

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, AUGUST 3rd, 1917

No. 31

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## St. Lawrence



## Granulated

### The Best Sugar Made.

FINE, MEDIUM OR COARSE GRAIN TO SUIT EVERY PREFERENCE

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

## Every Woman Knows the O-Cedar Polish Girl

The cheery face of the dainty O-Cedar maid, busy brightening up dull furniture, has become familiar to every Canadian housewife — through the extensive and persistent advertising of

# O-Cedar Polish

### Keep the Polish Prominently Displayed

It should not be necessary to impress upon the dealer the wisdom of keeping O-CEDAR POLISH well displayed. The steady profit (for it sells just as well in Summer as in Winter) and the constant demand must have sufficiently impressed him with the importance of keeping it always in sight.

**CHANNELL CHEMICAL COMPANY, LIMITED**  
369 SORAUREN AVENUE TORONTO



### O-CEDAR POLISH SELLS ON SIGHT

Every customer who enters your store is a prospect for O-CEDAR POLISH. All that is needed is to let folks know you keep it.

Ask your jobber or write for particulars of our splendid Electric Sign, Window Display, Counter Display or Floor Stand. Any one of them will help you sell more O-CEDAR POLISH.

# PROHIBITION BY THE BRITISH GOVERNMENT

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

## MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

## BOTTLE CAPS

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

**BETTS & COMPANY, LIMITED**

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

Cable Address: CHECKMATE, LONDON

# It took thousands of dollars

to carry through some of the publicity campaigns and consumer advertising by which we have familiarized the public everywhere with the unbeatable quality of Borden Milk Products.

This sales-creating advertising is being constantly carried on. Dealers carrying a stock of Borden's find repeat selling and big profits the daily rule.

Number yourself among them. Ask your wholesaler to ship you a trial supply.

## Borden Milk Co., Ltd.

*"Leaders of Quality"*

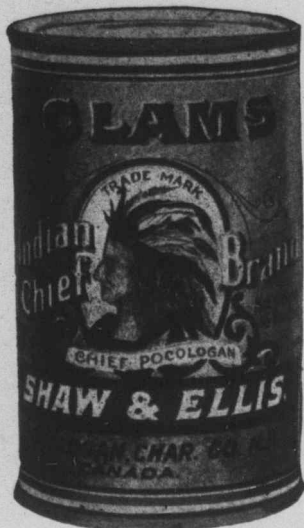
MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



## INDIAN CHIEF BRAND CLAMS

*Ideal for Camper or Cottager*



A stock of these high-grade, wholesome, easily prepared sea foods will help you to get a bigger slice of the summer camper and cottager's trade.

A few minutes—just while they are being heated to a simmer—is all the cooking required to make Indian Chief Brand Clams ready for the table. And their quality will so please that repeats are absolutely sure.

Your jobber can supply you.

P cked By

**SHAW & ELLIS**  
Pocologan, N.B.

## FINEST CRYSTAL GELATINES

Powdered and Sheet

## FINE LEAF GELATINE

BRITISH MANUFACTURE

# GELATINES

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

SOLE AGENTS FOR CANADA

**F. S. Jarvis & Co.**  
18 TORONTO ST., - TORONTO

## HELP YOURSELF TO A REPUTATION

by buying a copy of

### THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

**Y**OU 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**

# CLARK'S

THE  
REAL  
THING  
IN



# PORK & BEANS



THE BRAND THE  
PUBLIC WANTS IS

# CLARK'S

W. CLARK LTD.

MONTREAL



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

# WAGSTAFFES'

## New Season 1917

# Strawberry Jam

### Now Ready for Delivery

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The quality of Berries  
this season is excellent.

Get your orders in early.

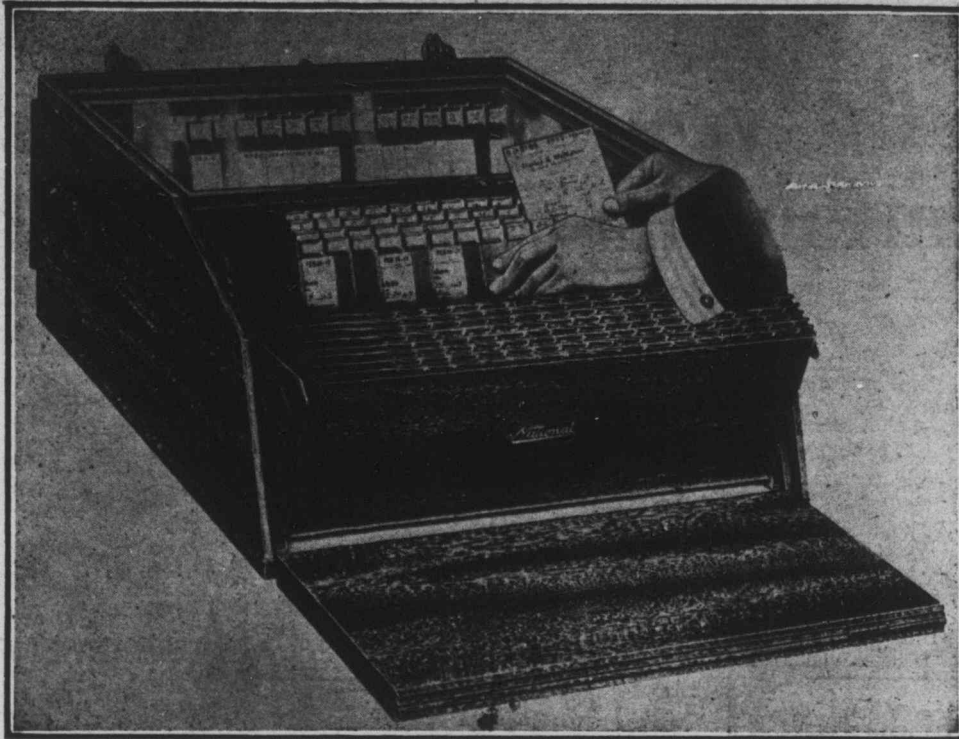
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## WAGSTAFFE LIMITED

### Pure Fruit Preservers

### HAMILTON, CANADA

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



# NATIONAL CREDIT FILE

—An Accepted Success

Already a large number of National Credit Files have been sold. We are daily receiving letters of endorsement. We are convinced our new File is the best system devised for keeping charge accounts. The following are a few of the outstanding features:

- (1) Permits quick balancing of charge and received on account slips.
- (2) Provides a safe place for petty charge slips.
- (3) Proprietor has personal control over all charge accounts.
- (4) Removes temptation.

- (5) Compact fire-resisting, enamel-finish cabinet. No chance of losing charge slips as they are locked as securely as in a safe

The National Credit Files are made in different size units to fit any business whether the accounts number fifty or five thousand.

It is of the utmost importance for every merchant who does a credit business to investigate this new File.

Write us to-day and we will see that a demonstration is given you by one of our representatives.

**The National Cash Register  
Company of Canada  
LIMITED  
CHRISTIE STREET  
TORONTO**

— COUPON —

NATIONAL CASH REGISTER COMPANY OF CANADA,  
LIMITED.

Please send me further information concerning your new Credit File. This request places me under no obligation.

Name .....

Address .....

Business .....

No. Charge Accounts .....

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



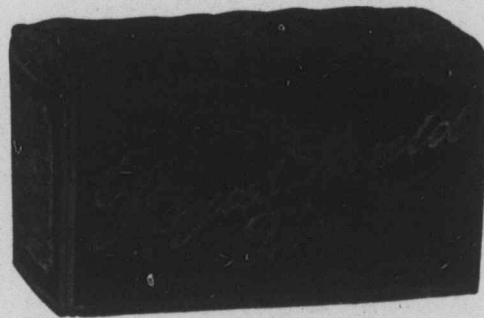
# Build your profits on the firm foundation of Royal Shield

By handling goods whose **Quality** quality measures up to the most exacting requirements of your trade, you can confidently anticipate steady profit-making sales and constant repeats.



The customer satisfying goodness of Royal Shield Brand of goods will prove a splendid asset to you in securing better sales and more customer confidence.

Royal Shield Products include Tea, Coffee, Cocoa, Spices, Baking Powder, Flavoring Extracts, etc. Order a trial supply from one of our offices listed below, and prove what splendid sellers Royal Shield Products are.




## Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

BRANCHES: Campbell, Wilson & Horne, Ltd., Calgary, Lethbridge, Edmonton, Red Deer. Campbell, Wilson & Millar, Ltd., Saskatoon, Campbell, Wilson & Strathdee, Ltd., Regina, Swift Current.

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



*All ready for you now—*

**E. D. SMITH'S**

**NEW SEASON'S**

**RED**

# Raspberry Jam

It pays to feature quality.

This

**100% Pure**

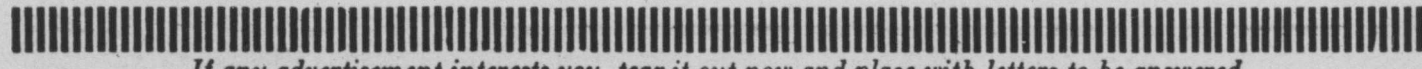
E. D. S. Product means satisfaction for your customers and big profits for you.

*Stock Up Now.*

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

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



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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

## WESTERN PROVINCES



## WESTERN FACILITIES

We have first-class warehousing and trackage facilities in a central location.

Our storage space enables us to carry stocks to advantage, and to distribute them economically.

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

## Scott-Bathgate Company, Ltd.

*Wholesale Grocery Brokers and Manufacturers Agents*

149 Notre Dame Ave. East

**WINNIPEG**

*Also at Regina, Moose Jaw and Saskatoon.*

### F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

### THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage      Distributing      Forwarding

# EL ROI-TAN PERFECT CIGAR

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

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

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

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

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

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WESTERN PROVINCES.

**GEO. W. GRIFFITHS & CO., LTD.**  
Manufacturers Agents

Do you want the services of a live firm to sell your line in the West? Then write us.

402 Chambers of Commerce, Winnipeg

THE  
**Robert Gillespie Co.**  
MALTESE CROSS BUILDING  
WINNIPEG

Importers, Brokers, Manfs. Agents, Grocery, Drug and Confectionery Specialties.

DISTRIBUTION & SERVICE  
from  
COAST to COAST.

**W. H. Escott Co.**  
Limited

Manufacturers' Agents  
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina, Saskatoon, Calgary, Edmonton

ESTABLISHED 1907

**G. B. Thompson & Co.**

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.  
137 Bannatyne Ave. East, WINNIPEG  
Established 1898

**WATSON & TRUESDALE**

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage  
Storage  
Distri-  
bution

**C. H. GRANT CO.**

Wholesale Commission Brokers and Manufacturers' Agents,

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA      SASKATCHEWAN      ALBERTA      BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# DONALD H. BAIN Co.

WINNIPEG

Head Office

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

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**ONTARIO**

Special Offerings in  
**Raisins            Teas**  
**Beans            Split Peas**  
**W. H. Millman**  
**& Sons**  
 Wholesale Grocery Brokers  
 TORONTO

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

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

**Hamblin-Breton**  
**Co., Limited**  
 Wholesale Grocery and Confectionery  
 Brokers  
 KITCHENER    WINNIPEG    CALGARY

**DISPLAY WORK, BOOTHS, ADVERTISING CAMPAIGNS, SIGN TACKING, Etc.**  
 These are the days of saving in window dressing material. Let us prove it.  
*May we send full particulars.*  
**Manufacturers' Window Dressing Service**  
 860 Bathurst St.    Registered

**W. F. ELLIOT**  
 Importer & Manufacturers' Agent  
 (Cor. Leith and Hardisty Sts.)  
 FORT WILLIAM, ONT.  
 Established 1909.

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

**The HARRY HORNE CO.**  
 LIMITED  
 Toronto, Can.  
**BROKERS AND IMPORTERS**  
**Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.**

We carry stocks in our own Warehouse (when necessary.)  
 We employ a steady staff of salesmen. (Get in touch with us.)

**DRIED AND EVAPORATED APPLES.**  
 Apple Waste and Chops, Specialties  
**H. W. Ackerman**  
 BELLEVILLE                      ONTARIO

**OPEN FOR AGENCY FOR THE CITY OF OTTAWA**  
*Satisfaction Guaranteed.*  
*Best of Reference.*  
**M. M. WALSH**  
 310 BAY ST.                      OTTAWA

**Want Ads.**  
 There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

**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  
 148-153 University Avenue,  
 Toronto.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in **CANADIAN GROCER** and let it assist you in filling your needs.

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC**

**ROSE & LAFLAMME LIMITED**

Commission Merchants  
Grocers' Specialties,  
MONTREAL TORONTO

**QUEBEC'S RESPONSIBLE BROKERS**

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.  
**BEANS AND CORN A SPECIALTY**  
**ALFRED T. TANGUAY & COMPANY**  
Commission Merchants and Brokers,  
91 DALHOUSIE ST. - QUEBEC CITY

**OATS, PEAS, BEANS, ETC.**

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

**H. D. MARSHALL**

Wholesale Grocery Broker  
OTTAWA MONTREAL HALIFAX

**OPEN FOR AGENCY FOR THE CITY OF MONTREAL**

Complete Trade Connection.  
Reference—Home Bank of Canada.  
**JOHN E. TURTON**  
55 St. Frs. Xavier St. Montreal  
Phone Main 2628

*Buyers and Sellers of*  
**All Kinds of Grains and Seeds**

**Denault Grain and Provision Co. LIMITED**  
SHERBROOKE, P.Q.

When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

## OCEAN BLUE

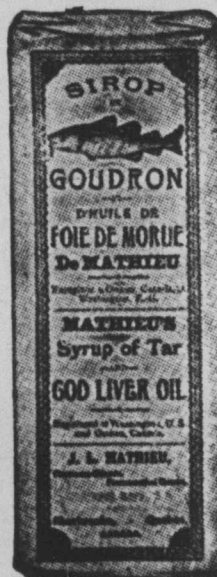
and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

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



## Lots of Your Customers Require Mathieu's Nervine Powders



Mathieu's Syrup of Tar and Cod Liver Oil—a splendid body builder.

and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

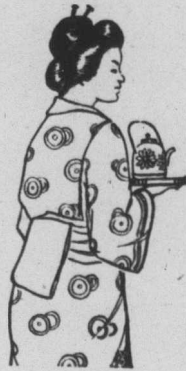
Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

**J. L. Mathieu Co.**  
PROPRIETORS  
SHERBROOKE - QUEBEC



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

# JAPAN TEA



The Japanese Government prohibits  
adulteration and coloring of Tea

Japan Tea produces, in the drawing, an infusion of a bright amber which is pleasing to the eye. It possesses wonderful strength and body, a delightful flavor and aroma never found in other teas.

Grown, cured, packed and exported under the direct control of the Japan Tea Growers Association, Japan Tea reaches you in all its natural purity and wholesomeness.

ON SALE AT ALL  
GROCERS

**WE** are always reminding the consumer how delightfully different Japan Tea is.

Consequently the demand is unusually good and is daily growing bigger.

And Grocers everywhere are finding Japan Tea a particularly good "repeat" line.

*Are you among them?*

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



# SELL PRESNAIL'S PATHFINDER CIGARS



FROM THE ILLUSTRATED LONDON NEWS.

There's nothing too good for our soldiers. The above trench picture appeared in London's great illustrated paper and shows that the fighters in France are being supplied with food that is rich in nourishment and delicious in flavor. How is your stock of Simcoe Baked Beans?

**DOMINION CANNERS, LIMITED, HAMILTON, CANADA**



**It grows—and grows—and grows—does the demand for  
H.P. SAUCE**

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

*The moral is very simple—and very sound!*

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.  
R. B. Seeton & Co., Halifax, N.S.



Cleans  
Scours  
and  
Polishes  
Baths  
Sinks  
and  
All  
Enamel  
Ware.



**Mr. Merchant:**



**Note the name and  
the package.**

**You will stock this line  
some time. Why not now?**

Manufactured by  
**THE B & L MFG., CO. Ltd. - SHERBROOKE.**

**Furnivall's  
FINE  
FRUIT  
PURE JAM**

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

Nothing can touch Furnivall's for quick turnovers.

And you need all the quick-sellers you can get.

So why not connect with this popular pure fruit line?

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

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

**OTTAWA  
ONTARIO**

Manufacturers of

**BOX SHOOKS**

**PAPER BALERS**



**ALL STEEL  
CLIMAX  
FIREPROOF**

"Turn Waste Paper, Cardboard, etc., into money."

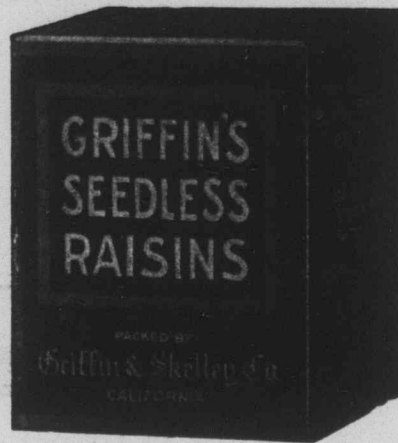
*Write us to-day.*

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

Wholesome

Nutritious

Clean



Griffin's Seedless Raisins

Sell them by the dozen.

*You should be represented on the Manufacturers' Agents Page of Canadian Grocer.*

*It will pay you to investigate. Write for rates and particulars to-day.*

# Put Malcolm Products before your customers

Don't hesitate to recommend them. Their quality will bear out the strongest guarantee you can give.

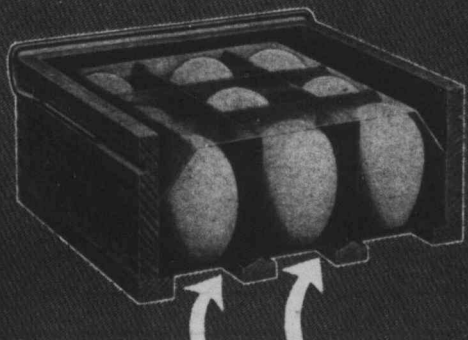


"St. George," "Princess" or "Banner" Brands are top-notch quality through and through—and they're made in Canada.

Try them. Just see how well they sell.

5 case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c. per 100 pounds.

**The Malcolm Condensing Co.,**  
**ST. GEORGE, ONT.** Limited  
*The Only Canadian Condensed Milk Company*



## See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two cross-wise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

### STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

STAR EGG CARRIER & TRAY MFG. CO.  
 1620 Jay Street Rochester, N. Y.



# Whittemore's Shoe Polishes

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

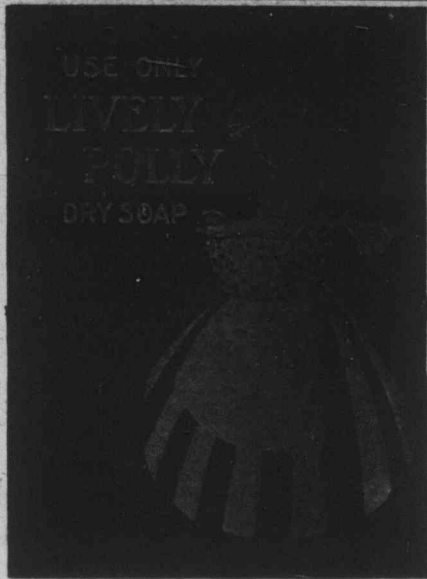
### The World's Standard Dressings

**OIL PASTE**  
 High grade paste polish, large tin boxes, easy cover remover attached. Black or Tan, 10c size.  
**GILT EDGE**  
 Self Shining Dressing, 25c size.

**FRENCH GLOSS**  
 Self Shining Dressing, 10c size.  
**BOSTONIAN CREAM**  
 will be a big seller in any color this coming season. 25c size.

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

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



**This is "Lively Polly"**

The big value 5c. cleaner that pleases the housewife always.

*It's a good profit getter.*

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

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

**Active Raisins!  
Get Behind Them!**

*Note How Raisins are Responding to the Call for Low-Cost Foods*

Women now are looking for food values in concentrated forms in order to cut down household bills. Let them see raisins in your windows. Note how they respond.

Raisins are rich in concentrated nutriment. Millions know it. You have only to suggest the raisin.

Our extensive advertising helps you sell. Fill a window with Sun-Maid Raisins now—the brand most women know.

Don't let this opportunity go by.

*California*

**Sun-Maid**

*Raisins*

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

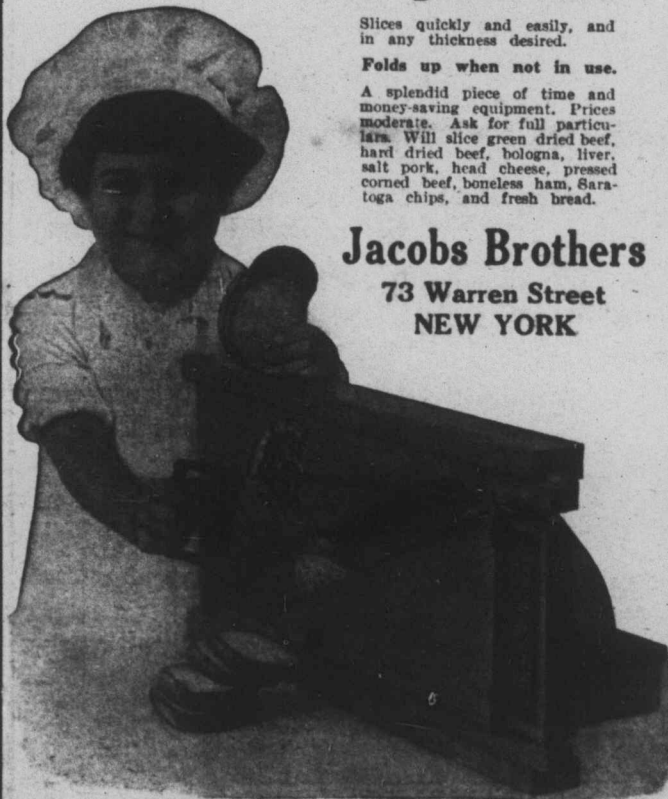
**California Associated Raisin Co.**

Membership, 8000 Growers  
Fresno, California.

(L.A. 41)



**Use the JB. Combination Slicing Machine**



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

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

**Jacobs Brothers**

73 Warren Street  
NEW YORK



**The Keating Calendar**

Keating's Insect Powder is in demand all year round. Order now for present and future requirements

OCTOBER, NOVEMBER, DECEMBER,  
JANUARY, FEBRUARY, MARCH.

In the home Keating's will be continually in requisition against Bugs and Roaches. Hunting parties in October will carry Keating's into their camps.

APRIL AND MAY.

House cleaning and the time for putting away winter furs and blankets. Moths now appear. Mosquitoes likely to become a pest in May and remain until the warm, dry weather.

JUNE, JULY AND AUGUST

Summer holiday season, Keating's in demand, when locking up the house, as a protection against moths in the furniture, carpets and draperies. Flies, Fleas, Ants and Mosquitoes in general evidence and a particular worry in summer camps and cottages.

SEPTEMBER

Flies are most tenacious. To kill or drive them out of doors use Keating's as a fumigant. Extra precautions also necessary against Bugs, Roaches and Ants.

Made by  
**Thomas Keating**  
London, England  
Established 1788

Sole Agents in Canada  
**Harold F. Ritchie Co., Ltd.**  
10-12-14 McCaul St., Toronto

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

*Look It Up In*

# THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full 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.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

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"A most interesting book and we find a constant pleasure in referring to it."  
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"A very attractive looking book and one which we should think every groceryman would be glad to own."  
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"One of the finest books I have ever seen."  
*L. N. Perreault, Attleboro, Mass.*

PRICE \$10.50; DELIVERY PREPAID. Send your Order to

**THE CANADIAN GROCER**  
TORONTO, CANADA

# Col. MacLean was in Germany When War Broke Out

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

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

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

## MacLean's for August Is a Midsummer Number

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

### CONTENTS

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

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

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

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

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

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

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

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

At All News-Dealers  
15 cents

Ask Us For  
**Wrapping  
 Papers**

10,000 Rolls and Reams  
 and

**Twines**

Very large assortment.

**Walter Woods & Co.**  
 Hamilton and Winnipeg

**A BOWES**  
 TRADE MARK PRODUCT

NO matter what the pro-  
 duct, whether it is  
 Peanut Butter,  
 Worcestershire  
 Sauce,  
 Maple Syrup,  
 Creamery Butter  
 or Eggs

if it is backed with the above trade-  
 mark it is bound to sell quickly and to  
 thoroughly satisfy.



The Bowes Co.  
 Ltd.  
 Toronto, Can.  
 Branches: St. John, N.B.  
 and Winnipeg, Man.



**More Dollars**

You can make "Dollars Grow" out of your *spare time*. Spare-time efforts have made hundreds of dollars for MacLean Representatives. To-day there are in Canada, men and women, who find that our proposition worked for an hour or two daily provides for many of the added luxuries of life. You supply us the time,—we'll supply you the money. Write for full particulars.

The MacLean Publishing Co., Limited  
 Dept. M, 143-153 University Avenue, Toronto, Can.

Hundreds are now making their own genuine but  
 strictly Temperance Lager Beer at home with

**Hop Malt Beer  
 Extract**

Big Sale—Good Profit—Repeat Orders.

Agents wanted everywhere. No license neces-  
 sary. Get the sole agency for your locality.  
 Particulars and terms on request. Write at once

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



**Have No Hesitation**

in recommending to your best customer

**'Bluenose' Butter**

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

SOLE PACKERS.

SMITH & PROCTOR HALIFAX, N.S.

**SMITH  
 AND  
 PROCTOR**

SOLE PACKERS

Halifax N.S.

# Your Tea or Good Tea?

You are, of course, more anxious to have pleased customers than to please yourself. Satisfied customers is business-building.

Test the tea you are recommending to your customers. If it is not Red Rose, the next pound you recommend will be, and remember it is the same quality all through the year.

**T. H. Estabrooks Company, Ltd.,**  
 St. John      Toronto      Winnipeg      Calgary



Ask your jobber for an

## Elgin National Coffee Mill

BECAUSE

You want the easiest running, finest finished, simplest constructed, *fastest grinding* mill for your coffee counter—you want an **ELGIN NATIONAL**.



No. 40

No. 35

Write any of the following Canadian Jobbers TO-DAY for illustrated Catalog and Prices:

- St. John, N.B.—G. E. Barbour & Co.; Dearborn & Co.
- Montreal—L. Chaput, Fils & Cie, Limitee; The Canadian Fair-Banks Co. (and branches).
- Toronto—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.; Medland Bros., Ltd.
- Hamilton—James Turner & Co.; Balfour, Smye & Co.; MacPherson, Glasco & Co.; Geo. E. Bristol & Co.
- London—Gorman, Eckert & Co.
- Winnipeg—Blue Ribbon, Limited (and branches); The Codville Co. (and branches); Todhunter, Mitchell Coffee Co.; McLaren, Ltd.
- Regina, Sask.—Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd.
- Saskatoon—Campbell, Wilson & Millar, Ltd.; A. Macdonald Co., Ltd., and branches.
- Edmonton, Alta.—The A. MacDonald Co.; Revillon Wholesale, Ltd.
- Calgary—Campbell, Wilson & Horne, Ltd.; L. T. Mewburn & Co., Ltd.
- Vancouver—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY  
**WOODRUFF & EDWARDS CO.**  
 ELGIN, ILL.

## Winter Butter and Eggs at Summer Prices!

By using our stone crocks the housewife can preserve big quantities of Butter, Eggs, Fruits and Vegetables and so reduce the household expenses during the "high price" months.



Draw her attention to this big saving and keep a few of these useful pottery lines always displayed. There's good profit in them for you.

8 gallon.....	} at 15c per gal.
10 gallon.....	
12 gallon.....	
15 gallon.....	} at 18c per gal.
20 gallon.....	
25 gallon.....	
30 gallon.....	} at 20c per gal.
35 gallon.....	
40 gallon.....	
50 gallon.....	} at 24c per gal.

75 to 500 gallon sizes made to order only.

## The Toronto Pottery Co., Ltd.

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

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





**makes good profits for You**

Every time you sell a package of Keen's Blue you build for the future.

Display it prominently on your shelf or counter. This will help your sales. Summer days are whitewear days.

You can recommend it always without any hesitation. The makers stand back of it.

**Magor, Son and Company, Limited**

191 St. Paul St. West, MONTREAL      30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

# Niagara Grape Juice

## Red and White

### Trade Prices

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

### DROP SHIPMENTS

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

## NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

# CANADIAN GROCER

Vol. XXXI.

TORONTO, AUGUST 3, 1917

No. 31

## Building a Business With Enthusiasm

An Asset That Has Helped to Make the P. Harvey and Company Store, Windsor, a Factor in the City's Life—Modernizing Store Equipment and Building a Specialty Business.

**J**UST about twenty-five years ago P. Harvey came to Windsor. He had a good deal of enthusiasm and a little capital. Both of these he invested in a butcher business. The business was of necessity small for though enthusiasm is a good asset, it is not as readily negotiable as some others, and consequently the business had to depend for the time on the limited capital. In the end, however, the enthusiasm told, and the capital grew, and it was not so very long before these two elements, working together, pushed him out of the first small store into much larger and more advantageous surroundings. Here the business developed along still other lines, and developed into a wholesale as well as retail business. In this venture too success crowned his efforts. Later still, the growth of the retail business has been such that the

wholesale side of it has almost been forgotten.

### Combining Meat and Grocery Business

Of recent years the meat business has tended more and more to develop a connection with the grocery business, and the connection has proved to be of great value to both departments. It is a natural alliance of the two businesses that most directly and indirectly appeal to the housewife. Mr. Harvey realized that there were opportunities that might well be considered. He was doing a very brisk meat business, and it seemed that with this business as a starter, it might very well be made a pulling force for other business. This was the idea that led to the opening just about a year ago of the new store on Wyandotte street. The original meat business still remains in the old stand that has become familiar to

its many patrons in the down town section of the city. The new store that combines in a very attractive way the grocery and meat business is in a newer, and growing section of the city, about four blocks from the main part of the city.

The store is large, bright and airy, thirty by seventy feet. Two large windows give ample display space as well as flooding the store with light.

The store exterior is suggestive of cleanliness, and is a model form of store exterior. The front is aluminum finished, while from the foot of the window right out to the sidewalk is marble tiled. In this way the store stands out from its surroundings and very little effort is required to keep it always spotlessly clean.

### An Attractive Store Interior

The interior is fitted up in a way that



View Showing Interior of Store of P. Harvey & Co., Windsor.

leaves little to be desired. Modern bin fixtures line the wall, they are in light oak finish and add their part to making the store preserve its appearance of newness. The scales are all of the most modern pattern. There is a new meat cutter, and electric coffee grinder. In fact, every instrumentality that could be provided to assist the service of the store has been thought of. To take care of the meat and other perishable products, the back of the store is occupied by two large refrigerators, the largest Mr. Harvey proudly claims west of Toronto. In addition to these, or rather to supplement these, a modern ice-making plant has just been installed, that will not only look after these refrigerators, but that will also provide for the refrigerating of the display counters. The counter, illustrated in the rear of the accompanying photograph, with its glass-faced front and shelves, will be sufficient to indicate the attractive nature of some of these display devices. Just appearing in one corner of the picture is a fish display case that is also of a very attractive character. It displays the fish well without exposing them to contamination, and without any detriment to the other goods of the store. Under the store there is a full-sized cellar, well drained and airy, and always dry, that provides ample storage room for extra stock. The store has a staff of seven, three grocery clerks, two butchers, a cellar man and a cashier and bookkeeper, as well as two drivers.

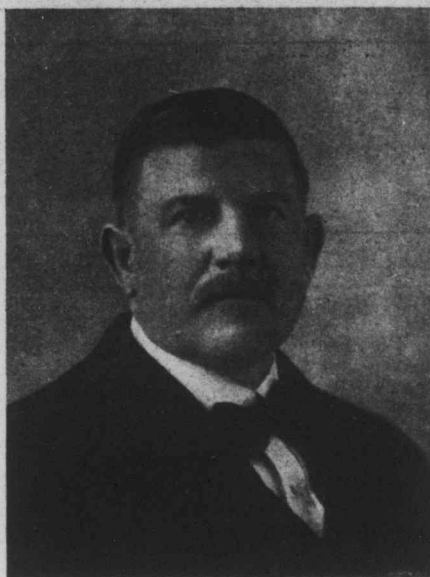
#### A Better Argument Than Cut Prices

Mr. Harvey does not believe in the cut price principle. It is his boast that he buys the best goods obtainable, and having done so, he sees that they show a reasonable profit. He has found through long experience in business that service and honest treatment are a far stronger argument than any matter of price. His clerks are instructed to see that the customers are well treated, and that there shall be a scrupulous honesty in all the dealing of the store. This Mr. Harvey believes is not only good morals, but good business as well.

#### Auto Delivery a Satisfactory System

Now as for the matter of deliveries. That is another feature that Mr. Harvey rather specializes on. He has three cars. Two of them are used regularly, and the third is an emergency car to take the place of either of the others that might be temporarily out of repair. This is not often the case, because Mr. Harvey has found it good practice to hire thoroughly competent mechanics to look after this part of the business. Mr. Harvey, in fact, makes it a practice of employing only the very best class of assistants that he can find, and is quite contented to pay wages that will prove an inducement.

Eight months after Mr. Harvey moved into this new building, business was progressing so favorably that he felt justified in spreading his wings even a little further, so he bought some property next to his store, and on this he built a large garage, of cement with a brick front. This has proved a very satisfactory venture, not only has it provided a place where his own cars could be satisfactorily cared for,



P. HARVEY

Head of the P. Harvey & Son store, Windsor, Ont.

but it gave additional space that was very much in demand.

#### A Business in Cooked Meats

One of the most satisfactory items of

Mr. Harvey's business is the sausage and cooked meat end. The firm has made quite a name for itself for the quality of these lines that they handle, and every effort is made to stimulate this trade and to keep the product very well up to the standards of the business on which this popular demand was built. This has grown to be such a feature of the business that it has outgrown the original quarters devoted to this work. So that when the new garage was built, it was built with the idea of using the upper story to provide room for the carrying on of this particular activity of the business.

In this department, which is fitted up with all the necessary appliances for the handling of these goods, two men are employed, and devote their whole time to this work. They make all kinds of cooked meats, sausages and pork pies, and in all of these lines the firm has built up a trade that is quite a feature of the business.

Mr. Harvey has used his enthusiasm to perfect a business that any merchant might well be proud of. He has modernized his business up to the last possible point, and has developed a business that is a credit to the City of Windsor.

## Ontario Government Now Grades Butter

Recent Appointment of Inspector Will Do Much to Raise Standard of Ontario Product—Appointee Has Confidence of Trade in General.

**B**Y the recent appointment of John Scott as official butter grader for Ontario Government, a big step has been taken toward the raising of the standard and making production more uniform. Two grading stations have been established, one at the cold storage plant at the foot of Bathurst street, Toronto, and the other at London, Ont. A certain amount of time is spent at these stations each week. It is not compulsory for butter factories to send their product to be tested and graded, but those closely in touch with the situation assert their strong belief that it is to the advantage of every creamery that they should avail themselves of this opportunity to have their butter tested. One of the positive advantages of the grading is to enable the creameries to find out the defects in their butter, if there are any, and so enable them to improve. The Ontario Government makes it clear that the grading of butter does not improve the quality of the butter, but it does determine its quality. John Scott, who has been given the appointment as official grader, was formerly connected with the Exeter butter factory and the trade, it is said, has every confidence in his ability and in his integrity and straightforward characteristics.

According to the method of grading, there are three classes, first grade scoring 92 points out of 100, second grade scoring 87 points, and third grade scoring 82 points. Butted below these grades is to be known as "off-grade" or culls.

When butter is graded according to the standard of the Government and the stamp of status is placed thereon, there can be no quibbling as to the exact merits of the butter. It has been the Government inspection of butter that has placed New Zealand on such a high plane in the markets of the world, and those who have the interests of the Ontario butter industry at heart, believe that it will establish the same high standard for this province if makers avail themselves of the opportunity. Following is a copy of the proposed standards:

#### Proposed Standards for the Grading of Ontario Butter.

The standard official score shall apply to creamery butter only, and shall be as follows:

	Points
Flavor . . . . .	45
Body and texture . . . . .	25
Color . . . . .	15
Salt . . . . .	10
Style (finish and package) . . . . .	5

100

1. First grade, butter scoring 92 points or over out of 100. Minimum score for flavor 39 points.

2. Second grade, butter scoring 87 points or over, but under 92 points. Minimum score for flavor 37 points.

3. Third grade, butter scoring 82 points or over, but under 87 points.

Below third grade, butter scoring un-

(Continued on page 30.)

## Selling Value of Window Displays

Show Windows Index of Store Contents — Poor Displays Counteract Other Advertising and Slovenly Windows Point to Shiftless Management—No Place For "Freak" Combinations.

**T**HERE has been much said upon the subject of show windows and much space in trade journals has been devoted to the subject of impressing upon the modern retail merchant the necessity of keeping his windows clean and full of goods with the prices on them, but there are yet many merchants who do not realize to the fullest extent that it pays to use their windows, just as there are a certain number who do not believe that advertising pays. For the principle nothing can be said, as it is too well established, but for the merchant who hesitates to apply the principle, it can only be said that his front door will seldom be battered by the hammering of fortune.

The show window furnishes the means by which a store looks out upon the world, and just as human features are the truest indication of the mind and soul behind them, so is the window of a mercantile establishment the best index of the character of the organization behind it. A slovenly window points to a shiftless store as certainly as unkempt features reveal an indolent mind. The most energetic sales force on earth would have difficulty in overcoming the handicap placed upon a store by a sloppy display window, and when it is accompanied by only ordinary selling efforts the result is really "trade-suicide." Prospective customers judge a store by the appearance of its windows. If they are inviting, trade will profit thereby, but if they have a repulsive appearance the effect upon the buying public is about as appealing as the "gentle" persuasion of a low-browed bully with a club.

**Poor Windows Counteract Other Advertising**

An applicant for a position clothes himself in his Sunday best and tries to give a favorable impression to a prospective employer, but many storekeepers expect trade to be attracted by a seedy show window. A display window tells a stronger story than a thousand circular letters, and if poor, is powerful enough to counteract any good impression made by newspaper advertisements. A real estate dealer might put people in a buying mood by means of glowing description, but if the property for sale failed to live up to the expectations aroused by the publicity campaign, all advertising appropriations would be dead loss.

Many storekeepers, however, fill their hand bills, letters, and newspapers, with high-sounding phrases, and continue to allow their loudest talking assistant to go completely to seed. Few persons would believe the statement of a bloated looking man who claimed that he was a teetotaler, and, likewise, few persons believe the ads of a store which backs up extravagant talk with neglected show windows. A man who allows weeds to

spring up in his front yard is dubbed an idler by all his neighbors, and a parkway full of rubbish would almost give the lie to a palace. Why, then, do merchants expect a critical public to place a high value upon the character of a store whose "front yard" is only a dumping ground for mildewed stock accumulations?

### No Need for "Freaks"

The idea that window dressings which do not embrace freaks of some sort, are useless for drawing trade, is a most glaring misconception of the principles of window display. Freak shows are all right as freak shows, but they are not great successes as window exhibits, and they cost money out of proportion to their value. There is another common mistake equally prevalent to the foregoing, and that is the practice of leaving the prices off articles displayed. Even if it is some odd article set down in one corner of the window, a price should be put upon it. It may mean the difference between sale and no sale. It is a notable tendency of human nature that constrains one to hesitate to enter a store and ask how much things are and not buy. This may be false pride, but it keeps people out, whatever the cause, and the effect upon the dealer is the same in any event.

### Windows Not Looked "At," but "Through"

Another mistake which is common, is the regarding of the glass in windows as something to be looked "at," instead of "through." Too many storekeepers cover their glass with window strips until the folks outside cannot see in, and those inside cannot see out. Windows were first made to let in light, and some merchants use that original fact as an excuse or explanation nowadays of their failure to make them do more. In the present age nothing is more out of place than the way things were "originally" done, and unless the store is still being lighted with candles and heated with a fire-place, then it is inconsistent to restrict the use of windows to merely letting in the light.

### Any Windows Can Draw Trade

Some merchants become discouraged about their windows and neglect them because they are not plate glass. While it is recognized that plate glass is the best, yet it can be done without; and in making the best use of material at hand, it will be found that windows that are big enough to let in light are equally big enough to let in trade. To this end the windows should be kept talking with plain window signs and good goods, and the result will be that they will draw much business.

To be successful as an advertiser, the merchant must change his windows often. If business is being done in a

small town, once a week will generally suffice. It should be borne in mind that anything put in the window is very apt to be injured more or less by the light, and the most delicate things should be protected as much as possible. If for no other reason, it would be well to change windows often on this latter account.

### Change Windows Often

If the merchant were paying good money for advertising space in a newspaper he would not think of allowing it to remain vacant for weeks at a time, yet some dealers leave window space display empty, or worse. Often it is more the result of thoughtlessness than of anything else, but it should never be allowed to occur. The windows of a store should be recognized as an index to the contents of that store—not all at once, but week by week. They should show one line at a time, but they ought to cover the whole stock by degrees.

In dressing the windows, there are many little tricks in combining various lines of goods which will result in sales of the combinations where the individual items would not have attracted attention. Such plans are often of value in getting rid of unsaleable goods. But it should be emphasized that whatever is done in this line, it should be made plain to the people what they are getting and what it will cost. The price has much to do with the selling.

### Rights and Wrongs of Display

That it pays to display goods in show windows, has been established, but there should be unanimity of opinion also as regards the rights and wrongs of display. The right way is to put in only one kind of goods at a time, and not to think that because a great variety of goods are stocked that they must be put in the window for fear people will not know that the rest are in stock. A window full of one class of goods will make a greater impression on the passerby than a combination of the various varieties stocked in the store, and in fact, the combination window would probably never make any sales. One thing at a time is about all that most of us are capable of taking in intelligently, and if there is any doubt as to the planning of a window, its effect on any one individual should be taken as an example of its effect in general.

A window should compel attention, it should arrest the eye, and make the passerby look again for some specific reason. One of the easiest and simplest reasons will be because there is only one kind of goods in it. There may be a big lot of the same kind of goods, or only a few, but if there is only one kind, one good clear impression is conveyed, and it is not forgotten.

Positive and complete rules cannot be laid down in making a display of any kind of goods, as much depends upon the neighborhood, location of the store, and the shape and size of the windows. But goods suitable to the different seasons of the year can be used, and to help to do this systematically and intelligently, a calendar of window displays throughout the year should be kept.



A SUMMER WINDOW SUGGESTION.

## Fancy Groceries vs. War Conditions

J. R. Henderson of Kingston, Ont., Believes in Carrying Small Volume and Good Assortment of "Luxury" Lines—Profits Cut Through Reluctance to Make Odd Prices.

**T**HE war's effect on general business conditions in the grocery trade is a much-discussed subject, and a certain division of opinion is presented on its many phases. The question of the advisability of carrying fancy grocery lines, comprising the "luxury" class is one which has received much attention, and significantly has been granted a widely differing solution, largely based on the tendencies of the communities in which the particular business is located.

Mr. James R. Henderson, of the Italian Warehouse, Kingston, Ont., a large dealer in fancy grocery lines, is not altogether in favor of others' opinions, recently expressed, to the effect that fancy grocery stocks should be unloaded for fear of future developments, and that such dealers should accept first loss as best loss. Mr. Henderson is not in total disagreement with the opinion, for he believes that the volume of such stocks should be cut down, but he is in favor of retaining the assortment as a means of holding the class of trade who make spasmodic demands for fancy lines. Mr. Henderson pointed out to CANADIAN GROCER that a good assortment of fancy grocery lines could be stocked for an outlay of approximately \$300 on which a profit of \$75 to \$100 would be realized

when turned over. The value of retaining such an assortment does not lie alone in the profit accruing, and in fact its chief benefit lies in enabling the grocer to meet the occasional demands of customers for fancy lines.

### Small Volume—Good Assortment

While the great bulk of the demand for fancy groceries in the city of Kingston has fallen off in equal proportion to that of other centres in the province, yet Mr. Henderson is of the opinion that by carrying a small volume but good assortment of fancy lines he will retain what trade is still on hand, and may possibly secure additional trade by being in a position to supply the wants of those who cannot have their demands met at other stores who have abolished or who have never carried such lines.

For the first time the effect of the war on fancy grocery lines is being noticed. Local conditions have much to do with the success or the failure of carrying such merchandize, and in Kingston the military element is the big factor. Many old established military families, and a large number of officers' messes in connection with the units stationed there, created a demand for fancy lines which continued for a long time after the war

started, and many of these families represented the Permanent Force, whose ranks have but recently been depleted. While their places have been taken, it has been found that the new arrivals do not create the same demand for fancy lines because temporary quarters are usually established and superfluities eliminated.

### Small Grocer Loses Most

Mr. Henderson is of the opinion that the small grocer is losing more in volume than the larger ones under the prevailing conditions. In any case he recognizes that profits are not as big now as before the war, and this is in large part due to the fact that manufacturers indirectly make it almost impossible for the grocer to raise his prices to the consumer when his wholesale prices are increased. As an instance of this, Mr. Henderson pointed out that when an increase of 10c per dozen is made by the wholesaler it means the grocer should increase the price of his produce 5/6 cents each in the dozen. To begin with, the increase is fractional, and if made at all must result in either too much profit or too little profit on the individual article in order to maintain an even figure. Then again in case the article sells for 10c, Mr. Henderson pointed out that with

lack of organization, the grocers almost as a unit refuse to make odd prices, so that even though the advance was 12c per dozen on the wholesale price, the grocer would be almost compelled to stand the loss equal to the advance in price owing to his reluctance to make a price of 11c on the article.

Another phase of the situation in which the grocer's profits are being cut was pointed out by Mr. Henderson to lie in the fact that the bigger prices being paid for merchandize cuts the percentage of profit. As an instance the profit on a peck of potatoes selling at 14c formerly was 6c. At the higher price of 75c per peck, which was reached recently, the profit is 10c per peck. The percentage of profit on capital invested shows a big decrease in this case, and in addition,

selling costs have to be figured. Then, too, in case one peck of potatoes is not paid for, the merchant stands to lose 75c where he would previously have sustained but a 14c loss

#### Speculation Eliminated

Mr. Henderson's statement that the small grocer stands to lose more than the large grocer, is based to a certain extent upon the ability of the large dealer to secure larger stocks with consequent better prices, but it does not involve speculation in foodstuffs, and Mr. Henderson is strongly in favor of the elimination of the element of speculation in grocery lines. He considers it but good business to watch the market and buy goods accordingly for protection, but he thinks the practice of buying up large stocks at a small margin of saving is

not only bad for the foodstuff market, but is inadvisable for the grocer himself, for he is taking long chances on prices dropping, to say nothing of the general bad effect upon retail trade.

#### Luxury Lines Soar in Price

All luxury lines and fancy groceries are away up in price, in fact some lines have soared to a 100 per cent. increase, but Mr. Henderson states there is still some demand which should be retained by the carrying of an assortment representing but a small outlay. In this manner there is protection for the merchant against heavy loss, and the additional advantage of holding what trade there is of this character, and of attracting other good business by being in a position to cater to the occasional demands for such lines.

## The "Cash-Credit System"

Is It Possible to Devise an Automatic System?—How the Burned Child Fears the Fire

By Henry Johnson, Jr.

I HAVE before me a circular in which the "Cash-Credit System" is described. The idea around which this system is planned is that most losses sustained by credit-giving merchants creep in via the writing of the charges. As there is no writing of charges whatever in the "Cash-Credit" plan, it is heralded as the solution of the credit-giving merchant's most puzzling problem.

Under this plan the merchant opens an account by handing out a given quantity of "store money" and taking the customer's receipt therefor on a form provided for it. He files the receipt and the customer gathers up the "money." There is no further record or writing of any kind. There after the customer buys what he wants and "pays cash" for it—with the "store money," good only at this one store; for the "money" is stamped with the merchant's name.

If the amount furnished the customer is insufficient, he asks for more. If his credit is still good, the merchant gives him an additional lot taking a new receipt, which he files. In theory, the two receipts make the entire record. At the time agreed upon, the customer pays up in real money whatever difference there may be between the face of the receipts and what store money he may have left over.

#### Complete Equipment Provided

The devisers of this system have planned out a very complete outfit for its operation. This consists of:—

1. A special coin-register designed to facilitate the handling of this "money." It seems to be a change-making machine, each denomination of coin being held in a separate chute from which it is delivered into the hand by pressure of a key.
2. A quantity of the "money" in such denominations as may be agreed upon.
3. Memorandum receipts.
4. Receipt file.
5. Special "purses" for customers' convenient use.

6. A lot of form letters explaining the system for the merchant to mail to his customers.

Everything seems lovely. In fact, there is no reason in logic that I can think of why the merchant should not thereby be relieved of a lot of work and yet do business with the same customers.

Whether it works out so well depends on several factors. It depends on the makeup of the merchant's customers; on the character of trade to which he caters, and it depends on the character of the merchant himself whether his dollars-and-cents condition will be bettered in any way by the change.

#### Human Nature Element—A Story

Many years ago, Johnson & Son tried to side-step some of the work of running accounts, and we thought that the concentration of what a customer owed into one or two memoranda would make collection simpler.

So we took on some coupon books.

Naturally, we thought we should lose one or two "cranky" customers; but we were not prepared for what happened. Our trade was mostly among the simple working folk of our town those days—foundry men, machinists, railroad employees, etc. Well do I recall the first pay night when Mike Lyons, Andy McArdle, and Terry Cavanagh came, among others, to pay up.

I got through with several. Then I heard talk among the three mentioned. "But he won't let you have your old buke—he does it another way now," whispered Mike to Andy. "Well, he'll have to let me have moine," said Andy. So when Andy's turn came I put the case before him thusly: "You have done business here a long time and have been fairly treated. All that time we have trusted you; and it has cost us long hours of work, often late at night, to write and rewrite the items you have had charged. Now, we are going to keep right on trusting you for the goods, but we ask in re-

turn that you trust us to the extent that you do not ask us to write up your pass book."

Andy came across like a man, as I knew he would. New coupon books were issued. The first severe trial was when those men had to scrawl their names laboriously on the receipts, which were in the form of notes. Then the women gave their usual first-of-the-month orders; and I noticed how long their faces grew when we tore \$6.50 worth of coupons out of a \$10 book.

#### Heavy Loss Entailed Before We Woke Up

The unexpected happened. A fine customer—not a laborer, but a man of long business experience, declined to work the new system, saying: "Oh, no; I'd never think of signing a note for a few groceries. I have never signed a note yet and shall not begin now. We'll have to follow the old system or quit right here." Then he smiled with perfect good nature.

Then women who bought goods for coupons wanted a bill so they could check over what they got; and here we had to write the pass books as of yore. Some did not ask. They just quit. Mike Lyons, an old and valued customer, stood it a month; then paid up, and without asking any concessions or favors, said he did not like that method and would not order any more goods.

We were not relieved of any work. We were loaded with an extra lot of worry. The notes were as valuable as the old open accounts—no better and no worse. We lost such an appalling lot of good trade that, though we stood out for over a year, we gave up finally.

#### Where is the Weakness?

The promoters of this system indicate that it does away with disputes, because each transaction is closed by payment of "cash" right at time of purchase. But we found that the coupon holders sent their children and were not always satis-

(Continued on page 30.)

# The Story of Yeast

How It Is Manufactured And Its Varied Properties — Wider Use For War-time Home-made Cooking Makes Knowledge of Manufacture Almost Imperative.

**A** WIDER market for prepared yeast in packages is being opened up to the grocery trade throughout Canada owing chiefly to the fact that so many people are making their own bread and cakes. High prices have also had much to do with the ever-growing popularity of home-made cooking. This fact makes it of importance that the retail salesman should know more about yeast than is the case usually, especially as the manufacture is really carried on on a very large scale. The following information is authoritative, having been secured from the chief chemist of one of the largest yeast factories, and should prove of interest to the trade.

"The individual yeast plant can only be seen with the aid of a good microscope and measures about one-fourthousandth of an inch in diameter. So that, when looking at the ordinary little yeast packet, one's glance rests upon some thirty million plants, and the cake contains twenty-two times as many separate individual yeast plants as there are people on the surface of the earth.

"If you take a small piece of yeast and dissolve it in a glass of water and examine a drop of it under a moderately powerful microscope you will see thousands of small, semi-transparent egg-shaped bodies. These are the yeast plants and a cake consists merely of millions upon millions of these organisms pressed together. If an ordinary yeast cake were magnified so that each yeast plant appeared about 2 inches in diameter, the cake would closely resemble a pile of eggs 800 feet square and some 200 feet high.

"So although the yeast plant to the ordinary man is exceedingly small, it is still large enough to contain a dozen or more elements and present a most complicated organic structure, and is capable of exhibiting the vital phenomena of food assimilation and excretion of waste, growth and reproduction.

## Science in the Factory

"Now, as yeast is a plant, the same as a cabbage, an onion, or, let us say, more like a mushroom; it follows that the yeast manufacturer is nothing more nor less than a scientific farmer, scientific because he controls all the conditions that influence his crop and his business is to grow yeast under such ideal conditions that each plant will be in the prize-winning class.

"In the first place, he manufactures daily the soil or media in which the yeast grows. Yeast will grow on or in anything that contains sugar, soluble proteins and the necessary inorganic mineral matter. So it often happens that a few yeast cells that are always floating

about in the air find their way into a bottle of grape juice or a barrel of cider, and there, growing and fermenting, soon render these beverages unfit for the strict abstainer.

"In the commercial manufacture of yeast, however, we use a carefully prepared extract of grain made from corn and malt and malt rootlets, technically known as "sprouts."

"The corn is cleaned, ground and cooked with water under steam pressure; then after cooling to the proper temperature, ground barley malt is added. This exerts a most remarkable action upon the cooked starch. If the cooked corn is tasted before the addition of the malt it resembles ordinary unsweetened oatmeal; but an hour or two after it will be found to be very sweet, and chemical analysis shows us that all the tasteless starch has been converted into sugar. This wonderful change is brought about by the action of a substance in the barley malt known as diastase. It is a wise provision of nature that the foodstuff stored up in the grain for the growing embryo is in the form of insoluble starch.

## Necessary Foodstuffs

"Under natural conditions the grain of corn, wheat or barley drops to the ground in the fall of the year, and lays there till the following spring, exposed to the rain, snow and frost. If the seed contained sugar as foodstuff for the germ it would be washed out and lost long before the germ started to grow in the spring. But this foodstuff, the starch, must be rendered soluble before it can be utilized by the growing plant, before it can flow up through the capillaries of the little sprouts and down into the first rootlets and supply them with nourishment till they are long enough to take hold of the soil and obtain food from the ground.

"So, with the warmth and moisture of the spring there is developed in each grain this remarkable substance known as diastase, which has the power of converting starch into sugar and so rendering the foodstuff available for the growing plant.

"But nature, always prodigal and generous in matters pertaining to the preservation of the race, makes about fifteen times as much diastase as is necessary to convert the starch of the grain into sugar, and it is this excess that is utilized by the distiller, the brewer and the yeast maker to change the starch of his corn into the sugar required by the yeast.

"It is the duty of the maltster to imitate closely the weather conditions of spring the year round. The barley or other grain to be malted is first soaked

in warm water, then spread out on the floor in piles. It is turned over at frequent intervals and in a few days the little rootlets make their appearance. But a more profound and important change has taken place within the kernel, namely, the appearance of the diastase. In about a week the growth is stopped by drying the grain. The little rootlets become brittle and are shaken and the grain now known as malt is ready for the yeast maker. All grains may be malted, and we may have corn malt, wheat malt, or rice malt, but for the yeast maker barley malt has been found to be the best.

"After the addition of the malt to the cooked corn, and after all the starch has been changed to sugar, the malt rootlets are added, because they are very rich in yeast food in the form of soluble protein. This mixture of corn, malt and sprouts in water, which is called a mash, is now put through a purifying process.

"Metchnikof told us that if we would drink plenty of sour milk, especially that soured by the *Bacillus Bulgaricus*, we should kill off all the age-producing bacteria and replace them with the more beneficent flora. Long before the *Bacillus Bulgaricus* was used to purify the human system, the distiller and yeast maker were souring their mashes for the same purpose.

## Inoculating the Malt

"The mash is inoculated with a pure culture of a lactic acid producing organism, which not only inhibits the growth of all undesirable organisms, but predigests the proteins and makes them more easily assimilable by the yeast. This process goes on for about eighteen hours, and then the mash is pumped to the filter tubs and the liquid or grain extract containing all the goodness of the grain is filtered off and the grain residue washed with boiling water till all the soluble foodstuff is removed. It is this liquid that contains the ideal yeast food, and it is in this liquid that the yeast is grown. All these operations are merely preparing the soil for the seed yeast.

"This rich and sterile grain extract is now carried to huge copper fermenters. These tubs are 12 feet in diameter and 20 feet high, and hold nearly 20,000 gallons each. In one great plant there are in one room alone twenty-four of these fermenting vats. The capacity of these tubs is over 25 tons daily, and the total capacity of the factory is over 100,000 pounds of yeast every twenty-four hours. This gives you some idea of the size of the business.

Now, yeast is a kind of a microscopic mushroom, but far surpasses the mushroom in rapidity of growth. Each of these tubs of grain extract are seeded



Making the store attractive in summer time. Displays that add to the store's selling force. The fruit display of A. G. Bain & Co., Hamilton.

with 100 pounds of seed yeast every day and the following day the yeast has grown and multiplied over twenty times, so that each tub will contain more than 2,000 pounds of yeast floating about in its liquid.

"The yeast seed referred to does not differ from the ordinary commercial yeast except that it is carefully preserved from contamination till used and is made from an absolutely pure culture, which means that it contains no foreign bacteria and that the millions and millions of plants of which it is composed are the direct lineal descendants of one parent plant. In other words, it is selected just as the farmer selects his seed corn.

#### Yeast Multiplies by Budding

"Yeast multiplies and grows by a process known as budding. A single yeast plant floating in grain extract after 20 minutes to half an hour shows a slight projection on one side. This projection or bud soon enlarges and grows till it is nearly as large as the original plant. Then it, too, puts out a bud, and before this is full grown the first plant puts out another bud. And this process continues until twenty or thirty buds are formed, attached one to another in a sort of branched chain. Then the ripening or process occurs, when all these separate one from another and float about singly. Now, if fresh food is added in the form of grain extract each one of these free floating plants will start to bud and form a new family. It is the

aim of the yeast maker to press and sell only mature plants without buds, for, like children, the young plants will not stand shipment and old cells lack strength.

"The method of preparing yeast from a pure culture and growing tons of yeast from a single yeast plant is interesting.

"First, a small quantity of yeast, consisting of only a few million plants, is placed in a large bottle of clear sterile grain extract and thoroughly shaken to separate the plants. Then minute drops of the liquid are placed on a glass microscope slide, carefully covered, and each drop examined attentively with the microscope. A drop is sought containing one single yeast plant and nothing else. When one is found it is marked and the slide put in the incubator till next morning, when this drop will be seen to contain twenty to thirty plants. The drop and the yeast it contains is then transferred to a small flask of grain extract by means of sterile platinum wire. This is incubated for twenty-four hours, when it will contain yeast plainly visible to the naked eye. This yeast is then poured into a quart bottle and after twenty-four hours' growth is transferred to a 5-gallon bottle, and so on, the 5-gallon to a 200-gallon, the 200 to 2,000, the 2,000 to 20,000, and the yeast from this will be more than sufficient to stock or seed tubs yielding over 100,000 pounds.

"If the yeast plants made in a single day were placed side by side, small as they are, the chain so formed would span

the distance from the earth to the sun, about 95,000,000, miles, with seven strands. It has been explained how this amount may be grown from a single microscopic plant in less than ten days, which means that the aggregate linear growth is at the rate of 50,000 miles per minute.

"Now let us return to our commercial problem. We left our yeast fully grown floating about in the huge copper fermenters. It only remains to separate it from the liquid and press it into cakes.

"Most of the liquid is removed by centrifugal machines similar to the cream separators of the dairy, only in this case the cream contains the yeast. It is further dried in filter presses and finally pressed in boxes, under eight hundred pounds per square inch. In this form it is shipped to distributing agencies, where it is cut and wrapped by machine and sent out over the country.

#### By-Products

"This is the day of by-products. First we have the grain residue from which the water soluble matter has been removed. It still contains over twenty per cent. of protein and ten per cent. fat, and when dried makes a valuable cattle food known as dried yeast grains.

The liquid in which the yeast was grown and which was separated in the process of pressing the yeast contains about 1½ per cent. of alcohol.

"Whenever yeast come in contact with sugar it breaks it up and converts it



into carbon di-oxide and alcohol. It makes no difference whether it is in a distiller's tub, a bottle of grape juice, a fallen apple or in a loaf of bread, alcohol and carbon dioxide are produced. In the bread it is the production of carbon dioxide gas that fills the loaf full of all the little holes, while the alcohol is evaporated by the heat of the oven. This is a by-product of the bakery that is lost. An effort has been made to save this, but thus far no practical method has been found.

In the manufacture of yeast, as we have seen, a small amount of alcohol is produced as a by-product. This is separated and converted into vinegar known as white spirit or grain vinegar, and is largely used in pickling houses.

"There are other products formed during fermentation, such as glycerine and succinic acid, but up to the present it has not been found a paying proposition to purify them.

#### Why Yeast is Used

"There are good reasons why the use of yeast in bread making has not become a lost art. A few years ago you would have been told that yeast is used to raise bread, but we now know that this is the least important of its functions. It has long been known that beri-beri and scurvy are brought about by the lack of certain substances in our diets, and the name of "vitamines" has been given to these. In the proper milling of wheat the "vitamines" are largely removed with the bran, but this is of small consequence in the case of yeast made bread, for yeast is rich in these substances. In fact, it was from yeast that Funk first extracted them and today this prepared yeast extract is used in the treatment and cure of beri-beri. The use of yeast makes bread a healthy food. Further, the yeast attacks the raw gluten or protein of the flour and makes

it more easily digestible, and it exerts a similar effect on the carbohydrates.

#### Food Value of Yeast

"The intrinsic food value of the yeast itself must not be overlooked. The dry substance contains over fifty per cent. valuable muscle and brawn building material, the vegetable protein as well as glycogen and nuclein, food for the brain and nerves.

But above all, yeast by its digestive action on the constituents of the dough changes the raw flavor of the wheat and replaces it with the flavor of bread. Efforts have been made to replace yeast in bread with baking powders and compressed air and gas, but for some reason we soon tire of bread so made, while yeast made bread can be eaten every day in the year (if you can get it) and three times a day and we still want more."



#### GOVERNMENT NOW GRADES BUTTER

(Continued from page 24.)

der 82 points. This butter shall be known as "off grade" or "culls."

##### Description of Grades.

##### FIRST GRADE—

Flavor—Sweet, fresh and clean for season when made, or sweet and clean if held.

Body and grain (texture)—Waxy, not too much moisture.

Color—Even, no streaks or mottles, not to high.

Salting—Not too heavy if salt butter. Salt all dissolved.

Finish—Good quality parchment paper lining, neatly arranged, bright, even surface.

Packages—New, well made and of good material. Boxes to be right size to hold 56 pounds net of butter, when properly filled, paraffined on inside, neatly branded. Boxes of uniform size.

##### SECOND GRADE—

Flavor—Not quite clean or other slight objectionable flavors.

Body and grain (texture)—Salvy; overworked, too much moisture, but not over 16 per cent.

Color—Slightly mottled or streaky; too high or objectionable shade.

Salting—Too heavy; salt undissolved or unevenly distributed.

Finish—Poor quality parchment paper lining; lining not arranged to protect the butter, mould on parchment paper, rough uneven surface, package not properly filled.

Packages—Must be fairly clean and sound.

##### THIRD GRADE—

Flavor—Very stale, very strong stable

flavor or anything inferior to second grade.

Body and grain (texture)—Very salvy or mushy.

Color—Very mottled or otherwise inferior to second grade in regard to color.



#### THE CASH-CREDIT SYSTEM

(Continued from page 27.)

fied that we had charged only what was right—we had to "show 'em" by writing bills. I suspect that this same trouble will inhere in this system.

And, why?

Because the deal is NOT on a cash basis, no matter how like that it looks. If the deal were for cash, the merchant would hold the whip hand. He would want to be fair, of course; but his own judgment would rule finally. Dealing in "store money" he has no such strength of position, for the customer has not paid for his goods as yet.

I believe that some merchants can make use of such a system. There are many who have used coupon books advantageously. The merchant must take stock of himself, his store and his customers; but most of all of himself. I am firm in my opinion that the man who can operate any substitute system can be successful with the old-fashioned, time-tried ways. And, conversely, I never have thought that a man who always looks for some way to obtain back-bone outside of himself has the elements of success in his makeup.

My experience leads me to favor the credit business; but maybe that is because I was very successful with it. But, again, I was successful because I paid

very close attention to my accounts. I made rules and then felt that those rules were made to guide me as well as those around me. I took my own medicine and did not break rules formulated on the facts as we learned them in the business.

If a merchant takes his credit business seriously and pays it proper attention, he can be successful in handling it no matter what system he may use. If he does not regard it seriously, if he fails to sense the fact that the investment in accounts is as valuable as the same investment in merchandise and act accordingly, he won't succeed, no matter whether he uses a particular system or none at all.



#### YARMOUTH LOBSTER CATCH.

Consul John J. C. Watson, Yarmouth, Nova Scotia, Canada, reports that during the season 1916-17 there were 44,101 hundredweight of lobsters, valued at \$537,300, caught in the Yarmouth district. Of this total 14,085 cases were canned, and 18,202 hundredweight were shipped in shells to the United States and other parts of Canada. The average price was \$12.18 per hundredweight. During the 1915-16 season the catch was 60,754 hundredweight, which was valued at \$614,946. The average price during that season was \$10.12 per hundredweight.

In spite of the fact that lobsters were scarce, the past season was fairly successful, owing to the good price brought by live lobsters.

The prospects for next season are not bright owing to the likelihood of the British embargo being continued and the likelihood of the British embargo being continued and the scarcity of tin for canning lobsters.

# Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

By R. T. D. Edwards

## LESSON No. 5

**A**T THE outset of this new series of cardwriting, which began at the first of this year, we endeavored to give our readers something out of the ordinary in the cardwriting line and we think we have succeeded so far and expect to keep up the good work.

We believe that each lesson as it is published will be more interesting than its predecessor and that each time we shall succeed in springing on you something new which will be exceedingly beneficial to your cardwriting studies.

Now the idea of this present series, as we have previously mentioned, is to give you new letter formations for show card work. All of them are to be of the most practical nature and formed so as to take as few strokes as possible for their construction.

Your attention is called to the alphabet shown in the chart of this lesson. Here we have reproduced one of the very few letter formations of its kind. It is entirely composed of straight lines, no curved strokes being used. Of course this form of letter is not for use where



tions may become so firmly impressed on your mind as to render no reference to the chart necessary as far as the type is concerned. We are giving you no practice exercise this month on account of so much sameness of the strokes, but don't neglect to practice each stroke thoroughly.

Keep your pen nibs in the best of shape, clean and in good working order. Wash them out in clean water after being used and better results will be obtained.

Use a heavy black carbon ink for pen lettering "mat designing and mat bevelling for show cards." We all want to learn everything we can about our particular line of business and we should at least be on the lookout for something new, so here is something which is a very important factor to a show card writer and one which means dollars and cents to him or her when it is mastered. This work is mat designing and mat bevelling for show card purposes. It is a big subject so we must take it step by step that no stage in this work may be missed.

We will first explain what this work is.

In a few words it is making fancy and plain designs and cutting them out of mat boards and having all the edges of the mat bevelled.

The following are a few of the varieties of these cards.

Straight bevelled outside edges.

Straight bevelled cut out centres.

Fancy bevelled outside edges.

Fancy bevelled outside edges with cut out centres.

These are a few of the many uses of show card bevelling and if you are able to master them all this month you have done a big work.

Of course it is advisable to start at the easiest end of the work which is

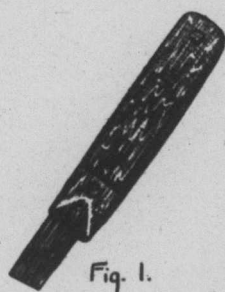


Fig. 1.

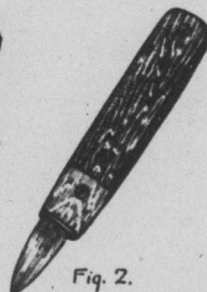


Fig. 2.

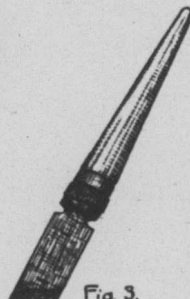


Fig. 3.

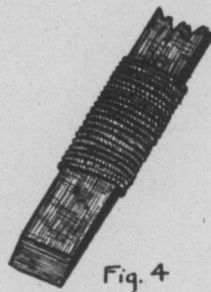


Fig. 4.

cards are to be made rapidly and turned out in large quantities but is for use on the better class of show card which in turn will be used in the better class displays. As we mentioned before this is a most practical type of formation and can be executed very quickly for the class of work for which it is intended.

The alphabet was made with a round writing pen with the one stroke method. That is, one stroke of the pen completes each stroke as they are numbered.

While this is a very suitable alphabet for the pen it can be made equally effective with the brush. But the pen makes better small lettering, and, as small lettering looks better on better class cards it is advisable to practice with the pen.

For ordinary use a No. 1½ or No. 2 nib is best. You will experience a great deal of difficulty at first in getting the cross strokes straight but perseverance in practice will eliminate this. It is advisable to mark the letters out minutely with pencil before attempting the actual

work, then you can work ahead without any worry as to spacing, etc. It is advisable to spend considerable time in practicing this alphabet that the forma-

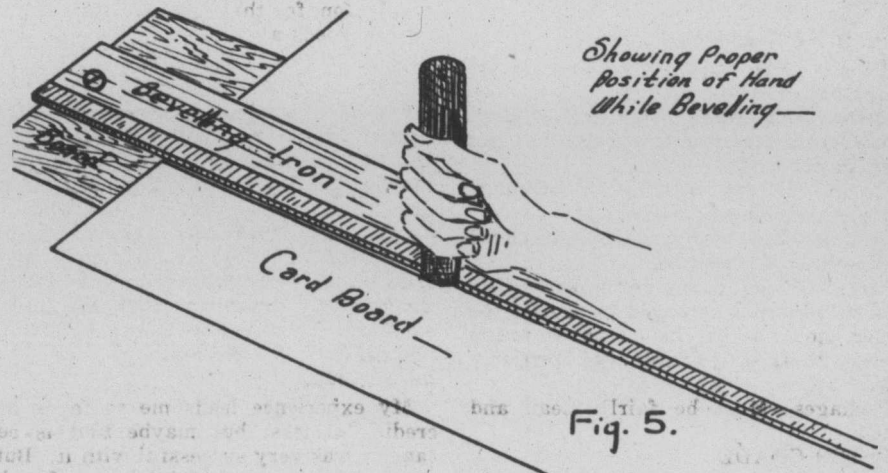


Fig. 5.

straight line work. This is much easier than the curved, because it can be done with a bevelling iron or any straight edge. Start at this first, therefore, and when you have mastered how to hold the knife or chisel, you may proceed to the more difficult work.

**Tools to Use**

Many are the varieties of tools used for mat board bevelling and, of course, each mat cutter has his own opinion as to which is the most practical method. In reality it is all a matter of what you get used to, so you will have to find out for yourself.

Experience has taught us that a thin blade with an almost right angled cutting edge is the most practical. This blade should be ground down just like a fine chisel with its bevelled point running back almost an inch. The point is thin, quite thin, and it cuts into the cardboard very readily and without the resistance which is caused by the thicker blade. Refer to Fig. 1.

This illustration shows a tailor's cloth cutting knife with the blade cut down to a chisel point, as previously explained.



The blade was broken off and ground down on an emery wheel and finished off on an oil or whet stone.

This gives it almost a razor-like edge, and if taken proper care of should last for years. All it requires from time to

time is to be rubbed up on the oil or whet stone. The handle of this tool is of wood and brass, and the set screw, which is the lower one, holds the blade in place. This can be obtained at some hardware stores.

Fig. 2 shows the same style of handle with a pointed blade in it. This style does the work very well, but in our estimation not so well as the former. Both sides of the blade are cutting edges. No. 3 shows a style as catalogued by a card-writing supply house, and is a very practical type. It has met with great success throughout the American continent.

No. 4 shows a home-made device for mat bevelling. This is a small carpenter's chisel, made exceedingly sharp, with thick, soft cord wrapped around it to form a handle. The wooden handle of the chisel is left off. This tool can be used in case other devices are not obtainable.

Fig. 5 shows the proper position to hold the bevelling chisel when doing the work. Note the angle at which the chisel edge is held while cutting the card. This illustration also shows the bevelling iron's straight edge. This tool you can have made. Its size is two inches wide by about thirty inches in length, with the left hand side bevelled as shown. This iron is fastened onto a board about six inches wide and the same length as the iron, which is screwed to the board through a hole. The cardboard is placed underneath the iron and the end nearest you is held down firmly with the left hand. This holds the cardboard tightly in place for cutting. In order to get a clean cut bevel always place a piece of waste cardboard underneath the card to be cut.

If an iron bevelling iron is not obtainable, one can be made from a piece of good hardwood. This has proved as satisfactory and much more easily obtained, but is only good for straight edge bevelling. It should be made by an experienced carpenter, so as to have it perfectly smooth.

**Kind of Cardboard to Use**  
The kind of cardboard used for making

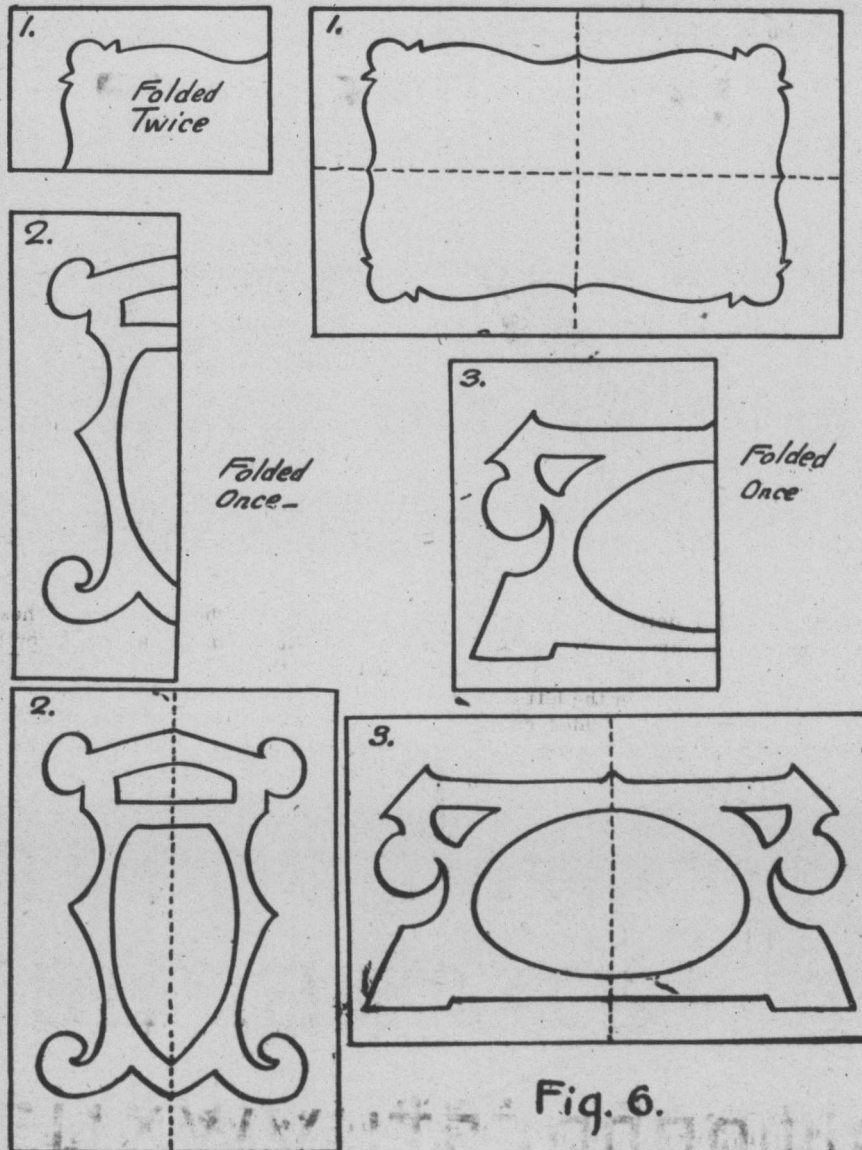


Fig. 6.

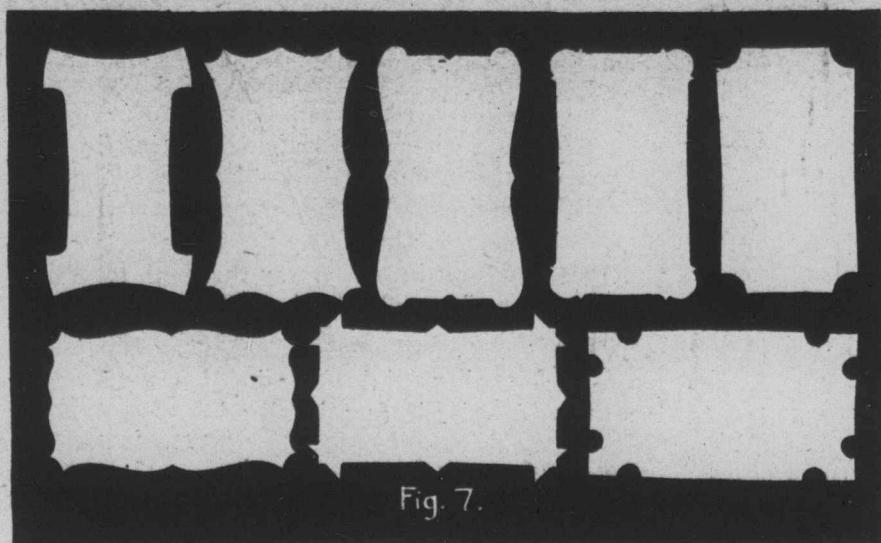
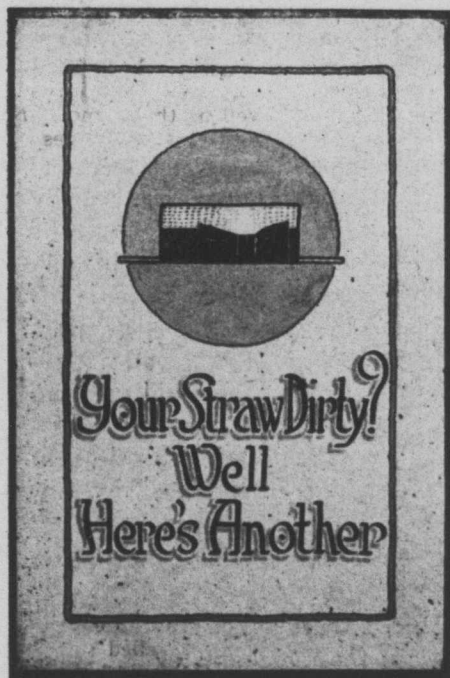


Fig. 7.

bevelled mats and show cards is known as mat board. This can be obtained from mat board manufacturers. Of course plain white and colored railroad boards

but the quickest and most practical is the one illustrated in Fig. 6. This is, quite simple and you most probably have done this before.

In Fig. 6 we have three different classes of designs. The first shows a design with all four corners the same. This is obtained by folding over twice as



can be used but are not as good for beveling as the thicker mat board.

**Designs**

There are many ways which you can get the various designs for fancy mats

cardboard and trace around the edge with pencil and bevel.

The second illustration shows an upright design which is obtained by just folding the paper over once lengthways. Then by placing carbon paper against the opposite side and retracing the pencil drawing the full design is obtained as shown in the lower drawing.

The third illustration shows a pattern for a landscape card. This is obtained the same as the other only that the paper is folded crossways.

These patterns are placed upon the cardboard, that is to be bevelled, with carbon paper underneath, design is then retraced. Thus you have the pattern on the card ready to bevel. After this is done neatly place behind the centre opening some other color card. This is to be stuck on with glue or paste. When dry the card is ready to letter. The lettering is to be put on the insert card.

No. 7 gives a few suggestions of designs which are obtained by the same method as shown in the first illustration of Fig. 6. These can be used for the outside design of show card or the inside design to be cut out. Many others can be made.

Fig. 8 shows a few attractive designs

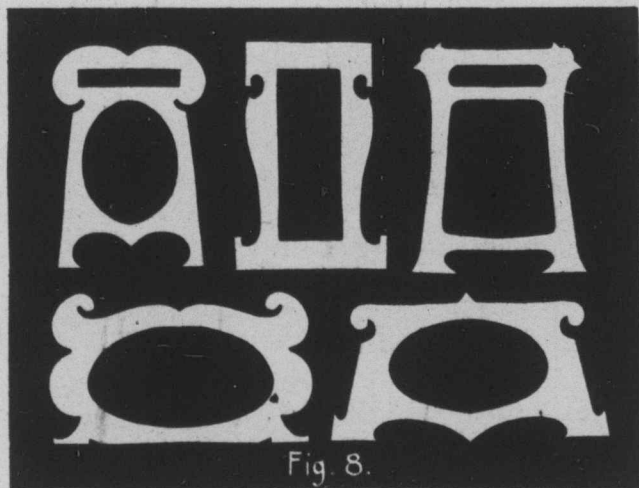
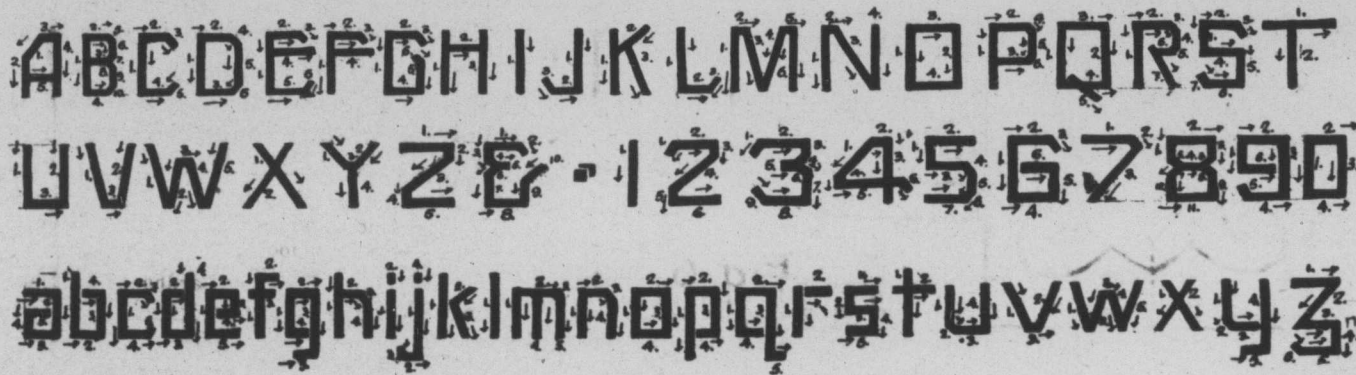


Fig. 8.

indicated by the dotted lines, a piece of plain paper, the same as the card. When this is done draw quarter of the design in pencil as is shown in the left drawing. Then while it is still folded cut it out with a pair of sharp scissors. When opened you should have all four sections the same. Lay this pattern onto the

of the more difficult nature. These are all for cut out mats and are to be bevelled on both outside and inside edges and are to have a piece of cardboard set in behind the centre opening. In the case of the two outside top ones the top openings should be filled in as well. These spaces may be used for the firm's name.



# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

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Vol. XXXI. TORONTO, AUGUST 3, 1917 No 31

THE new developments in mail order competition as outlined in this paper two weeks ago are causing untold concern not only among retailers but among wholesalers and manufacturers in Canada.

\* \* \*

THE British Press is not inclined to submit calmly to such censorship muzzling as kept in darkness the terrible conditions revealed by the report of the Mesopotamia commission. *Canada* says:—

There is not the least doubt but that the scandalous state of affairs disclosed in this report would have been instantly checked had exposure been possible. The policy of hushing up such utter ineptitude and gross carelessness has cost us dear, and we must see that it can never happen again.

\* \* \*

WILLIAM Francis O'Connor, K.C., Canada's Acting Cost of Living Commissioner, who has created such a sensation in Canadian packing circles, is a Halifax barrister, lecturer in the law and medical faculties at Dalhousie University. He was born in Halifax in 1873, and was called to the bar in 1898. He was an unsuccessful candidate for the Legislature in 1906, and has been a member of Halifax Board of Control. Commissioner O'Connor reports that "high prices and fair prices are not necessarily different things." It would have been much better had this attitude of mind been reached before rather than after the inquiry.

## NEED FOR ORGANIZATION

THE Forest, Ont., *Free Press*, says editorially:—  
"Business Men Organize. The summer half-holiday problem in Forest is still in an unsettled and unsatisfactory condition. What Forest needs,

probably more than anything else, is a business men's association. Such an association could arrange the holiday question and other matters of mutual concern in the best interests of the town as a whole. Such an association, working in harmony with the farmers' organizations, should be able to retain to the town merchants practically all of the trade that is now going direct to the cities, and do it in such a way that both town and country would profit thereby. Why not organize at once?"

The foregoing might be said of a good many towns in Ontario; in fact, in all other parts of Canada. The oldtime proverb, "Competition is the Life of Trade," is giving way to the newer slogan, "Co-operative Competition is the Life of Trade." There is a great need for local business men's associations in most of our towns and cities. It is true that in a number of places the merchants work together in a harmonious manner. We could name several towns where competitive merchants a few years ago were hardly on speaking terms. To-day they have their local association and all matters, such as early closing, half-holidays, co-operative deliveries, donations, etc., are taken up in meeting, thoroughly discussed and amicably settled. Many of these merchants have found that their competitors are not such bad fellows after all. CANADIAN GROCER is heartily in favor of retailers' associations. We have always encouraged them and endeavored to assist them in every way possible. There are many business ills which can be eliminated by a good live association. Useless price-cutting is frequently overcome by co-operation, and while we advocate the elimination of reckless price-cutting, we do not encourage associations to go to the other extreme and fix prices on commodities which should be regulated by fair competition.

A great amount of the business that is now being lost by the small town to the big mail order houses could be kept at home if there was a greater degree of co-operation between the merchants of the town, and residents of the community in general. By co-operation the merchants would increase the prominence of their town as a trading centre; by interchanging ideas they could form a closer connection with modern merchandizing; they could greatly assist in community building, a feature of town and country life that is being overlooked in most small towns; they could formulate plans to improve the general appearance of the business section as a whole, and incidentally make their stores more attractive. Last, but not least, the merchants should advertise in their local newspapers, liberally, but intelligently. Spasmodic advertising, while beneficial to a certain extent, does not produce desired results. The merchant to secure results must, and should advertise regularly.

# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

Lieutenant E. H. Turnbull, of the staff of Baird & Peters, Ltd., St. John, is home on a short furlough after an extended period of service at the front.

Andrew McNichol Gibson, formerly employed with the Willett Fruit Company, Ltd., St. John, has been reported wounded in France. He went over with the first contingent.

The sardine catch in the Bay of Fundy is reaching large proportions, promising a generous supply of this article of food. The salmon run has continued later than usual but is expected to end almost any day.

With the new potato crop from two to three weeks behind its usual state of progress, the stock of old potatoes has proved insufficient in New Brunswick and the price has reacted accordingly. Some retail sales are reported recently at \$9. per barrel.

Arthur Hickson, formerly traveller for W. F. Hatheway & Co., Ltd., St. John, who enlisted in the ranks went overseas with an infantry unit, has given up his sergeant's stripes in order to get to the firing line and crossed to France this month.

Retail merchants of St. John have decided to observe their next dollar day on August 22. A committee appointed to ascertain whether the sentiment of the merchants was in favor of continuing to hold two dollar days in the course of the year reported that the demand for both days was almost unanimous, owing to the success of previous sales.

Under an amendment to the New Brunswick prohibitory act, which goes into effect on August 1, the tax on grocers handling temperance drinks containing alcohol, has been fixed at \$10. per annum, in incorporated towns and at \$5. elsewhere. Other stores pay as high as \$25. and agencies \$200. This does not apply to aerated waters or other beverages containing no alcohol.

## Quebec.

J. Plamondon, Quebec, Que., grocer, is selling 'out.

U. Desmarais, grocer, St. Johns, Que., suffered loss by fire.

G. Jubinville & Co., grocers, have been registered at Montreal.

Rock City Tobacco Co., Inc., Quebec, Que., suffered loss by fire.

John E. Turton, 55 St. Francois Xavier street, Montreal, has opened in the grocery brokerage line, having a wide connection with the trade.

J. E. Hunsicker, grain merchant, Montreal, is holidaying for a fortnight at St.

John, New Brunswick. In his absence, Mr. P. Rosseau is in charge of affairs.

The city travellers of L. Chaput, Fils, et Cie, Montreal, took their annual holiday last week. Amongst the number were: A. Geoffrion, H. Lamarche, H. Contant, J. C. Duclos, L. Durocher, C. Cote, G. Hardy, V. Lamarre and Joseph Normandeau, the last named having been with the firm he represents for over thirty-five years.

Stevens & Co., manufacturers' agents, St. Nicholas St., Montreal, have been appointed agents for the Puritan Chocolate Co., New York, also for Listerated Gum, made by the Common Sense Gum Co., New York. Stevens & Co. have appointed Lloyd, Locket & Co., Winnipeg, as their agents in the West for the latter line.

Wedding bells were gaily rung in honor of the marriage on July 11th, at Joliet, Que., of Mademoiselle Yvonne Dufresne, daughter of M. Joseph Dufresne, Joliet, to M. Antonio Bellerose, M.D. The wedding was solemnized by Sa Grandeur Mgr. J. G. L. Forbes of Joliet, and many cordial congratulations from friends far and near were given to the happy couple. Mr. Joseph Dufresne is a leading wholesale merchant in Joliet, and one of the largest manufacturers of biscuits in Quebec Province.

## Western Provinces.

D. R. Martin, general store, Harris, Sask., has sold out.

Vancouver, B.C.—E. G. Chadwick has sold his grocery business.

Kinley, Sask.—M. Bloomquist has commenced the grocery business.

Darmody, Sask.—A. M. Johnson, grocer, has commenced business.

Big Stick, Sask.—E. Palmer has commenced the grocery business.

Carievale, Sask.—E. J. Coade, general merchant, has moved to Rouleau.

Winnipeg, Man.—J. Jaffe, grocer and butcher, has commenced business.

Murrayville, B.C.—Seth Wilton has sold grocery business to E. Y. Porter.

Redberry, Sask.—Frank Zarowny has commenced the general store business.

Lacombe, Alta.—R. G. Gilmore, grocer and baker, has sold stock to G. Laycock.

Camrose, B.C.—D. H. M. Little has commenced the general store business.

Regina, Sask.—Farmers' Trading Store has commenced the grocery business.

Fire at the Glenrose Cannery, New Westminster, B.C., recently caused a loss of \$1,000.

Tribune, Sask.—H. A. Sprague, general merchant, has been succeeded by Sovig & Melby.

Lipton, Sask.—M. Braunstein, dealer

in dry goods and groceries, has commenced business.

Edmonton, Alta.—New Dalton Grocery has been succeeded by Steve Jachneci & Joe Janishewski.

Lipton, Sask.—Mrs. H. Fannie Brudie has been succeeded in the grocery business by H. Koplevitch.

J. H. Lamb, president of the Union of Alberta Rural Municipalities, Edmonton, has been chosen representative for Alberta on the Advisory Committee to Hon. W. J. Hanna, Food Controller.

D. H. Bain Co., Winnipeg, have taken agency in Western Canada for the Pioneer Live Stock products, London, Ont., makers of stock feeds, bird seed, etc.

Christie Grant, Limited, Winnipeg, a large mailing order house, have decided to abandon the grocery end of their business. They are doing little buying, and the stock will be gradually sold out. Stock should be sold out by about September.

## Newfoundland.

The Reid Newfoundland Co. of St. Johns, are erecting a cold storage and fish freezing plant, three stories high. The storage rooms will have a capacity of about 10,000,000 pounds of fish. They are also planning to build six branch houses at different points with an approximate capacity of 500,000 pounds each.

## Ontario.

J. Stevenson, groceries and meats, Hamilton, Ont., has sold out.

James Dobson, general merchant, Bronte, Ont., recently had his store burglarized.

J. H. Price, formerly liquor merchant of St. Thomas, Ont., is establishing a grocery business.

Peter Purves, who has conducted dry goods and grocery business in West Lorne for five years, is retiring from business and selling out.

A new flour and feed mill for Davidson & Smith is to be constructed in Fort William. The McKellar mattress factory site has been acquired, and the new building and contents is estimated to cost \$250,000 when completed.

The Cornwall Dairy Co., of Cornwall, Ont., have equipped a new creamery and dairy and in connection with same built cold storage rooms for butter, eggs, cheese, etc., and will instal a refrigerating plant manufactured in the United States.

## HALIFAX R. M. A. CONVENTION.

The annual convention of the Nova Scotia Branch, Retail Merchants' Association of Canada, will be held at Halifax, N.S., Aug. 8-9.

### HANNA SAYS BREAD TOO HIGH. Meeting Held at Ottawa.

At a meeting of the milling interests of Canada, held in the offices of Hon. W. J. Hanna, Dominion Food Controller, at Ottawa on Monday of this week, the principle was laid down that whatever is necessary to readjust the relation of the prices of wheat to flour and of flour to bread, must be done.

The meeting included 24 representatives. Among those present were: Lieut.-Col. Tasker, H. C. Robinson, of the Wheat Export Company, New York; the organization thru which Great Britain operates in securing its supply of American wheat.

Hon. W. J. Hanna, who occupied the chair, said the meeting was called to discuss the relation of the prices of flour and bread to wheat.

"We recognize," said Mr. Hanna in part, "that the milling interests are entitled to a fair profit. It would not be in the interests of millers or of the country to ask for their co-operation without a fair working profit. We hope to come to an arrangement which will protect the interests of all parties."

Mr. Hanna further stated that similar considerations would be devoted to the "spread" or margin between the prices of flour and bread as to that between the prices of wheat and flour.

"The price of bread has been too high," asserted Mr. Hanna. "Whatever is necessary to reduce prices will have to be done."

Mr. Hanna hoped by co-operation to evade arbitrary regulations.

A committee of millers was appointed to act in an advisory capacity in conjunction with the Controller, consisting of eight members, seven of whom were nominated as follows:

A. E. Labelle, W. W. Hutchinson, D. A. Campbell, D. A. Black, W. T. Moore, C. B. Watts and McFarlane.

### LET CANADA CONTROL TEA IMPORTS.

A suggestion was recently made in the British House of Commons by Sir J. D. Rees, that as Australia had prohibited the importation of teas from China and Java in order to help the Indian and Ceylon growers, who are at present to a large extent deprived of the home market, the Colonial Secretary might suggest to the Canadian Government the propriety of taking similar action in view of the fact that the Dominion is now importing quantities of Java tea.

Under Secretary for the Colonies Maitland replied that he did not think representations could usefully be made to the Canadian Government, and that in the last annual statistics the imports of Java tea into Canada did not exceed one per cent. of the total imports of tea.

### THE CHEESE TRADE.

Reports from the east indicate a congested condition of shipping space owing to the large stocks of cheese which have accumulated in Montreal through the want of ocean space to move them out. The principal cold store here are reported to be so full of cheese that it is dif-

ficult to find accommodation for any more. It is estimated that the stocks of cheese in Montreal today are between 250,000 and 300,000 boxes. It will not be long, however, before they are reduced, as it is expected that the Cheese Commission will soon have the requisite steamer space to ship a portion of them out. Prices are unaltered, No. 1 selling at 21 $\frac{1}{4}$ c. to the Commission, No. 2 at 21 $\frac{1}{4}$ c., and No. 3 at 20 $\frac{1}{4}$ c.; but at the prices paid at country points, it is difficult to see where the profit comes in. The cheese trade, however, is proverbial for being satisfied with small profits, and occasionally with none at all. The short sales of cheese reported some time since for July delivery, was not a success.

### FARMERS OF WEST ARE IN OPTIMISTIC MOOD

L. L. Berry, of the Cowan Chocolate Company, has recently returned from a four months' trip through the Canadian West, and on to the Pacific coast cities. Mr. Berry reported the condition of the crops as giving excellent promise at the time he left the West. Farmers were optimistic that the West would have a good crop this year. Some parts of the West were in need of rain, while other parts have had a little too much. Conditions, on the whole, were encouraging, said Mr. Berry to a CANADIAN GROCER representative. "The farmers in the West are very prosperous and are spending their money readily," he added. "I made the trip through the West in the interest of a campaign to encourage dealers to handle made-in-Canada goods. My efforts met with excellent response, as fully 95 per cent. of those approached gave satisfactory assurance that they were in sympathy with the movement.

"Large quantities of cocoa are going into consumption now in Canada, because of two very cogent reasons. First, cocoa is a Canadian-made product and the price is right. Secondly, there is a fear of shortage of cocoa beans through the tightening of shipping facilities. There is an embargo on cocoa beans from England at the present time, and with the need of ships to transport the United States army and its supplies to Europe, there is a probability that ships may be withdrawn from the trade to the West Indies. This may cause a shortage of cocoa beans for the American and Canadian markets. In view of the situation, cocoa prices are firmly maintained," concluded Mr. Berry.

### BRITISH CONTROLLER TO REGULATE PRICES

Press despatches from England state that Lord Rhondda the food controller intends to fix the prices of commodities of necessity at all stages, from producer to consumer. Efforts will be made to prevent speculation, and unnecessary middlemen would be eliminated. Existing agencies will be utilized for the purpose of distribution under license and under the control and supervision of local Food Controllers to be appointed by the local authorities.

Where profits were made illegally, Lord Rhondda said he would press for imprisonment in all cases of sufficient gravity. He proposed to eliminate profiteering by fixing prices on the basis of pre-war profits. All flour mills would be taken over and worked on the Government account, the flour being sold to bakers at a uniform price, and the bakers being expected to sell loaves over the counter at a maximum of nine pence retail price and flour at a corresponding rate.

### THE MARGARINE QUESTION

Any hesitation that the Parliament of Canada might have about repealing the law forbidding the manufacture and sale of oleomargarine in the Dominion says the Montreal Herald, should be dropped now, in view of the emphatic endorsement given by the Canadian Branch of the Society of Chemical Industry at a meeting held recently. When such men as those who addressed the meeting express the opinion that the manufacture should be gone into to produce a wholesome and highly nutritious food, and that it would have no effect on the butter market, the Minister of Agriculture might well heed their resolution and accept the proffered assistance of such men as Dr. J. T. Donald, member of the Dominion Board of Food Standards; Dr. Anthony McGill, chief chemist of the Inland Revenue Department; Dr. J. S. Snell, professor of chemistry, Macdonald College, St. Anne de Bellevue; Dr. Blackader, professor of physiology, and acting dean of the Faculty of Medicine, McGill University.

The needed legislation, in view of the opinion of these food experts, would not likely take up much of the time of Parliament and it would be a pity to have it left over for another year, at this period of the country's need.

### CHINESE EGGS IN DEMAND.

Chinese desiccated eggs are said to be meeting a very good demand and giving bakers entire satisfaction at prices far below the cost of shell eggs or of frozen eggs in cans. These goods are reported as being imported in tins, holding from 10 pounds up to about 200 pounds, and consist of dried whole eggs, and of yolks and whites dried separately. A large saving in duty is effected by the latter method, since the duty on dried eggs and dried yolks of eggs is 10c a pound, while dried whites can be imported as egg albumen, on which the duty is only 3c a pound.

As high as five cars of the dried product reached New York in one week, which is equivalent to some twenty cars of shell eggs. It is said that bakers can buy in broken lots at about 75 and 80c per pound for the whole eggs dried, which is equivalent to about 20c a pound for eggs broken out of the shells, and that the goods give great satisfaction in making all sorts of bakers' products except sponge cake and "lady fingers," in which they can also be satisfactorily used if mixed half and half with other eggs.

# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**C**ORN syrups have again registered an advance, due to the firm situation in the corn market. Starches, however, have not advanced since the increase recorded last week. Lobsters are expected to be in short pack with short deliveries on some lines. Packers have increased their opening price on one brand of lobsters by 25c per case. Jams and jellies have been advanced from 5c to 10c per dozen. Mustard is in higher market and blue has been increased. Cleanser, canned coffee, corned beef, bulk macaroni, ice cream cones, extracts, brooms are among the lines that have been moved to higher levels. Soda biscuits have been an exception to the generally upward trend of grocery markets and a decline of 1c per pound was recorded in this line during the week.

Butter and eggs were in firm market with advances recorded in both commodities during the week. There is an excellent demand for cooked meats, but smoked meats are dull. Cooked meats have advanced. Both pure lard and compound lard are down in price as some of the larger concerns have made concessions in order to stir up trade during the dull summer season. Live hogs are coming to market in small numbers and prices have advanced accordingly. Farmers are presumably busy with haying and other work and have been unable to look after shipment.

Sugar was in an advancing market during the week. Four refiners advanced 30c per hundred, while the fifth increased prices twice during the week, amounting to 35c in all. There is still a difference of 10c between the majority of refiners and the one quoting at the lower figure. Sugar is in a strong position. Flour held in steady market with the demand reported better. Business is still quiet, travelers for all the grocery houses in Ontario being off the road for two weeks taking their vacations.

## QUEBEC MARKETS

**M**ONTREAL, Aug. 1.—With flour quiet steady market at present awaiting the doings of the Food Controller, there are still some interesting tendencies in other food products. Corn syrups have again sharply advanced. Molasses, due to shortage of supply, is away up again. Sugar is in very firm and strong market. There is a decidedly firmer note to Japan teas, and these are in good demand. Starches are up, due to the shortage of corn. In the provision lines, while pork products are not advanced, and shortening is lower, there is a firm market for hogs, and it may be anticipated that the fall will find pork products up in price again.

### Lamp Wicks and Boric Acid Are Up

**V**ARIOUS LINES.—The starches are up again by a cent., as will be seen in list of proprietary articles on back pages. This is due to the very high price of corn and the scarcity of this article. Boric

acid has advanced 5c a pound to 30c. Lamp wicks are exceedingly high, and likely to advance further, due to the high cost of cotton. The advance in lamp wicks this week is fully twenty per cent. No. 2 (rolls) are 45c, instead of the former 35c. No. 1 are 30c, instead of 25c, and No. 0 is 27c, instead of the former 20c.

### Sugar Market Is Exceedingly Firm

Montreal.

**SUGAR.**—The sugar market is exceptionally firm, and sugar prices have gone up considerably. One refinery still remains 10c behind the others, and one 5c behind them. With the market at its present firmness for raws, and Cubas quoted at 6c in New York, there will probably be more advances. New York refiners are quoting in some cases as high as the highest quotations in Montreal at date of writing. This shows the firmness over there, and it is reported that New York refiners are now buying very freely of raw Cubas at 6c. Demand

is good for refined sugar, many orders being received and filed for filling as soon as they can be handled.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 50
Acadia Sugar Refinery, extra granulated	8 50
Canada Sugar Refinery, extra granulated	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 45
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	8 55
Yellow, No. 2 (or Golden)	7 85
Yellow, No. 3	7 75
Powdered, barrels	8 45
Paris lumps, barrels	9 00
Paris lumps (boxes), 100 lbs.	9 10
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes) 100 lbs.	9 20
Assorted tea cubes, boxes	9 00
Cut loaf (50-lb. boxes)	9 15
Cut loaf (25-lb. boxes)	9 35

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

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

### Canned Goods Still In Demand And Firm

Montreal.

**CANNED GOODS.**—Steady demand for canned goods and rapidly dwindling stocks are reported. An advance in strawberries in two-pound tins is recorded, the advance being 5c over previous quotations of one firm, making the line \$2.40 per doz. Other firms had been quoting this figure and higher. Tomatoes are increasingly scarce, also other lines of canned vegetables, old pack. The season's prices on new pack salmon were still expected from the B. C. Packers, and are expected to be higher than in previous years. Canning of Canadian vegetables proceeds with reasonable satisfaction to the canners as to crops and pack, though there is no word of any superabundant pack, and prices are bound to keep up very firm for canned goods. Whether beans may be canned this season or not is a point in doubt. Beans are non-perishable goods.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspé, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 35	2 40
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s	2 20	2 30
Peas, standards	1 35	
Peas, Early June	1 50	
Beans, golden wax	1 60	
Beans, Refuges	1 50	1 60
Corn, 2s, doz.		2 25



Corn (on cob, gal. cans, doz.)	8 50
Red raspberries, 2s	2 25
Simcoes	2 45
Red cherries, 2s	2 25
Strawberries, 2s	2 40
Blueberries, 2s, doz.	1 35
Pumpkins, 2½s	1 70
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallon)	3 75
Peaches, 2s (heavy syrup)	1 75
Pears, 3s (heavy syrup)	2 45
Pineapples, 1½s	2 25

### Good Crop Currants And Raisins Reported

**Montreal.**  
**DRIED FRUITS.**—With dull conditions prevailing at present as regards dried fruits there are some hints of lower prices in California for prunes. A big crop and smaller demand than had been anticipated might produce this result, but the market has held very firm up to now. News of good crops of raisins and currants come from the European sources of supply, and if it were possible to ship these in quantity there would be plentiful importation. It is hoped that the British Government may facilitate the export from Greece of new crop Greek currants, as importers are not enthusiastic about old crop currants delayed in shipment from last year. A slight advance in package dates "Excelsior" to 0.12c was noted this week.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13	
Apples, choice winter, 50-lb. bxs.	0 13	0 13½
Apricots—		
Choice, 25's, faced, new crop	0 28	
Nectarines, choice	0 11½	
Peaches, choice	0 13	
Pears, choice	0 15	

DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	0 32	
Lemon	0 24	
Orange	0 27	

Currants—		
Filiatras, fine, loose, new	0 21	0 22
Filiatras, packages, new, lb.	0 21	0 22
(In the present condition of market current prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12½	
Fards, choicest	0 12½	
Hallowee (loose)	0 13	
Excelsior	0 12	
Anchor	0 09	

Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 8 oz., doz.	0 95	
Cal. bricks, 16 oz., doz.	1 20	
Cal. bricks, 16 oz., doz.	1 40	
Cal. layers, 10 lb., 5 rows, box	1 60	
Cal. fancy, table, 10 lbs.	1 60	

Figs—		
Spanish (new), mats, per mat.	2 40	
Comadore (Portugal), per mat 33 lbs.	2 40	
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13½	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12½	0 13½
70 to 80, in 25-lb. boxes, faced	0 12	0 13½
90 to 100, in 25-lb. boxes, faced	0 11	0 11

Prunes (Oregon)—		
30s	0 13	
40-50s	0 12½	

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.90; 4-crown cluster, \$3.50; 6-crown	3 75	
Muscatsels, loose, 2 crown	0 10½	
Muscatsels, loose, 3-crown, lb.	0 11	
Muscatsels, 4-crown, lb.	0 11½	
Cal. seedless, 16 oz.	0 12½	0 14
Fancy seeded, 16 oz. pkgs.	0 12½	

Choice seeded, 16 oz. pkgs.	0 12
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.

### Good Crop Of Nuts In France And Spain

**Montreal.**  
**NUTS.**—News of good crops of nuts comes in from Spain and France by cable, but the question of how to bring the supplies across the ocean still exercises importers. Small parcels of nuts arrive from time to time, however, and prices rule exceedingly high, higher to the importer in many cases than is being charged by wholesalers to the retailer. The tendency of the market is found in the advancing of shelled walnuts by 2c a pound by wholesalers in Montreal this week, prices quoted being now 0.52 and 0.54c. This is nearer to the state of the market in the primary sense. Probably many lines of nuts will advance as the year grows older, but demand is meantime light.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	0 70	
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 16½	0 18
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 13½	0 14½
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16½	0 17
Pecans (new Jumbo), per lb.	0 21	
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	
Pecans (shelled)	0 80	
Walnuts (Grenoble)	0 18½	
Walnuts (shelled)	0 52	0 54
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	0 24	
Cocoanuts, 100 size, per sack	7 50	

### Molasses Advanced; Also Corn Syrups

**Montreal.**  
**MOLASSES.**—Molasses advanced by 3c a gallon (Imperial) this week, due to tremendous shortage of supply. This refers to the fancy grade, the "choice" grade has not been made to any extent this season, and there is little or none of it on the market in Montreal at present. The outlook is for still further advances in molasses. Corn syrups, following a 25c advance last week, have again advanced, and this time the advance is 30c a case. Bulk corn syrups have advanced another ½c per pound. No orders are taken by manufacturers except at prevailing prices on date of shipment, and subject to delays. The market for corn is increasingly firm day by day, and will be so until late in the fall, with every prospect of further advances in the corn products.

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

Half barrels, per 100 lbs.	7 00
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### Rangoon Beans Are Under An Embargo

**Montreal.**  
**BEANS.**—The excitement, if it can be so called, in the bean market at present centres about Rangoon beans, which have come under an embargo. They were banned by the medical health department of the City of Verdun, close to Montreal, on the ground that there was something injurious about them, a minute proportion of a poison. Whether this is so, and has actually caused injury to human beings, is a matter to be determined by science, but for the present Rangoon beans are held up. Some wholesalers have a few cars of these on consignment. With new crop Canadian beans rapidly coming forward, and consumption of beans low at present, not a great deal of trouble has been caused by the embargo. Canadian hand-picked beans are so scarce as to be virtually off the market now. Their high price has held them in stock longer than had the market been easier.

Beans—		
Canadian, hand-picked	10 50	12 00
Canadian 3-lb. pickers, per bu.	9 50	10 50
Canadian 5-lb. pickers	7 90	8 50
Michigan, 3-lb. pickers		11 00
Michigan, hand-picked		11 50
Yellow Eyes, per lb.	0 15	0 15½
Lima, per lb.		0 21
Chilean beans, per lb.	0 14½	0 15
Manchurian white beans, lb.	0 15½	0 16
South American		5 70
Peas, white soup, per bush		5 00
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

### Rice Steady, And Tapioca Very Firm

**Montreal.**  
**RICE AND TAPIOCA.**—Steady and uneventful market characterizes the situation as to rice. Consumption is at normal, but the cheaper market for potatoes and other vegetables has tended to reduce consuming demand. Most dealers have fairly large stocks on hand at present, it is estimated, and the market is not immediately showing any signs of firmer tone. In fact, in the United States an easier note was observed recently in rice. This is due to the coming forward of new Southern crops, of which there have been good accounts. Tapioca keeps in its exceptionally firm market, such supplies as are arriving in small parcels from the Orient being absorbed by the existing demand quite rapidly. The market for this product will continue firm in all probability.

"Texas" Carolina, per 100 lbs.	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.	11 00
Patna (good)	9 40
Siam, No. 2	7 25
Siam (fancy)	8 40
Rangoon "B"	7 35
Tapioca, per lb.	0 14½
Tapioca (Pearl)	0 14½

### Coffee And Cocoa Still Very Quiet

**Montreal.**  
**COFFEE, COCOA.**—There is steadiness with the usual seasonable quiet as regards the markets for coffee and

cocoa both. Coffee is active considering the warm weather. Cocoa is at its quietest in demand, but outlook is for more active times for cocoa early in the Fall. In regard to markets cocoa and coffee both record unchanged conditions. The market for coffee is still in the same steady state in which it has remained for so many months, and only occasional speculative flurries ruffle its surface in New York caused by war rumors affecting Brazil in the latest instances. In Montreal the coffee market is practically unaffected by these passing phases.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

### Japan Teas Form The Interesting Feature

TEA.—Interest in the tea market centres now in Japans. The market for these is in full swing, but importation is closely bound by the problems of ship-space, and contracts made earlier. In general great firmness prevails in the Japan market. From six to eight cents higher prices than those prevailing last year at this time will prevail partly on account of freight rates, etc., and partly because the leaf itself is costing more. The crop, as has been pointed out, is short this year. Quality of first shipments of Japans now beginning to arrive is satisfactory. Further advances may be anticipated for Japans. This not be a "China year" according to experts in touch with the situation. Indias, Ceylons and Javas are all affected by transportation troubles by sea, and their market is firm, and likely to be so for some time.

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

### Spices Firm And Scarcities Feared

SPICES.—Spice markets are again considered most uncertain, and difficulties are predicted as to supplies for the fall. Peppers, black and white, have been a shade easier in primary sources. Cloves continue very scarce, also ginger. Red peppers, pimento, mace, nutmegs, etc., are quiet and steady so far, but importers of all spice lines are anxious as to the marine freight situation. Seeds and herbs are fluctuating and likely to be affected by the difficulties due to the war's continuance. Locally the situation is dull to quiet. This is due to hot weather, holiday season, and the fact that supplies are still fairly good in local hands. Pickling spices while firmer in some directions can still be had at prices which have been ruling for some time.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cayenne pepper	0 28	0 35
Cloves	0 40	0 45
Cream of tartar, 50c		
Ginger, pure	0 25	0 35
Ginger, Cochin	0 25	0 35
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 60
Peppers, black	0 35	0 38
Peppers, white	0 38	0 40
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	
Carraway, Dutch, nominal	0 60	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	0 35	
Mustard seed, bulk	0 25	
Celery seed, bulk	0 46	
Shredded cocanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

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

### Plenty Canadian Fruit And Greens

FRUIT AND VEGETABLES. — Lemons are higher this week. Consumption of these thirst-quenching fruits has been heavier in the hot weather, and demand has been exceptionally strong. Water-melon is plentiful but a shade higher in price. Oranges are firmer, and not so plentiful. Grape fruit are steady. New apples in hampers appear on the market at \$2.75 a hamper. Canadian tomatoes are cheaper in bushel crates. The vegetable market is more and more supplied now with Montreal Island produce, and quality and quantity this year are said to be first rate. Most of the vegetables come cheaper now, or in larger quantities for the same price. United States produce is more or less off the market as regards the green stuffs. In soft fruits California goods still come forward meeting good demand. Market gardeners and farmers announce plentiful supplies of vegetables and plenty of fruit as far as indications at present go.

Bananas (fancy large), bunch	2 75	4 00
Oranges—		
Navel, per box	4 50	
Floridas	5 00	
Valencia (lates)	4 00	4 50
Grape fruit	2 75	3 50
Lemons	6 00	7 00
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each	0 75	
Watermelons (U.S.), each	0 40	0 75
Cantaloupes, crates	3 75	
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Apples, new, U.S., bkt.	2 75	
Cauliflower, per doz. bunches	2 00	
New corn, crate, 5 doz.	3 00	
Celery, Canadian, per doz.	1 00	1 50
Onions, Bermuda, crate 50 lbs.	3 25	
Onions, Texas (crystal wax), crate 50 lbs.	2 50	
Texas onions (red), crate	2 50	
Onions, Australian, sack 100 lbs.	6 00	
White onions, per bag (100 lbs.)	6 00	
Onions, Canadian, new, doz. bun.	0 75	
Potatoes (new), bbl.	6 00	
Potatoes (sweet), per hamper	4 00	
Carrots (new), per bunch	0 25	
Beets (new), doz. bunches	0 50	
Parsnips	2 00	
Peas, Canadian, bag	1 00	
Turnips (new), per bunch	0 35	
Turnips (old), bag	3 00	
Lettuce, curly, per doz.	0 10	
Lettuce, head, doz.	0 25	
Tomatoes, Mississippi Flats	2 00	
Tomatoes, Can., per bus. crate	1 75	
Tomatoes, Baltimore twin crates	3 25	
Horse radish, per lb.	0 25	

Cabbage (Montreal), doz.	0 75	1 00
Beans, wax, basket (Montreal)	1 25	2 50
Beans, green, basket (Montreal)	1 25	2 50
Peas (new, Montreal), bag		2 00
Leeks, per doz. bunches		2 00
Parsley, doz.	0 25	0 50
Mint, doz.	0 50	
Watercress, doz.	0 50	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate	6 50	
Cauliflower, doz.	1 50	
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Strawberries, per crate 54 quarts	4 00	
Cucumbers (Fla.), basket	2 50	3 00
Cucumbers (Montreal), doz.	0 60	
California plums, box	2 50	
Do., peaches, box	2 00	
Do., apricots, box	3 00	
Cherries (California) box	3 50	
Cherries, Canadian table, bkt.	1 25	
Pears, box	4 25	
Peppers, crate	4 50	
New apples, hamper	2 75	

### More Demand For Fish Looked For

FISH.—The spell of hot weather we have just had, has stopped distribution of fresh fish to a certain degree. In spite of this demand has kept very good. There are a good many enquiries about prepared dried and salt fish, but supplies are very limited as yet. Though fishing is reported very good no stocks will be available in any certain quantities for some time yet. In view of conservation of meat supplies the Government has recommended two meatless days a week. Fish is a natural substitute for meat and naturally consumption of fish will increase. At any time of the year the consumer can depend on some fish, but all should be aware of the fact that there are seasons for fish as for any other kind of food, and retailers would do well to educate the consumer on these lines. Moreover it is known that many species of good edible fish are thrown overboard by fishermen for want of a market for them. This may yet be improved upon. General fish supplies are enough to take care of demand. Prices are steady. With a few more fishermen on the banks supply would be assured at consistent prices to meet all demand for fish food.

SMOKED FISH		
Haddies	0 11	0 12
Haddies, fillet	0 16	0 17
Digby herring, bundle of 5 boxes	0 90	
Smoked boneless herring, 10-lb. box	1 40	
Smoked eels	0 12	
Smoked herrings (med.), lb.	0 17	
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	\$10 00	
Salmon (Labrador), per bbl.	23 00	
Salmon (B.C. Red)	18 00	
Sea Trout, red and pale, per bbl.	15 00	
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.	22 00	
Codfish (Skinless), 100-lb. box	10 00	
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10	
Codfish, Shredded, 12-lb. box	1 80	
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 35	
Prawns, Imperial gal.	3 00	
Shrimps, Imperial gal.	2 50	
Scallops	3 00	
FRESH FROZEN SEA FISH		
Halibut	17	18
Haddock, lb.	07	08
Mackerel		10
Cod steak, fancy, lb.		8
Salmon, Western		20
Salmon, Gaspe		20

FRESH FROZEN LAKE FISH.		
Pike, lb. ....	0 10	0 12
Perch .....	0 10	0 11
Whitefish, lb. ....	0 14	0 15
Lake trout .....	0 14	0 15
Eels, lb. ....	0 10	0 10
Dore .....	0 11	0 12
Smelts, No. 1 .....	0 15	0 15
Smelts, No. 1 large .....	0 20	0 20
Oysters—		
Selected, gal. ....	2 00	
Ordinary, gal. ....	1 75	1 85
Malpeque oysters (choice, bbl. ....	12 00	
Malpeque oysters (choice), bbl. ....	12 00	
bbl. ....	10 00	
Cape Cod shell oysters, bbl. ....	12 00	
Clams (med.), per bbl. ....	8 00	
FRESH FISH		
Haddock .....	0 06	0 07

Steak Cod .....	0 08	
Market Cod .....	0 06	0 07
Carp .....	0 10	0 11
Dore .....	0 16	0 16
Lake trout .....	0 14	0 15
Fike .....	0 10	0 11
B. C. Salmon .....	0 20	0 20
Gaspe Salmon .....	0 22	0 22
Gaspereaux, each .....	0 05	0 05
Western Halibut .....	0 18	0 19
Eastern Halibut .....	0 17	0 18
Shad (Roie), each .....	0 50	0 65
Do., (Buck) .....	0 40	0 45
Flounders .....	0 06	0 07
Perch .....	0 09	0 09
Bullheads .....	0 12	0 12
Whitefish .....	0 14	0 15
Eels .....	0 10	0 10
Brook trout .....	0 30	0 30
Mackerel (large), each .....	0 20	0 20
Mackerel (medium), each .....	0 18	0 18

## ONTARIO MARKETS

TORONTO, August 1.—Although there is a quiet market in grocery lines so far as the volume of trade is concerned, travelers now being off the road on their summer vacation, still there is the usual quota of price changes, most of which are in the upward direction. Butter and eggs have been advanced, cooked meats are also up, but both pure lard and compound lard have declined. Hot weather and a desire for business has been the means of driving the market to lower levels. Among the other lines to show advances during the week are sardines, blue, corn syrups, mustard, cigars, jams, macaroni, corned beef, cleanser, canned coffee, ice cream cones, extracts, brooms. Soda biscuits have declined 1c per pound.

### Sugar Up 30c In Canadian Market

Toronto. SUGAR.—Canadian refiners quite generally moved to higher levels during the week, Canada Sugar Refining Company having increased their selling basis to \$8.34 while Atlantic and St. Lawrence are quoting 30c per hundred higher at \$8.64. Dominion Sugar Refinery advanced to \$8.54 and on Monday of this week St. Lawrence also advanced to \$8.54. Acadia Sugar Refinery was out of the market for part of the week and were still out at the time of going to press. Canadian refiners were in the market during the past week for raw sugars and purchases were made on the basis of 6.77c to New York for Cuban raws. During the latter part of the week Canadian refiners made purchases of Cuban raws 1/16c higher. There is a strong situation in the primary market and prices are firmly maintained. The British Government has purchased 200,000 tons of the Mauritius crop from an expected crop of 300,000 tons. Freight rates from Cuba were somewhat lower during the week on account of the lighter amount of sugar that was seeking shipment. For the orders that are now on the market for August shipment it is thought the demand for space will cause firmer rates. There is no estimate made as to the number of centrals still grinding on the Island of Cuba. Returns for the Island

however, show that the production up to July 21, was 2,812,697 tons, while the corresponding figure last year was 2,903,786 tons. Locally there is a better demand for sugar but prices are firmly maintained.

Atlantic, St. Lawrence extra granulated sugars .....	8 64
Acadia Sugar Refinery, extra granulated. ....	8 54
Can. Sugar Refinery, extra granulated. ....	8 54
Dom. Sugar Refinery, extra granulated. ....	8 54
Yellow, No. 1 .....	8 24
Special icing, barrel .....	8 84
Powdered, barrels .....	8 74
Paris lumps, barrels .....	9 24
Assorted tea cubes, boxes .....	9 24

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

### Jams, Blue Advance; Soda Biscuits Down

Toronto. JAMS, BLUE, BISCUITS, MACARONI.—Furnivall's jams have been advanced 10c per dozen on the 12-oz. sizes and 10c per dozen on the 16-oz. sizes upon the recent opening prices. Jellies in 16-oz. size have been advanced 5c per tin, the price for strawberry jam in tins now being 80c, raspberry and black currant 77c, gooseberry 71c, plum and peach 69. Saga and Crown sardines are now being quoted at 16c and 17c while crossed fish has been advanced to 18 1/2c and 19c. Nixey's blue is increased to 16c per pound and Ideal blue to \$1.80 per box. Surprise and Queen City washboards are now quoted firm at \$2.85 per dozen. Keen's mustard has been advanced 2c per pound in England but all of the wholesalers have not yet advanced their prices locally. Some have increased Keen's D.S.F. 2-oz. size to 64c per pound. Lord Tennyson cigars have been advanced to \$48 per thousand. Bulk macaroni is now quoted higher at 11c per pound and Fray Bentos corned beef has been advanced to \$4.25. Babbitt cleaner has been advanced 5c to \$3.95 per case for 100's. Patterson's canned coffee in 5-oz. size is now quoted at \$3.25, an advance of 65c and 10-oz. at \$5.40, an advance of 65c also. Ice cream cones of real cake have been advanced

to 60c for 100's. A new canned stew is on the market known as Full Meal which is selling at \$2.20 per dozen for 2-lb. Shirriff's extract has been increased 25c, making 2 1/2-oz. quintessence \$2.60 dozen and 1 1/4-oz. "1890" at 85c. doz., an advance of 10c. Christie's sodas have declined 1c per pound, making bulk biscuits 12c lb., C packages are now quoted at 28c per package, D. packages at 32c and E packages at 40c. B packages have been discontinued. Orders on gem jars are accepted subject to being able to secure them. West Taylor & Bickle line of corn brooms are now quoted at \$7.25 for K1, \$7 for K2, and \$6 for K4.

### Waste Paper Market May Improve Soon

Toronto. WASTE PAPER.—While the waste paper market is still in a period of dullness and prices are low there is expectation that conditions may improve in the near future. Price paid for baled paper at present is on the basis of \$5 per ton in Toronto and \$7 per ton for outside points for paper delivered at Toronto depot. Freight is paid by dealers on carload lots from outside points. Paper mills are undergoing repairs at the present time and are expected to get into operation in two or three weeks time when the demand for waste paper is expected to be heavier and strength given to the market with possibly higher prices.

### Corn Syrups Again Advance 30c Case

Toronto. SYRUPS.—A further advance of 30c per case on corn syrups has been made effective during the past week and 1/2c per pound on bulk syrups, making the price of the latter 7 1/2c in barrels. Two pound tins are now quoted at \$5.15 per case, 5-lb. tins at \$5.50 and 10-lb. tins at \$5.25. On 2-gallon pails the advance has been 15c, three-gallon pails 20c up and six-gallon pails 35c up. Jars have been advanced 30c to \$4.75. Lily White corn syrup is now quoted at \$5.65 for 2's, \$6 for 5's, \$5.75 for 10's and \$5.70 for 20's. due in large measure to the firm situation in corn. Molasses market held steady during the week, with demand fairly light.

Corn Syrups—		
Barrels, per lb. ....	0 07 1/2	
Cases, 2-lb. tins, 2 doz. in case .....	5 15	
Cases, 5-lb. tins, 1 doz. in case .....	5 50	
Cases, 10-lb. tins, 1/2 doz. to case .....	4 95	
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.		
Cane Syrups—		
Barrels, first grade .....	0 06 1/2	
Barrels and half barrels, second grade, lb. ....	0 05 1/2	0 06
Cases, 2-lb. tins, 2 doz. in case .....	4 80	5 50
Molasses—		
Fancy Barbadoes, gal. ....	0 78	0 82
West India, 1/2 bbls., gal. ....	0 46	0 50
West India, 10-gal. kegs. ....	0 60	
Tins, 2-lb., table grade, case 2 doz. ....	4 25	
Tins, 3-lb., table grade, case 2 doz. ....	5 65	
Tins, 2-lb., baking grade, case 2 doz. ....	3 00	

### Favorable Reports On Salmon Run At Coast

**Toronto.**  
**CANNED GOODS.**—Reports from the West Coast on the salmon run of the present season state that the run so far has been heavier than it was four years ago when the big run was on. It is expected there will be difficulty in getting sufficient labor supply to catch the fish, and this together with the fact that tin for cans is very high in price are expected to operate to make high prices when they are announced in near future. Last season's stocks of canned goods are getting pretty well cleaned out. Prices held steady during the week.

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

<b>Salmon Sockeye—</b>		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb. doz.	2 65	3 00
<b>Canned Vegetables—</b>		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 62½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Spinach, 2s, doz.	1 80	1 80
Apples, gallons, doz.	4 00	4 00
Pineapples, 2s	2 45	2 95

### Prune Bookings Light; First Car New Peel In

**Toronto.**  
**DRIED FRUITS.**—There has been comparatively light buying of new crop prunes so far, as wholesalers are anticipating their needs no farther ahead than for fall trade. There is quite generally expectation of lower prices than those prevailing at opening by the turn of the year. The California Peach Association announced new prices on dried peaches during the week and allowed them to hold only for the one day when they were advanced ½c on standard and ¾c on choice and fancy. New prices on raisins have not yet been named, and local wholesalers prefer to stay out of the market until something more definite develops. The first car of the new-crop American peel reached the market during the week.

Apples, evaporated, per lb.	0 13½	0 14½
Apricots, choice, 25's, faced	0 24	0 26
<b>Candied Peels—</b>		
Lemon	0 25	0 27
Orange	0 27	0 27
Citron	0 28	0 33
<b>Currants—</b>		
Philistras, per lb.	0 22	0 22
Australians, lb.	0 23	0 24
<b>Dates—</b>		
Excelsior, pkrs., 3 doz. in case	3 60	3 60
Dromedary dates, 3 doz. in case	4 50	4 50
<b>Figs—</b>		
Taps, lb.	0 05½	0 06
Malagas, lb.	0 10	0 10
<b>Prunes—</b>		
30-40s, per lb., 25's, faced	0 16	0 16
10-lb. boxes, 30-40s	0 16½	0 16½
40-50s, per lb., 25's, faced	0 15½	0 15½
50-60s, per lb., 25's, faced	0 15	0 15
70-80s, per lb., 25's, faced	0 13	0 13½
80-90s, per lb., 25's, unfaced	0 12½	0 12½
90-100s, per lb., 25's, faced	0 10½	0 10½

<b>Peaches—</b>		
Standard, 25-lb. box	0 13	0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes	0 15	0 16
<b>Raisins—</b>		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15	0 16

### New York Buyers Were After Local Teas

**Toronto.**  
**TEAS.**—An interesting development in the local situation came about during the week when one of the large New York tea houses entered the local market and it is reported obtained several hundred cases of teas. There is a very strong situation in black teas in the New York market as they are just beginning to realize the seriousness of the shipping situation. While there have been fairly good shipments of tea reach the local market from India and Ceylon within recent weeks it is quite generally expected that the shipping situation will become more acute and there will be less chance of getting teas forward in the future than in the past. For this reason the situation in teas is one of strength, especially because the spot market has been relieved of fairly heavy stocks.

<b>Ceylons and Indias—</b>		
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55
Broken Pekoes	0 40	0 42
<b>Javas—</b>		
Broken Pekoes	0 40	0 42

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

### Coffee Inclines Again To Dullness

**Toronto.**  
**COFFEE.**—Coffee again inclined to an easier tone with the recent collapse of the Russian offensive. Such a development in hostilities was interpreted on the primary market as likely to prolong the war and hence put farther in the distance the time when the Central powers will be heavy buyers of coffee. The fortunes of war are having a big influence on the primary situation. Locally the market continues its even tenor and awaits until something more positive develops before making price changes. Demand for cocoa is reported very heavy. Two large plants at least are increasing their capacity due to the heavy demand. Prices in this line remained unchanged. Canned coffee of Patterson brand advanced during the week, 5-oz. being quoted now at \$3.25 and 10-oz. at \$5.40, an increase of 65c.

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

### Pickling Season Will Revive Spice Trade

**Toronto.**  
**SPICES.**—Trade in spices is somewhat quiet at present due to the lull preceding the pickling season. This season is expected to start in the near future. Business in spices however, during the month of July has been good, wholesalers in some instances reporting that the month was considerably ahead of the corresponding month last year. Prices on the various lines held steady, cloves still continuing to be sold at a wide range. As recorded last week, one of the large dealers advanced to 50c and 55c per pound on this line. No report has been made of arrival of coriander seed. When new stocks arrive there will in all probability be lower prices.

<b>Per lb.</b>		
Allspice	0 16	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 40	0 55
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, select, whole, 100's	0 45	0 50
Do., 80's	0 45	0 50
Do., 64's	0 45	0 50
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
<b>Cream of Tartar—</b>		
French, pure	0 60	0 60
American high test	0 65	0 65

### Freight Charges Increase Rice 10c

**Toronto.**  
**RICE.**—Rice milling companies at the WEST COAST have announced that an additional charge of 10c per hundred pounds will be made on rice owing to the higher freight rates which it is necessary to pay. Wholesalers locally, however, have not yet advanced their prices in accordance with this increased charge. There has been a fairly good demand for rice as it is continuing in popularity for puddings and other summer dishes. In the Southern United States some sections report severe damage from the recent drouth while other sections again state the crop is making good progress. There is little interest in rice in the South at present owing to the embargo placed on shipment for export by the United States Government.

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

### Booking Orders On New Crop Almonds

**Toronto.**  
**NUTS.**—Some importers of shelled nuts have been booking orders for fall delivery on a speculative basis and considerable business has developed. Ship-

pers in Spain have been giving out prices considerably in advance of the general market and on the basis of prices about as they were last year have found ready buyers. Some September shipment fresh cracked walnuts have been sold in the local market, but it is still early yet to know whether deliveries can be made. Among local wholesalers the nut market has been quiet during the week.

<b>In the Shell—</b>		
Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux .....	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb. ....	0 18	0 20
Pecans, lb. ....	0 18	0 20
Peanuts, roasted, lb. ....	0 15	0 18
Brazil nuts, lb. ....	0 15	0 20
<b>Shelled—</b>		
Almonds, lb. ....	0 45	0 48
Walnuts, lb. ....	0 52	0 60
Walnuts, California .....		
Peanuts, lb. ....	0 17	0 18

**Cheaper Lima Beans  
May Come Into Market**

**Toronto.**  
BEANS.—Conditions in the country have been very favorable for the bean crop during the past week and farmers who have a large acreage planted are pleased with the prospect. Wet weather of the spring is stated to have damaged some areas but for the most part the crop appears to still be quite promising. Some lima beans that are ordered and are supposed to be on the way are expected by one importing house, the price of which is expected to be lower. Arrival of these beans is anticipated within the next three or four weeks. Demand for beans has not been as heavy now that fresh vegetables are coming in abundance.

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

**Starches Hold  
When Syrup Advances**

**Toronto.**  
PACKAGE GOODS.—Although an advance was recorded in corn syrup during the week higher prices were not quoted on corn starch and starches. With an advance in one of the corn products the situation with respect to starches is one of firmness. Now that the summer season is on, there will be a heavier demand for laundry starches. Demand for package cereals is fairly good.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s.	4 80	5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, pound cartons		0 12
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12
Do., in 6-lb. tins		0 13 1/2
Do., in 6-lb. papers		0 09 1/2

**B.C. Salmon Goes  
Up 2 Cents Pound**

**Toronto.**  
FISH.—British Columbia red spring

salmon advanced 2c per pound during the week which makes the quotations now from 21c to 22c per pound. Scarcity noted last week has developed the higher prices. This advance follows a similar advance in halibut last week which was caused in large measure by a strike of the freight-handlers on the West Coast. Larger supplies of halibut have been available from wholesalers during week caused in some measure from the fact that higher prices have curtailed demand. Whitefish and trout have been in good supply during the week. Haddock and cod have also been in good supply and sale is good.

<b>SMOKED FISH.</b>		
Haddies, per lb., new cured.....	0 11	0 12
Haddies, filets, per lb.....	0 14	0 15
Kipper herring, per box .....		1 50
Digby herring, bundle 5 boxes.....		1 10

<b>PICKLED AND DRIED FISH.</b>		
Acadia cod, 20 1-lb. blocks.....		2 60
Salt mackerel, kits 15 lbs.....		2 25

<b>FRESH SEA FISH.</b>		
Halibut, medium, fresh, lb.....	0 19	
Halibut, frozen .....	0 19	
Salmon, Restigouche, lb.....	0 19	0 20
Do., B.C., red spring .....	0 19	0 20
Haddock, fancy, express, lb.....	0 07	0 08
Herrings, frozen .....	0 06	0 06 1/2
Steak cod, fancy, express, lb.....	0 09	0 10
Mackerel, lb. ....	0 10	0 12
Flounders, lb. ....	0 09	0 10

<b>FRESH LAKE FISH.</b>		
Herring, per lb. ....	0 08	0 09
Pike, lb. ....		0 10
Whitefish, lb., fresh .....	0 13	0 14
Trout, lb., fresh .....	0 13	0 14
Tullibees, fresh, lb. ....	0 09	0 10

**Ontario Potatoes In  
Carlots Expected Soon**

**Toronto.**  
VEGETABLES.—Ontario potatoes of new crop are expected to reach the market in larger quantities by next week. At present they are being quoted in baskets at 60c to 65c for 11-quart. The American market for new potatoes is weaker and prices seem likely to be lower with heavy production under way. Onions were in a dragging market, the Spanish variety that was in last week did not find ready sale. Canadian cabbage is in good supply and prices were down 25c to 50c per case. Cucumbers were also in good supply and prices were down 75c per basket. Canadian peas made a big decline also owing to the rapid development of the stock under the stimulus of hot weather. Southern tomatoes are now out of the market and Canadian are coming in better supply with No. 1 and No. 2 grades. No. 1 grade in 11-quart baskets are selling at \$1.75 and No. 2 at \$1.25. Six-quart basket No. 1 were quoted at \$1. Some marrow fat was in the market and the abundance of supply quickly drove the price down to 40c and 50c per 11-quart basket. Vegetables are in good supply.

Beets, doz. bunches .....	0 25	
Beans, green, string, 11-qt. ....	0 40	
Do., golden wax, 11-qt. ....		0 40
Cucumbers, Can., hothouse, 11-qt. basket	0 75	1 00
Cabbage, Canadian, case .....	2 00	2 25
Cabbage, Can., hamper .....		0 50
Carrots, new, doz. bunches.....	0 25	
Celery, Mich., doz. ....	0 50	
Lettuce leaf, doz. bunches.....	0 20	
Canadian head lettuce, doz. ....	0 50	
Mushrooms, lb. ....	0 75	
Onions—		
Texas, 50-lb. box .....		2 25

Green, per doz. bunches.....	0 20	0 25
Spanish, crates .....		4 50
Do., half crates .....		2 50
Do., quarter crates .....		1 25
<b>Potatoes—</b>		
New, barrel .....	5 25	5 50
New, Ontario, 11-qt. ....	0 60	0 65
Peas, Canadian, 11-qt. bkt.....		0 40
Green peppers, basket .....	1 00	1 50
Radishes, doz. bunches .....	0 20	0 25
<b>Tomatoes—</b>		
11-qt., No. 1 .....		1 75
11-qt., No. 2 .....		1 25
6-qt., No. 1 .....		1 00
Canadian, 11-qt. ....	1 50	2 25
Canadian, 6-qt. ....		1 00
Parsley, basket .....	0 35	0 40
Watercress, basket .....	0 30	0 50
Turnips, new, basket .....		0 25

**Lemons May Go To  
Very High Prices**

**Toronto.**  
FRUIT.—From present indications it would seem that lemons are likely to go to very high prices before the summer is very much older. Demand for them has been heavy during the past week or ten days and supplies are light. There has been no steamer from Italy carrying lemons since the first week in July and no further shipments are due to arrive until the latter part of this month. If present hot weather last for week or ten days commission men look for them to go to \$10 per case, the price at which they sold for a time last year. There was an advance of 50c to \$1 per case during the week, prices ranging from \$6.50 to \$7. Georgia peaches are now over and Arkansas and Texas crop is taking the place. A nice car of Texas sold at \$5 per bushel hamper, but other grades were quoted down as low as \$4.25 per bushel. Some of the first Ontario peaches reached the market during the week, Hale's Early in 6-quart baskets selling from 50c to 60c. These are the clingstone variety. From reports it would seem that peaches are likely to be light crop as canners report there will not be more than 50 per cent. of pack. California fruits are in rather light supply. There is a good sale of oranges and the opinion prevails that they are likely to be higher in price. Peaches, pears and plums from the Northwest States are expected to arrive about the middle of next week. In cherries, the early Richmond and Black Eaton have run their course and the Montmorencies are now filling the bill and are being quoted at 90c to \$1 per 11-quart basket and at 50c for 6-quart basket. Black raspberries are in the market and are quoted at 15c to 16c per quart.

<b>Apples—</b>		
Hampers, American .....	2 00	2 50
Bananas, yellow, bunch .....	2 00	2 75
Cantaloupes, 45s, case .....	4 75	5 00
Do., 12-15s, case .....	2 00	2 25
<b>Currants—</b>		
Black, 11-qt. ....	1 75	2 00
Black, 6-qt. ....	0 85	1 00
Red, 11-qt. ....		0 75
Red, 6-qt. ....	0 40	0 50
Blueberries, 11-qt. ....	1 50	1 75
<b>Cherries—</b>		
Montmorencies, 11-qt. ....	0 90	1 00
Montmorencies, 6-qt. ....		0 50
<b>Oranges—</b>		
Cal. late Valencia .....	3 50	4 75
Grapefruit, Floridas, case .....		4 00
Gooseberries, Can., qt. ....	0 06	0 10
Do., 11-qt. bkt. ....	0 75	0 90

Do., 11-qt. large	1 00	1 25
Lemons, Cal., case	6 50	7 00
Do., Verdillia, case	6 50	7 00
Peaches, Texas, Arkansas, bush.	4 25	5 00
Do., Ont., 6-qt.	0 50	0 60
Pears, Cal. Bartlett, box	3 25	3 50

Plums, Climax, Tragedy, box	2 00	2 50
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 15
Raspberries, red, qt.	0 13	0 18
Do., black, qt.	0 15	0 16
Watermelons, each	0 75	1 00

## MANITOBA MARKETS

**W**INNIPEG, August 1.—There has been considerable firmness shown in the corn market during the past week and high prices have been quoted. This has had the result of sending corn syrup still higher, an advance taking place on Saturday, July 28 of 30c per case. It is only a week ago that corn syrup went up 25c per case, so that the total advance in a week is 55c. Starches did not advance last Saturday, but they went up one cent per lb. a week ago. Bulk syrup went up half cent per lb. Another result of the firm corn market was the withdrawal by W. Kellogg Co. of prices on Kelloggs' corn-flakes.

### All Sugars Advance; Prices Still Differ

**Winnipeg.**  
**SUGAR.**—Things have been in a very peculiar state during the past week. It will be remembered that ten days ago St. Lawrence and Atlantic advanced 15c per cwt., and Redpath remained at \$8.80. This situation was difficult to understand, considering the price being paid to-day for raw sugar. It was not surprising to learn that the St. Lawrence and Atlantic refineries had gone up another 30c on Friday, July 27, bringing their basis for standard granulated to \$9.25. Redpath went up 15c, and their price last weekend was \$8.95. It was expected that before long they would all be evened up.

### Corn Syrup Up Another Thirty Cents

**Winnipeg.**  
**SYRUP.**—The corn market has been very active, and spot corn has been quoted in Chicago at \$2.25 per bushel. This brought about a further advance in corn syrup of 30c per case on Saturday, July 28, and an advance in bulk syrup of 1/2c per lb. There was no change in prices of corn and laundry starches. It was only a week ago that corn syrup jumped 25c per case, and starches a half cent per lb. Cane syrup is coming on the market, and manufacturers are filling old contracts at comparatively low prices.

#### CORN SYRUP.

<b>Beehive and Crown—</b>		
2-lb. tins, 2 doz. case, per case	5 28	
5-lb. tins, 1 doz. case, per case	5 68	
10-lb. tins, 1/2 doz. case, per case	6 41	
20-lb. tins, 1/4 doz. case, per case	6 42	
<b>White Clover and Lily White—</b>		
2-lb. tins, 2 doz. case, per case	5 78	
5-lb. tins, 1 doz. case, per case	6 18	
10-lb. tins, 1/2 doz. case, per case	5 91	
20-lb. tins, 1/4 doz. case, per case	5 92	
<b>Barbadoes Molasses—</b>		
In half barrels, per gal.	0 85	
<b>New Orleans Molasses—</b>		
Blackstrap, half barrels, wood, per gal.	0 50	
<b>ROGERS SYRUP.</b>		
24 by 2 lbs. tins, case	4 18	
12 by 5 lb. tins, case	4 70	

6 by 10 lbs. tins, case	4 40
3 by 20 lbs. tins, case	4 25
12 by 3 lb., quart sealers	3 40

### Currants Selling High; New Apricots Arrive

**Winnipeg.**  
**DRIED FRUITS.**—Currants. A supply of Australian currants has arrived, but brokers advise that there will be no more coming in, and that those received have already been sold. Since the opening there has been an advance of about 3c per lb. A cable has been received here that there will be no more currants exported, but this is not official. At the price currants have sold to jobbers, the retailer will have to pay 22c unless he sells on the basis at which he bought them. Peaches.—The Association named prices on peaches last week, and they were considerably higher than at last year's opening, but very much lower than people expected. However the price is more than double what it was at last year's opening. New pack California apricots are due on this market this week, and price will be about the same as a month ago.

<b>Dried Fruits—</b>		
Apples, evap., 50-lb. boxes, lb.	0 14	
Apples, 25-lb. boxes	0 14 1/2	
Apples, 3-lb. cartons, each	0 46	
Pears; choice, 25's	0 15	
<b>Peaches—</b>		
Choice, 25-lb. boxes	0 12	
Choice, 10-lb. boxes	0 13	
<b>Currants—</b>		
Fresh cleaned, half cases, Australian, lb.	0 19	0 22
<b>Dates—</b>		
Hallowees, 68-lb. boxes	0 13	
Fards, box, 12 lbs.	2 05	
<b>Raisins, California—</b>		
16 oz. fancy, seeded	0 11 1/2	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09 1/2	
12 oz. choice, seeded	0 08 1/2	
<b>Raisins, Muscatels—</b>		
3 crown, loose, 25's	0 09 1/2	
3 crown, loose, 50's	0 09	
<b>Raisins, Cal. Valencias—</b>		
3 crown, loose, 25-lb. boxes	0 10	
3 crown, loose, 10-lb. boxes	0 10 1/2	
<b>Figs—</b>		
Cooking, in mats	0 07 1/2	
Mediterranean, 33-lb. mats	0 08 1/2	
<b>Prunes—</b>		
90 to 100, 25s	0 10 1/4	0 11 1/2
40 to 50, 25s	0 10 1/4	0 16 1/4
<b>Peels—</b>		
Orange, lb., 7-lb. boxes	0 22 1/4	
Lemon, lb., 7-lb. boxes	0 21 1/4	
Citron, lb., 7-lb. boxes	0 25	

### Easing Off In The White Bean Market

**Winnipeg.**  
**DRIED VEGETABLES.**—At last the bean market shows signs of weakness. This was bound to come sooner or later, but it was not expected as early as this. It is realized that many of the trade have bought beans for March-April shipment, which will only be arriving when the new crop arrives. This is having a tendency to bring the price down somewhat earlier

than was expected. It is stated that white beans are offering to-day on the Pacific freely at much lower prices, but these will not be available for a month. No decline has taken place on the Winnipeg market as yet, but jobbers are bound to put their prices down sooner or later, probably inside of a month. Split Peas.—These continue practically unprocureable, and are very high in price. White beans, bush. 7 50  
California Lima Beans—  
80-lb. sacks 0 17 0 20  
**Peas—**  
Split peas, sack, 98 lbs. 7 50 9 50  
Whole green peas, bush. 5 50  
Whole yellow, bushel 3 75

### Bulk Tea Scarce; Shipment On The Way

**Winnipeg.**  
**TEA.**—Bulk tea is getting scarce in this market, and as boat space is difficult to procure, there is a danger of a shortage. It is learned that a big shipment is on the way here, but it will take six weeks. Just as soon as jobbers begin to draw on their high priced stocks, the retailer will have to pay higher prices.

### Prices On New Pack Strawberries And Cherries

**Winnipeg.**  
**CANNED GOODS.**—New pack strawberries opened up this week 70 per cent. delivery, and prices are much higher than what they were last year. This has been a disappointment to the trade, and it is found that the sale will be curtailed, as this means a 30c can. The cost of strawberries to the retailer will be around \$5.60. Red pitted cherries also opened up, but there will be full delivery of these. The price is higher than last year, being \$5.10 per case.

The demand for canned goods in the wholesale and retail stores, is getting very heavy, and it is particularly heavy for canned salmon, this being the season for the latter. Stocks are nearly depleted, and the new pack will come on a bare market. It is estimated that the earliest for new pack Sockeye will be about September 1. Last reports were that the run of salmon was rather poor, and the opinion expressed by a prominent broker is that the trade is going to get pinched on Sockeye and Cohoes. He expressed the opinion that there would be a pro rata delivery. Little information is available regarding new crop vegetables in Ontario, and what information comes through is conflicting. However it seems that tomatoes are late without doubt, but lately the weather has improved very considerably, which may change matters.

### Prices Withdrawn On Some Lines Of Jam

**Winnipeg.**  
**JAM.**—Several manufacturers are stated to have withdrawn prices, and one advanced his price on strawberry 4c per pail. It is anticipated that with the higher prices prevailing on other lines of food, that jam will experience a very  
(Continued on page 45)

# FLOUR AND CEREALS

## Flour Is Quiet; Feeds Very Firm

Montreal.

**FLOUR AND FEEDS.**—There were no changes in flour prices up to the last day of the month of July, and the market looked in for a steady spell again. This is due to the waiting mood brought about by the attitude of the Government towards price regulation. A representative number of the principal millers met the Food Controller early this week, and held consultation with him on the possibility of having "Regulation Flour" of a certain percentage in Canada. No decision was reached, for the doings of the United States Government have a strong bearing on the subject; indeed, Canada cannot act independently of the U. S. without possibility of failure to secure the desired result economy. After the U. S. reaches a decision and takes action, it is possible that the market for flour will have a break. The demand for feeds is the feature of the market now. The market for these is exceptionally strong, and no more straight cars of feeds are being disposed of. The condition is one of scarcity of feeds at present in Canada, and if the millers had any to export to U. S. A. they could secure two or three dollars a ton more than prices on this side, perhaps even higher than that. Farmers have clearly been feeding stock with bran, e'c., during summer to secure good milk output owing to the high prices available for milk. Winter wheat markets are unaltered this week, and very quiet.

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

## Cereals Are Firm, Especially Corn

Montreal.

**CEREALS.**—The market for the cereals is very firm generally. Corn products are particularly firm; all the package foods based on corn will also be found in very firm market, though no doubt every effort will be made to maintain standard prices where these are well known to consuming public. Rolled oats are firmer, and in demand. Canadian peas are firmer this week. It may be anticipated that such cereal lines will continue firm until new crop begins to be

available, which will be shortly now as fall approaches.

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

## Flour Demand Big From U.S.

Toronto.

**FLOUR.**—There is a big demand for flour at the present time from dealers in the United States due to the fact that the Canadian price is lower than the commodity in that country. This has been caused through the establishment of a maximum price of \$2.40 per bushel for wheat in Canada and the prohibition of export. Flour, however, has not been placed on the list as a prohibited export but millers anticipate that it will have an embargo in the near future. Cash wheat held around the \$2.40 mark throughout the week. On Wednesday of last week with the announcement of the British Government buyer that no more than \$2.35 would be paid the price receded to \$2.34, but the following day it worked up to \$2.37 and on Friday it again touched \$2.40. In Chicago the cash prices on Monday of this week were from \$2.60 to \$2.64. There have been welcome rains in the Canadian West during the week which gave relief from the hot winds that have been threatening the crop for some little time. Domestic demand for flour is also good.

	Car lots per bbl.	Small lots per bbl.
<b>Manitoba Wheat Flour—</b>		
First patents	\$12 90	\$13 10
Second patents	12 40	12 60
Strong bakers	12 20	12 40
<b>Ontario Winter Wheat Flour—</b>		
High patents	12.00-12.20	12.20-12.40
Second patents	11.60-11.80	11.80-12.00

## Demand For Oatmeal And Rolled Oats Heavy

Toronto.

**CEREALS.**—There is a very heavy demand for rolled oats and oatmeal both for export and domestic consumption. Usually there is a falling off in inquiry for these commodities during the hot summer months but people are evidently eating them this summer in preference to some other classes of food. Corn flour was in higher market due to the situation in corn and was quoted up to \$7.15 per 98-lb. bag. Hominy grits and pearl hominy were also increased in price

to \$6.95, an advance of 20c. Yellow split peas show an easier tendency in some quarters owing to light demand, quotations being down to \$10 per bag.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.	5 75	6 50
Corn flour, 98 lbs.	6 00	7 15
Cornmeal, yellow, 98 lbs.	5 50	5 65
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.		6 95
Hominy, pearl, 98 lbs.		6 95
Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags	4 60	4 70
Rolled wheat, 100-lb. bbls.	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.	10 00	10 50
Blue Peas, lb.	0 10	0 12

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

## Bran And Shorts Show Firmer Tendency

Toronto.

**MILL FEEDS.**—A very heavy demand is reported for shorts and middlings and in some quarters the demand for bran is also reported quite heavy. There is a ready market for all available bran in the United States. Prices showed an inclination toward higher levels and quotations on bran were made from \$35 to \$36 per ton. Shorts also were quoted in a range from \$40 to \$42 and special middlings from \$47 to \$50 per ton.

	Mixed ears ton	Small lots ton
<b>Mill Feeds—</b>		
Bran	\$35-\$36	\$37-\$38
Shorts	40-42	42-44
Special middlings	47-50	49-52
Feed flour, per bag		3-3 25

## Big Demand For Bran; Flour Declines To \$12

Winnipeg.

**FLOUR AND FEED.**—Early this week the market stood at \$12.00 for first patents, a decline to this figure having taken place on Monday, July 23. The price of \$12.00 was based on the maximum price of wheat, viz., \$2.40. It is strange that this price is not fixed on the Winnipeg Grain Exchange, as cash wheat was bringing \$2.42 last week end. Men on the Exchange say that the fixed price does not go into effect until August 1. This fixed price of course is only temporary, and is meant to apply only to the 1916 wheat left in the country. Evidently the Government will wait to see what kind of a crop we are going to get this year before fixing price beyond 1916 wheat. Country buyers are apparently reconciled to this fixed price, as there has been considered domestic business on a basis of \$12.00 for flour. Nobody today can forecast what will happen after August until the new crop is nearer at hand. Millers in Winnipeg are not buy-

ing further ahead than August, and are not selling further ahead than that, working on a hand-to-mouth basis. Rolled Oats.—Price of sacks is \$4.00, and for packages \$4.75, so that there has been no change in the past week. Millers are all considerably oversold on both rolled oats and oatmeal. This is unusual during the warmer months of the year, but is no doubt owing to the fact that the Government is taking any surplus that may be offered. Feeds.—The market jumped last week to \$32. and \$37. for bran and shorts respectively. Price of mixed chop is \$54.00. There is considerable demand for bran. As high as \$35.00 has been received by millers f.o.b. Fort William for ten and twenty car lots of bran. This will have a tendency to put the price still higher, as there is a big demand for feed from the Eastern States.

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

**WEEKLY MARKET REPORTS**

(Continued from page 43)

heavy demand this year, much heavier than in former years.

**Cucumbers \$4.50 Bushel;**  
**Raspberries \$4 24-lb. Box**

Winnipeg.

**FRUIT AND VEGETABLES.**—Asparagus is off the market. Cream beans are down to \$2.50. Old potatoes are done. New potatoes can be bought for \$2.40 per bushel. New turnips are down to \$3.75 per bag. California cabbage is down to 3c per lb. Tennessee tomatoes can be bought as low as \$2.00 case. Raspberries are down to \$4.00 per 24 lb. boxes or \$5.00 per 24 pint case. Cantaloups have been slightly cheaper this week—\$2.25 for flats, but will probably be up at least to \$2.50 this week. Peaches are up to \$2.00 crate. Washington apricots are expected at \$1.75 per crate. California pears are coming in at \$4.00 crate. Gooseberries, 24 pints, are bringing \$2.25. Cucumbers are selling \$4.50 per bushel.

Cucumbers, bushel	4 50
Beans, cream	2 50
Potatoes, new, B.C.	2 40
Carrots, new, bag	4 50
Turnips, new, bag	3 75
Cabbage, Cal., lb.	0 03
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Tennessee, case	2 00
Fruits—	
Raspberries, case 24 pints	4 50
Oranges, Valencias	6 00
Lemons	8 00
Bananas, lb.	0 06
Cherries, 25-lb. box	4 00
Watermelons, doz.	8 00
Cantaloups, flats	2 25
Cantaloups, standard, 45 to case	6 50
Apricots, Washington	1 75

Pears, Cal., crate	4 00
Plums, crate	2 50
Peaches, crate	2 00
Gooseberries, 24 pints	2 25

**Broilers Expected;**  
**All Fish Plentiful**

Winnipeg.

**FISH AND POULTRY.**—There appears to be a plentiful supply of all kinds of fish except pickerel, and a good demand. The latter will not come in until late in August—when the fall fishing starts. Poultry should start coming in this week. The fact that there is a lot of poultry in storage should not prevent farmers bringing their stuff in, broilers will be offering this week.

Whitefish	0 11	0 12
Salmon, frozen	0 15	....
Salmon, fresh	0 19	....
Halibut, fresh	....	0 15
Cod	0 12	0 12½
Kippers, boxes	....	2 00
Bloaters, boxes	....	2 00
Lake trout	....	0 15
Mackerel, 20-lb. kits	....	3 00
Finnish haddie, lb.	....	0 13½
Salt herrings, bbl.	....	5 50
Salt herrings, 20-lb. pails	1 50	....
Smelts, extra	....	0 23
Brook trout, frozen	0 35	....
Sea herring	....	0 07½

**LONDON GROCERS' PICNIC.**

**Crowd of 6,000 Attends London Retail Grocers' Picnic at Port Stanley.**

With about six thousand people on hand, the London, Ont., Retail Grocers' Picnic was held at Port Stanley on Wednesday, July 18, and passed off a huge success. As usual, the sports program prepared by the executive was the centre of interest, and keen competition marked the struggles between the respective baseball teams in which the clerks from the north side defeated the clerks from the south side by a score of 3 to 2, and the bosses from the south side defeated the bosses from the north side by a score of 20 to 5. Archie McPherson, of the Elliott Marr Company, was umpire, and prominent in the game were Fred Brown, Harry Ranahan, pitcher, Charley Ross, pitcher for the south side, Ald. Gordon Drake, W. Craig, C. Ross, H. Langford, F. Brown, P. Chadwick, K. McCormick, G. Player and F. St. Lawrence. The north side team consisted of A. Henry, H. Ranahan, M. Young, D. Donaghy, F. Pierce, J. Manning, H. Harley, J. Gillett and F. Bapthorne.

Tilting the bucket brought forth considerable amusement in the athletic program, and many contestants emerged like drowned rats through the inability of their partners to navigate successfully. Notably among this class were Tom Rowat and Dan Carter. The running high jump and the baby show were also features, with the usual difficulty in judging the latter. Special prizes were awarded for Scotch and Irish dancing in costumes, and the difficult task of judging was delegated to K. McCormick and Archie McPherson.

Music throughout the day was provided by the Marconi Club Band and the Cortest Orchestra. The Committee provided the grocers and their friends with refreshments on the beach, and the local

amusement facilities, such as the roller coaster, and new bath house were well patronized.

President Shaw and Secretary Harley were congratulated on all sides for the success of the picnic, in the arrangement of which they were assisted by an able executive, consisting of: Thos. Shaw, H. Harley, J. McLeod, G. Drake, A. Palmer, C. J. Farr, F. Pierce, H. Ranahan, J. T. May and Thos. McCormick.

**CHAIN STORES FOR SASKATCHEWAN**

An important new enterprise, consisting of a chain of retail grocery stores, in the Province of Saskatchewan, has been announced, and the organization is being financed on Weyburn, Sask., capital. The new concern, to be known as McBride's, Ltd., will be headed by J. A. McBride, of Weyburn, who recently disposed of the Golden West Grain Co. F. B. Mitchell, present manager of the Weyburn Grocery Co., will be general manager of the company. It is the intention to establish retail grocery stores in all the leading cities and towns of the province and in the near future branches are to be opened in Estevan, Assiniboia, Shaunavon, and Moose Jaw. Managers will be placed in charge of the individual stores, following the plan adopted in the chain stores in the United States, and business will be on a strictly cash basis.

**OTTAWA GROCERY DRIVERS FOR FARMS**

The Ottawa retail grocers have decided to release some of their men to help the farmers in the harvesting of the crops. These men are chiefly drivers, who will be of most value for work of this nature. In view of the releasing of these drivers, it has been urged that an effort be made to have deliveries curtailed. It was decided to launch a campaign to educate people to carry their parcels in order that deliveries might be minimized and the housewives are to be asked to give every assistance.

**RETAILERS AND WHOLESALERS TO MEET.**

With a view to a closer co-operation between retailers and wholesalers, the Canadian Credit Men's Trust Association has issued a circular to all its members urging them to be present at the Dominion convention of Retail Merchants at Montreal during the two days of the convention, August 16 and 17, which have been set aside by the retailers for special conferences with the wholesalers.

Boston, Mass, July 5, 1917.

The MacLean Publishing Company, Ltd.,

Toronto:

Gentlemen:

We wish to compliment you on the splendid Annual Spring and Summer Number of the CANADIAN GROCER. It certainly reflects the spirit that Canada is doing business as usual.

Yours truly,

Johnson Educator Food Company,  
per N. F. Barbour.



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 31.—The month, which started slow, ends like a whirlwind. Last week was the best for wholesale trade in staples in the history of Vancouver. Fruits and vegetables are mediocre, but new potatoes are plentiful at from 2c a pound up. Flour is unsteady, with no material change. Raspberries are going begging, but California pears, peaches and plums are cleaned up as soon as the car arrives. Watermelons are about meeting the demand. An advance in rice is expected in a few days. The jam factories, which are loaded, are already pushing the sale of this year's strawberry and raspberry jams.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs. ....	8 93
Flour, first patents, Manitoba, per per bbl., in car lots .....	12 40
Salmon, Sockeye, 1-lb. talls, per case 4 doz. ....	....
Rice, Siam, No. 1 .....	130 00
Do., Siam, No. 2 .....	110 00
Beans, Japanese, per lb. ....	0 12½
Beans, B.C., white .....	0 16
Potatoes, new, per lb. ....	0 02½
Potatoes, per ton .....	40 00
Lard, pure, in 400-lb. tierces, lb. ....	0 26½
Butter, fresh made creamery, lb. ....	0 42
Eggs, new-laid, incartons, doz. ....	0 42
Cheese, new, large, per lb. ....	0 25

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 31.—Sugar made two advances during the week—one of 15c and one of 30c—quotations now being \$9.90 per 100 pounds for extra granulated. Large Ontario cheese is being offered at 24½c and 25c per pound. Kellogg's cornflakes have been advanced to \$3.60 per case. Wagstaffe's strawberry jam has been increased 4c per pail and other varieties 2c per pail. Rolled oats have again been increased in price by 20c, making 80's now \$4.50. It is rumored that Rogers' syrup has been advanced, but at time of writing same could not be confirmed. Strawberry 2's are quoted at \$5.50 to \$5.85. There is a scarcity of canned pineapples locally. New crop British Columbia potatoes are now 4c per pound. Sago is quoted from 12c to 13c per pound.

CALGARY:

Beans, small white, Japan, lb. ....	0 14	0 15
Flour, No. 1 patents, 98s per bbl. ....	12 10	
Molasses, extra fancy, gal. ....	0 82	0 90
Rolled oats, 80s .....	4 50	
Rice, Siam, cwt. ....	5 65	

Tapioca, lb. ....	0 11	
Sago, lb. ....	0 12	
Sugar, pure cane, granulated, cwt. ....	9 90	
Cheese, No. 1 Ontario, large. ....	0 24½	0 25
Butter, creamery, lb. ....	0 40	
Do., dairy, lb. ....	0 27	
Lard, pure, 3s, per case .....	16 80	
Eggs, new laid, case. ....	9 00	10 00
Tomatoes, 2½s, standard case. ....	4 50	4 80
Corn, 3s, standard case .....	3 70	4 00
Peas, 2s, standard case .....	2 95	
Apples, gals., Ontario, case ....	2 55	2 80
Strawberries, 2s, Ontario, case. ....	5 50	5 85
Raspberries, 2s, Ontario, case. ....	5 40	5 85
Peaches, evaporated, lb. ....	0 14	0 15
Peaches, 2s, Ontario, case .....	4 75	
Lemons, case .....	9 00	
Salmon, pink, tall, case. ....	7 25	

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, July 31.—Local showers have improved crop outlook slightly. The heat wave last week, when the thermometer reached 105 degrees, has been followed by a cool wave throughout Saskatchewan. Flour declined 60c per barrel on July 26, making the price now \$12.20, but the market is firm, and gives evidence of an advancing tendency. The expected advance in rolled oats took place on July 30 to \$5.10 per bushel, an increase of 50c. Sugar advanced July 30 to \$9.59. Two advances in Rogers' syrups—the first of 85c and the second of 25c, on July 31. Maple syrup has advanced \$2.25 per case, and is now quoted at \$12.90 per case in gallon tins. Cornflakes have advanced 20c per case, while corn syrup shows an increase of 30c per case. Cornmeal bails are now quoted at \$6.05. Some lines of chicory have advanced 5c per pound. Canned strawberries of new crop will be higher, probably opening about \$1 per case above the old quotations. Shelled walnuts are now quoted at 52c per pound.

REGINA—

Beans, small white Japan, bu. ....	7 15	
Beans, Lima, per lb. ....	0 22	
Flour, No. 1 pats., 98s, per bbl. ....	12 20	
Molasses, extra fancy, gal. ....	0 71	
Rolled oats, bails .....	5 10	
Rice, Siam, cwt. ....	5 85	
Sago and tapioca, lb. ....	0 13½	
Bacon, smoked backs, lb. ....	0 30½	
Bacon, smoked, sides, lb. ....	0 30	
Sugar, pure cane, gran., cwt. ....	9 59	
Cheese, No. 1 Ontario, large .....	0 25	
Butter, creamery, lb. ....	0 40	
Lard, pure, 3s, per case. ....	16 50	
Bacon, smoked sides, lb. ....	0 32	
Bacon, smoked backs, lb. ....	0 30	
Eggs, new-laid .....	0 28	
Pineapples, case .....	4 75	
Tomatoes, 3s, standard case. ....	4 50	
Corn, 2s, standard, case. ....	3 75	
Peas, 2s, standard, case. ....	2 95	
Apples, gals., Ontario .....	2 35	
Strawberries, 2s, Ont., case. ....	5 15	
Raspberries, 2s, Ont., case. ....	5 45	
Peaches, 2s, Ontario, case. ....	3 75	
Salmon, finest sockeye, tall, case. ....	13 50	
Salmon, pink, tall, case. ....	7 75	
Pork, American clear, per bbl. ....	40 75	
Bacon, breakfast .....	0 27	0 29
Bacon, roll .....	0 22	0 24

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, July 31.—Sugar lent some interest to a quiet market this week, with two advances of 15c on the 26th and 20c on the 30th, making prices as follows:—Standard granulated, \$8.60 to \$8.65; No. 1 yellow, \$8.10 to \$8.15; Paris lumps, \$9.85 to \$10.25. Cornmeal also shows a sharp advance, with an increase of \$2.50 per barrel for granulated, which is now \$13.50, and ordinary is up to \$4.20. Molasses is still higher at 72c to 73c. Eggs are firmer. New-laid are 34c to 38c, and case eggs at 32c to 33c. Butter has also advanced, and is now 24c to 36c for dairy and 32c to 34c for tub. Messina lemons are lower at \$6.50 to \$7. Strawberries are higher at from \$8 to \$10 per case. California pears are \$4 to \$4.50. Plums, \$2.75 to \$3.50. Texas onions, \$2.25, and Bermuda onions are off the market. Cucumbers dropped to 75c per dozen. Potatoes are firm at \$7.50, with some from Southern States of poor quality at \$7. There are a few new native potatoes at \$2.50 per bushel, but it will be another fortnight before the native crop will be sufficiently advanced to really affect the market.

ST. JOHN, N.B.

Flour, No. 1 patents, bbls., Man. ....	13 90	
Ontario .....	13 35	
Cornmeal, gran., bbls. ....	13 50	
Cornmeal, ordinary, bags .....	4 20	
Molasses, extra fancy, gal. ....	0 72	0 73
Rolled oats, bbl. ....	10 00	
Beans, white, bush. ....	9 25	9 30
Beans, yellow-eyed .....	8 75	8 80
Rice, Siam, cwt. ....	7 50	8 00
Sago and tapioca, lb. ....	0 13½	0 14
Sugar—		
Standard granulated .....	8 60	8 65
No. 1 yellow .....	8 10	8 15
Paris pumps .....	9 85	10 25
Cheese, N.B., twins .....	0 22½	0 23
Eggs, new-laid .....	0 34	0 38
Eggs, case .....	0 32	0 33
Breakfast bacon .....	0 38	0 35
Butter, dairy, per lb. ....	0 34	0 36
Butter, tub .....	0 32	0 34
Lard, pure, lb. ....	0 28½	0 28½
Lard, compound .....	0 21½	0 21½
American clear pork .....	52 00	55 00
Beef, corned, ls .....	4 25	
Tomatoes, 3s, standard, case. ....	4 70	
Raspberries, 2s, Ont., case .....	5 40	
Peaches, 2s, Ontario, case. ....	4 30	
Corn, 2s, standard case .....	3 80	
Peas, 2s, standard case .....	2 80	
Apples, gals., N.B., doz. ....	3 50	
Strawberries, 2s, Ont., case. ....	8 00	10 00
Pork and beans, case .....	4 00	5 50
Fresh Fruits and Vegetables—		
Lemons, Messina, box .....	6 50	7 00
Lemons, Cal., box .....	7 50	
Oranges, Cal., box .....	4 50	5 50
Strawberries, crate, per box .....	0 08	
Pears, Cal. ....	4 00	4 50
Peaches, Cal. ....	1 75	2 00
Plums, Cal. ....	2 25	2 75
Grapefruit, per case .....	6 00	7 00
Potatoes, bbl. ....	7 50	
Onions, Texas .....	2 25	3 00
Tomatoes, Bermuda .....	5 00	
Cucumbers, doz. ....	0 75	

# PRODUCE AND PROVISIONS

## Hogs Falling Off In Summer Supply

Montreal.

**PROVISIONS.**—During the excessively hot weather of late the demand for provisions has been low as regards the dressed meats, but more pronounced as to the cooked meats of all kinds. Prices for the pork products and meats remained steady at the firm levels now prevailing. The market for live hogs is very firm with supplies uncertain and unsatisfactory. Live hogs were selling at \$16.25 per hundred pounds, and dressed at \$23.00 per hundred early in the week. Boiled hams are available at a cent lower this week than last week, and shortening is again reduced by half a cent a pound demand for this being low at present.

<b>Hams—</b>		
Medium, per lb. ....	0 31	0 32
Large, per lb. ....	0 29	0 29½
<b>Backs—</b>		
Plain .....	0 34	0 37
Boneless, per lb. ....	0 35	0 39
<b>Bacon—</b>		
Breakfast, per lb. ....	0 34	0 35
Roll, per lb. ....	0 27	0 28
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb. ....	0 23	0 24
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 42	0 46
Hams, roast, per lb. ....	0 46	0 46
Shoulders, boiled, per lb. ....	0 37½	0 38½
Shoulders, roast, per lb. ....	0 38	0 38½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 25½	0 25½
Tubs, 60 lbs. ....	0 25	0 25
Pails .....	0 26	0 26
Bricks, 1 lb., per lb. ....	0 27	0 27
<b>Shortening—</b>		
Tierces, 400 lbs., per lb. ....	0 21¾	0 21¾
Tubs, 50 lbs. ....	0 22	0 22
Pails, 20 lbs., per lb. ....	0 22¾	0 22¾
Bricks, 1 lb., per lb. ....	0 23	0 23

## Poultry Conditions Continue Steady

Montreal.

**POULTRY.**—There is no change in conditions affecting poultry supply this week as compared with last week. Chickens, ducklings and fowls are being sent forward sufficiently to supply market requirements. The demand for live poultry is heaviest amongst the Jewish population, and dressed poultry has been selling very well in general. Undoubtedly the value of poultry as a flesh food is appreciated by consumers, and the recent hot weather has helped demand for the lighter flesh food of the poultry counter. Still too many poorly finished birds are being offered from the country. High cost of poultry feed is blamed in some cases for the hurrying of birds to market in too thin and scraggy

a condition. The market for live poultry is a little easier this week.

<b>Poultry—</b>		
	Dressed	Live
Old fowls .....	0 21	18-20
Chickens, milk-fed, crate fat- tened, lb. ....	0 25	0 22
Old roosters .....	0 16	0 14
Roasting chickens .....	0 28	0 22
Young ducks .....	0 25	0 25
Turkeys (old toms), lb. ....	0 31	0 25

## Supply Of Eggs Low; Quotations Higher

Montreal.

**EGGS.**—Receipts of eggs continue light. Receipts for the week ending July 28th are 8,000 cases less than for the corresponding week last year, and the total receipts of eggs to date are over 70,000 cases short of last year's total receipts to the same date. It is pointed out that the decline in egg receipts may be attributed to the fact that hens are now shut up during the harvest period, and a further reason is said to be the shortage of old corn. In some districts it is reported that the supply is entirely exhausted. As high as 0.36 to 0.37 cents f.o.b. is being paid in the country for eggs, and even higher prices are being paid for strictly new laids which have been in excellent demand during the hot spell. No eggs are being offered for export as the weather is too hot, but there is still considerable export enquiry and dealers are confident that business will result. For fall export, Sept., Oct., Novr., it is said that heavy orders are being booked.

<b>Eggs—</b>		
New laid, specials .....	0 47	0 48
Selects .....	0 44	0 44
No. 1's .....	0 40	0 40
No. 2's .....	0 36	0 36

## Cheese Market Is Steady And Quiet

Montreal.

**CHEESE.**—At Cowansville cheese has been sold for 20¼ cents, at St. Hyacinthe 20%. Prices in Montreal are steady as far as bulk sales go at the Commission's figures which are for No. 1 cheese 21¼; No. 2, 21¼; No. 3, 20¼ cents. Production is believed to be high in the country but receipts in Montreal are behind those of last year at this date by some 223,000 boxes. This is, however, due to the fact that last year's receipts showed a good deal of United States cheese. Production of Canadian cheese may therefore be considered up to normal so far. Prices to the retailer are unaltered this week, having gone a little lower last week. Demand is quiet at the time.

<b>Cheese—</b>		
Large (new), per lb. ....	0 22	0 22½

New twins, per lb. ....	0 22	0 22½
Triplets, per lb. ....	0 22	0 22½
Stilton, per lb. ....	0 25	0 25
Fancy, old cheese, per lb. ....	0 30	0 30

## Butter Market Is Developing Strength

Montreal.

**BUTTER.**—Prices of butter in the country have been advancing as some dealers think unaccountably, and again there has been uncertainty of tone in other quarters. In general however, the market is much firmer, and there is shortage of production in spite of well watered pasturage which has kept green for much longer than usual in summer. It is anticipated that butter may be a good deal higher priced in the fall, and buying against this possibility is said to have caused the advances in price noted this week. Over two cents higher was paid for Eastern Townships butter sold at the Dairymen's Exchange 38¼c being paid for some 800 boxes. Finest creamery prints are now quoted to retailers by some firms at as high as 40½ cents a lb., and solids from 39 to 40 cents. Other dealers have not advanced quite so high and are still quoting as under, but the market is very firm, and advances are quite to be expected.

<b>Butter—</b>		
Creamery prints (fresh made). ....	0 38	0 38½
Creamery solids (fresh made). ....	0 37½	0 38
Dairy prints, choice, lb. ....	0 33	0 35
Dairy, in tubs (choice) .....	0 32	0 32
Bakers .....	0 30	0 30

## Maple Sugar Firmer; Honey Crop Is Late

Montreal.

**HONEY AND MAPLE.**—The market for maple sugar has begun to show the inevitable firmness due to shortage of supply and steady demand. The sugar is now quoted at a cent a pound higher than previously, and the syrup is in some quarters (though not generally) also higher. Some firms are selling the pure maple syrup in Imperial gallons at \$1.75. Others still quote at the figures given below. The season for honey is found to be remarkably late. Not a single offer of honey or enquiry for price to the producer has been received so far by one of the leading handlers of this product in Montreal. But demand is reported quiet for honey during the hot spell.

<b>Honey—</b>		
Buckwheat, 5-10 lb. tins, lb. ....	0 13	0 13½
Buckwheat, 60-lb. tins, lb. ....	0 13	0 13
Clover, 5-10 lb. tins, per lb. ....	0 15½	0 15½
Clover, 60-lb. tins. ....	0 14½	0 14½
Comb, per section .....	0 18	0 19

<b>Maple Product—</b>		
Syrup, 13 lbs. Imp. meas., per gal. ....	1 45	1 50
11-lb. tins .....	1 20	1 25
Sugar, in blocks, per lb. ....	0 16	0 17

## Lard Is Down; Live Hogs Up

Toronto

**PROVISIONS.**—With haying time in full swing the farmers have not been sending their hogs to market very freely during the week, as their activities are bent toward their pressing farm duties. Furthermore, the extremely hot weather causes the hogs to lose considerably in weight. Prices have advanced 75c per 100 pounds, and there is a continued undertone of firmness as long as the present warm weather lasts. Compound lard is down ½c per pound, making the range from 20¾c to 21¾c per pound. There has been better business in compound lard during the week, as heavy stocks recently purchased have now become reduced somewhat and buyers have been again in the market. There is an undertone of firmness to the compound market, however, as cottonseed oil advanced in the primary market during the week. Pure lard was also quoted down as low as 23½c per pound on tierce basis, with 23c being quoted in some instances where good-sized orders were involved. There is an extra heavy demand for cooked meats of all kinds, and prices on roast hams and shoulders have been advanced 1c per pound. Smoked meats are in very light demand.

Hams—

Medium, per lb. ....	0 29	0 31
Large, per lb. ....	0 24	0 26

Bacon—

Plain .....	0 30	0 40½
Boneless, per lb. ....	0 38	0 40

Bacon—

Breakfast, per lb. ....	0 31	0 40
Roll, per lb. ....	0 27½	0 28½
Wiltshire (smoked), per lb. ....	0 28	0 31

Dry Salt Meats—

Long clear bacon .....	0 26	0 26½
Fat backs, lb. ....	0 25	0 27

Cooked Meats—

Hams, boiled, per lb. ....	0 39½	0 41½
Hams, roast, per lb. ....	0 44	0 46
Shoulders, roast, per lb. ....	0 41	0 43

Barrel Pork—

Mess pork, 200 lbs. ....	47 50	48 00
Short cut backs, bbl., 200 lbs. ....	50 00	50 00
Pickled rolls, bbl., 200 lbs. ....	48 00	49 00

Lard—

Pure tierces, 400 lbs., per lb. . . . . 0 23 0 26  
Compound tierces, 400 lbs., lb. 0 20¾ 0 21¾  
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.

Hogs—

Dressed, abattoir killed .....	24 00
Live, off cars .....	16 25
Live, fed and watered .....	16 00
Live, f.o.b. ....	15 25

## Butter Again

### Advances 2c Pound

Toronto

**BUTTER.**—Due to the export demand largely, and in part also to the local demand, higher prices on butter were asked during the week. The British Government has been paying on the basis of 35¼c at Montreal, and it is understood some of these shipments are to go forward as soon as shipping space is available. One exporter pointed out that it was doubtful if any more space could be had for a month. A steady decrease in production has been noted from the commencement of the season, and this in

measure accounts for the higher price. Fresh-made creamery prints are selling from 38c to 40c per pound.

Creamery prints, fresh made ....	0 38	0 40
Creamery solids .....	0 38	0 39
Dairy prints, choice, lb. ....	0 36	0 37
Dairy prints, lb. ....	0 32	0 34

## Manitoba Eggs

### Coming To Ontario

Toronto

**EGGS.**—Considerable numbers of Manitoba eggs are now reaching the market, and at prices that will be below present selling figures of local eggs, being around 38c to 39c. Supplies of eggs are light from Ontario points, due to the fact that the hens are now moulting. Eggs advanced 2c to 3c per dozen during the week, and from present indications there would seem to be higher prices in sight. Now that the grain harvest is measurably nearer, the hens will soon be able to get on the stubble and pick the fallen grain. This will no doubt help production considerably. There is a fairly good consumption locally.

Eggs—

New laid, cartons .....	0 45	0 47
New laid, ex-cartons .....	0 42	0 43

## Cheese Export

### Going On Steadily

Toronto

**CHEESE.**—Lacking an incentive for any price changes in the cheese market, interest centres largely around the amount of this commodity that is being shipped out of the country. Some of the buyers in the country districts assert the farmers think the spice of adventure has been taken out of the market by the establishment of a fixed price for cheese by the Cheese Commission. The farmers are stated to prefer the ups and downs of a fluctuating market rather than the present monotonous condition. However, good prices are being obtained, although not as high as they were at one time. Prices were unchanged.

Cheese—

New, large .....	0 22¼	0 23
Old, large .....	0 29	0 31
Stilton (old) .....	0 29	0 32
Stilton (new) .....	0 24	0 25

## Poultry Supplies

### Coming Somewhat Light

Toronto

**POULTRY.**—With the extremely warm weather of the past week there has been very little poultry moving from the producing points. People are evidently too busy with other activities to devote much attention to the movement of hens and chickens. Furthermore, the spring chickens are not at their best yet. With the hot weather a better demand for poultry is anticipated, as it is considered usually a good hot-weather meat. Prices locally remained unchanged. There are very few turkey gobblers reaching the market at present, only the stragglers remaining to come in.

Roosters, live, per lb. ....	0 13	0 14
Hens, live, per lb. ....	0 16	0 18
Hens, fresh, dressed, per lb. ....	0 18	0 20
Turkeys, gobblers, dressed, fresh ..	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb. ....	0 20	0 20
Do., dressed, 2 lbs. and over..	0 20	0 20

Squabs, dozen .....

Prices are those paid at Toronto by commission men.

## Anticipate Fairly

### Good Honey Crop

Toronto

**HONEY, MAPLE SYRUP.**—Commission men who have had any reports on the honey crop assert that they have so far been favorable for a fairly good crop.

## Hog Market Advancing;

### Lard Drops ½c Lb.

Winnipeg.

**PRODUCE AND PROVISIONS.**—The hog market advanced on Tuesday, July 24 to \$14.25, and on the following days to \$15.00, as against the previous week's price of \$14.00. The market was near the \$15.00 mark early this week. There has been a big demand for hogs, both local and from the East, and the quality is running fairly good. Provision prices are unchanged. Pure lard is meeting with a slow demand and the price dropped half a cent, to 26½c tierce basis, and a further decline is anticipated the beginning of next week. With harvesting coming on the demand should improve, and unless outside conditions have a bearing, there should be no great decline in price. Eggs.—The market has firmed up on account of lighter receipts and better demand. Price of No. 1 candled eggs to the trade is 34c. Creamery Butter.—Creamery is a little higher, just now selling to the trade at 38c for No. 1 in cartons. The market has fallen off slightly, and in view of Eastern prices it would seem that the market here was inclined to be high. Dairy Butter.—The market has been excited here, and it is stated that as high as 30c f.o.b. country points, has been paid. Some packers consider these prices to be on a speculative basis. Cheese.—Although Ontario cheese has been quoted at ¾c lower, viz., 21c f.o.b. shipping point, the price being paid by Manitoba factories is unchanged. No doubt present prices will rule in view of the British Government setting the buying price.

Hams—

Light, lb. ....	0 30	0 31
Medium, per lb. ....	0 28	0 29
Heavy, per lb. ....	0 26	0 27

Bacon—

Breakfast, per lb. ....	0 33	0 34
Breakfast, select, lb. ....	0 33	0 36
Backs, regular .....	0 32	0 32
Backs, select, per lb. ....	0 34	0 34

Dry Salt Meats—

Long clear bacon, light. ....	0 25	0 25
Backs .....	0 26	0 26

Barrelled Pork—

Mess pork, bbl. ....	45 00
----------------------	-------

Lard, Pure—

Tierces .....	0 26½
20s .....	5 60
Cases, 5s .....	16 42
Cases, 3s .....	16 50

Lard, Compound—

Tierces .....	0 21½
Tubs, 50s, net .....	10 78
Pails, 20s, net .....	4 50

Fresh Eggs—

New laid .....	0 34
----------------	------

Cheese—

Ontario, large fresh .....	0 24	0 24½
Manitoba, large, fresh .....	0 22½	0 23

Butter—

Fresh made creamery, No. 1 cartons .....	0 38
Fresh made creamery, No. 2. ....	0 36



**The Made-in-Canada  
lines that build  
big profits**

You can't go wrong in connecting with these superior quality products. Every one of the Armour group is made right—made to *sell*—and to *satisfy* with a quality that brings the consumer back to you again for a further supply.



**Armour's  
Veribest**  
TRADE MARK



The Veribest trademark is a dependable guarantee of superlative goodness in each and every one of the many products in the Armour line. Be an Armour dealer. We have a fine collection of store signs and advertising material at your service. Ask our salesman, or write.

**ARMOUR AND COMPANY**  
HAMILTON, ONTARIO, CANADA

HAMILTON, MONTREAL, SYDNEY

1687



California's finest  
canned fruits and  
vegetables are pack-  
ed under the DEL  
MONTE brand.

Handled everywhere  
by leading grocers  
who cater to the taste  
of people who want  
the best.

Wholesale  
Distributors  
Everywhere.

CALIFORNIA PACKING  
CORPORATION  
SAN FRANCISCO, CALIFORNIA



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# “I have entered a new world”

“**P**ERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

So spoke an ordinary man—perhaps an average man; a retailer. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

## The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The \$3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

**N**O matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

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THE FINANCIAL POST OF CANADA ..... 1917  
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name .....

Address .....



**KEYSTONE BRAND**

## Your Brush Business

Talk quality to every customer that comes to buy a brush and illustrate your argument with

### "KEYSTONE"

## Household Brushes

If you get trade for floor brushes, clothes brushes, shoe brushes, dust brushes, crumb brushes and scrub brushes of "Keystone" quality you will find it pays to push **QUALITY**.

For prices, etc., write—

**STEVENS-HEPNER CO.**  
LIMITED  
Port Elgin, Ont.

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

The best

# Orange Marmalade

is

# Wethey's

Are you selling it?

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



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

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

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

**M**ORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.

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



# GOLD DUST

## SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. **FAIRBANK** COMPANY  
LIMITED  
MONTREAL

*“Let the GOLD DUST TWINS do your work.”*

**Century SALT**

is appreciated everywhere

Its superior goodness has won for it the approval of particular housewives. You'll like its ready selling and profit-making qualities.

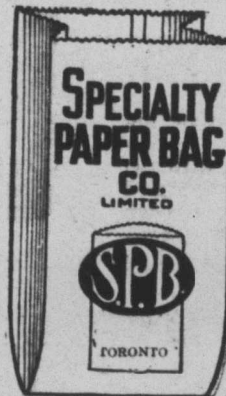
The DOMINION SALT CO., Limited  
SARNIA, ONT.

Write us for samples of

# S. P. B. BAGS

and CENTRE SEAM open end  
**ENVELOPES**  
for mailing Catalogues

Confectionery Bags  
Spice Bags  
Peanut Bags  
Jelly Bags  
Lard Bags



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

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

**SPECIALTY PAPER BAG CO., Ltd.**  
Department G  
247-255 CARLAW AVE., TORONTO, CAN.

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# Your Recommendation Of **PURITY FLOUR**

**For All Baking  
Benefits You As Well As Us**


Every good product you recommend makes your "Advice" more valuable—makes your position with your customers more secure. In short, good goods make your word good.

You can recommend Purity Flour without fear or hesitation to your most particular customers. You can tell them it is an all-purpose flour for every baking need and the most economical food product on the market. Stock it—display it—push it. "Purity" always gives satisfaction.



**Western Canada Flour Mills Co., Ltd.**

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



**ENO'S  
"FRUIT SALT"**

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

Order a bottle TO-DAY from your dealer.

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

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

## The pleasant-to-take ounce *of* prevention

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

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

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

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

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

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### Satisfy your customers' fish requirements

You can guarantee satisfaction to the most hard-to-please if you handle the popular quality line—

## BRUNSWICK BRAND

There are no more wholesome and nourishing fish in the world than those specially selected for Brunswick Brand. And our facilities for packing them in the most sanitary and attractive manner are unequalled anywhere.

Check off your requirements from the attached list and get your wholesaler to supply you.

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



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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER

#### ROYAL BAKING POWDER

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

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

### BAKING POWDER

#### WHITE SWAN SPICES AND CEREALS, LTD.

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

#### DOMINION CANNERS, LTD.

### JAMS

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

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

#### DOMINION CANNERS, LTD.

#### CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.85
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

#### BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

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

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

### "AYLMER" PURE ORANGE MARMALADE

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

### BLUE

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

### CEREALS

#### WHITE SWAN Per case

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

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

### COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/2-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes per lb.	.36



# War-Time Economy Calls for Honest Quality Goods

*— We Make Them*

The use of fillers and adulterants in soaps, cleansers, etc., may be defended on some counts, but certainly not if the interest of the people is considered. Lever Brothers' goods are guaranteed pure and made only of the highest quality materials. They give your customers 100% value for their money.

**Matchless for Purity and True Economy — Sunlight and Lifebuoy Soap**



Better, purer soaps than these could not be made. Their increasing sales indicate that more and more people are realizing this fact. The grocer who pushes them is doing a genuine service to his customers—and to himself.

**Lever Brothers, Limited, Toronto, Can.**

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

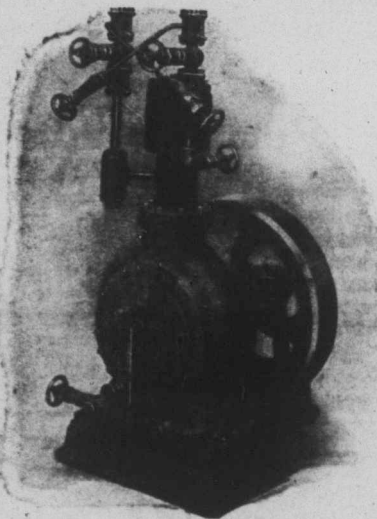
# ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

*Let us have a sample order from you.*

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

**The W. A. FREEMAN CO., Limited**  
Hamilton, Canada

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80
- Diamond Chocolate, 7s, 4-lb. boxes ..... 1 10
- Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 23
- Diamond, 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 25
- Chocolate Confections Per doz.
- Maple buds, 5-lb boxes..... 0 39
- Milk medallions, 5-lb. boxes, 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ..... 0 39
- Chocolate wafers, No. 2, 5-lb. boxes ..... 0 35
- Nonpareil wafers, No. 1, 5-lb. boxes ..... 0 33
- Nonpareil wafers, No. 2, 5-lb. boxes ..... 0 28
- Chocolate ginger, 5-lb. boxes 0 42
- Milk chocolate wafers, 5-lb. boxes ..... 0 39
- Coffee drops, 5-lb. boxes..... 0 39
- Lunch bars, 5-lb. boxes..... 0 39
- Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.. 0 95
- Nut milk chocolate ½'s, 6, lb. boxes, lb. .... 0 39
- Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75
- Almond nut bars, 24 bars, per box ..... 0 90

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

Size—

- 2½-quart Tall Cylinder Can
- No. 1 Pint Cylinder Can ...
- No. 16 Jar .....
- No. 4 Jar .....
- No. 10 Can .....

**YUBA BRAND**

- 2½-quart Tall Cylinder Can..
- No. 1 Pint Cylinder Can.....
- No. 10 Can .....
- Picnic Can .....

**BORDEN MILK CO., LTD. CONDENSED MILK**

Terms net 30 days

- Eagle Brand, each 48 cans...\$8 25
- Reindeer Brand, each 48 cans 7 95
- Silver Cow, each 48 cans... 7 40
- Gold Seal, Purity, each 48 cans 7 25
- Mayflower Brand, each 48 cans 7 25
- Challenge, Clover Brand, each 48 cans ..... 6 75

**EVAPORATED MILK**

- St. Charles Brand, Hotel, each 24 cans ..... 6 15
- Jersey Brand, Hotel, each 24 cans ..... 6 15
- Peerless Brand, Hotel, each 24 cans ..... 6 15
- St. Charles Brand, Tall, each 48 cans ..... 6 25
- Jersey Brand, Tall, each 48 cans ..... 6 25
- Peerless Brand, Tall, each 48 cans ..... 6 25
- St. Charles Brand, Family, each 48 cans ..... 5 50
- Jersey Brand, Family, each 48 cans ..... 5 50
- Peerless Brand, Family, each 48 cans ..... 5 50
- St. Charles Brand, small, each 48 cans ..... 2 60

- Jersey Brand, small, each 48 cans ..... 2 60
- Peerless Brand, small, each 48 cans ..... 2 60

**CONDENSED COFFEE**

- Reindeer Brand, "Large," each 24 cans ..... 5 5c
- Reindeer Brand, "Small," each 48 cans ..... 5 80
- Regal Brand, each 24 cans.. 5 20
- Cocoa, Reindeer Brand, large, each 24 cans ..... 5 50
- Reindeer Brand, small, 48 cans 5 80

**COFFEE**

**WHITE SWAN SPICES AND CEREALS, LTD.**

**WHITE SWAN**

- 1 lb. square tins, 4 doz. to case, weight 70 lbs. .... 0 37
- 1 lb. round tins, 4 doz to case, weight 70 lbs. .... 0 35

**ENGLISH BREAKFAST COFFEE**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 23
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 21

**MOJA**

- ½ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 31
- 2 lb. tins, 1 doz. to case, weight 40 lbs. .... 0 31

**PRESENTATION COFFEE**

- A Handsome Tumbler in Each Tin.
- 1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. .... 0 27

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

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

**GELATINE**

- Knox Plain Sparkling Gelatine (2-qt. size), per doz. .... 1 75
- Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. .... 1 85
- Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35

**W. CLARK, LIMITED MONTREAL**

- Assorted meats, 1s. \*\$4.25.
- Compressed Corn Beef—½s, \*\$2.90; 1s, \*\$4.25; 2s, \$9; 6s, \$34.75; 14s, \*\$75.
- Lunch Ham—1s, \*\$4.25; 2s, \$9.
- Ready Lunch Beef—1s, \*\$4.25; 2s, \$9.
- English Brawn—2s, \$8.
- Boneless Pigs' Feet—1s, \$8.
- Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, \*\$9; 6s, \$34.75.
- Bolled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
- Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—½s, \$2.
- Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.

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

# S. DAVIS & SONS, LTD.

## CIGAR MAKERS MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
" New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
" La Plaza	2 for 25c, equal to most 20c cigars.
" Promoter Blunts	3 for 25c, equal to most 15c cigars.
" Perfection	3 for 25c, equal to most 15c cigars.
" Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
" Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

**S. DAVIS & SONS, LIMITED - MONTREAL**

The Largest Cigar Manufacturers in Canada



There's no sounder advice which a retailer can give to a customer, on the point of economy combined with nutritive value.

**MOUNT ROYAL MILLING & MFG. COMPANY**

**D. W. ROSS COMPANY**

**AGENTS**

**MONTREAL**

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



**A  
delightful  
Summer  
beverage**

*Barnes Grape  
Juice is a Pure  
Concord Pro-  
duct that wins  
prestige and  
profit for the  
dealer selling it.*

Keep your  
stock displayed.

The  
**Ontario Grape Growing  
and Wine Mfg. Company**  
ST. CATHARINES, ONT.

**The Crop and Business**

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

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

**The Financial Post of  
Canada**

143-153 University Avenue  
Toronto, Ontario

- Cambridge Sausage, 1s, \$4; 2s, \$7.75.
  - Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
  - Lamba' Tongues, 1/2s.
  - Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
  - Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
  - Tongue, Ham and Veal Pate, 1/2s, \$1.95.
  - Ham and Veal, 1/2s, \$1.95.
  - Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
  - Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
  - Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
  - Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
  - Mince-meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
  - In Pails, 25 lbs., 15c lb.
  - In 50 lb. Tubs, 15c lb.
  - In 85 lb. Tubs, 14 1/2c lb.
  - In Glass, 1s, \$3.
  - Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
  - Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
  - Clark's Tomato Ketchup, 16 oz.
  - Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
  - Individuals, 85c doz.
  - Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
  - Individuals, 95c doz.
  - Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
  - Individuals, 95c.
  - Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
  - Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
  - Clark's Chateau Chicken Soup.
  - Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
  - Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
  - Spaghetti with Tomato and Cheese, 1/2s, \$1.30; 1s, \$1.75; 3s, \$2.90 doz.
  - Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
  - English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.
- LAPORTE, MARTIN, LIMITEE**  
Montreal. Agencies
- BASIN DE VICHY WATERS**
- L'Admirable, 50 bottles, litre cs. 8 00
  - Neptune 9 00
  - San Rival 9 00
- VICHY LEMONADE**
- La Savoureuse, 50 bottles, cs. 11 00
- IMPORTED GINGER ALE AND SODA**
- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
  - Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
  - Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
  - Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20
- BLACK TEAS**
- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
  - Princess Blend, 50 and 30-lb. tins, lb. 0 41

- JAPAN TEAS**
- H. L., ch. 90 lbs., lb. 0 35
  - Victoria, ch. 90 lbs., lb. 0 25
- COFFEES**
- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
  - Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
  - Princess, 1-lb. tin, lb. 0 22
- MUSTARD**
- COLMAN'S OR KEEN'S**
- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 85
  - D. S. F., 1/2-lb. 3 50
  - D. S. F., 1-lb. 6 80
  - F. D., 1/4-lb. 1 15
- Per jar
- Durham, 4-lb. jar, each. 1 30
  - Durham, 1-lb. jar, each. 0 37
- JELL-O**
- GENESEE PURE FOOD CO.**
- Assorted case, 4 dozen. \$ 3 60
  - Lemon, 2 dozen 1 80
  - Orange, 2 dozen 1 80
  - Raspberry, 2 dozen 1 80
  - Strawberry, 2 dozen 1 80
  - Chocolate, 2 dozen 1 80
  - Peach, 2 dozen 1 80
  - Cherry, 2 dozen 1 80
  - Vanilla, 2 dozen 1 80
  - Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS**
- Assorted case, 2 dozen. \$ 2 50
  - Chocolate, 2 dozen 2 50
  - Vanilla, 2 dozen 2 50
  - Strawberry, 2 dozen 2 50
  - Lemon, 2 dozen 2 50
  - Unflavored, 2 dozen 2 50
  - Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS**
- WHITE SWAN SPICES AND CEREALS, LTD.**
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
- List Price
- SPICES**
- WHITE SWAN SPICES AND CEREALS, TORONTO**
- |  | 5c Round litho. | 10c Oval litho. dredge |
|--|-----------------|------------------------|
| <b>SPICES.</b>                             | Per doz.        | Per doz.               |
| Allspice                                   | \$0 48          | \$0 95                 |
| Arrowroot, 4 oz. tins                      |                 | 0 95                   |
| 90c  |                 | 0 95                   |
| Cayenne                                    | 0 48            | 0 95                   |
| Celery salt                                |                 | 0 95                   |
| Celery pepper                              |                 | 0 95                   |
| Cinnamon                                   | 0 48            | 0 95                   |
| Cinnamon whole, 5c pkgs., window front 45c |                 | 0 95                   |
| Cloves                                     | 0 48            | 0 95                   |
| Cloves, whole, 5c pkgs., window front 45c  |                 | 0 95                   |
| Curry powder                               |                 | 0 95                   |
| Ginger                                     | 0 48            | 0 95                   |
| Mace                                       | 1 25            |                        |
| Nutmegs                                    | 0 48            | 0 95                   |
| Nutmegs, whole, 5c pkgs., window front 45c |                 | 0 95                   |
| Paprika                                    | 0 48            | 0 95                   |
| Pepper, black                              | 0 48            | 0 95                   |
| Pepper, white                              | 0 51            | 1 00                   |
| Pastry spice                               | 0 48            | 0 95                   |
| Pickling spice, window front, 95c          |                 | 0 95                   |
| Shipping weight per case                   | 10 lbs.         | 15 lbs.                |
| Dozens to case                             | 4               | 5                      |

# CANADIAN RASPBERRIES

Gooseberries  
Cherries Currants, etc.  
Tomatoes Cucumbers  
Beans Potatoes  
Cabbage, Etc.

Also  
Imported Cantaloupes, Watermelons,  
Peaches, Pears, Plums, Oranges,  
Lemons and Bananas.

*The House of Quality.*

**HUGH WALKER & SON**  
GUELPH, ONT.

# FRUITS

in Abundance

Melons, Cantaloupes,  
Bananas, Raspberries,  
Peaches, Plums,  
Pears, Blueberries,  
Oranges and Lemons.

*The Best the World  
Produces.*

**WHITE & CO., LIMITED**  
TORONTO

## New Crop

**"St. Nicholas"**  
**"Queen City"**  
**"Kicking"**

are shipped. Get these brands  
for the best Lemons.

**J. J. McCabe**  
Agent  
TORONTO

## Let us handle your fruit re- quirements

You will find our stocks tip-  
top in every way, and our  
service entirely satisfactory.

The fruits we sell are the  
kind you need to satisfy your  
customers and to build up a  
thriving fruit business.

We can ship you on short  
notice best quality foreign  
fruits — Bananas, Lemons,  
Oranges, etc.

Why be content with slow,  
profitless fruit sales? Con-  
nect with us and sell the  
fruits that sell quickly and  
always satisfy.

Write us to-day.

**Lemon Bros.**  
OWEN SOUND, ONT.

*Wholesale  
Fruit and  
Produce  
Merchants*

*Established  
1876*

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

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

# Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

## Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

### Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record*, the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is \$1.65 (\$1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

The MacLean Publishing Co., Limited  
143 University Avenue Toronto, Ontario

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# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### AGENCIES WANTED

**WANTED—NUMBER OF SIDE LINES —**  
Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 85, Timmins, Ont.

**YOU MAY BE ABLE TO HANDLE ANOTHER**  
line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

**TWO GROCERY SALESMEN COVERING AL-**  
berta with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

### FOR SALE

**FOR SALE—MEAT BUSINESS IN OKANA-**  
gan Valley, B.C., doing good business; reason for selling, other business; a snap to the right party. For particulars, apply Box 238, c/o Canadian Grocer.

**GROCERY, CONFECTIONERY AND ICE**  
cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

### AGENTS WANTED

**MANUFACTURERS' AGENTS AND TRAVEL-**  
lers can make good money as side-line, soliciting accounts in their vicinity from Grocers and General Stores, and send to us for collection. Reliable services. Write for proposition. Nagle Mercantile Agency, Westmount, Que.

**MAYBE YOU HAVE A GOOD, WORTHY**  
line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

## WANT ADS.

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

**TRY IT OUT**

**One Inch Space  
\$3.00 Per Issue  
on Yearly Order.**

If you want better sales pads or counter check books, write us. Our facilities and modern equipment for the manufacture of carbon leaf and carbon-coated sales books—in duplicate and triplicate—enable us to give unequalled service on these articles. Send us a sample of your sales book or pad, showing the size and style desired, and we will submit a quotation.

**McCaskey Systems  
LIMITED  
Toronto, Canada**

## POSITION WANTED

**MR. CLERK, YOU WANT TO BETTER**  
yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

**HAVE YOU KNOWLEDGE ALONG SOME**  
special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

## HELP WANTED

**YOU NEED THE KIND OF HELP THAT**  
is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

**A CLERK NEEDS A GOOD POSITION WITH**  
good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

## GOODS FOR SALE

**ARE YOU OVERSTOCKED IN SOME LINES**  
which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

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

## FIXTURES FOR SALE

**YOU MAY BE ENLARGING YOUR STORE**  
and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.



# Buyers' Guide

Try **MANN & CO.** for  
**FANCY POULTRY**  
 Roasting Chickens, Boiling Chickens  
 Ducks, Geese, Turkeys.  
**C. A. MANN & CO.**  
 78 KING ST. LONDON, ONT.

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.  
**THE SARNIA BARREL WORKS, SARNIA, ONT.**

## 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

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

60-62 JARVIS ST.

**TORONTO SALT WORKS**

GEO. J. CLIFF

## KLIM

SPELL IT BACKWARD  
 PURE SEPARATED MILK IN  
 POWDER FORM

FOR ALL COOKING WHERE MILK IS NEEDED  
**CANADIAN MILK PRODUCTS, LIMITED**  
 TORONTO

## Hand Over Your Bad Accounts For us to Collect

No matter where your bad account may be in Canada or the "States," we will collect your account. You are relieved of the trouble and get your money back. Write for forms to-day.

No collection—no charge.

**The Nagle Mercantile Agency**  
 Westmount, Que. (Montreal)



WHEN IN NEED Write Us  
 J. F. & J. N. SOMERVILLE, 302 Sunnyside Avenue,  
 TORONTO, CANADA

**AKKEY'S KNIFE POLISH**

20102-57195

JOHN OAKY & SONS, LIMITED,  
 LONDON, ENGLAND.

AGENTS:

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

## LARGEST CANADIAN DEALER

**ADEL 760 WASTE PAPER**  
**E. PULLAN TORONTO**

30 DOZ. CASE FILLERS  
 ONE DOZ. CARTON FILLERS  
 4-INCH CUSHION FILLERS  
 CORRUGATED FLATS

**THE TRENT MFG. CO., LTD.**  
 TRENTON ONTARIO

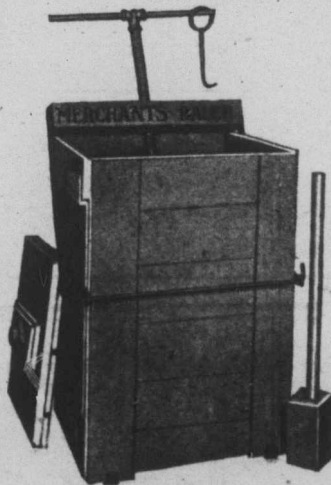
## SUCHARD'S COCOA

The Highest Quality  
 Most Reasonably Priced  
 "Quality" Cocoa.  
 On Sale Anywhere.

**FRANK L. BENEDICT & CO.**  
 Agents Montreal

## 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

"f.o.b. Toronto."

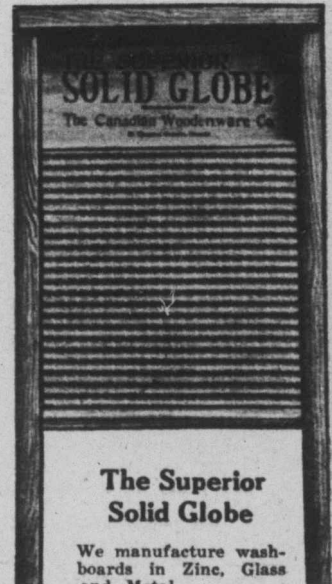
**Stephenson, Blake & Co.**  
 Manufacturers

60 Front St. West, - Toronto

A Lot of Women Prefer this Wash-board to all others

It is easy to sell because it is well-known, has given satisfaction for years, and is sold at an attractive price.

Nice profit for the dealer on each sale.



**Canadian Woodenware Co.**  
 ST. THOMAS ONTARIO

## Want Ads.

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

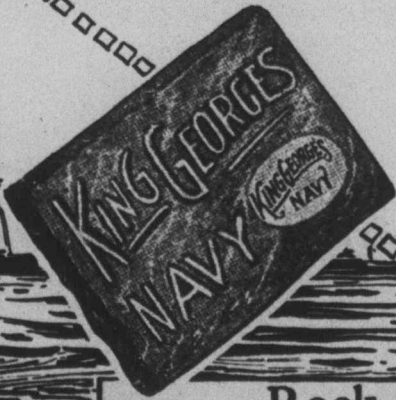
# KING GEORGE'S NAVY

CHEWING  
TOBACCO

Makes a neat showcase display

A few "plugs" of King George's Navy arranged in a corner of your show case will focus the attention of the men and bring you real tobacco profits.

Don't leave your share of this money trade to your competitor. Plan to get it now.



Rock City Tobacco Co., Ltd.

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 Depôts 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.

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## Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy  
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY  
MONTREAL



# APPLEFORD'S SANI-WRAPPERS

## Increase Sales

To use Appleford's Sani-Wrappers is good, but it is not enough. You should take advantage of that fact to increase your sales.

You should call your customers' attention to it. Show them that you are up-to-the-minute, and that you consider their interests.



Do not be a modest, shrinking violet. Violets are all right in the woods where they belong, but in the fierce heat of competition you should be a sunflower.

Advertise your good service.

We will supply you with show cards. They will attract the attention of your customers and tell them that you use Sani-Wrappers to keep meat, butter, bread and vegetables fresh, wholesome, appetizing and clean.

*Write to-day for a Sample Package of Sani-Wrappers*

**Appleford Counter Check Book Company, Ltd.**  
HAMILTON, CANADA

OFFICES AND WAREHOUSES AT TORONTO, MONTREAL WINNIPEG AND VANCOUVER