples, Washington, box	2 50
Bananas, lb.	0 04 1/2
Cherries, Ontario, basket	0 70
Cantaloupes, crate	6 50
Grapefruit, case	6 50
Grapes, California, crate	3 00
Valencia oranges, case	5 50
California lemons	8 50
Plums, crate	2 25
Peaches, crate	1 25
Apricots, crate	1 75
Watermelons	7 00

Vegetables—

Peppers, per basket	0 75
Mushrooms	0 93
Carrots, dozen bunches	0 20
New potatoes, bbl.	4 50
B.C. potatoes	0 90
Alberta potatoes	0 90
Garlic, per lb.	0 25
California onions, lb.	0 04 1/2
Spanish onions, crate	2 50
Mississippi potatoes, box	1 50
Green peas, lb.	0 05

FLOUR AND CEREALS

(Continued from page 30.)

these have advanced. Bran is now being quoted at \$23 per ton in mixed cars, shorts at \$25 and middlings at \$27. Feed flour has also made an advance of 15c. It is now quoted at \$1.75 to \$1.85 per bag. There have been larger quantities go in the farmers' stock owing to the drying up of the pastures. Farmers take to this reluctantly but with the continued dry weather have been forced to feeding in larger quantities. Oats are poor and barley is failure and it is expected all feed grains will be high in price owing to the shortage.

Mill Feeds—

Bran	23 00	Mixed cars	per ton
Shorts	25 00		
Special, middlings	26 00		
Feed flour, per bag	1 75		1 85

Oats—

No. 3, Ontario, outside points	0 53	0 54
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Dairy Butter as Trade Puller

Oshawa Grocer Has Catered to Demand For This Class of Butter—Intends to Develop Collection of Butter From Farmers by Sending an Automobile After It—Meat Cutter Has Doubled Sales.

WE have specialized on dairy butter and eggs and have become known as the store that handles dairy butter," stated H. A. Ross, grocer, of Oshawa, to a Canadian Grocer representative. "We find when people can get good dairy butter they like it as well and even better than creamery butter. Besides the lower price is always an attraction. Two to three cents per pound is a consideration, especially if the butter is good.

"This trade in butter has helped bring the farmers' trade to us on the one hand and town customers on the other hand. We handle between two hundred and three hundred pounds of dairy butter each week. We intend to develop this service still further and possibly next summer will place an automobile collection and delivery rig on the road. With such a service we will be able to go to our patrons in the country and collect the butter whenever we need it or on stated days. It was our purpose to install this service during the present year but the rush of other things has prevented the working out of the idea.

"When the townspeople get to know that your store is about the only one where they are sure of getting strictly local eggs this also helps to bring trade to the store. We have even had sufficient eggs to ship the surplus to dealers elsewhere. Other stores in this town, we understand, have had to bring eggs in from outside points."

Meat Cutter Doubles Sales.

One of the equipment features with which Mr. Ross is greatly pleased is a meat cutter. "It has doubled our sales of sliced meats," said Mr. Ross. "People like to get meat cut with it. Before it was installed we often had the inquiry if we could slice the meat with a cutter. On more than one occasion they would not take the meat when we were unable to tell them that we could slice it. It has been an excellent salesman.

"One thing," added Mr. Ross, "for which we have to be on guard is to get lean ham and other meats for our trade here. This is largely a factory town, some three thousand mechanics being employed in the various shops. These men do not like fat meats the same as men employed in work outdoors. They do not require fat meats and consequently their taste has not been developed along these lines. If by chance

we have fat meats shipped to us there is always quite a considerable loss."

Demand for Canned Goods Heavy.

Mr. Ross stated the demand for canned goods of all kinds has been exceptionally heavy this season. He attributed one of the reasons to the fact that there is a large boarding house population in Oshawa of those who work in the various shops. Being a factory town there are large quantities of canned tomatoes, peas, corn and salmon consumed. The demand for canned salmon has been extra good this summer. We will clean out our supply long before the big run of salmon comes to Western waters. This big run of sockeye salmon comes every four years and we usually lay in our stock in those years sufficient to last until the next big run. This means carrying a supply for four years. But the salmon is usually much cheaper in those years and we believe it pays to look ahead in your purchases.

The Big Run Is Due Next Year.

"Just at the present time we have found that a window display of salmon has stimulated the demand for the canned article. People need to be reminded that canned salmon makes a seasonable summer meat. Several cases have been sold as a result of our window display."

Keeps One Window for Fruit.

The Ross grocery believes in the advantage to be obtained from keeping a fruit display in the window at all times. "We keep one window exclusively for fruit and change the display on Friday each week in order that there may be a change for the Saturday trade."

Candies for Pay-Ups.

One of the practices that Mr. Ross has always adhered to is the giving of a small bag of candies to the parents for their children when they pay up their account every two weeks. "They appreciate this little courtesy and we find it helps to keep their trade. It also helps get in the cash regularly. It is not a big item still it gives the customers just a little different feeling to be given a little treat."

OCEAN FREIGHT RATES

Ocean rates are based on prompt acceptance, usually by wire, and unless so answered are void as to contract, except by special agreement. As steamship agents always base their calculations on cubic contents, be careful in asking rates on bulky or measurement goods, like ma-

chinery of all kinds, to be explicit as to weights and measurements. Mark and number each package, and be sure the invoice tallies with the shipment. If you desire shipment insured, say so in your advice to the steamship company or forwarder, otherwise it is taken for granted that these details have been attended to by the shipper or his representative.

Send your advice to the steamship company or forwarder promptly, so they can have the necessary time between arrival of shipment at port of exportation and departure of steamship to complete details.

Ocean rates are quoted as a rule in sterling, with primage to be added. The following table shows in what space the usual export commodities stow:—

Gross Ton	Stowage Cubic ft.
Apples	90
Bacon	65
Beef	50
Butter	70
Cotton, pressed	130
Cotton, unpressed	260
Cheese	70
Flour in sacks	55
Wheat in bulk	48
Peas	45
Corn in bulk	50
Hops	260
Lard	65
Leather	120
Oilcake	46
Oats	72
Oil	60
Ore	18
Pork	50
Rosin	60
Syrup	44
Tallow	65
Machinery	65 to 250

W. H. ESCOTT CO. ANNUAL MEETING

The W. H. Escott Co., manufacturers' agents and wholesale grocery brokers, of Winnipeg, held their annual meeting at the head office, Winnipeg, last week, and a very satisfactory report of the year's business was submitted to the shareholders.

This business was started in Winnipeg in 1907, and since then they have opened up branch offices in Regina, Saskatoon, Calgary and Edmonton, at each of which points they retain a resident manager. They also have detail men on the territory in Manitoba, Saskatchewan and Alberta.

They also have a European business, which has been somewhat disturbed by present war conditions.

The officers elected were, W. H. Escott, president and manager; Dr. J. N. Hutchinson, vice-president; D. F. McLay, secretary-treasurer; T. C. Dawson, and T. H. Kaveney, directors, who are all actively engaged in the business, with the exception of the vice-president.



PRODUCE AND PROVISIONS



Live Hogs Now Selling at \$12.50

Packers Have Accordingly Advanced Main Lines of Pork Products—Dressed Hogs Also Up.

Montreal
PROVISIONS.—The feature of the past week has been a further advance in live hogs which are now costing about \$12.50 alive. Packers have been obliged to advance the prices of the main lines of pork products, the increase ranging about one to two cents on smoked meats and one cent on cooked meats. Dressed hogs are now quoted at \$17.00 instead of \$16.25, the price asked last week. Owing to the very hot weather there has been a marked demand for smoked meats, otherwise there has been nothing unusual in this market.

Hams—			
Small, per lb.	0 23	0 24	
Medium, per lb.	0 22	0 23½	
Large, per lb.		0 22	
Bacon—			
Plain, bone in	0 25		
Boneless	0 29		
Peameal	0 29		
Shoulders, bonedless	0 19		
Cooked Meats—			
Hams, boiled, per lb.	0 36		
Hams, roast, per lb.	0 38		
Shoulders, boiled	0 28		
Shoulders, roasted	0 30		
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.	0 16½		
Long clear bacon, 85-100 lbs.	0 15½		
Flanks, bone in, not smoked	0 16½		
Barrelled Pork—		Per bbl.	
Heavy short cut mess		30 00	
Heavy short cut clear		32 00	
Clear fat backs		35 00	
Clear pork		33 00	
Lard, Pure—			
Tierces, 375 lbs. net	0 17		
Tubs, 50 lbs. net	0 17½		
Tins, 50 lbs. net	0 17½		
Pails, wood, 20 lbs. net	0 17½		
Pails, tin, 20 lbs. gross	0 17		
Cases, 10 lb. tins, 60 in case	0 17½		
Cases, 3 and 5-lb. tins, 60 in case	0 18½		
Bricks, 1 lb. each	0 19½		
Lard, Compound—			
Tierces, 350 lbs. net	0 14½		
Tubs, 50 lbs. net	0 14½		
Tins, 50 lbs. net	0 14½		
Pails, wood, 20 lbs. net	0 15		
Pails, tin, 20 lbs. net	0 15½		
Cases, 10-lb. tins, 60 in case	0 16		
Cases, 3 and 5-lb. tins, 60 in case	0 15½		
Bricks, 1 lb., each	0 16½		
Hors—			
Dressed, abattoir killed, cwt.		17 00	

ADVANCE OF 1 CENT ON BUTTER ALL DOWN LINE.

Montreal
BUTTER—Notwithstanding the fact that receipts of butter have been heavy there was an advance all round this week of one cent. Receipts during the week were 19,866 boxes. The sales at Ste. Hyacinthe were at 30 cents and at Cowansville 31½ to 31¾c. Dealers have been obliged to advance the selling price in consequence of these advances. While stocks at the end of July were

reported to be higher than in 1915 it is understood that a considerable quantity has been sold for export and will go out during the present month or as soon as cold storage on the boats can be secured. There seems to be no hopes for lower prices for at least a few weeks.

Butter—	
Finest creamery, fresh made	0 33
Dairy prints	0 27
Dairy, solids	0 26
Separator prints	0 27
Bakers	0 26

RECEIPTS OF EGGS ARE SUFFICIENT FOR DEMAND

Montreal
EGGS.—AT present there is a very wide range in values. The so-called storage eggs can be bought at 23c, but fancy new laids, guaranteed not to be more than three or four days old, are bringing as high as 30 and 31c in Montreal. Receipts here for the past week were 11,763 case, and this is considered ample for the local trade. There was no export trade in eggs last week on account of the very hot weather.

Eggs, case lots—		
No. 2's	0 24	0 26
No. 1's	0 29	0 30
Extras		0 33

FARMERS TURNING THEIR ATTENTION MORE TO CHEESE.

Montreal
CHEESE.—Receipts for the past week amounted to 77,812 boxes, which is a very good showing considering the very hot spell which prevailed all over the country. On account of the high prices farmers are putting forth every effort to produce all the cheese they can. The price at Belleville Saturday was 18 1-16, which is about 6 cents more than at the same date last year. There is a continued good export demand and at the time of writing the market is very firm with an upward tendency.

Cheese—		
1916 make	0 18	0 19
Stilton		0 22
1915 make		0 22

MANY GUESSES HAZARDED AS TO AVAILABLE POULTRY.

Montreal
POULTRY.—Prices on poultry remain unchanged. Receipts for the past week showed a slight increase, particularly on broilers. It is expected that when the farmers get over their busy harvesting time poultry will be marketed in larger quantities, although it is not expected there will be any real heavy deliveries until later in the fall. There are varying reports as to the quantity

of poultry in the country this year. Some reports say there is an increase of 25 to 50 per cent. over last year's production, but reliable estimates are difficult to obtain. There is little if any frozen poultry at the present time.

Poultry—		
Frozen Stock—		
Turkeys	0 29	0 31
Ducks		0 16
Geese	0 17	0 18
Roasting chicken, milkfed, 5 lbs. or over		0 36
Roasting chickens, ordinary		0 22
Squabs, Canadian, pair		0 50
Squabs, Philadelphia, pair		0 70
Pigeons, pair	0 26	0 30
Fresh Stock, Dressed—		
Fowls, large, per lb.		0 25
Fowls, small, per lb.		0 23
Turkeys, Tom, per lb.	0 27	0 28
Turkeys, Hen, per lb.	0 28	0 30
Broilers, per pair	1 25	1 40
Live Stock—		
Fowl, 5 lbs. and over	0 22	0 23
Fowl, small	0 20	0 21
Turkeys	0 22	0 23
Ducks, young	0 28	0 29
Ducks, old, per lb.		0 20
Geese	0 13	0 15
Broilers	0 23	0 25

COUNTRY DEALERS HAVE HOOKS OUT FOR HONEY

Montreal
HONEY.—The market is unchanged but inquiries for prices from country dealers during the past week have been more numerous and comparing quantities offered with last year the indications are that the supply will be ahead. The quality is very fine.

Honey—		
Buckwheat, tins		0 10½
Strained clover, 60-lb. tins		0 12
Strained clover, in 10-lb. tins		0 12½
Strained clover, in 5-lb. tins		0 12½
Comb honey, white clover, per section		0 16
Comb honey, buckwheat, per section		0 13

Look For Larger Honey Demand

High Price of Sugar and Poor Fruit Crop Expected to Turn People to Honey

Toronto
PROVISIONS.—Prices hold firm in all lines of cooked and smoked meats, with an advance recorded of 1c per pound in cooked hams. Demand for all kinds of cooked meats has not abated. Boiled ham seems to be one of the most popular of the summer meats. The new price quoted is 36c to 37c. Live hogs took a big jump during the week and at the beginning of the week were quoted at \$12.25 per hundred, fed and watered, at the stock yards. This is an advance of 75c per hundred.

Hams—		
Light, per lb.	0 24½	0 25
Medium, per lb.	0 23½	0 24
Large, per lb.	0 22½	0 23
Bacon—		
Plain	0 26	0 29
Boneless, per lb.	0 27	0 30
Pea meal, per lb.	0 28	0 29

Bacon—		
Breakfast, per lb.	0 24	0 29
Roll, per lb.	0 19	0 21
Shoulders, per lb.	0 19	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 16	0 17
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17	0 17½
Tubs, 60 lbs.	0 17½	0 17½
Pails, 20 lbs., per lb.	0 17½	0 18
Bricks, 1 lb., per lb.	0 18½	0 19
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14½	0 14½
Tubs, 60 lbs.,	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 15
Bricks, 1 lb., per lb.	0 15½	0 16
Hogs—		
Live	12 25	
Dressed, abattoir killed.....	16 50	17 00

**BEST GRADE BUTTER
ADVANCES 1c POUND**

Toronto
BUTTER.—It still remains a problem for dealers to get first-class butter and in consequence the market has exhibited considerable strength during the past week with an advance of 1c per pound recorded for creamery prints. Dairy butter is still an uncertain quantity as to the quality and will undoubtedly remain so as long as the continued hot weather remains to plague the best efforts of the butter producers. Pasture has been drying up and farmers have been somewhat reluctant to feeding mill feeds to their cows. The big export demand for cheese has made it an easy matter to dispose of the milk to the factories and the buttermakers have suffered in consequence. Creamery prints are now quoted at 31 and 33 cents, while creamery solids are selling at 31 to 32 cents.

Creamery prints, lb.	0 31	0 33
Creamery solids	0 31	0 32
Dairy prints, choice, lb.	0 26	0 29
Dairy prints, lb.	0 25	0 26
Bakers	0 23	0 26

**CHEESE ADVANCED
HALF CENT IN WEEK**

Toronto
CHEESE.—Another advance of one-half a cent per pound is recorded in the cheese market during the past week. There has been a good demand for new cheese and the export demand has remained heavy. There is a smaller demand for old cheese, there being very little on the market at the present time. Prices in the latter hold firm at recent quotations. The export demand, of course, is the determining factor in the upward trend of prices.

Cheese—		
Cheese, large, per lb.	0 18	0 18½
New, twins, per lb.	0 18½	0 19
Sept., large, per lb.	0 22	
Sept., twins, per lb.	0 22½	
Sept., triplets, per lb.	0 22½	

**NON-DELIVERY OF EGGS
BECOMING MORE SERIOUS**

Toronto
EGGS.—Commission men are finding that the lack of labor is becoming a serious matter in the conduct of their business. It is not that the shortage is in their own help, but rather at the railway terminals. Dealers assert that eggs

that have been on the railway from one to two days in the journey to this city from Ontario points have not been delivered after twelve days. This has made the quality of eggs very doubtful and uncertain. Strictly new laids that reach this centre by express are in good shape, but freight deliveries of eggs have helped to bring the price down. Complaints have come to commission men from some of their best customers from whom it had been an unheard of thing to receive a complaint. It has been almost impossible to supply the needs of their best customers. Prices remain at recent high quotations for the best grades with a wide range of prices for other grades.

Eggs—		
New laids, cartons	0 32	0 34
New laids, ex-cartons	0 28	0 29
No. 2's	0 24	0 25

**FOWL REACHING MARKET
IN GOODLY QUANTITIES**

Toronto
POULTRY.—Poultry of all kinds is reaching the market in plentiful quantities. The supply of broilers, however, is not up to the demand. Prices in these consequently hold firm. For the larger fowl there has been sufficient quantities to meet demands. Ducklings are reaching the market in good numbers. Prices remain firm at recent quotations.

Poultry—		Live	Dressed
Spring broilers (1½ lbs. and over) ..	0 20-0 25	0 25-0 35	
Old fowl, lb.	0 16-0 18	0 20-0 22	
Milk-fed	0 17-0 20	0 25-0 26	
Ducklings	0 12-0 14	0 16-0 18	

SAVE YOUR MONEY

FOR THE

DOMINION WAR LOAN

TO BE ISSUED IN SEPTEMBER.

By purchasing a bond you will help to WIN THE WAR and obtain for yourself an investment of the highest class yielding a most attractive rate of interest.

DEPARTMENT OF FINANCE

OTTAWA.

BACK BACON

A very nice line of Bacon, preferred to Breakfast Bacon by some and always supplying a change when asked for. We have it "In Casings," Boneless and Skinned.

Made Under Government Inspection.

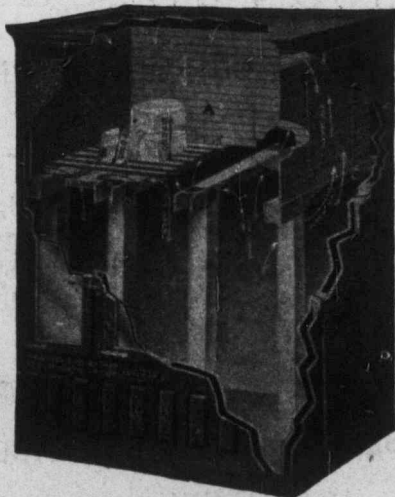
F. W. Fearman Co.
LIMITED
HAMILTON

Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address.

Manufactured by the
W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD. Per doz.

5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots	Bbl. lots or 10 cases and over
Dime	\$0 95	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD. JAMS

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

Apricot	\$2 45
Assorted	2 35
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts. Red Seal, screw tops	1 00
1/2 Pts. Red Seal, crown tops	0 90
Pts. Delhi Epicure	1 90
Pts. Red Seal	1 40
Pts. Tiger	1 15
Qts. Delhi Epicure	2 40
Qts. Red Seal	1 75
Qts. Lynn Valley	1 75

BAKED BEANS WITH PORK. Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05

Family, Plain, \$1.20 doz.; Family, Tomato Sauce, \$1.30 doz.; Family, Chili Sauce, \$1.30 doz.; 3's, Plain, Flats, Aylmer only, \$1.40 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.50 doz.; 3's, Chili Sauce, Flats, Aylmer only, \$1.50 doz.; 2 1/2's, Plain, \$1.45 doz.; 3's, Plain, Tall, \$1.60 doz.; 3's, Tomato Sauce, \$1.75 doz.; 3's, Chili Sauce, \$1.75 doz. The above 2 doz. to case. 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.25 doz.

"AYLMER" PURE ORANGE MARMALADE

10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 15
12 oz. Glass, Screw Top, 2 doz. in case	1 40
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	2 75
4's Tin, 12 pails in crate, per pail	0 50
5's Tin, 8 pails in crate, per pail	0 61
7's Tin or Wood, 6 pails in crate	0 79
14's Tin or Wood, 4 pails in crate, per lb.	0 11
30's Tin or Wood, one pail only, per lb.	0 11

BLUE
Keen's Oxford, per lb.
In 10-lb. lots or case.

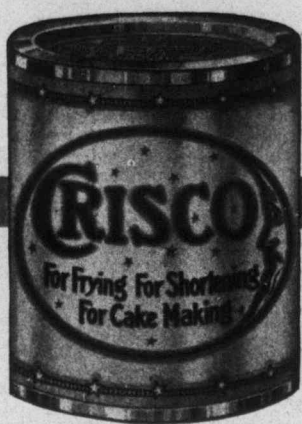
CEREALS

WHITE SWAN

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 60
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 31
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80



It Pays to Keep Well Stocked with



Dealers everywhere like to handle Crisco because it is so wholesome and pure that it adds to their own prestige as sellers of the better products.

Canadian housewives are delighted with this made-in-Canada, all vegetable cooking fat. Those who once use it always insist upon getting it again.

Back of every Crisco dealer is the enthusiasm of generous advertising and direct, telling sales helps that count in a continuous campaign of cooperation. It *does* pay to keep up your stock of Crisco for the demand for Crisco is consistently large and growing larger.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Send for Crisco advertising matter for your local use

All Procter & Gamble Products sold in Canada are made in the Procter & Gamble factories at Hamilton. They include Crisco, Ivory Soap, P. & G.—The White Naphtha Soap, Gold Soap, Sopaide and Pearlina.



Crisco makes foods more digestible and appetizing than does lard—it is richer and less expensive than butter—it stays pure, sweet and firm as long as you keep it.

It has won, by its all-round excellence, a host of friends among the capable housekeepers of the nation.

Your interest in better food for yourself and your family should induce you to try a package to-day.

Made in New Zealand, under license of Hamilton, Canada



If you have heard how Crisco is taking the place of butter and lard in every department of cooking—

If you have heard of the wonderful building in which it is packed—sunlit, spotless—built of glass and dazzling tile—

If you have heard of the clean, sweet kitchens that Crisco now has rendered possible, and of the better-tasting, more digestible foods that its use insures—

Then why not order some to-day?

Made in New Zealand, under license of Hamilton, Canada

A Mere Man Writes

"I am having 'back' and doing my own cooking. Have been using lard for years and, challenged, with 'usually my grocer' persuaded me to try Crisco. No more lard for me now."

When a man succeeds with a product intended for woman's use, it is a striking evidence of the value of the product.

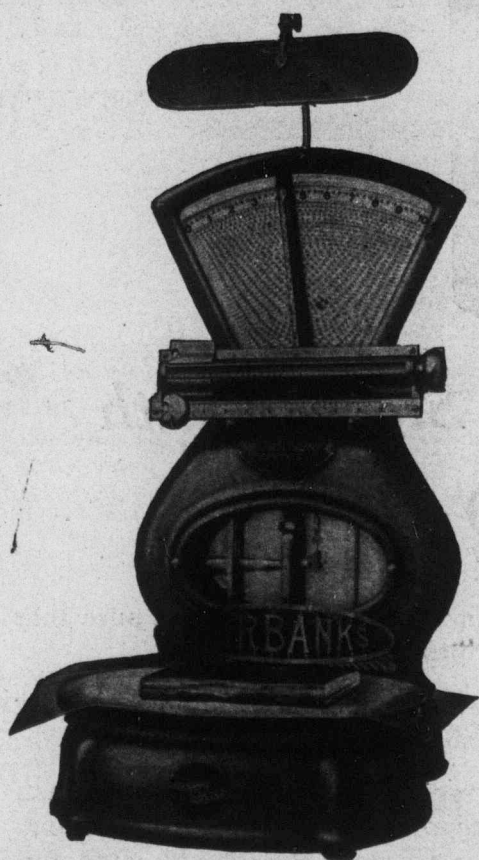


There is no difficulty whatever in changing from lard or butter to Crisco. It is merely necessary to use one-fifth less, to follow measurements exactly and to note the few special directions given on the wrapper around the can.

Made in New Zealand, under license of Hamilton, Canada

Reproductions from the series of Crisco advertisements now appearing in Canadian newspapers.

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



Save 20% on the Cost of a High-Grade Computing Scale—

The Fairbanks—a finely built Automatic Scale, at the price you can afford. The best value ever offered. Weighs your goods quickly and accurately.

Simply put the load on the platform, and read the value on the chart for ordinary weighing.

Handsome, Convenient, Sanitary. A scale that will add attractiveness to your store and bring you customers.

Write to our nearest branch for full details of this opportunity.

The Canadian Fairbanks-Morse Co. Limited

St. John
Montreal
Toronto
Winnipeg
Calgary
Vancouver

Quebec
Ottawa
Hamilton
Saskatoon
Edmonton
Victoria

CANADA'S
DEPARTMENTAL
HOUSE FOR
MECHANICAL
GOODS

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
Chocolate Confections, Per doz.	
Maple buds, 5-lb. boxes ...	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes ...	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes ...	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans.	\$6 95
Reindeer Brand, each 48 cans ..	6 70
Silver Cow, each 48 cans....	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans.	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27
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FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs.	\$1 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 20
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25; 14s, \$60.	
Roast Beef, ½s, \$2; 1s, \$3.50; 2s, \$7.50; 6s, \$25.	
Boiled Beef, 1s, 3.50; 2s, \$7.50; 6s, \$25.	
Jellied Veals, ½s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ½s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ½s, \$2; 1s, \$3.35; 2s, \$6.50.	

Face to Face With Our Salesmen



*D. F. McLAY, Sec.-Treas.
Winnipeg*



*T. C. DAWSON, Director
Winnipeg*



*T. H. KAVENEY, Director
Manager, Regina Branch*



*W. H. ESCOTT, Pres. and Mgr.
Winnipeg*



*J. L. FORREST, Manager
Saskatoon Branch*



*T. D. WATT, Detail
Saskatchewan*



*P. J. BOXER, Specialty
Winnipeg*



*J. H. PATERSON, Detail
Alberta*



*Wm. E. TYSON, Flour
Winnipeg*



*R. W. ATKINSON, Manager
Edmonton Branch*



*E. H. TELFER, Manager
Calgary Branch*



*HARRY DAVIS, Detail
Manitoba*

W. H. ESCOTT CO., Limited

Wholesale Grocery Brokers and Manufacturers Agents

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

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

There is always a good demand for



Products

You need not hesitate an instant in recommending any line bearing the Sterling trade mark, because the Sterling trade mark is only found on products of the highest quality—the quality that creates customer confidence and repeat business.

Do you require Pickles, Catsups, Relishes or delicious Summer Drinks?

You will find the Sterling lines unsurpassed by any on the market. And every time you sell a Sterling product you not only boost your own business, but you help to encourage Canadian enterprise, for Sterling lines are Canadian made, every one.

The profits, too, are worth while. Write to-day for full particulars.

T. A. Lytle Co., Limited
Sterling Road Toronto

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/4s, \$1.75; 1s, \$2.75; 2s, \$5.50.
- Lamb's Tongues, 1/4s, \$1.85; 1s, \$2.80; 4s, \$15.50.
- Sliced Smoked Beef, tins, 1/4s, \$1.50; 1/2s, \$2.25; 1s, \$3.25.
- Sliced Smoked Beef, glass, 1/4s, \$1.50; 1/2s, \$2.25; 1s, \$3.25.
- Tongue, Ham and Veal Pate, 1/4s, \$1.50.
- Ham and Veal, 1/4s, \$1.20.
- Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
- Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.50.
- Ox Tongues, tins, 1/4s, \$3.50; 1s, \$6.50; 1/2s, \$9.50; 2s, \$13.
- Ox Tongues, Glass, 1 1/4s, \$12; 2s, \$14.
- Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
- In Pails, 25 lbs., 12c lb.
- In 50 lb. Tubs, 12c lb.
- In 85 lb. Tubs, 11 1/2c.
- In Glass, 1s, \$2.30.
- Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.
- Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
- Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
- Pork and Beans, Plain Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s. flat, \$1.75. Individuals, 70c doz.
- Pork & Beans, Tomato Sc. Talls, 1s, 85c; 2s, \$1.40; 3s, \$2; 6s, \$6.25; 12s, \$9; 3s. flat, \$1.75. Individuals, 70c doz.
- Pork and Beans, Chili, 1s, 85c; 2s, tall, \$1.40; 3s, flat, \$1.75. Individuals, 70c doz.
- Tomato Sauce, 1 1/4s, \$1.15; Chili Sauce, 1 1/4s, \$1.15; Plain Sauce, 1 1/4s, \$1.15.
- Pork and Beans, 1 1/4, Chili Sauce, \$1.15 doz.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.40.
- Clark's Chateau Chicken Soup, \$1.10.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
- Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 3s, \$2.35 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

- Tierces 0 14 1/2
- Pails \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

- 3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/4c over tierces; 10-lb. tins, 6 to the case, 1/2c over tierces;
- 20-lb. wood pails, 1/2c over tierces;
- 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.

- LAPORTE, MARTIN, LIMITED
Montreal. Agencies
BASIN DE VICHY WATERS,
L'Admirable, 50 btles, litre,
cs. 5 50
Neptune 7 00
San Rival 8 00

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

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

- IMPORTED GINGER ALE
AND SODA
Ginger Ale, Trayders, cs., 6
doz. pts., doz. 1 15
Ginger Ale, Trayders, cs., 6
doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6
doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6
doz., splits, doz. 0 95

- BLACK TEAS
Victoria Blend, 50 and 30-
lb. tins, lb. 0 35
Princess Blend, 50 and 30-
lb. tins, lb. 0 35

- JAPAN TEAS
H. L., ch. 90 lbs., lb. 0 25
Victoria, ch. 90 lbs., lb. 0 30

- COFFEES
Victoria, Java and Mocha
Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha
Blend, 5, 10, 25, 50-lb.
tins, lb. 0 32
Princess, Java and Mocha
Blend, 1-lb. tin, lb. 0 22

- MUSTARD
COLMAN'S OR KEEN'S
Per doz. tins
D. S. F., 1/4-lb. \$ 1 00
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/4-lb. 0 90
Per jar
Durham, 4-lb. jar 0 95
Durham, 1-lb. jar 0 31

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

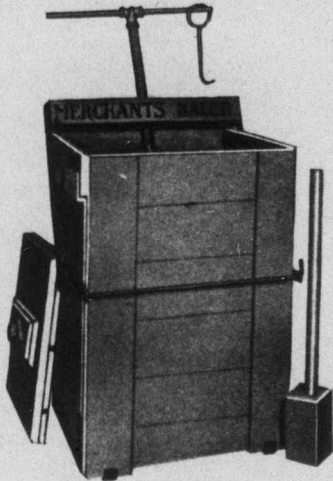
- SPICES
WHITE SWAN SPICES AND
CEREALS, TORONTO

- | | | |
|--------------------|-------------------|---------|
| | 5c | 10c |
| | Round Oval lith. | |
| | litho. dredge. | |
| | dredge. 2 1/2 oz. | |
| | Per doz. Per doz. | |
| Allspice | \$0 45 | \$0 90 |
| Arrowroot, 4 oz. | | |
| tins, 85c | | |
| Cayenne | 0 45 | 0 90 |
| Celery salt | | |
| Celery pepper | | |
| Cinnamon | 0 45 | 0 90 |
| " whole, 5c. | | |
| pkgs., window | | |
| front, 45c | | |
| Cloves | 0 45 | 0 90 |
| Cloves, whole, 5c. | | |
| pkgs., window | | |
| front, 45c | | |
| Curry powder | | |
| Ginger | 0 45 | 0 90 |
| Mace | 1 25 | |
| Nutmegs | 0 45 | 0 90 |
| Nutmegs, whole, | | |
| 5c pkgs., window | | |
| front, 45c. | | |
| Paprika | 0 45 | |
| Pepper, black | 0 45 | 0 90 |
| Pepper, white | 0 50 | 0 95 |
| Pastry spice | 0 45 | 0 90 |
| Pickling spice, | | |
| window front, 90c | | |
| Shipping weight | | |
| per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 4 |

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

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.

OWEN SOUND, ONT.

Lemons

In Hot Weather,
Cold Weather,
High Prices or
Low Prices the
Lemons of **Real
Value** are packed
by Franc Traenzzu
under

"St. Nicholas"

"Queen City"

"Kicking"

J. J. McCabe

Agent
TORONTO

**Everything
Seasonable**

in
Fruit and Vegetables
of
Very Best Quality

Send your orders
to

The House of Quality

HUGH WALKER & SON

GUELPH, ONTARIO

Established 1871

**CANADIAN
AND
CALIFORNIAN
FRUITS
IN
ABUNDANCE**

LARGEST ASSORTMENT

Also New Potatoes, Watermelons,
Cantaloupes, etc.

WHITE & CO., LIMITED

TORONTO

Wholesale Fruits

Branch at Hamilton

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



The High Price of Meat is Turning

the housewife to Sea Foods and the alert Grocer is utilizing the situation to his profit by featuring

BRUNSWICK BRAND SEA FOODS

This brand has won popular family favor and it brings Steady Sales. The present season is opportune for a display of our Brunswick Brand line which includes

- ¼ Oil Sardines
- Kippered Herring
- Herring in Tomato Sauce
- Finnan Haddies
- (Oval and Round Tins)
- Clams

REPLENISH YOUR STOCK NOW.

Connors Bros., Limited

Black's Harbor, N.B.



THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches—

Boxes	Cents
40 lbs., Canada Laundry	.06½
40 lbs., 1 lb. pkg., White Gloss	.07
48 lbs., No. 1 White or Blue Starch, 3 lb. cartons	.07½
100 lbs. kegs, No. 1 White	.07
200 lbs., bbls., No. 1 white	.07
30 lbs., Edwardsburg Silver Gloss, 1 lb. chromo pkgs.	.08
48 lbs., Silver Gloss, in 6 lb. tin canisters	.08½
36 lbs., Silver Gloss, in 6 lb. draw lid boxes	.08½
100 lbs., kegs, Silver Gloss, large crystals	.07½
28 lbs., Benson's Satin, 1 lb. cartons, chromo label	.07¾
40 lbs., Benson's Enamel, (cold water), per case	3.00
20 lbs. Casco Refined Potato Flour, 1 lb. pkgs.	.12½
Celluloid, 45 cartons, case	3.75

Culinary Starch

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.08
40 lbs., Canada Pure Corn (20 lb. boxes ¼c higher)	.06¾

BRANTFORD STARCH Ontario and Quebec

Laundry Starches—

Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06¾
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07¼
Barrels, 200 lbs.	.06¾
Kegs, 100 lbs.	.06¾
Lily White Gloss—	
1-lb. fancy carton cases 30 lbs.	.07¾
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08¼
Kegs, extra large crystals, 100 lbs.	.07¼
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07¾
"Crystal Malze" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07¾
(20-lb. boxes ¼c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:

5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
½ lb. packages (120)	3 40
½ lb. 60	} Packages Mixed \$ 3 30
1 lb. 30	

SYRUP

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

Perfect Seal Jars, 3 lbs.	
1 doz. in case	\$ 2 00
2 lb. tins, 2 doz. in case	3 00
5 lb. tins, 1 doz. in case	3 40
10 lb. tins, ½ doz. in case	3 30
20 lb. tins, ¼ doz. in case	3 25
Barrels, about 700 lbs.	.04¼
Half bbls., about 350 lbs.	.04½
¼ bbls., about 175 lbs.	.04¾
2 gal. wooden pails, 25 lbs.	1.60
3 gal. wooden pails, 38½ lbs.	
1 lb.	2.25
5 gal. wooden pail, 65 lbs.	3.50

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$ 3 50
5 lb. tins, 1 doz. in case	3 90
10 lb. tins, ½ doz. in case	3 80
20 lb. tins, ¼ doz. in case	3 75

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	4 80
Barrels, per 100 lbs.	5 25
½ barrels, per 100 lbs.	5 50

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2 lb. tins, 2 doz. in case	\$4 05
5 lb. tins, 1 doz. in case	4 75
10 lb. tins, ½ doz. in case	4 45
20 lb. tins, ¼ doz. in case	4 35

Delivered in Winnipeg in carload lots.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large Med.
2½ Can.	\$ 4.75	\$ 3.75
No. 1 Tall Can	2.75	2.25
No. 16 Jar	3.00	2.25
No. 4 Jar	1.50	1.25
No. 10 Can	14.00	12.00

YUBA BRAND

2½ Can	\$3.00	\$2.25
No. 1 Tall Can	1.50	1.20
No. 10 Can	9.00	8.00
Picnic Can		.90

INFANTS' FOOD

MAGOR SONS & CO., LTD.

Robinson's patent barley, ½-lb. tins,; 1-lb. tins,; Robinson's patent groats, ½-lb. tins,; 1-lb. tins,

STOP-ON POLISHES Doz.

Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES Doz.

Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 85
Card Outfits, Black and Tan	2 25
Creams and White Cleanser	1 10

YEAST

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 20
---	------

IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts 9 lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 46
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, ½ butts, 9 lbs.	0 46
Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs.	0 48
Walnut Bars, 8½s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8½s, 5 lb. boxes	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 80
Forest and Stream, ¼s, ½s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

TRAVELER WITH BEST REFERENCES, desires lines suitable for grocery and confectionery trade in N.S. and N.B. Address Traveler, 57 Louisburg Street, Halifax, N.S.

WANTED — RELIABLE GROCERY AND provision clerk; one with several years' experience; must be a good salesman. Apply Barnsdale Trading Co., Limited, Stratford, Ont.

A BRITISH REFINING COMPANY MAKING butter substitutes, beef lard, vegetable lard, beef suet, etc., need agent or purchasing distributor for Canada. Write: Refiner, c/o Canadian Grocer, University Avenue, Toronto.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FOR SALE—GROCERY BUSINESS, DOING about \$35,000 a year. Clean stock, up-to-date fixtures. Apply Box 148, Canadian Grocer.

GROCERY BUSINESS — GOOD WESTERN Ontario town; turnover \$12,000; can be bettered. Fixtures \$750; stock about \$1,500. Good reasons for selling. Must be taken at once if wanted. Box 153, Canadian Grocer.

"TRENT LOCK" EGG FILLERS

For 30 dozen cases.
For one dozen cartons.
THE TRENT MFG. CO., LIMITED
Trenton, Ontario, Canada

Kindly mention this paper when writing advertisers

To All Live Business Men

I would like to hear from any merchant or any good, live, responsible man residing in any part of Canada who would be interested in handling the Best Egg Preserver in the world, bar none, which will be manufactured in Chicago, Ill., and Toronto, Canada, in 1917.

Address R. G. FLEMING, Blackfoot, Idaho

OAKEY'S KNIFE POLISH

2012-10120

JOHN OAKEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15 1/2 Toronto St., Toronto
52 Can. Life Bldg., Mont.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - TORONTO

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price Quality Service
J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

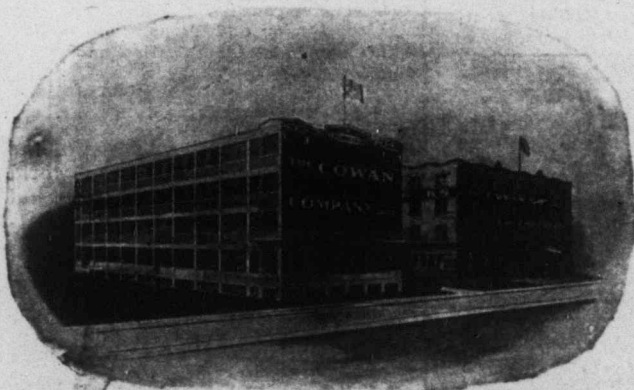
143-153 University Avenue, Toronto.



There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S
COCOA—
"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.



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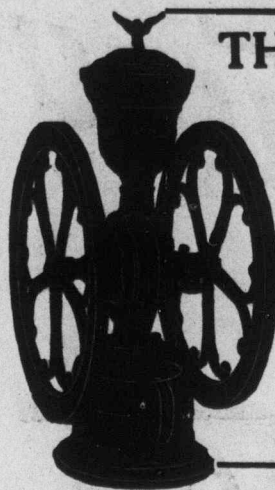


Star Egg Carriers are enabling 63% of your fellow Grocers to put up, grade and candle their eggs in less time than you can simply fill a paper bag or carton. And, best of all it's increasing the profits of their Egg Department hundreds of dollars each year.

Star Egg Carriers will do the same for you. Our booklet S-174 tells how. Write for a copy.

STAR EGG CARRIER & TRAY MFG COMPANY

1037 JAY STREET ROCHESTER NEW YORK

THE ELGIN GUARANTEE

We guarantee the ELGIN NATIONAL COFFEE MILL to steel-cut coffee faster than any other coffee mill of corresponding size.

Furthermore, their lifetime durability and the perfection of the work they do are good reasons why you should install one of the Elgin Mills.

First cost is the only cost. Even in this there is a saving over the price of many other makes.

Before deciding what coffee mill you will install, get the Elgin booklet No. 24-C.

You will find a size and style for your store.

WOODRUFF & EDWARDS CO.
Elgin, Ill., U.S.A.

IT IS IMPORTANT!

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

Canadian Grocer

143 University Avenue, Toronto

HELP YOURSELF TO A REPUTATION

by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the result will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

MAKE YOURSELF A PRESENT OF A COPY.

1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

Century Salt

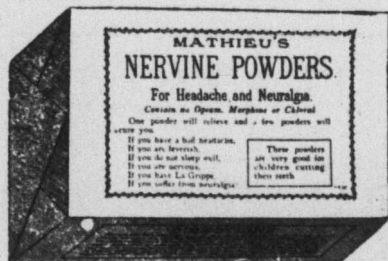
Pure,
even
crystals

This is the evidence of the extreme care taken in the refining and packing of **Century Salt**. The salt that is best for table or dairy. Every store should handle **Century**. Order from your wholesaler or direct. We ship promptly. Get our quotation on assorted carloads.

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

Have you tried
WETHEY'S
ORANGE
MARMALADE?

It is making
a hit.



It pays to feature MATHIEU'S NERVINE POWDERS

BECAUSE there is always a big demand for some safe, sure and permanent nerve remedy, and this demand is most efficiently filled by Mathieu's.

Among the people coming into your store every day are many to whom these curative powders would be a veritable blessing. It is up to you, Mr. Dealer, to bring the merits of Mathieu's Nervine Powders before them. Every sale will mean more to follow, because every user of this effective remedy will be a "booster" for it.

Don't hesitate to recommend Mathieu's. It cures quickly and permanently without any harmful after effects.

Send for a small trial order to-day.

J. L. Mathieu Co., Proprietors
SHERBROOKE, QUE.

Brooms of Quality

may always be had by ordering our brands. We have them at
\$3.25, \$3.50, \$3.75, \$4.00,
\$4.25, \$4.50, \$4.75, \$5.00,
\$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL
Brooms \$4.00, \$4.50, \$5.00
per dozen.

Walter Woods & Co.
Hamilton - Winnipeg

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND



A quick turnover and a good profit



—that's the rule when MALCOLM'S MILK PRODUCTS are featured constantly in the window and on the sales counter. They have long ago established a selling record that places them ahead of competitors in business-building profit-making popularity.

You cannot afford to omit the Malcolm Lines from your Made-in-Canada displays. It will pay you to constantly feature them--first sales spell steady repeat business.

Malcolm's Milk Products have opened up bigger business for dealers everywhere. They'll do the same for you.



Look over this list:—

St. George Brand Coffee, 2 doz. in case	\$4.80
St. George Evaporated Milk, 4 doz in case	3.75
Banner Condensed Milk, 4 doz. in case.....	5.75
Princess Condensed Milk, 4 doz. in case.....	4.75

We deliver 5 case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.

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

A COMPLAINT WELL-HANDLED IS AN ASSET OF THE PAST FROM WHICH THE FUTURE SHOULD DRAW DIVIDENDS

How we handled this complaint

The Complaint

LAKE OF THE WOODS MILLING CO.,
Montreal.

Moss Lake, Sask., April 21, 1916.

Gentlemen:—Kindly send me your cook book. I think I deserve one. I've been on this blessed old homestead nine years now "batching," and during the whole of that time I've only had one and a half sacks of flour which were not FIVE ROSES. The first was either XXX or else XXXX; anyway it would have killed a dog. I didn't understand either flour or cooking and bought it on the advice of a so-called friend: I think he must have wanted my land. Anyway I survived and cheated him. The last 100-lb. sack of FIVE ROSES I got a few months ago was pretty bum, and I could make nothing decent at all with it; but I must say in all honesty, it's the only bad sack I've ever had. So I think you owe me a cook book. Anyway, I've no stamps handy, but please yourselves.

Yours truly,
(Sgd.) J. W. DENTON.

We Reply

J. W. DENTON, ESQ.,
Moss Lake, Sask.

Montreal, May 17th, 1916.

Dear Sir:—You are quite right. If anyone is entitled to a free cook book, his name is Denton. We mailed you a copy last week, and hope it will reach you in good condition. If for any reason it did not arrive, or you should desire further copies, just drop us a line and we will see that you are supplied. We are glad to note that it took you nine years to find a bad bag of FIVE ROSES flour, but are sorry that you should have been the victim. If you will let us know when and where you got this inferior bag, we will see that it is replaced without cost to you. As you are aware, we want to live up to our guarantee when given the opportunity.

Yours truly,
LAKE OF THE WOODS MILLING CO.,
LIMITED.

The Come-Back

LAKE OF THE WOODS MILLING CO.,
Montreal.

Moss Lake, Sask., June 2nd, 1916.

Gentlemen:—Yours of the 17th ult. to hand, also two pencils for which please accept my thanks. They are certainly a tasty advertisement. The cook book I have not as yet received, but presume it will come through in due course.

I must say I was greatly surprised at your letter. It's a bit of a corker when a company can start throwing sacks of flour in with cook books, especially in war-time. I guess the war is to blame for my bad bag of flour. However, I didn't start the war, and it's hardly fair that my "innards" should suffer for Kaiser Bill's, the Potsdam Lyre's misdeeds: if he'd got the sack of flour in place of me, I'd have kept mum and not said a word.

I got the sack of flour off MacPherson, of Norquay, Sask., and as to date as near as I can say, it was somewhere round Xmas. I don't keep my bills beyond just checking the goods when I get home, as I've never run a bill with Mac yet, always pay cash.

However, if you write Mac, he will verify this, and of course I don't expect you to take my word, because I complained about it to him and fetched out a half sack of "_____ " flour. Would not fetch a sack as I'd never tried it and being bitten with one whole sack was enough to be going on with. I finished the "_____ " flour two days ago, and as I'd no time to go to town, I've fallen back on the other. But it's bad, in fact to tell you the honest truth and using strictly Parliamentary language (it's d— roffen). Anyway, I won't make a song and dance about it, but if you could throw in a motor car and a team of horses and, say, a household of furniture and a few fancy little stunts like that, you know—well!

Mind you, gentlemen, I didn't ask for a sack of flour. I only asked for a cook book, and it speaks well for your firm the way you have met my complaint.

Happy is he that expecteth little, for verily he shall not be disappointed.

Yours faithfully,
(Sgd.) J. W. DENTON.

More from us

J. W. DENTON, ESQ.,
Moss Lake, Sask.

Montreal, June 22nd, 1916.

Dear Sir:—We thank you for your letter of the 2nd instant and the information therein contained. We have referred the correspondence to our Winnipeg office, and no doubt you will hear from them shortly. Thanking you for your complaint, we are,

Yours truly,
LAKE OF THE WOODS MILLING CO., LIMITED,
Montreal.

The Guarantee lived up to

LAKE OF THE WOODS MILLING CO.,
Montreal.

Winnipeg, June 27th, 1916.

Gentlemen:—As requested, we have to-day instructed our agents, the Norquay Trading Company, at Norquay, to deliver a bag of FIVE ROSES free of charge to J. W. Denton, Moss Lake.

Yours truly,
LAKE OF THE WOODS MILLING CO., LIMITED,
(Sgd.) N. J. Breen,
Mgr. Flour Dept.

THESE LETTERS TAKEN VERBATIM FROM OUR FILES AT MONTREAL