

**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, MAY 25th, 1917

No. 21



A ready-seller for your Summer displays

Housewives know by experience that the name PURE GOLD is a rock-fast guarantee of superior quality. The increasing demand for

Pure Gold Extracts

is the grocer's best assurance that in stocking this delightful brand he is paving the way to big sales and better customer satisfaction.

Get your share of the Summer trade by displaying Pure Gold extracts.

Pure Gold Manufacturing Co., Limited

Toronto

Winnipeg

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

*It Is Profitable
And Always Seasonable*

—Display It Properly—

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

Order from your jobber—keep your shelves well stocked with



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



FREE WITH DEALS No. 61-62

Display Deal No. 61.

7½ Doz., 4 Oz. O-Cedar Polish... \$22.50
3 Doz., 12 Oz. O-Cedar Polish... 18.00
1 Only, Counter Display Stand... Free

\$40.50

Display Deal No. 62.

2½ Doz., 4 Oz. O-Cedar Polish... \$ 7.50
5½ Doz., 12 Oz. O-Cedar Polish... 33.00
1 Only, Counter Display Stand... Free

\$40.50

(Subject to usual discount)

**PROHIBITION
BY THE BRITISH GOVERNMENT**

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

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

Cable Address: CHECKMATE, LONDON

BORDEN'S

An ideal line for Summer displays

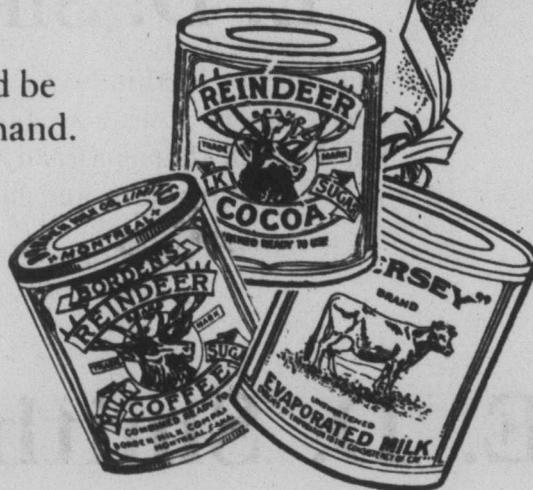
Make the coming summer months a period of big, successful selling by keeping a stock of **BORDEN MILK PRODUCTS** well to the front.

These delicious Canadian-made products are just the right thing for camper, picnicker or summer cottager. All manner of outing folk like Borden's because of the little trouble involved in their preparation.

You'll like Borden selling value right from the very first. And the customer-satisfaction they create will react favorably on other lines you handle.

Order your stock now and be ready for the summer demand.

Don't hesitate to recommend Borden's to every customer, even the most particular.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

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



Go after bigger profits this Summer

Turn the hot weather demand for good, wholesome thirst quenchers to good account by stocking and displaying a supply of

E. D. Smith Grape Juice

The quality of this line will swing big extra profits to every dealer and make repeat selling certain. A window or counter display will tap the big demand that is already created, a first taste of its rich Concord Flavor will win immediate and lasting approval.

Why leave all this profitable business to your competitor? Stock up now and be prepared to get your share.

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal, Quebec, East Ontario and Eastern Maritime Provinces; Donald H. Bain Co., Calgary, Alta., 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.

Every customer will appreciate this big value



The best cleanser on the market—a big full weight can—unrivalled for cleaning, scouring and polishing, 10 cents worth for 5 cents—isn't that an attractive selling proposition?

And that is not all. As an added attraction we offer *handsome premiums for Babbitt trade-marks*, an idea that's calculated to keep stocks moving briskly.

Try Babbitt's. You'll like its selling value from the start.

Agents: WM. H. DUNN, Limited, Montreal; DUNN-HORTOP, Limited, Toronto

Sell Our Pottery

The demand is good and the profits big



Churns with Stone Covers

(Dashers included)

	Per dozen
2 gallon	\$ 5.76
3 gallon	7.20
4 gallon	8.64
5 gallon	10.00
6 gallon	11.50
8 gallon	18.00
10 gallon	22.00
12 gallon	24.00

Cheaper and more sanitary than Wooden Churns.

Every Grocer and General Merchant will find a stock of our pottery unusually popular and satisfactory to customer. Our line includes such useful and necessary utensils as **Fruit Jars, Mixing Bowls, Butter Jars, Syrup Jugs, Churns, Meat Jars, etc.**

Note prices on two lines illustrated. We give special rates on crate lots. Write for illustrated price list to



Bean Pots with Stone Covers

	Per 100
1/4 gallon	\$14.00
1/2 gallon	17.00
3/4 gallon	20.00
1 gallon	22.00
1 1/2 gallon	25.00
2 gallon	38.00

Delicious Baked Beans are cooked only in stone jars.

The Toronto Pottery Co., Ltd.

617-8 Dominion Bank Building

King and Yonge Streets

TORONTO

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

Keep this for Reference

When you are asked about the quality of PURITY FLOUR, remember

PURITY FLOUR

is milled from the world's highest grade wheat. It is milled by the most modern and exacting process. Every bag and barrel is guaranteed.

You can safely recommend it for bread—pies—cake—biscuits—for all home baking.

Your customers will be delighted with PURITY'S QUALITY.

Western Canada Flour Mills Co., Limited

Toronto Winnipeg Calgary Goderich Montreal St. John



**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

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

Perfection Computing Cheese Cutter

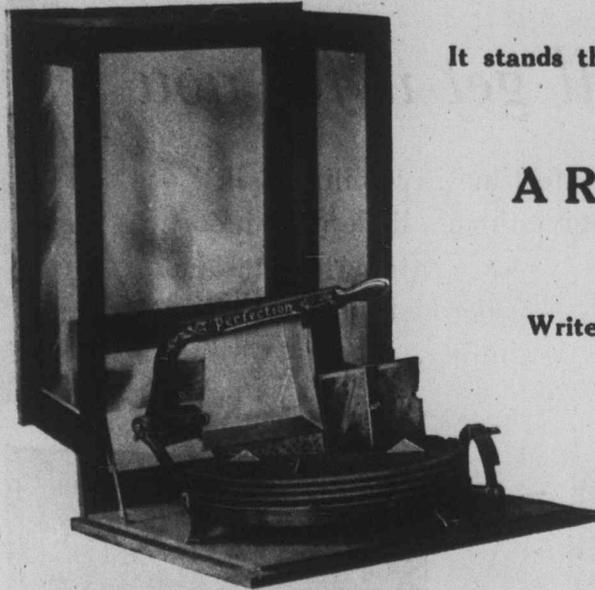
(IT IS ALL MADE IN CANADA)

It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.



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

A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

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

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

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

The Old Way

The BOWSER Way

Clean Up the Oil Room

The Bowser Oil and Gasoline Storage System will clean up your oil room and keep it clean. No more waste, oil-soaked floors and damage to stock.

Ends the "Fire Risk." Write for booklet to-day.

S. F. BOWSER & CO., Inc.

Sales Offices in All Centers Ft. Wayne, Ind. Representatives Everywhere

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

Go after the "loose-change" business

These four will get it for you

And you won't need to waste time in "selling talk"—they'll sell on sight if you give them a little prominence on your counter. For the boxes are catchy looking and the quality of the goods will make lasting friendships for you right from the very beginning.



Minteess

A grand peppermint confection liked by everybody—young and old. Wrapped in tin foil, 20 5c rolls in display box.

Cinteess

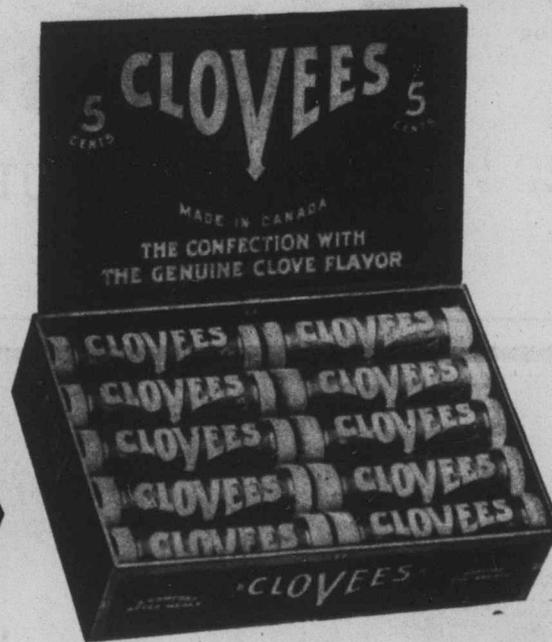
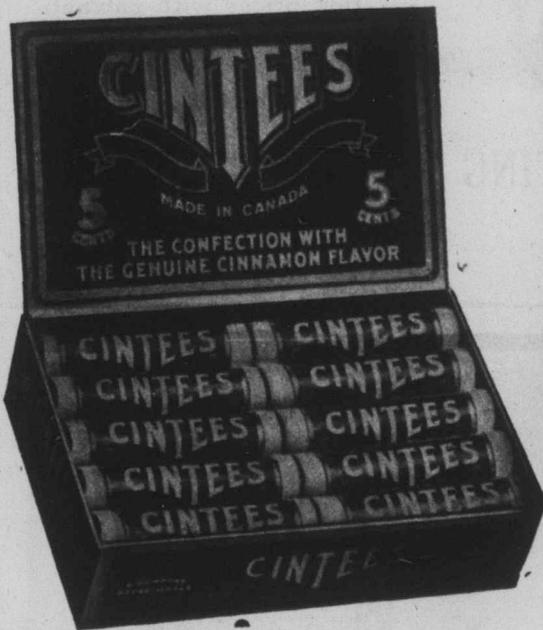
Has genuine cinnamon flavor. Good for young and old at any time. 20 rolls to box. Each roll wrapped in tin foil.

Cloveess

Delicious clove flavor. A favorite with children and grown ups. Box contains 20 tin-foiled rolls.

Winteess

A favorite wintergreen confection. Wholesome and good for all. Wrapped in tin foil. Sells on sight.



Think of the numbers of people coming into your store all day and every day, who will readily spend 5 cents for a package of **MINTEESS, CINTEESS, CLOVEESS,** and **WINTEESS**—and you'll make **50% PROFIT ON EVERY SALE.** And every sale a repeat!

Ask your jobber to ship you a few boxes of each. Get them displayed and mark how well they sell. Then count the profits and ask yourself if you shouldn't feature these four leaders constantly.

O-Pee-Chee Gum Co.
Limited
LONDON CANADA

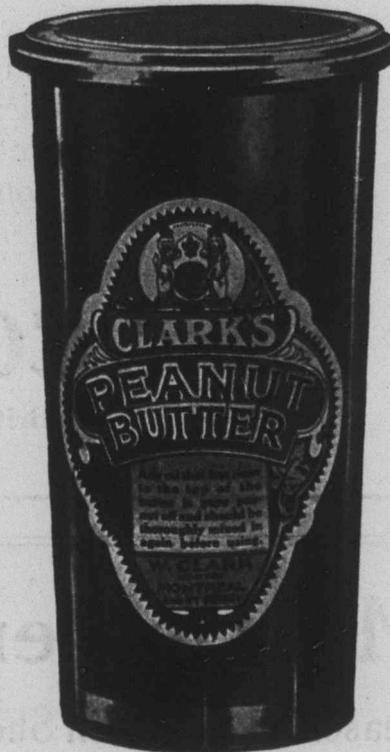


If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S PEANUT BUTTER

In Glass Sizes
¼s ½s

The "Clark"
name will
ensure your
sales.



In Bulk
5 lb. 12 lb.
24 lb. 50 lb.
Pails

The "Clark"
quality will
increase your
business.

TELL YOUR CUSTOMERS

that "Clark's" Peanut Butter is not only
a luxury and a delicacy.

IT IS A HIGH CLASS FOOD.

W. CLARK LTD.

MONTREAL

A delicious, easily prepared summer dessert for every customer



There's a purity and a delicate flavor about "Cox's" *Instant Powdered Gelatine* that makes it the favorite summer dessert in thousands of Canadian homes.

Make this summer an unusually profitable season by stocking Cox's Instant Gelatine. Every sale will leave you a neat profit and win you still more customer-confidence and appreciation. Order your supply now.

COX'S

British Made

Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



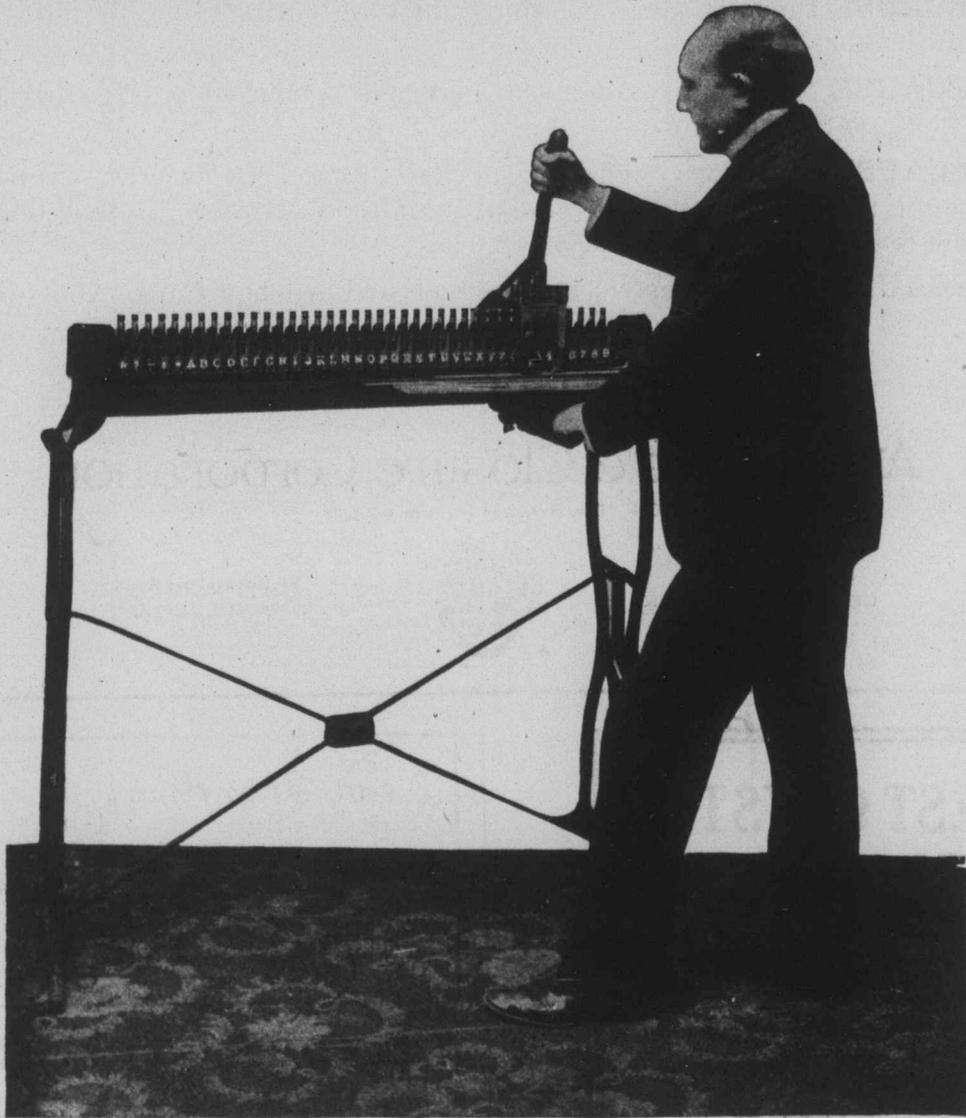
- "SHUCLEAN." White kid and white leather cleaner.
- "ALBO." White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).
- "CAHILL'S" French Bronze Dressing. Bronzes any color shoe.
- "BOSTONIAN CREAMS." Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.
- "GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- "QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog

or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

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

Cut your own stencils on a Bradley Stencil Machine



Saves time, labor and money.

Cuts a stencil in less than a minute.

Prevents delays while waiting for metal stencils which are ordered.

Prevents loss of shipments through illegible addressing.

Will please your customers and add to your reputation as an up-to-date and progressive business house.

Hundreds of large shippers are now using and will recommend it.

The Hamilton Stamp and Stencil Works, Limited

HAMILTON and TORONTO

Agents for the Dominion of Canada

Descriptive circulars on application.

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

Why You Should Seal Your Product With Anchor Caps

BECAUSE they are air and liquid tight, eliminating mold, contamination, leakers, etc.

BECAUSE of our unequalled sealing machinery, the breakage on jars in your plant is cut to zero.

BECAUSE of our very efficient service department your machinery is kept in perfect condition and up-to-date at all times, so that there is no delay from breakdowns.

BECAUSE of their perfect mechanical seal Anchor Caps cannot be knocked off in packing or during shipment.

Communicate with us for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Dovercourt Road
TORONTO, ONTARIO

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

*Dear Grandma,
We had Jello
for supper and it was so good
and mama says it is good for
us too.*

Expert Testimony!

Millions of kiddies in this great land might write the same thing to-night—and no better evidence of the real worth and popularity of Jell-O could be asked. For back of these kiddies who "just love" Jell-O are millions of mothers who are constantly seeking what is best for their children, and back of these mothers stand the most famous cooks and diet scientists in the nation.

They Know Jell-O is Pure and Good

And every woman who has to keep her home running right knows what a blessing it is to have at hand a PERFECT DESSERT—not only for the children—but for every sort of company and occasion, from the simplest to the most formal.

Jell-O is put up in seven pure flavors: Raspberry, Strawberry, Lemon, Chocolate, Orange, Peach, and Cherry.

The flavors are pure fruit flavors, and the full strength of the flavors is preserved by the air-tight waxed paper "Safety Bags" enclosing Jell-O inside the cartons.

In all the world is no dime's worth like a package of Jell-O.

The Genesee Pure Food Company of Canada, Limited

Bridgeburg, Ont.

MADE IN CANADA

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

For Manufacturers

Your attention is drawn to the fact that we are First-Hand Importers and can save you money on lines like

Dry Whole Egg

Egg Albumen

Egg White

Essential and Fruit Oils

Fruit Pulps

We have a shipment of Seville Orange Pulp just due to arrive.

Gelatines

Ground, Sheet and Japanese.

Acomine and Maroko

Pure Cocoanut Products for Biscuit Makers.

Acomo

For Candy Manufacturers.

For Further Particulars Write

W. G. PATRICK & CO., LIMITED

Direct Importers

TORONTO

MONTREAL

WINNIPEG

NEW YORK

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

JAPAN TEA



PICKING TEA

Japan Tea, the social liquor of the Flowery Kingdom, should always be found where gather those to whom the luxuries of life are necessities. Grown, cured and packed under the control of the Japan Tea Growers' Association, Japan Tea, natural and pure, possesses strength, flavor and aroma not found in other teas.

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

The constantly increasing demand for Japan Tea is due to Undoubted Superiority well advertised.

Every sale means a satisfied customer and sales are many and often because Japan Tea has the quality that brings the housewife back.

Get bigger tea profits coming your way by connecting up with Japan Tea—the delicious full-flavored product of Sunny Japan. You'll like its selling value. Ask your wholesaler.

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

The New Breakfast Food



**Dutch
Tea
Rusks**

They are appetizing, wholesome, and nutritious, containing eggs and milk. Quickly prepared, and easily assimilated.

Packages are attractively labelled, and lend themselves to displays, both for store interior and the window.

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

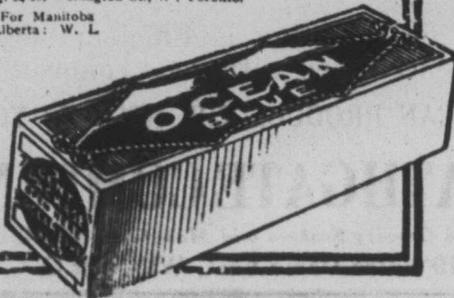
Agents for Canada

**OCEAN
BLUE**

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.
The Gray Building, 24-26, Wellington St., W. Toronto.
Western Agents: For Manitoba
Sassatchewan & Alberta: W. L.
Mackenzie & Co.
Ltd., Winnipeg,
Regina, Saskatoon,
Calgary & Edmonton.
For British Col.
and Yukon
Creeden & Avery
Rooms 5 and 6,
Jones Block 407,
Hastings Street,
West, Vancouver.



BIG REWARDS

FROM

New Sales — New Custom

Grocery store management has changed. But common-sense never will in a million years.

**The Live
Grocer's
"Gold Mine"**

of extra profits, from small space now going to waste, is a Butter-Kist Pop Corn Machine.

Automatic. Runs itself. No time wasted. No extra clerk. Takes only 26 x 32 inches of floor or window space. Beautifully built — lifetime construction — visible action.

Makes 70c Net Profits on \$1

Stop a moment. Figure to cut out the dead stock, unnecessary "brands" that crowd your shelves. It isn't "extra" stock that makes your extra profits. It's new sales, new customers, new purchases that make your store more popular, like selling

**\$600
to
\$3120
Extra
Profits
Yearly**



BUTTER-KIST

POP CORN — TOASTY FLAVOR

Thousands of leading grocers are now making \$600 to \$3120 extra net cash profits yearly this way. Adds plus to your business. Takes nothing away. We send you the proofs.

**No City Too Large, No Hamlet Too Small
— No Matter Where Your Store Is**

Crowds come from all directions to buy delicious Butter-Kist Pop Corn — crackling, white and toasty-flavored. Made only by the famous Butter-Kist Machine.

**Easy to Pay Us From
Your Profits**

A small cash payment starts the Butter-Kist Pop Corn Machines bringing in a tide of nickels, dimes and quarters. Balance soon paid out of Butter-Kist sales.

"America's New Industries" Free

Our valuable book gives full details, photos and proof of profits. Sent free to any Grocer. Mail your address on the coupon, or write to-day, without fail.

HOLCOMB & HOKE MFG. CO.

629-643 Van Buren Street
Indianapolis, Ind.



This Brings Profit Book FREE

HOLCOMB & HOKE MFG. COMPANY,
629-643 Van Buren Street, Indianapolis, Ind.

Without obligation, send your profit-making book, free, postpaid — "AMERICA'S NEW INDUSTRIES."

Name

Business

Address

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.

MANITOBA
SASKATCHEWAN

*Wholesale Grocery Commission
Brokers*

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

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

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

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 or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

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.

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

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

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

509 Merchants Bank, Winnipeg

We have several good accounts, but can give you results on yours.

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. 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 with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

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.

ONTARIO

POTATOES

in
GOOD DEMAND

What have you to offer?
Get in touch with us at once.

WHITE & McCART, LIMITED
Fruit Brokers and Distributors
TORONTO ONTARIO
Phone Main 2319
Reference: Dominion Bank, Toronto, Ont.

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

ESTABLISHED 1849
BRADSTREET'S

Offices Throughout the Civilized World
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Hallifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
	Victoria, B.C.

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

Thomas C. Irving, General Manager
Western Canada
TORONTO

W. H. Millman & Sons
TORONTO
Wholesale Grocery Brokers

We have some California Raisins that we can offer at slightly lower price than can be imported.

One Inch Space
\$1.00 Per Issue
on Yearly Order.

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

The HARRY HORNE CO.
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.)

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.

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

Hamblin-Brereton Co., Limited
Wholesale Grocery and Confectionery Brokers
TORONTO WINNIPEG CALGARY

DRIED AND EVAPORATED APPLES.

Apple Waste and Chops, Specialties.
H. W. Ackerman
BELLEVILLE ONTARIO

COVERING PORCUPINE DISTRICT
Agent with headquarters in Timmins, calling on mines and retail trade, wants number of other lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont

This Space is Yours
For \$2
On Yearly Order

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

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

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.

QUEBEC.

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

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

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

G. Gagne Grocery Broker and Manufacturers' Agent
We have a connection in Quebec City and throughout the province.
111 Mountain Hill Quebec City

Kindly mention this paper when writing to advertisers.

ACME BOX STRAPPING



Strong and will protect your shipments against theft.
Can ship promptly all kinds of box strapping.

Acme Steel Goods Co. of Canada, Limited
MONTREAL

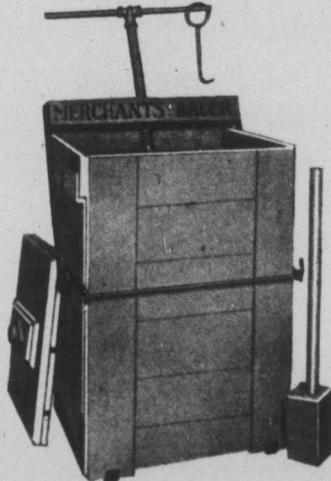
Let Us Collect Your Accounts
that have been standing for some time. You cannot afford to throw this money away without giving us a chance to redeem it. We make

Absolutely No Charge
if we do not collect the money.
7 years in business.
Send for forms to-day.



The Nagle Mercantile Agency
Westmount, Que. (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

INDEPENDENT BRAND COUNTER SALES BOOKS



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

Make your genuine but strictly temperance

Lager Beer
at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario

Kindly mention this paper when writing the advertiser.

N. C. R.

—A system that makes money by saving money

6—By saving labor for you in bookkeeping

The new National Cash Registers will give you a complete summary of every day's business. They save many hours of costly labor spent in bookkeeping.

They record each transaction made during any one day by consecutive number.

They tell you the nature of the transaction, the initial of the clerk concerned, and the amount of money handled.

They tell you at any moment the amount of cash you should have on hand and the amount of credit you have allowed.

They will record all money received on account as well as money paid out.

At the same time they furnish the customer with a receipt or sales-slip covering the transaction and you with a duplicate record.

They do all these things automatically—without occupying more than a second of your clerk's time.

They do all these things with machine-like accuracy. They are not human and so they cannot make mistakes.

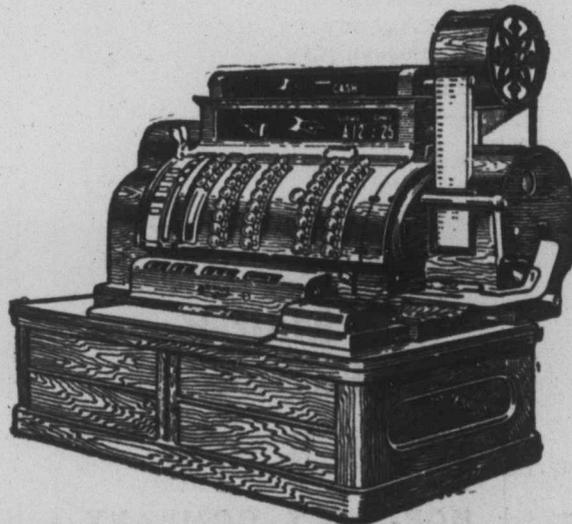
Thus they reduce bookkeeping to its simplest possible form.

Now is the ideal time to install one of our machines, which, as an incidental part of its service, will save you the cost of labor and time spent in bookkeeping.

Write us to-day—we will gladly give you full information.

The National Cash Register Co.
of Canada, Limited

Christie Street - - - Toronto, Ontario



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



**SELL
PRESNAIL'S
PATHFINDER CIGARS**

HIGH TEA PRICES

This should be a favorable opportunity
to increase your **COFFEE Trade.**

☛ We are carrying a large stock of fine CUP
QUALITY COFFEES.

☛ Present market prices are low.

☛ Make your contract now.

We guarantee Satisfaction

OR RETURN AT OUR EXPENSE

*Tea
Importers*

KEARNEY BROS., Limited
33 St. Peter Street - Montreal

*Coffee
Roasters*

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

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

Automatic-Made Round and Square Cans for
Meat, Fruit, Syrup, Paint and Varnish, Etc.

LEAD AND PUTTY IRONS

734 to 740 Mullins Street, - Montreal, Canada

Telephones: Victoria 367—Office

Victoria 366—Shipping



GOLD DUST A STEADY SELLER



You don't have to argue for Gold Dust.

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

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



THE N. K. FAIRBANK COMPANY

LIMITED
MONTREAL

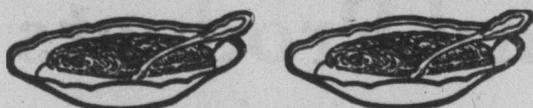


“Let the GOLD DUST TWINS do your work.”

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



The **FUTURE** of your tea business depends on the tea you make your leader. Are you playing a game of chance with "cheap" tea? or are you making sure of a permanent future business by selling the old, reliable "Red Rose Tea?"



**High Food Value
Low Cost**

Our advertising is making it still easier for you to sell Shredded Wheat, because we are telling people about its low price and high food value, and urging them to eat it more frequently instead of depending so much on eggs and meat.

Food prices in general are so high that this advertising is bound to increase your sales of

Shredded Wheat

especially if you co-operate with us by talking to your customers about it.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"Made in Canada"

The Canadian Shredded Wheat Co., Limited
Niagara Falls, Ont.
Toronto Office: 49 Wellington Street East 907.

**The Only Patented Refrigerator In
existence with warm air flues across ceiling of
cooling room**



and connected with warm air flues around walls. Get the benefit of our 30 years' experience and write us for catalogue. Pat. 1900, 1910, 1914.

REPRESENTATIVES: —
Wolf, Sayer & Heller, 76 St. Paul St. E., Montreal, P.Q.;
Jaines Lonergan, Charlotte-
town, P.E.I.; W. McAllister,
98 Bank St., Ottawa, Ont.;
W. Woods & Co., Winnipeg,
Man., and Hamilton, Ont.;
Ed. Dore, 35 Caroline N.,
Hamilton; W. J. Armstrong,
14 Euclid Ave., London,
Ont., etc., etc.

Eureka Refrigerator Company
LIMITED

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St.
TORONTO, ONTARIO

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



There are no better Infants' Foods in the world than

**Robinson's
"Patent" Groats**

and

**Robinson's
"Patent" Barley**

Hence the sales of these two lines are always good, and ever-growing.

You'll acknowledge their unusual selling value after a trial. Get in line with those other quality grocers who sell them right along.

Magor, Son and Co., Limited

30 Church Street, Toronto

191 St. Paul Street W., Montreal

AGENTS FOR THE DOMINION OF CANADA



These Bird Products will bring new customers

Now sold in 5c packets, as well as the regular 15c size. Bird's Custard Powder is also sold in an attractive lithographed tin, at 35c, which makes a very handsome package.

Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.



Bird's Egg Powder is the original egg substitute. There are many worthless imitations. Give your customers the best. This package sells for 20c.

Bird's Puddena, like Bird's Spongie, is comparatively new in the Canadian market. Before long you will consider it a staple, for it finds instant favor.



Bird's Lemonade differs greatly from the many so-called "Lemonades" on the market. The powder is the extract of pure lemons and is packed in glass jars, beneath the lithographed carton. Nothing to deteriorate or become rancid, no tin to corrode through coming in contact with acids. A pure, wholesome merchandise you will be glad to sell.



MADE BY
ALFRED BIRD & SON
Birmingham, Eng.

Sales Agents for Canada:
Harold F. Ritchie & Co.
10 McCaul Street
TORONTO

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, MAY 25, 1917

No. 21

Tin Cans Two Per Second

Marvels of the Machinery That Makes Air-tight Shining Metal Food Containers by the Million, Converting Thin Tinned Steel Into Every Variety of Tin Can Ceaselessly at the Rate of 9,000 an Hour.

Impressions of a visit to the A. R. Whittall Can Factory, Montreal.

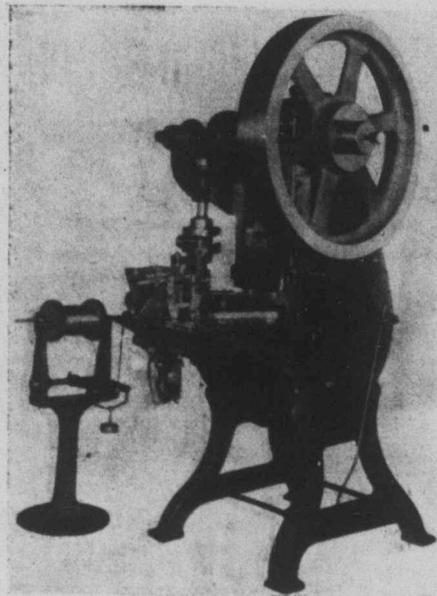
THOUGH grown so familiar to the consumer of its contents, and to the grocery trade of the civilized world that it had come to be looked upon as of less interest than the shell of a nut or the skin of a banana, the tin can of commerce has this year begun to assert itself as something of value, and more, something so economically important that the world demands its presence daily and hourly, and cannot do without it by any means. Yesterday you may have tossed an empty tin can upon the rubbish pile; to-day, take it up with care and look at it. It may seem to you a simple sort of thing, just an ordinary tin can, probably a bit bashed about by this time, but have you ever thought how it was made? The manufacture of the most ordinary tin can is a marvel of mechanical precision. In the array of canned goods on the shelves of any grocery store there is represented the result of constructive skill adapted most accurately to commercial needs. Clumsily (as a rule) the can opener of the consumer takes tediously half a minute or more only to destroy that which a whole battery of beautifully adjusted machines built up accurately to within the thousandth part of an inch at the rate of 9,000 per hour (or one hundred and fifty per minute, or nearly three per second).

Ten Essential Processes

Ten essential processes at least go to the making of a tin can before ever the packer can accept it to be filled with the food the consumer eventually obtains from it. So swiftly can each one of these processes be accomplished by modern machinery that to see a tin can in the making is impossible for the untrained layman. The visitor to a modern tin can factory must accept with his eyes the vision of hundreds and hundreds of tin cans growing like magic out of the flattest of metal plates, and pursuing each other along inexorable belt conveyors and through yet more relentless machines in endless procession. Day and night tin cans have been doing so since ever the Great War began. Before the war they may not have moved just quite so continuously. Now they are moving so

fast that it looks as if they are to outstrip the manufacture of tin-plate from which they are made.

For the layman it is impossible to watch one particular tin can in the making, but by seeing a few hundred in the various stages of their manufacture anyone can very soon see something of the wonder-working which curves and compresses a perfectly flat sheet of thin steel plate variously so that after a very few seconds it forms a receptacle which



The power press that stamps out tops and bottoms of cans at a miraculously speedy rate.

is perfectly neat, strong, and air-tight to stand the test of seventeen pounds per square inch. Tin cans made at the rate of nine thousand an hour may seem a little fast on first acquaintance, but there mustn't be anything loose about them, and there mustn't be anything crooked about them. In their trip from start to finish they are bound to get tight, but like good business men they must be able to keep what is later on entrusted to them secret and sealed till it is required. At the first sign of a leak in a tin can that can is "canned." There's

a machine specially devised for doing that particular duty.

That interesting machine, however, is one of the very last in the busy array through whose iron clutches the endless army of tin cans pass. The first machine of all is an apparently simple one, but a fearfully accurate fellow. In fact, if his teeth fail by so minute a fraction as the one-thousandth part of an inch, he may waste the work of every other machine between him and the mighty autocrat whose duty is the testing of the completed cans, the one that "cans" the luckless leaky cans. Less than one per cent. of the thousands of tin cans made in a day fail to meet the test. As a rule, but one can in a hundred may perhaps need a little extra attention to correct a tiny leak. The first machine, delicately adjusted, but tremendously strong, does its work efficiently. The others follow suit. They play (or rather work) into each other's hands. They "shepherd" those tin cans along incessantly, and actually seem more alive than the human watchers of the work and controllers of their accuracy.

What is Tin Plate?

From the basement of the big factory comes the tin-plate. It should more properly be written "tinned-plate," but the human tongue has its limitations, and "tin-plate" has the floor. Tin-plate is thin sheet steel—steel of the very finest and strongest to stand bending and stamping of a very strenuous and violent nature. The principal part of the material is steel; the tin is only a fine, pure metal coating over the steel; but the containers produced from these sheets are "tin" cans all the same. Tin-plate is costly. Before the war you could buy it at about three dollars or so "base." To-day for the same small box of it you must pay ten dollars, and maybe by the time this reaches print, rather more. This is why tin cans are getting to be mighty important in the matter of the cost of living. Steel mills can hardly roll plates fast enough to meet the demand for them, and the loss of a ship-load of tin by submarine would be felt quite seriously. But to proceed with the making of our tin can: Up comes a box of tin-plate from the basement of the factory,

and in a shining pile the plates come to machine No. 1, called a "slitter." It is the duty of this machine to take each plate and slit it to the exact size required for the body of the kind of can to be made. For an ordinary pork and bean can of the tall variety the machine slits (or cuts) accurately the sheets of metal. Any two plates thus cut must be so accurate that laid one on top of the other as they come from the machine, or reversed, they must not vary by as much as a hair's breadth, or one-thousandth part of an inch.

How the Can Is Made

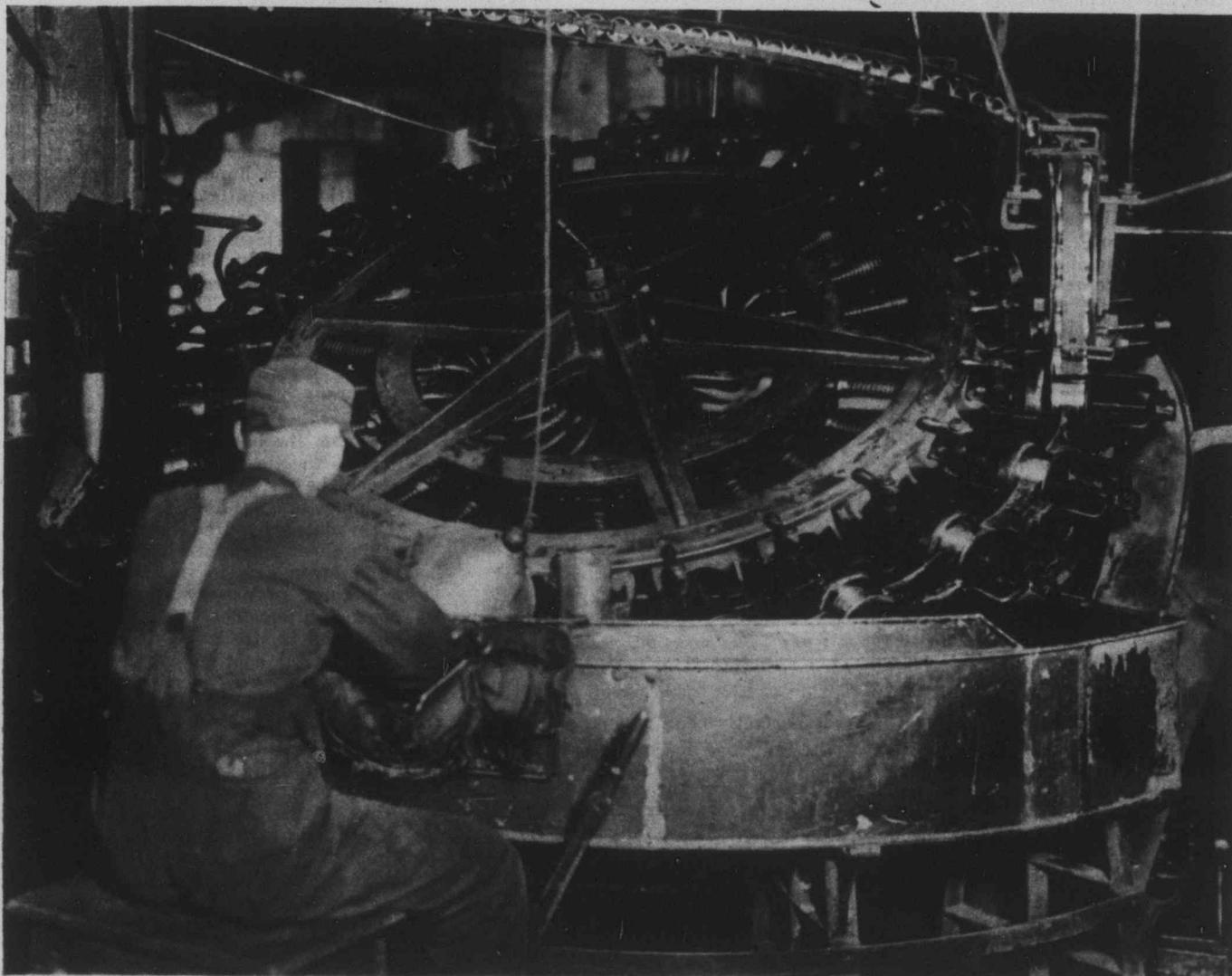
This done, the newly cut plates are piled in an automatic hopper from which they are fed at a great speed into machine No. 2, called the "Locker"—not to be confused with Davy Jones' Locker, which has absorbed too many tin cans, and not empty ones, of late. The locker at one swift process, curves the metal plate into the body of the can, a simple cylinder of tin plate, and solders the side seam—that thick place where the can-opener sticks when wifie has to get you to help her open the beans. The soldering is done as the metal cylinder passes swiftly along through a gas-heat-

ed section of the machine after the bending has been done. Meanwhile two other important but independent machines called power presses have been stamping out of smaller sheets of tin-plate the tops and bottoms for the cans. These tops and bottoms, accurate to size, are fed at a furious speed into the next machine called the "Header," which comes into play the instant the can body leaves the locker, and fits on tops and bottoms a million times faster than any consumer can ever get them off again. From the header to the crimper is the next swift stage, the crimper making sure of the firmness of tops and bottoms of the cans, though the tops and bottoms have still to be soldered. It is the floater that looks after this little matter. The floater is fitted with a solder bath and dips the advancing cans rapidly into this, first one end and then the other, so that the tops and bottoms are firmly affixed and rendered air tight. It should be remembered here that the top of a modern bean can has an aperture left through which the eatables are to be inserted in completed can. the final closing and sealing up being left to the packer, of course. While passing through the processes of the floater the cans are wiped free of

any superfluous solder, and cooled on the belt conveyor as they hurry onwards towards the all-important tester.

A Machine That Is Almost Human

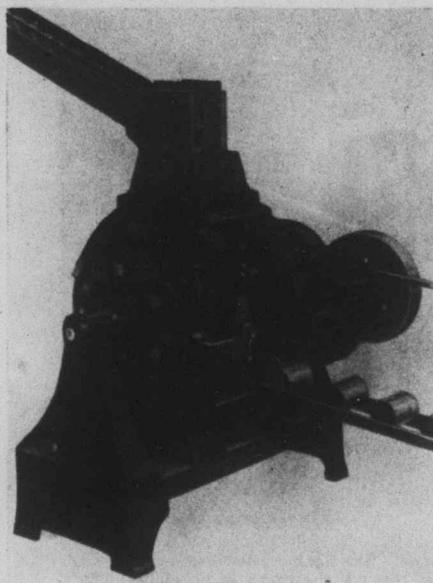
The tester is a picturesque machine, the most impressive perhaps in all the factory. It consists of a huge wheel inclined at an easy angle, and revolving relentlessly so that its great spokes or radial arms pass a given point at the rate of 9,000 an hour. On each spoke or arm, at the end nearest the circumference of the huge wheel, there is a completed can just as it has left the cooling conveyor from the floater. The cans arriving upon this great wheel are caught and firmly clutched while into each can is forced air at a pressure of seventeen pounds per square inch. As the wheel turns it plunges each can under water at one point in the steady progress of its revolutions. Just above this point is applied the indispensable human factor in the making of tin cans, a process which except for the presence of the machine minders, has seemed up till now almost a matter of machinery acting as if superior to human intervention. The testing of the finished tin is done by the human eye. A man sits like a kingfisher



"The Tester," the almost human machine that examines 9,000 cans an hour. In the foreground is the only man associated with this machine. He is alone the judge of the merits or demerits of each can as the evidence is presented by the machine.

above the pool into which the revolving circle of completed cans is continually plunged. His eyes is more alert than even the eye of the kingfisher. His patience is even more remarkable. During a ten-hour day he eyes those passing cans as they dip into the water still holding within them that pressure of air. If there is ever so tiny a leak, ever so slight a defect in the manufacture, air-bubbles will betray it. It is for air bubbles that the steady trained eyes of the tester-man watch, and if they appear he has but to touch a lever when the faulty can will be tossed aside to be examined later, and if possible repaired so as to stand all tests. Nine thousand cans an hour revolve under his gaze and not once in a minutes does he need to touch his lever and send a can into the penitentiary for leaky cans. The cans that are good and tight and happy in the perfection of their manufacture whirl round their giddy course, and drop off into a conveyor which takes them dripping from the water plunge away to the drier, where they remain just long enough to get nicely dried, and then proceed completed to the packing room in the basement and so to the railroad car awaiting them on the siding. Coincidentally with their manufacture, a stamping machine with a wire solder feed, has been assiduously making disc lids to fit the aperture left in the top of each completed can. These are sent with the cans to the packers, and affixed after the contents have been placed in the cans. Then the hermetical sealing is done as everyone knows, and the cans do their duty till they come to be opened, their contents consumed, and they themselves tossed on the rubbish heap. This describes the soldered cylindrical can in process of manufacture.

The square, wedge-shaped bully beef



This single machine takes the can body and the heads and tails and puts them together a million times faster than any consumer can get them off again.

cans used for feeding the troops in France are made similarly, but don't roll along as the cylinder cans do. Larger quantities of these bully beef cans than even of shells have been made in Canada since August 4th, 1914. Literally millions of them have been turned out, and it's an actual fact that within a very few hours of Britain's declaration of war upon Germany, the machines you have just been reading of, were running continuously night and day to meet the call for bully beef contracts for the supply of the British Empire's mighty armies—these very same machines in Montreal, and they are running still,

steadily making the cans such as you see illustrated, bully beef cans of which our Canadian boys at the front have used so many that the roads to the trenches and around the camps have been positively paved with them.

The Cry Is "Still More Cans."

There is another can, an unsoldered can, called because of the absence of solder, "Sanitary." This can is made very much in the same way, only a machine called a "Flanger" takes the place of the Header, and a Double Seamer takes the place of the Floater, while there is a thin layer of rubber applied to the lid of the can, or a circle of paper to make the seam perfectly tight. This lid is left off until the can has been filled by the packer, and the packer affixes it firmly and in air-tight fashion with a machine exactly similar to the one used by the can manufacturer for affixing the bottom to the sanitary can. All manner of cans, large and small, food cans, meat cans, fruit cans, vegetable cans, etc., are made by adjustment of the various machines described and illustrated. Paint cans with handles and lids which can be pried up and replaced, are similarly manufactured, the lids being stamped out, and the handles affixed by special, but simple machine processes. Small tins to hold meat pastes, etc., are stamped out at one blow of a great press, and their covers made also to fit and capable of being affixed in air-tight manner by the packer. While you read this the machines are at work, endlessly rolling forth new cans for the coming season's pack of all kinds of foodstuffs that depend on crops now growing. And the cry is still, "More cans! More cans!" For there may not be enough cans this year to go round.

Death of the Kitchen Mixing-Bowl?

Impressions of the Modern Manufacture of Dainty Biscuit Varieties and Tempting Chocolate Confections—Phenomenal Development of Process Has Superseded the Kitchen Relic of Bygone Days.

Impressions of a visit to the McCormick Manufacturing Co., London, Ont.

A KNOWLEDGE of the manufacturing process of many articles of common necessity, both eatable and otherwise, is admittedly a field which ordinary people are glad enough to leave alone, as such apparently superfluous knowledge only adds much to the worries of life and often very little to our worldly possessions. There is, however, one process which we think we all understand—that is, how our tables are supplied with the dainties and even the more staple products of the modern biscuit manufacturing plant—but unless we who entertain this idea, have visited such a manufacturing plant, we should banish the delusion from our minds forever and ever, for old methods have been disposed of and the evolution in this branch of production has been as phenomenal

as that of any modern process of manufacture.

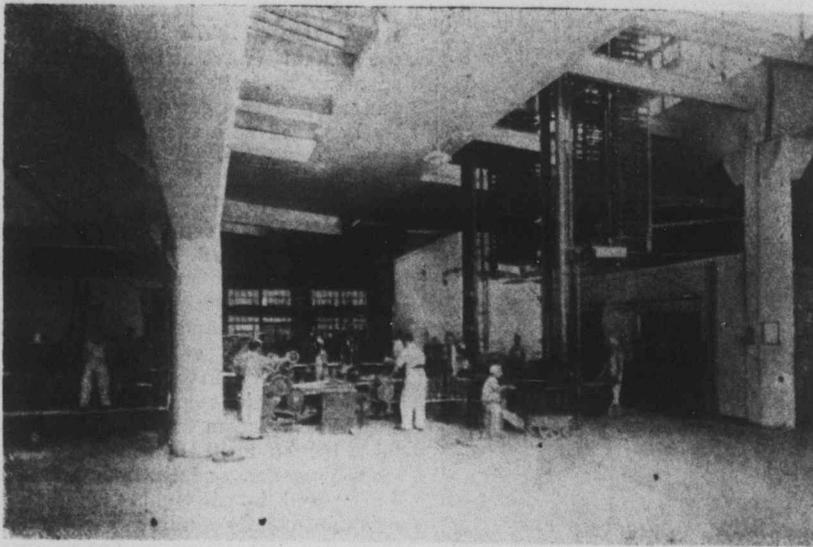
When we enter the modern grocery or confectionery store, and our eye is drawn to the neat rows of glass fronted boxes with their enticing displays of toothsome dainties, the demands of appetite overcome any desire to explore further their origin, and we are too content to let the unobtrusive little dainties keep their secrets to themselves.

Kitchen Bowl Has Gone

Many times in years gone by have we enjoyed the tasty products of the old mixing bowl, with which all of us have had more or less connection, but it remains to make a thorough exploration of all branches of the biscuit manufacturing process before being convinced

that the day of the kitchen relic has gone where all good things eventually go, and that the manufacturing of biscuits and confections has kept pace with the times and incidentally with our increasing pernickety appetites, as the manufacturer is wont to describe it.

The outstanding impression of a trip through the biscuit manufacturing section, is an ever increasing wonderment as to how the dainty finished product ever survives the noisome whirl of machine-handling which it has to face before its tastiness and delicacy is sufficiently developed to carry its appeal forth to all, from the child who cries for its grotesquely shaped baby biscuits to the small boy with his "jam biscuits," and on up to the most venerable. A trip through such a factory is, however, ac-



Section of the bakery, showing immense travelling ovens. The baking pans are on the screen-like structure in the upper right-hand corner. They pass through the ovens in an endless chain.

accompanied with almost a feeling of disappointment, for the destiny of the dainty product is alone in the clutches of the iron men, who, alike many humans, are loathe to divulge their secrets; and unless a minute examination is made, the intervening steps are easily missed, and frequent jumps in the process prove annoying.

Mixing the "Sponge."

Commencing with the initial operation of mixing the dough, or "sponge," as it is known, the first impression of the vastness of the demand of the ever hungry machines, is the continuous supply of flour which is fed to the great mixing bowls in quantities of about 500 bags a day. After mixing, the "sponge" is drawn off to great traveling tubs, and by means of an overhead track system, it is deposited in a room maintained at a regulated atmosphere of 80 degrees, for a period of twenty-four hours, necessary to make it rise. When this last operation has been completed, the "sponge" which has by this time risen over the top of the tub like the top of a huge loaf of bread, is hauled to the bakery or oven room, where a staff of white-coated and white-capped bakers stand ready to turn it into the next process. Here for the first time the "sponge" meets with its iron moulders, and commencing with a rolling operation, the real process is begun. The dough is here run between two great rollers which regulate its thickness, and it is then automatically turned to what ever stamping machines are in need of food. This operation is truly the "branching of the ways," for just what kind of biscuit a certain piece of dough is designed to be, depends on which of the stamping machines is in need of a supply.

Stamping Out Biscuit Shapes

With unrelenting force, the great iron moulds stamp out dozens of biscuits of all shapes and sizes "at one fell blow," and here is where their individual careers are begun. As they are stamped out, the forms are dropped to large trays and the remaining dough in the machine

is taken back through the roller to make part of another flat of "sponge." From the time the stamped moulds are passed on to the trays, they remain there throughout the remainder of the process and until they reach the packing rooms.

One of the most interesting features of the modern biscuit manufacture is in connection with the baking process. The large pans of biscuit moulds are subsequently attached to an endless chain and the mysterious trip through ovens is begun. By a process of rotation through twelve compartments each with a varying degree of heat, the biscuits are baked according to their respective requirements, and the negligible amount of waste from this source is ample testimony to the efficiency of the cooking operation.

Treating the Delicate Varieties

From the ovens, certain kinds of biscuits proceed direct to the packing rooms but many of the more delicate variety are turned into other channels for further treatment. Such varieties as the ordinary plain sweet biscuit are completed by mixing, stamping and baking pro-

cess, but with the layer biscuits and the toothsome variety which are combined with marshmallow, jams and coconut, considerable hand treatment is required. Some of the delicate combinations which appeal so strongly to our taste, are machine finished, e.g., the cream filled layer biscuit. With this variety a machine is used which automatically drops on one side of the biscuit just a sufficient amount of the cream to fill it nicely, while a little further on another arm produces the other biscuit part of the combination and presses it over the cream to the required depth in order to make an even spread. The finished product is then placed on trays in carriers and deposited in a cooling room. With the coconut and jelly covered varieties no machinery is used, the jelly substance, or marshmallow, being placed on the biscuit base by hand and subsequently dipped in a pan of shredded coconut, before being sent on to the cooling room like the other delicate varieties.

Packing by Machinery

Like all up-to-date manufacturing processes, the substitution of machinery for the labor of human hands, is found to be as fully developed in the making of biscuits and confectionery as in any other processes. This fact is most apparent when the packing room are reached. Far away from the heat of ovens, and quietly ensconced on the top floor of the factory, a large staff of girls, whose specialty seems to lie in the nimbleness of their fingers, stand alongside a trough containing the endless chain carrying its pans of biscuits direct from the ovens. The endless chain system resembles the net work of switches and crossings of a modern railway system, but seldom a mistake is made, and the wrong biscuits rarely are switched to any of the departments of the packing room. With lightning speed the biscuits are assembled by the girls in specified numbers from the pans, and just as quickly packed away in cartons and rushed to the stamping machines. The more delicate variety of sweet biscuits necessitates a little more care in



The familiar soda biscuit boxes being labelled by machines.

packing, but the larger part of the soda biscuits and plain varieties are packed by machines which are calculated to do the work of fourteen girls.

Just as rapidly as the biscuit cartons are filled, stamped and sealed, they are piled on small trucks and forwarded to the shipping department where consignments are crated ready for shipment to any part of the country.

Candy Manufacturing

Equally interesting, and very similar in character, is the process of manufacture of the dainty chocolate and other candy confections, and equally intricate machinery has to be brought into play in order that the capacity of 75,000 lbs. of candy per day, may be maintained. Commencing with the initial boiling process of the hard candy, and the hard centres for the chocolate confections, the wonders of manufacture are first indicated, for the "continuous cookers" can cook candy in six minutes, and have a capacity of 15,000 lbs. per day. When the boiling process has been completed, the great cauldrons are sent to the various departments for which they are designed. With the hard candy, the contents of the cauldrons are put through a machine which draws it out into lengths of regular thickness where it is powdered, chopped into small squares, and wrapped. These processes are all carried out on the one machine and the wrapped "kisses" are then sent to the packing room.

Machine and Hand-dipping

Like the case of the plain biscuits, the foregoing process only applies to the common varieties of wrapped candies which are turned out in great volume. But with the more expensive types of chocolates, considerable more care has to be taken, and a great deal more handling is required. Perhaps one of the departments which requires the greatest speed and accuracy is the chocolate dipping. Many tons of chocolates are dipped by machine process every day, but the more expensive varieties of chocolates are hand-dipped, and herein lies the explanation of the increased price of certain qualities. In the machine process, large pans of chocolate centres are run through and submerged for an instant in the chocolate liquid, and are later sent to cooling rooms to harden. In the hand-dipping department, chocolate centres, very similar in appearance to those described in the machine process, are dipped in similar chocolate liquid by girls, and it is a point of great interest to watch the simplicity of movement employed in finishing the fancy figures on the chocolates. For instance, the pretty curved designs which are commonly seen on the top of chocolates, are effected by reversing the hand after dipping the chocolate, and allowing a thin string of the chocolate to form the design before it is broken off by a slight twist of the finger. After the initial dipping process just described, the chocolates on small trays are sent to finishers, whose duty it is to paint with chocolate any



The department where enormous quantities of candies are daily wrapped.

bare spots left by imperfect dipping. When they have successfully passed the finishing tables, the chocolates are sent to cooling quarters for hardening.

Cooling Department is Concentration Point

One of the most interesting sections of the whole plant is this cooling department, which, as has been intimated, is the gathering place for all the toothsome dainties in both biscuits and candy confections. Here, the most irresistible varieties of the high grade chocolates which bring fabulous prices when subsequently packed in pretty boxes, are spread out on pans for hardening, and equally tempting as the chocolates, are the innumerable varieties of sweet biscuits with their dainty jelly, coconut and marshmallow finishes.

This cooling department is the real show place of the whole process, for here the finished products can be seen at their best. The only objection found to this department is the vain appeal to the delicate tastes of the visitors, for at this stage, it is not allowed to break up the orderly and complete arrangement of the containers.

Off to the Packing Department

When the cooling process is complete, and it usually lasts overnight, the trucks of candy and biscuits are wheeled to the packing departments and all haste made to get them shipped in order to admit of delivery in as fresh a condition as possible. Great care is taken in the packing of the delicate varieties of sweet biscuits, and they are arranged in carefully laid rows in the large tin boxes which we see in the store, with a liberal supply of waxed paper to keep them fresh. Equal care is taken in the packing of the high-grade chocolates, and one of the most picturesque scenes is the packing of the pretty boxes of widely varying colors and shapes. Great speed has been attained in the arranging, partitioning, padding and packing process, and such speed is most surprising to the interested visitor whose only connection

with such products previously, has been to open and dispose of the dainty contents.

Connecting the packing rooms with the shipping departments are winding truckways which carry the tin boxes and cardboard cartons of biscuits and the pails and attractive boxes of the various varieties of candy, from the top to the ground floor, where the shipping department is located. Here a large staff of men are employed crating and boxing up the consignments and making them ready for their shipment to all parts of the country. These consignments are subsequently deposited on the freight platforms, and when the train pulls out for Vancouver or for Halifax, or their intervening points, the dainty products of the great factory are given their first rest from the whirl of manufacture since they entered the factory in a very raw condition — perhaps not twenty-four hours previously.



THE ASSOCIATED BUSINESS PAPERS INC.

220 West 42nd Street,
New York, N.Y.
May 8, 1917.

THE CANADIAN GROCER,
143 University Ave.,
Toronto, Ont.

Gentlemen:—

I want to offer my hearty congratulations upon your splendid issue of April 27th.

This publication not only reflects great credit upon your organization but furnishes conclusive evidence that there is nothing the matter with the Canadian Grocery Trade. If I was a Canadian Grocer I would consider it a privilege to have my name on your subscription list. Apparently, most of the good Canadian Grocers feel the same way about it.

Yours very truly,
Jesse H. Neal,
Executive Secretary.

Chocolate Bean to the Chocolate Drop

How the Chocolate Products Are Obtained—A Description of the Many Processes in Their Manufacture—A Record of Marvellous Care and Miraculous Transformations—The Interesting Story of a Great Activity.

Being the impressions of the visit of a CANADIAN GROCER representative to the factory of the Cowan Co., Ltd., Toronto.

IT is a far cry from the Tropic lands of Trinidad, Ceylon, Java, Africa, Mexico, and Brazil, to a modern, orderly factory situated in one of Canada's orderly cities. It is a broad leap for the imagination to cross the gulf that separates the hard, pebbly-looking beans of the cocoa tree from the tinselled and be-ribboned product of the confectioner's counter. Yet the whole process from the first rough pod to the last pink ribbon takes place under one single roof, and is a process that for all the complicated machinery required is easily understood by the veriest amateur. Probably as you have sipped your cup of chocolate or cocoa, you may have imagined that the whole process was merely a matter of grinding like the familiar coffee bean. Well, there is a plenty of grinding, during the brief transition period from the cocoa bean to the cup of cocoa, but there is a world of other operations as well. This, then, is the story of the cocoa bean.

The Cocoa Bean and Its Family Traditions

You enter a great storage room, and there before your eyes stretches a vista of orderly rows of immense sacks, piled according to the particular kind of beans they happen to be, because, be it understood, they are not just beans, they are beans with a family history and tradition. There is represented in this collection of six or seven thousand bags, seven different families of beans, which if you hanker for a closer acquaintance-ship, you can speak of familiarly as Caracas, Ceylon, Grenada, Trinidad, Arriba, Maracaibo, and Superior Bahia, for thus they are named. Each family has its own particular characteristic—it may be a slight difference of color, of texture, of flavor. Of course, they would all make chocolate of a kind, but to blend these different kinds of cocoa beans to get the finest, fullest-flavored chocolate, is the work of an expert alone. Once blended the beans are conveyed to the roasting machines, that are something after the nature of glorified peanut vendors' machines. Four immense drums containing the raw beans are kept ceaselessly turning for about forty minutes, at the end of which time the beans are scooped out into steel barrows ready for the brief trip to the next machine that punctuates their eventful life. At this stage it has taken on a nutty chocolate flavor that was quite lacking in the green bean.

A Machine Like a Pipe Organ Gives the First Grinding

The steel barrows are wheeled up to a machine that looks more like the inter-

nal workings of a pipe organ than anything else that comes to mind. There is a large funnel at one end of the machine, and through this open maw a workman with a large shovel keeps persistently feeding the machine. Here the beans are cracked. This rough cracked mass is taken through a winnowing



The cocoa pods in their native state. These pods contain the beans from which chocolate is derived.

where all the shell and fiber is swept away, after which the machine tidily deposits all this waste material into bags

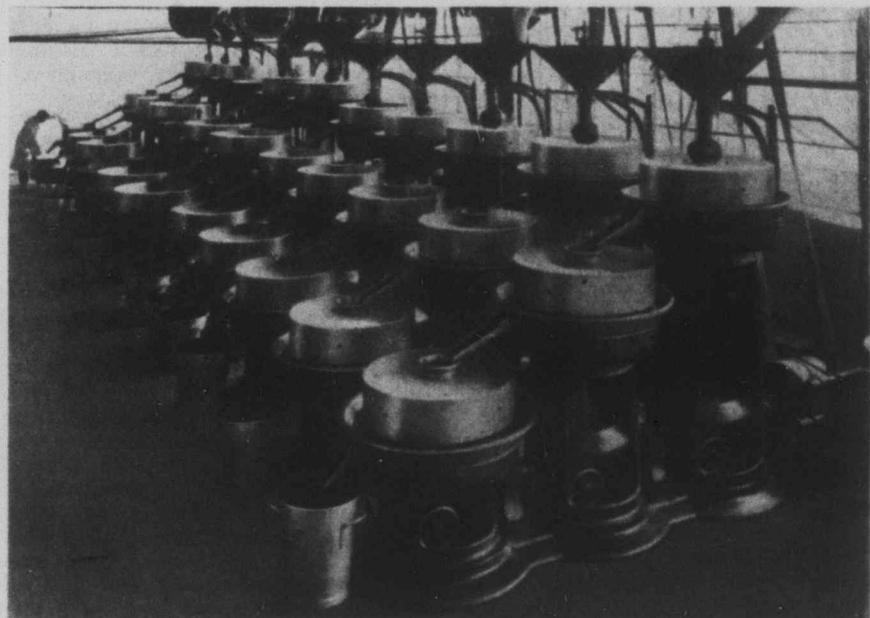
arranged at one side of the machine, and the cleaned cocoa nibs into another steel barrow. Once again there is a brief journey to immense funnel-shaped receptacles. From these hoppers they are conveyed by pipes to the floor below to the triple mills that begin the first real process of transformation.

Going In As a Solid, Coming Out As a Liquid

In the first illustration of this article will be seen a whole battery of these grinders. It will be noted that from one grinding process the resulting product is conveyed to the next grinder, that applies still greater grinding force, and thence again to the last grinder, where the work is completed, and where the apparently dry cocoa nibs that were noted in the floor above come trickling out as a heavy brown liquid that is known as "chocolate liquor." There is no pulpy residue left in the grinders; it is all transformed into this liquor, which is possible because of the peculiar composition of the cocoa bean which contains more than 50 per cent. of a natural fat known as "cocoa butter."

Where Chocolate and Cocoa Differ

What is the difference between chocolate and cocoa, is a question often asked. In the manufacture of these two products all along the path we have outlined, the process of manufacture is the same. At these triple grinders, however, the paths of these two commodities divide. Let us first, therefore, follow the simplest of



The triple mills that take the dry cocoa nibs and grind them into a thick liquid known as "chocolate liquor."

these processes, the manufacture of cocoa.

Squeezing the Liquid Back to a Solid

From the triple presses, then, the chocolate liquor is taken to a nearby room, where stand some great machines impressive in their appearance of enormous strength. These are the hydraulic cocoa presses, illustrated herewith. Each machine has three great steel cups, with heavy, rounded sides of enormous strength. These great cups have a movable bottom. Filled with chocolate liquor from the triple mills they are swung into position over the immense pressure arm of the machine. The pressure is turned on, and against this dark liquid mass is exerted a pressure of fifteen tons. Almost immediately there begins to flow a light yellow, oily liquid, practically tasteless, and of great commercial value because it will not turn rancid. This is the "cocoa butter" of commerce. These great presses are gauged to exert just so much pressure, and when this compression has been reached, and sufficient of the cocoa butter has been removed, a trip operates in the press, and the pressure is automatically removed. The great cups are swung out and in them, in place of the dark chocolate liquor, there has come another transformation. When the residue is removed, it is a cocoa colored block in general appearance of a cheese, even to the cottony look of its surface. This is Rock Cocoa, and it is well named, for it is of immense hardness. This rock cocoa is broken up and dumped into barrels waiting its turn to be taken to the grinders. This grinding is done in a cool room, and here it might be mentioned that one of the great elements of success in this complicated industry is in the simple matter of temperature. In all the earlier processes the chocolate product is kept at a certain heat. All the machines are steam jacketed for this purpose. In the finishing processes, on the other hand, all the processes are conducted in air cooled below the normal temperature; only so can this sensitive product be properly worked.



Hydraulic cocoa presses that press the surplus oil from the chocolate liquor and leave a residue of rock cocoa.

The Familiar Looking Cocoa Reached

In the grinding room the rock cocoa is ground and ground, and ground again. Between these grindings it is sifted on to a traveling belt that keeps ceaselessly turning in a cold chamber, then back to the grinders again, till it is still further pulverized. When this process has been finally completed the ground and cooled cocoa is finally sifted through silk screens. From there it is taken to a machine that gathers in a little family of cans, apports just sufficient of the cocoa to fill each and passes it along on a moving belt to a table where a number of white-aproned and white-capped girls cover and label them, then on to the packing room, and from thence to the grocer's shelves.

Now we must retrace our steps back to the triple presses and follow the many steps that intervene between this chocolate liquor, and the velvety, smooth chocolate that serves so many purposes.

The Sugar in the Chocolate

What is chocolate? Merely this li-

quor chocolate, with a little additional cocoa butter added and enough sugar to sweeten it. Even this sugar must go through a refining process, because it must be as fine as the finest powered sugar. For that reason, the chocolate manufacturer has installed his own machinery and mills his own sugar. From the three hundred pound barrels the sugar passes to the mills where it is ground over and over again, each grinding leaving it finer and smoother than the last. Only when it has become so fine that it will drift like mist through the fingers is it fine enough to enter into the composition of chocolate. In steel trucks this many times refined sugar is brought to the great mixing machines or melangeurs, as they are technically called. In appearance something like a huge cauldron, but differing from anything of the cauldron class, in two immense granite rollers that are kept ceaselessly revolving in cyclic order. In this cauldron the rough sugar and chocolate mass is placed, and the great wheels turn and crush and grind it hour after hour. Long knife blades in front force the mixture under the advancing rollers. So every atom of the substance is stirred and ground until one would think that the resultant mixture would be as perfect as might be. This, however, is only one of the refining processes that the chocolate mixture must go through before it is thought fine enough to be made up into chocolate products. Once again this chocolate substance is moved to another machine, this time to be rolled into a thin shaving between steel rollers.

Rolling Chocolate Thin As Paper

In one of the accompanying pictures will be seen in the background one of the mixing machines, while in the front will be seen a whole row of chocolate refiners. Into the hopper at the top from there it is fed between the polished steel rollers, that grind it as thin as the thinnest paper. Cold water has to be constantly moving through these rollers to keep down the heat of friction. On the



Chocolate refiners that grind the mixed chocolate substance as thin as paper.

third roller of this combination, a knife blade rests firmly, and it is needed, for so thin is the layer of chocolate on the roller, that it is only just discernible, but the sharp knife blade sprays it off in thin shaving-like flakes, and the chocolate mixture is one step nearer to perfection. From the refiners the chocolate is collected in pans, as shown in the illustration, and it is ready for the last refining.

The machines that effect this transformation are known as finishers. In our illustration we show a long vista of these engaged in giving to the chocolate mixture that smooth and velvety texture that is so well known.

Kneading the Chocolate Two Days and Nights

These longitudinal finishers, as they are called, are really nothing more nor less than a series of four kneading machines. Great, square, steam-jacketed receptacles, with a cover like the cover of a roasting pan. These immense pans, if so they may be called, are concave, granite bottomed. The kneading is done by rollers which move with a backward and forward motion. Into these receptacles this chocolate mass is placed, and to it is added a portion of the cocoa butter derived from the cocoa making machine. The power is turned on and the great rollers commence the 48-hour task that is before them before the chocolate reaches its perfection. The constant rubbing and kneading motion subjects the chocolate to the severest grinding process it has yet received. The thick, heavy, almost solid mass of chocolate is changed to a heavy liquid, and the actual process of manufacture is complete.

The Complicated Final Processes

It remains now but to mould and fashion this chocolate into the desired forms. But that in itself is not such a simple task as the telling would seem to suggest. From the finishers it goes to the moulding machine, a thing of many belts and much noise. Just what variety of chocolate product you get depends entirely on the kind of mould that is fed into the hungry maw of this monster. The mould is seized and filled and passed out on the other side, onto a shaking table. This is the fellow that makes the noise, but there is a method in it. The heavy chocolate substance is too thick to readily sink into the mould of itself and so has to be shaken down. Hence the unearthly din.

Working in Cooled Rooms

At this juncture again is noted the stress laid upon temperature. For one thing, it needs cold to harden the chocolate, and to shrink it so that it may readily be removed from the mould. Leaving the shaking table, the moulds enter the cooling plant—a long room cooled just as low as comfort would permit. Down the centre of this room is a long, box-like structure. At each side is a traveling belt, and in the centre a belt moving back toward the moulding machine. Out through the bottom of this



Longitudinal finishers that knead the finished chocolate product into a silky fineness.

box-like machine, which is really a glorified cold air duct, come the moulds with their chocolate burden. At the end sit two men picking off the filled moulds as they appear, deftly emptying them on the side belt and sending the emptied mould back to the moulding machine by way of the centre belt. All down the sides of this great box-like affair sits a row of girls. In front of them the belt with its chocolate contents moves ceaselessly. Each girl, as it passes, picks off what she need, and wraps it with miraculously swift fingers. Whatever residue there is is handled by another machine, an automatic wrapper that duplicates the work of the girls with solemn precision.

Chocolate Buds and Their Making

Most people are familiar with the little drops of chocolate of varying shape to be found at all confectioners. These are made by separate machines. The machine that makes these works on about the same principle as the little instrument with which the housewife puts the fancy decorations on the cake, only instead of a long and toilsome process, this machine deposits something like fifty of these little drops at one time. The wax paper on which they are deposited moves on an inch and another fifty or so are deposited, and so on through the day.

Bananas by the Pound

System Effectively Adopted in London, Ont.—A Reasonable Method of Mechandizing Fruit, Meets With General Satisfaction.

THE CANADIAN GROCER representative was recently in the store of A. McCormick & Sons, London, Ont., when two ladies entered and asked the price of some very attractive looking bananas. Eight cents a pound said Mr. McCormick. The ladies seemed slightly surprised but picked out six

It is pretty hard to think of two tons of these small chocolate confections, but that is the daily output. These are moved into a cooling room and left to cool for hours, after which they go to the packing room where they are examined and packed. Even the slightest malformation is sufficient to discredit one of these. Indeed, through the whole process anything that does not come up to the very highest standard is rejected. We are warned against wastefulness, of course, these days, but this is not wastefulness, for the chocolate goes back to be re-melted and re-worked, and it is a peculiar fact about chocolate that the more it is worked the better it becomes.

There above in the storage room you have seen the long orderly rows of bags of cocoa beans. Here you see the packer putting the last nail in an ordinary enough looking packing box before it is turned over to the railway wagon that waits at the delivery door. Thus is the gulf bridged between the tasteless bean of the tropics and the tasty product of the confectioners. Through it all there is a pervading spirit of cleanliness and neatness that it is hard to believe possible in the light of the memory of the young housekeeper icing a chocolate cake. As a product of system and order and cleanliness, the chocolate products stand well at the head of the list.

bananas, and were charged fifteen cents for them. The ladies seemed somewhat relieved. That was about what they expected to pay for those bananas anyway, and probably they didn't see the reason for changing from the old established system of selling by the dozen to the new method. There

is a great step in advance in merchandising when such a step is taken.

No grocer now-a-days would think of running big business without a set of books, that show not only what his goods cost him, what it cost him to sell them, and actually what he got for the goods sold. Yet grocers from the time that bananas were introduced have put them on the list of things to sell by the dozen. Now a good fruit man may be able to tell at a glance just how many bananas there are on a stem, or at least he can tell how many hands there are, which is getting pretty close to it. But the average grocer is not an expert in this line and having to jump at conclusions will very probably jump wrong. For one thing there is a very great difference in the bananas from different localities. To the amateur the Santa Marta and the Jamaican bananas may look about the same, but there is difference of the distribution of the fruit on the stem that makes quite a decided difference to the man who actually knows. The difference may not mount up into any great quantity of bananas, but it does not require many to run away with the profit on bananas as they are usually handled.

The Old System and Its Flaws

The average grocer buys a bunch of bananas estimates that there will be so many dozen bananas on the stem and sells on a small margin on the basis of that guess. Now the guess may be and probably is wrong. Moreover the lower

hands, the ones that are most exposed to the sunlight in their tropical home are the best developed. Naturally the customer buying bananas will demand these attractive samples. Up at the top of the bunch there is smaller and thinner fruit. People do not particularly want it so it is sold at a loss or not sold at all. As a result often, the banana the fruit, most in demand and most readily sold, is actually sold without a profit.

The New System and Its Advantages

Now under the weighing system now in vogue in London. When a customer comes in and picks out the six fanciest and biggest bananas in the bunch she will find that they will cost her about 20 to 25 cents. The chances are that she will be willing to pay that price to get that better fruit. Behind her comes another customer who picks out six average bananas, and gets them for 15 cents. Under this system the customer gets what she pays for, and pays for what she gets, which cannot be said of the haphazard system of selling by the dozen.

The average bunch of bananas weighs from 50 to 60 pounds, and the average sized bananas will run about three to the pound. Bananas by the bunch will cost in the neighborhood of 4 to 5 cents a pound. The stem will weigh about seven pounds. There will be a few waste bananas that have to be trimmed off the bunch. This will bring the cost to between 5 and 6 cents a pound. Say

2 cents a pound for profit which is the amount used in London, and you have a dollar a bunch profit, and it would be a safe gamble that very few grocers ever see a profit of that proportion on bananas. Yet it only totals about 30 per cent. which is not by any means too much on a perishable commodity like fruit.

Customers Not Unfavorable to Change

"How have the customers taken to it" Mr. McCormick was asked. Not badly at all he replied. They seem rather surprised, but it is easy to show them the advantage of such a system, and we believe that they are inclined to like it rather than otherwise. They like to pick out the fruit you know and with this system it is possible to let them do so. I always cut the fruit from the stem just as soon as it is ready to sell. Then I display the hands arranged attractively in a basket on the counter with the concave side out, for that is the way they show to best advantage, and of course that side is hidden in selling direct from the bunch. Then too, cutting from the stem tends to more careful handling, there is not the waste of bananas dropping from the stem. As for the system of selling by the pound I am fully in favor of it, in fact I have gone even farther than some of the merchants, and am selling such things as parsnips, cabbage and carrots also by the pound, and I have found it a great improvement.

Margarine Should Be Made in Canada

No Hardship for the Farmer—Economy in Food Products a Live Issue in Canada, Yet Canada is the Only Country That Prohibits the Use of Butter Substitutes—Further Information on a Vital Topic.

By H. E. Howe, of Arthur D. Little, Ltd., the scientists who have been engaged by the C.P.R. to classify and report on the Resources of Canada.

THE present time, a time when it requires no argument to convince one of the high cost of living or the probability that this cost of living will be still higher, seems an opportune time to draw attention to certain features of the food situation which are of considerable importance. These features have been discussed before but fall into the same class as the weather in Mark Twain's opinion when he said: "We talk a lot about it but nothing is done."

One of the essentials for body maintenance and growth is fat. We derive most of our fat from animal sources, but this source of supply is the one in which the prices are always increasing and, consequently, many are unable to purchase the amount of fat which they ought to have. This is preparatory to saying that the time seems to have arrived when Canada should permit the manufacture of oleomargarine within the Dominion. Canada is the only civilized nation which prohibits the use of this substitute for butter although there are many living in Canada who are familiar with this arti-

cle of commerce and have used it extensively in other lands.

Process of Manufacture

Oleomargarine is made in a churn just like butter and the raw materials are oleo oil, neutral lard, sometimes stearine, a vegetable oil such as peanut oil and milk. Oleo oil is secured from beef fat. The choicest fat is selected and rendered at a low temperature, after which it is pressed, leaving Stearine in the press and separating the oleo oil which solidifies like lard on becoming cold. Neutral lard is made from choice hog fat—leaf lard—only it is carefully rendered at a low temperature to prevent any acidity. The origin of stearine has been noted above. The process is under careful control, is carried out under the most cleanly conditions and the resulting product is clean, wholesome and attractive. If fat from cattle fed on June grass is used and the churning done with summer milk, the resulting margarine is colored like butter. Under winter conditions margarine is white, just as butter is lighter in color at that season of the year.

Different Grades From Different Kinds of Vegetable Oil

Different grades of margarine are made by using different kinds of vegetable oils, but there is no reason why Canada cannot be guided by the experience of other nations and choose the best method for insuring to the people a high-class margarine which would never be sold as butter.

From the churn, margarine is carried against a counter-current of ice water to permit proper graining, is then allowed to come to uniform temperature and is worked with the addition of salt as is butter. In the highest grades a percentage, up to 30, of butter is added at this stage. The working leaves the material with approximately 10% moisture, whereas butter usually contains much more than that amount of water. A further period of time elapses to allow seasoning and for shipment.

No Menace to the Dairy Interests

In most places margarine is subject to
(Continued on page 37.)

A General Store Grown Up

How the General Store Idea Has Crystallized Into Something Approaching a Departmental Store—Featuring Each Department—Some Account of the W. B. Hogarth Store, Tillsonburg, Ont.

THE name of W. B. Hogarth is one of the standard names in the business life of the town of Tillsonburg, Ontario. Mr. Hogarth has been in business in this town for many a long year and has built up a general store business whose separate department would do credit to many a store doing business in only one of these specialized lines.

In the grocery end of the business, which is one of the most profitable departments, Mr. Hogarth has associated with him his son. This business though it is in no way separated in location from the other departments goes under the firm name of Hogarth & Son, while all the balance carries the old established name of W. B. Hogarth.

The store is a large, airy, well-lighted building. Originally two stores, an archway has been cut between at the front, so that not only does the customer in any department have her attention called to

mean that. It is a department, not a mere hanger on. A partition was built down the centre of this side of the store, and half the store was given over to the sale and display of boots and shoes. Ample room was provided for a stock large enough to meet all requirements, and according to Mr. Hogarth's own statement this department has proved one of the successes of his business. It might look as though carving a slice out of a grocery store to install a shoe department were taking a rather mean advantage of the grocery department. In this case, however, no injustice has been done. There has been left ample room for all the necessities of the business. Moreover, on the grocery side of the wall that separates the two departments there have been arranged tiers of display cases. From top to bottom of this wall these cases run, and prove an unusually powerful means of displaying goods.

way leading to a department that is not usually found to any extent in a general store, a large basement salesroom perfectly lighted from the rear, there is found a display of silverware and china that comes as a distinct surprise to the stranger. One might expect a small supply of such goods to meet the demands of the trade, but what is surprising is the size and quality of the display. From the white ironware china of the tea-meeting table all the way to some of the finest makes of the English and French and Japanese potteries. It is a most unusual elaboration of a line that most merchants hardly think is worth handling. Yet this department is evidently one of the prime favorites with Mr. Hogarth, and unquestionably it is so with a reason. He frankly admits that it has proved an advantageous department to him.

A Believer in Publicity

Mr. Hogarth is a believer in publicity. The tastefully dressed windows of his store demonstrate that without any questioning on the point. They are used to advertise. Then, too, he is a believer in the sale plan, of making his store known as the headquarters of some one line of goods. For instance, every year he has a sugar sale, that the towns people and farmers have learned to look forward to. He may not make a great deal of money on the individual sale, but he sells over a carload of sugar during that sale time. It makes a fair profit, but more than that it sets others advertising the store, leads people to feel that this store is the natural headquarters for that commodity, and it is not a very far cry from that to making them believe that the store has other merits.

Team Work in Store Management

Nor is this the only system adopted. It is a policy of the store to keep it attractive so that the customer once inside will be impressed enough to want to come again. Every department is made as far as possible to work hand in hand with the other. Entering the store you are faced by almost every department of its activity. Each department is well displayed, but each maintains a certain amount of privacy that is necessary for the most successful carrying out of the business of that department. Each department in fact is a part of a whole, of a whole that is made to swing together and yet each department most unmistakably maintains its own identity. Each stands on its own feet, is required to bear a proportion of the necessary expenses, and to show its fair proportion of profit.

Mr. Hogarth's store is one in fact that has grown up from the general store idea into something in the nature of a departmental store.



A glimpse of the attractive store front of the W. B. Hogarth Company, Tillsonburg, Ontario. Part of the grocery window shown in the picture.

goods displayed in other sections, but there is a ready means of getting from one department to another. The left-hand door opens directly into the grocery department, a well appointed, modernly equipped store, not overly wide because of the overlapping of other departments, but with plenty of depth to make up for this deficiency.

Adding a Shoe Department

The reason for the comparative narrowness of this department was the introduction of a shoe department. This department was added some years ago to meet a need of the trade. The only place for it was in the grocery side of the store. Do not imagine, however, that boots and shoes are left to get themselves mixed up with the butter and sugar. When we say a department was added, we actually

Giving a Vista of the Store

Behind these two departments again is a raised department where wall-paper and some light hardware lines are displayed. Then through another archway into the other side of the store. Here, also raised above the main floor is a department for women's ready-to-wear clothes. A full and complete line of these goods is carried, attractively displayed. Looking down from this raised section one overlooks the dry goods section, a department that could hardly be overpraised. Fully equipped in every way, with glass-faced display counters, neatly arranged stock cases and made more attractively still by a careful and orderly arrangement and display of the actual stock.

At the rear of the store there is a stair-

Half Holiday or Early Closing

Movements at Various Points to Substitute 5 p.m. Closing Daily For The Summer Half Holiday—Do Employees Prefer Small Daily Gain to Larger One Weekly?

FROM conversations which this paper has had with a number of merchants in various parts of the province lately, it seems probable that the weekly half-holiday plan, which until recently had been growing with great rapidity and extending itself over a number of provinces of Canada, may have to face a prominent rival of early closing movement. That is to say, the proposal will be brought up in a number of towns and cities before summer arrives to change the Wednesday or Thursday half-holiday, and instead arrange the closing of retail stores, so as to have their business stop at five o'clock every day of the week except Saturday, during June, July and August, instead of having the stores continue until six o'clock, and give the half-holiday from one o'clock on one day of the week.

Clerks in Favor of 5 p.m.

Heretofore the claim made that the half-holiday is preferred by the employees, whatever the position of the firm itself may be, has been rarely disputed. Here and there a store has been found that has withstood the clamor for a weekly half-holiday, and kept their store open either every day until six or inaugurated an early closing movement at five o'clock in the summer months. Now, the positions that the employees would prefer the five hours of freedom during the one afternoon is being met by the statement that where stores have tried the early closing for the whole week the employees are now heartily in favor of this in preference to the other.

Feeling of Unrest

The feeling in one Ontario town is a case in point. For the last two or three years most of the retail merchants have been holding Wednesday as a half-holiday, closing their stores at one o'clock in the afternoon. There has been one exception—a store which has continued to keep open on Wednesday afternoon, but has given its employees one hour every day of the week except Saturday, closing the store at five o'clock.

There are evident signs of a swing-over of a number of merchants to this plan. They feel that the half-holiday system is inferior to the position of early closing. In speaking of the matter, one merchant said that, taking the point of view of the employee, there was a general agitation in labor circles for shorter hours of labor, and this movement was in line with early closing rather than the half-holiday movement. From personal experience he thought that the half-holiday produces a certain feeling of unrest among the employees both on the day preceding the holiday and on the morning of it. Another reason is peculiarly applicable to several towns and

cities in Western Ontario, where centres of population are grouped more closely than in Eastern Ontario, and in most of the other provinces. In towns and cities which are contiguous, and where a number have Wednesday a half-holiday and others have Thursday, the farmers who have been accustomed to go to one place, and knowing it is closed on Wednesday, consider that the other place in the neighborhood closes on the same day, and probably will come over on Thursday to do business only to find it closed.

"A Nuisance"

From one merchant's point of view the weekly half-holiday very often degenerated into a regular nuisance. Its whole effect was to upset business for the day. His experience was that the day before the holiday the clerks would be telephoning and making arrangements for spending the holiday, and there would be the same kind of distractions on the morning before the holiday, while on the day afterwards the employees who turned out were tired and worn out, and not fit for work. Some merchants, in order to increase the trade for a holiday, and so get something like a fair average for the day, as compared with others of the week, were accustomed to advertise special bargains for the morning of the half-day, and in this way business was increased a little, but the general result was not nearly as satisfactory as having the early closing and the same hours of business for five days of the week.

Staff Unanimous

Another merchant who was spoken to declared that he had tried both systems, and it was his firm conviction that from the standpoint of employer and employee the uniform day was the better.

"As a rule," he said, "the clerks are in the store for considerably after one o'clock, and it is usually two o'clock before they get their dinner, and this leaves only a few hours for the afternoon. If the day is a wet one, then their whole holiday for the week is spoiled. Under the five o'clock system they get away in better time every day, and have a much longer evening. I have experienced what others have, the nuisance of the telephoning before the holiday, and the tiredness of the clerks after the holiday. We have secured opinions from our own staff, and they are unanimous in favor of the five o'clock closing as compared with the half-holiday.

"From a business point of view we met the argument of the half-holiday by inserting notices that we gave our clerks early closing every day, and we hoped that the public would appreciate what we were doing for them. This early closing, of course, included all members of our staff."

It is likely that the merchants in this centre will meet early in the spring to talk over the whole question.

A Compromise

In another town it was found that one leading merchant who favored the five o'clock closing had at last given in at a general meeting of the Retail Merchants' Association when compromises had been made along various lines with a view to more combined and harmonious action on the part of the members.

Half-Holiday or Five O'clock Closing

The main point in favor of a half-holiday is that it gives a chance to the employers for a real "outing," which they could not take under the five o'clock closing. In some towns and cities on the water steamers run special excursions on the local half-holiday and picnics of societies, stores, clubs, etc., are arranged frequently.

One objection to the half-holiday, namely, that the sales for the half-day fall far below the average day, and bring summer weeks below those in which there is no half-holiday observed, is met in Peterborough, for instance, by some stores arranging for special sales on Tuesday morning—before the half-holiday. One store calls a Thursday "Wonder" sale, and they have found that by the stimulation of special offerings the turnover for the morning makes a good average for a whole day.

In some stores, to prevent farmers and others being disappointed in coming into town and finding the store closed where they are accustomed to do business, some one (or two) is detailed to remain inside, and open the door and serve a customer, provided he lives outside the town or city.

SALT FOR NEWFOUNDLANDERS

The British Admiralty has arranged for a number of ships to carry cargoes of salt to St. John's, Nfld., under a plan which is expected to stock the colony with 50,000 tons needed this year, and with an adequate amount to start next year's operations. This will provide against a threatened shortage in the supply of salt for curing the great codfish catch of the recent season.

TO PURCHASE CANADIAN CHEESE

The British Government is planning to purchase the bulk of this season's output of Canadian cheese through the Dairy Commissioner for Canada. The whole output of the Dominion is to be bought at a fixed price, but as yet further details have not been fixed. In the meantime there is a marked uncertainty among the trade regarding the market for dairy products of all kinds.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS.

ESTABLISHED 1886.

The Only Weekly Grocer Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - President

H. T. HUNTER - - - Vice-President

H. V. TYRRELL - - - General Manager

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, Maclean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES:

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1255. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—New York—R. R. Huestis, Room 626, 111 Broadway, New York; Telephone 8971. Rector, Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 85 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

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

Vol. XXXI.

TORONTO, MAY 25, 1917

No. 21

EDITORIAL BRIEFS

THE Spanish Dons seem to be getting considerably annoyed over the persistency in which Germany is submerging her mercantile marine. These aren't bright days for neutrals. Might about as well be in the fight and have a chance to hit back.

* * *

AS FAR as this war goes Teddy Roosevelt seems to be out of it. The American Government looked with more or less favor on the idea of sending him to Europe with an army. Mr. Wilson, however, thought different, and so it looks as though Teddy would have to view the fight from outside the ropes.

CONSCRIPTION * * * has come or is coming, and Canadians generally, far from disapproving this innovation, have endorsed it as the only fair and just way to meet an unprecedented situation. Sound business principles will always receive the endorsement of the public, and this is sound business as well as patriotism.

FLOUR is on its good behaviour and is tumbling just about as fast as it formerly advanced. This will be a splendid opportunity for the bakers to give force to their contention that it was only flour prices that induced the increase in the price of bread, by coming down as readily as they went up when the price of flour warrants.

ACCORDING to statistics, * * * the acreage given up to the cultivation of wine grapes in two warring nations, France and Italy, represents a total more than half of all the land that Canada has sown in grain. And this in the year 1916 when the world, if reports speak true, is on the threshold of famine. Find a reason for it if you can.

IN CHICAGO in a prosperous section of the West Side, a new experiment is being tried. Housekeepers who go to the stores, pay cash for their goods and carry them home will save six cents. The grocers have decided on a fixed charge of five cents for the delivery of purchases and one cent for charging any item. That is an idea that would bear consideration.

* * *

THE tin situation grows more serious daily. When you see your tobacco, and your tea, and your coffee, and a hundred other things coming to you in paste-board cartons instead of tin, you will realize that the reason is that tin is being saved for necessary uses. At that you know, even in normal times, the public pays a vast amount for fancy tins that serve no really practical end.

NO EXCUSE OR FORGIVENESS

"THIS is the time for America to correct her unpardonable fault of wastefulness and extravagance. Let every man and every woman assume the duty of careful, provident use and expenditures as a public duty, as a dictate of patriotism which no one can now expect ever to be excused or forgiven for ignoring."

In these solemn words President Wilson in his proclamation of April 15 brought the American nation face to face with realities.

They are good words, and words that we might well take to ourselves, for Canada no more than the United States can be held guiltless of the charge of wastefulness in these days when wastefulness is a sin.

WHAT ABOUT A FOOD CONTROLLER?

IF anybody was quite sure what constituted the duties and powers of a food controller there might be a greater demand for some such office. Up to the present, however, though such an official has been hinted at, there has been no one courageous enough to make a pronouncement on the subject. If such an official is needed, by all means let us have him, but by all means also let us know first just what he will be like. It has been hinted that J. W. Flavelle might very likely be appointed to this task. That seems reasonable. Mr. Flavelle is a business man. That at least assures that he would understand the machinery and not be forever dropping a wrench among the wheels as our other food officials have done, without achieving any useful end. All the same it would be interesting just to know where the powers of a food controller would begin or end.

ON FIXING MAXIMUM PRICES.

A PROPOSAL to endow the United States executive with power to fix maximum prices on necessities of life during the war, has been closely followed by a remark made by Sir George Foster which suggests that an arrangement may be made between the

United States and Canadian Governments to fix such prices in both countries conjointly.

In view of the many vain attempts of Governments to maintain fixed prices of staple commodities, which have nearly always resulted in creating a greater scarcity, the exercising of such powers must be only with the greatest discretion or more harm than good will result, for when high prices are not artificially produced, but are the natural results of a real scarcity, fixed maximum prices inevitably tend to diminish the supply of the commodities affected.

Even in war time most people are powerfully influenced by self-interest in conducting their business. Manufacturers and merchants are not averse to taking advantage of opportunities afforded by war to make larger profits than usual, and the wage-earner is out for the highest wages he can get. Why then should the farmer be expected to show himself such a comparatively self-denying patriot? Like the others, he is out for all he can get, and if he knows that he will not be allowed to sell potatoes at more than a certain moderate price fixed by the government, he will very probably plant but few potatoes in comparison with other crops not subject to price-regulation.

LET THE GENERAL MERCHANT HELP FEED THE NATION

At last the country is awake to the fact that not all the war enemies go about in uniform, that famine is one of the most effective instruments of war. We in a country where food has been plentiful have been slow to realize this fact. Slow to see the staring danger that lies in wastefulness. But it is being brought home to us in a thousand ways. Yet for all our knowledge wasteful systems and wasteful ways of handling are maintained.

According to Government reports eggs are scarcer than they have ever been before. Yet despite this fact, have we put this business on a reasonable wise and efficient basis, or have we accentuated the shortage by lax and wasteful method of handling? The answer is too obvious to need expression.

In the matter of produce the general store, which is the great link in the chain of egg supply, has this great opportunity to prove itself. It is not only good business to see that every egg shall be so handled that it is fit for food, it is also the highest patriotism. "An army marches on its stomach," said the Great Napoleon, so does a nation at war, and to waste in these days or to countenance unnecessary waste is to play into the hands of the enemy. As every merchant knows there is an enormous yearly wastage of eggs that is readily preventable. There are, of course, unscrupulous farmers ready to pan off stale eggs on the merchant when the opportunity offers, there are merchants who are not above passing this on to the wholesaler, and wholesalers who in their turn are not too scrupulous. There are such

men, but we believe that they are few and far between, and the real difficulty springs not from conscious fraud, but from unconscious carelessness. Here is the opportunity for the general merchant to see that in his circle of influence this wastage is stopped, that every egg produced is available for food. To achieve this end requires no great effort. It requires only that the farmer be encouraged to gather his eggs promptly and care for them properly, that the merchant see that these eggs reach the wholesaler promptly. To-morrow is not as good as to-day. To co-operate in this way with the forces of production, is to do our part toward winning the war. It is a simple suggestion, but one that might well have far-reaching consequences for good.

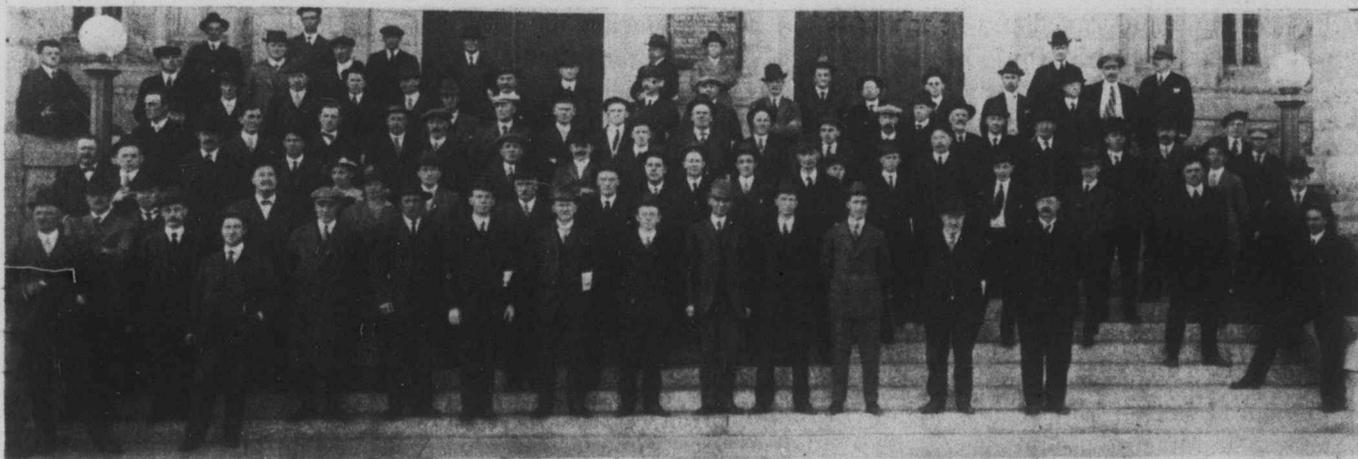
CARVING CAREERS

WHILE there are undisputably a number of great forces in modern business, one of the greatest is salesmanship. Salesmanship is being written about and talked about, preached and practised more than ever before. Some potent truths regarding salesmanship and opportunity are driven home in an article by Treasure Dye, of the Industrial Development Corporation of Chicago. He points out that there are those who contend first you must have opportunity before you can exercise salesmanship. This is to a great extent a fallacious theory, as instances without number in modern business prove salesmanship creates its own opportunities, seizes, and pushes them to fruition.

Some say the smoothly grinding wheels of business swallow up individuality and stifle opportunity. Yet within ten years we have seen hewers of opportunity carve out their careers from that so-called overcrowded field of business to positions of pre-eminence.

It was within this decade that Henry Ford rose from a poor mechanic to the billionaire class. John North Willys butted into the automobile business with no capital, borrowed \$7,500, and with a plant on the point of failure, and his own magnificent nerve, ran it into a fortune of \$80,000,000. Charles M. Schwab started as a working man without influence, education, or pull and in a comparatively short time acquired all these things in abundant measure. The steps in his spectacular career are worthy of more than passing notice. Within the past two years he got his second wind, took a broken-down plant, sailed for Europe in the face of the greatest financial depression, and cashed in to the tune of many millions of dollars. We have seen the stock of his company go from around \$40 a share to \$700 a share. We have seen him rise to where he is now called the greatest salesman who ever lived.

Yes, all these men—Ford, Willys, Schwab, and the hundred other conspicuous leaders of business and finance—have made and cashed in on their opportunities through salesmanship.



Group of merchants gathered at Moose Jaw for Saskatchewan R.M.A. Convention, a full account of which appeared in last week's issue.

Some Questions on Bookkeeping

Merchant's Expense Ratio—Proprietor's Salary—"Trade Money" and Its Use—
How it May Best be Handled—A Discussion of Many Points of Vital
Interest to Every Grocer

By Henry Johnson, Jr.

M—G—C—, of Manitoba, whose letter I reviewed last week, said he was "doing about \$4,000 a month," and that his expenses were \$7,000 a year. Assuming that he is doing exactly \$4,000 a month, instead of "about," an expense bill of \$7,000 should enable him to make a splendid showing.

Because that would be inside of 14.6 per cent. expense on \$48,000 business, so he should have a net of 5.4 per cent. plus provided he is making an average of 20 per cent. on his sales. For 20 per cent. gross margin on \$48,000 is \$9,600. Take off the \$7,000, and we have the tidy net earnings of \$2,600. And \$2,600 is 26 per cent. on a capital of \$10,000, or 32½ per cent. on a capital of \$8,000.

But it remains for him to state whether the \$7,000 includes EVERY expense, waste, depreciation, and loss; and whether as salary for himself is also included therein, as well as 6 per cent. interest on the capital employed in his business. For example, he says he is doing 60 per cent. profit, which means that \$28,800 of sales is charged. He may run this side of things very well; but conservative figuring will compel two charges of depreciation against such a credit business. First, there is ½ per cent. to ¾ per cent. of what might be called "attrition," or the loss always incidental to credit giving; and this is a fairly safe charge against the total sales, or \$480 to \$540 a year. Probably he feels that he does not lose \$40 to \$45 a month; but there come times when people leave us with \$250 unpaid. Anyway, it is just as well to be on the safe side. Second, there is the safety buffer of 10 per cent., which always should be deducted from the total of supposedly GOOD accounts outstanding at inventory time. If you have \$2,400 on the books—GOOD—add \$240 to your shrinkage account.

Again, the proprietor of such a business should draw \$25 a week, or \$1,300 annually as a very moderate salary for himself, which goes into expense, of course; and there is 6 per cent. interest on capital. I suppose it is understood, too, that 10 per cent. on fixtures in general and 20 per cent. on delivery equipment are items of expense.

If M—G—C— has taken all these factors into account in his \$7,000, then he is running along on a fine basis. Is he?

Posting to Jobbers' Accounts

A Manitoba merchant says he is following my system and so far his books balance all right. He asks about produce, but I covered that point four weeks ago. Proprietor's salary is covered above. He asks:—"Relative to keeping a ledger for wholesale accounts—posting from journal to jobbers' accounts—what is your idea as to that?"

My answer is DON'T DO IT. That is a cumbersome routine without use and very laborious to the small merchant.

Keep all unpaid invoices in one file or clip, arranged alphabetically, and keep those in the safe. Compute discounts, freight charges, costs of the various items, and other notations right on the face thereof. When you pay these, either send them with your remittances for receipt and return, or send a memo sheet with your remittances showing what items are covered. I always make computations on one invoice, pin check thereto, and send the bunch in for receipt. That saves most time. Meantime, all records have been made in your journal, so you have details accessible always. When the invoices are returned, file them away anywhere for reference. No need to be very careful of them afterwards; for your records are in your safe, and if any should be lost and once in three or

four years you really need a duplicate, you can get it by asking for it.

Any time you want to know where you stand with your jobbers, add the unpaid lot together, and you have it immediately with minimum trouble. Point is to save time and work. No use just writing a lot of duplicating stuff which is not needful. Is this clear? If not, ask again.

Trade Money and Its Use

An Ontario merchant asks:—

"How would you handle produce where trade money is used? Would you each day count into the register with the real money a certain amount of trade money, and then ring all transactions as paid or paid out? Sometimes the produce is not all traded out; at others trade and real money are given in payment. We used to give credit slips, but found trade money more satisfactory and less work. We are convinced these transactions should be recorded to get a record of the actual business done, but so far have not found a satisfactory way."

In this case, it seems to me, the trade money takes the place of credit slips; so why not handle it the same way?

If you buy 30 dozen eggs, strictly on a trade basis, at 25c the dozen, or \$7.50 total and your customer buys \$2.50 worth of goods and takes a credit memo for \$5, you have bought \$7.50 worth, sold \$2.50 worth, paid out \$2.50 and owe \$5. If you had many such transactions, you would have to devise a way to keep track of what you owed, for otherwise you would have an unknown contingent liability for all the unpaid credits hanging over you always. But, even so, I think the simplest way would be to enter a paid-out only for the \$2.50 and ring up \$2.50; and do the same thing when the \$5 due bill came in for trade.

Suppose, now, you have \$500 in trade money made up. It must be kept securely in the safe, or even in a bank de-

posit box, since if scattered about the community it would make you liable for just so much goods. But, if used legitimately, you can tell any time by counting it just what you owe for produce that you have taken into stock but not paid for.

I think I'd have a supply of trade money in a cash drawer beside the register. If you have a cashier, such drawer can be placed where it is safe. If you have no cashier, such drawer must be so conspicuously located that it cannot be opened without your knowing it.

I would buy that case of eggs and pay for it at once with \$7.50 in trade money, making no record at all. Then if the customer bought \$2.50 worth of goods she'd pay in trade money. I'd make a sales slip and write "Trade" across it, and have a special spindle beside the register for those trade slips. Then I would take the trade money to the register, ring it up, put it in as regular cash, and make a paid out for \$2.50. The trade money in the register at night should correspond with the trade slips on the spindle; and the trade money in the cash drawer should check up exactly with the slips and what you have in the register.

Seems to me this would be a simple method; would provide an absolute check on what your are doing; you could tell any time how much trade money you had out; and work would be simplified to the minimum.

MARGARINE SHOULD BE MADE IN CANADA

(Continued from page 31.)

some handicap in the fear that it may damage the dairy industry. In some places it must be sold uncolored, although the consumer may color it. At same time, dairies are not prevented from coloring butter. With respect to its relation to the dairy industry, it is interesting to note that one dairy state purchases large quantities of oleomargarine for its use and sells its butter at the higher price to those who can afford to pay for the taste. In large cities where margarine is manufactured there is always a demand for butter at its higher price, and in normal times the world's price for oleo oil is determined by the price set at Rotterdam in the midst of a great dairy country. Canada produces many of the materials used in the production of oleomargarine, but exports them at the present time instead of attracting further capital investments and utilizing them for home consumption.

Suggestion for Governing Sale

It would seem possible for the Government to license and regulate oleomargarine factories and protect the dairy industry by compelling margarine to be sold in original containers bearing a tax stamp so affixed as to assure the package being sold unbroken. Penalties for selling the product in any other manner can be made sufficiently severe to discourage such practice and insure the material always being sold for just what it is. In order, however, that it may have its great usefulness, it should be sold

colored and made as attractive as possible to those who cannot afford to pay high prices for butter.

PARAFFIN IN CANDY CONFECTIONS

The Chief Analyst of the Inland Revenue Department Laboratory, has issued a bulletin concerning the extensive use of paraffin as a stiffener in the form of candy sold as chocolates. As a component of a food product, a recent statement of the National Confectioners' Association of the United States, prohibited the use of paraffin in confectionery. The Chief Analyst's report states that so-called paraffin or paraffin wax is wholly without food value, is quite indigestible, and is not a normal component of any natural food material. Its melting point is so high that it keeps solid at the body temperature, and being quite insoluble in the digestive fluids, it is conceivable that serious results might ensue from its presence in foods consequent upon mechanical disturbances.

A collection of chocolates by the department showed that paraffin is much more largely used in the manufacture of caramels than in any other form of chocolate confection, and of 110 samples, it was found that 30 contained no paraffin; 8 contained traces, 8 with less than 0.5 per cent., 13 with more than 0.5 per cent. and less than 1.0 per cent., and 51 with more than 1 per cent.

The 51 samples containing above 1 per cent. were distributed as follows: 23 samples with from 1 to 2 per cent.; 12 samples with from 2 to 3 per cent.; 10 samples with from 3 to 4 per cent.; 5 samples with from 4 to 5 per cent., and 1 sample with from 6 to 7 per cent.

In regard to the seriousness of the large proportions of paraffin in the above samples, the Professor of Pharmacology of McGill College, and Medical Adviser of the department, states that in amounts of 1 to 2 per cent. the paraffin would do no harm, but that in larger amounts there is a possible risk to persons or children who consume large amounts of candy. In any case the paraffin is of no use as a food, and in candy may be regarded as an adulteration.

HAMILTON ASS'N URGES USE OF OLEOMARGARINE

Members of the Hamilton Retail Grocers' Association expressed sharp criticisms of the Dominion Government for its refusal to permit the sale of oleomargarine in Canada, on the occasion of their last monthly meeting. The association went on record in favor of the sale of this inexpensive substitute for butter and drafted a resolution on the government to that effect. All agreed that oleomargarine was a necessity on account of war conditions and the high cost of butter, and several members agreed that the ban on margarine was a political dodge to get the farmers' votes.

THE DUTY AND TAX ON IMPORTED POTATOES

Some question has been raised as to the advisability of the Government's remitting the duty on potatoes imported, in order to give consumers relief, until the Canadian crop is ready. With the prices of potatoes soaring, the Government collects a specific duty of twenty cents on every bushel imported into the country, and in addition, an ad valorem war tax of 7½ per cent. New potatoes are coming from California this month and from Virginia next month, but there is no question of competition with the Canadian potatoes. It is improbable that the Canadian growers' interest would be adversely affected by the free entrance of American potatoes, and in the meantime the householder would benefit by the tax removal.

BROOM PRICES SOARING

With the soaring propensities of the price of brooms, it is said to be no wonder that the old witch, depicted as using the humble household weapon for aerial flights, certainly made no mistake in her choice, for prices of brooms have advanced 100 per cent. over last year. Broom corn, which was a very short crop and for which the demand is great, has gone up to 400 per cent. Handles, in sympathy with the lumber market, are \$5 to \$6 dearer than before the war, while prices of wire, tacks, and wages, all add to the increase. Manufacturers say that broom prices are the worst in 40 years, the housekeepers are now paying 50 or 60 cents for brooms which formerly sold for 25 cents. Some lines sell at \$1, and it is said that brooms which now sell at \$6.50 per dozen wholesale, used to bring but \$3 per dozen.

LONDON GROCERS PROTEST INCREASED TAX

The London Retail Grocers' Association sent a large deputation to wait on the Finance Committee of the City Council, to protest against the proposed new license schedule, by which they will be taxed \$25 for selling near beer, and \$5 for selling cigars. Ex-Alderman Adam Palmer, who was the chief spokesman for the deputation, said the legislation was unfair to the grocers, and if the tax was put on they would refuse to handle the beer. Alderman Gordon Drake supported the grocers, declaring the additional taxes were too heavy and would be a hardship to the grocers of the city. The Finance Committee took no action on the request, as the sub-committee in charge of the licenses were not ready to report.

A WORD OF APPROVAL

We are glad to see Henry Johnson, Jr., back on the job with his commonsense articles, and believe that you have one of the best grocery papers printed.

Yours truly,

GEORGE O. WERRETT.

Simcoe, Ont.

The Man Behind the Counter

A Good Salesman Will Utilize the Customers' Senses—Salesman Needs to be Appropriately Dressed—Windows Present Ideas.

THE selling of goods is the thing for which the store exists, stated Professor Paul H. Neystrom, in an address during the merchants' short course at the University of Kansas. With all your good buying, all your good system in store work in every respect, your good accounting, your advertising and your window trimming, you must still recognize that the whole system rests on your sales people.

Salesmanship is a big subject. Most store workers are not good sales people, because they know very little about salesmanship. It requires study to make good in salesmanship.

In salesmanship our problem is to get the customer to know the facts about our goods and to feel favorably toward them. Our problem is to get ideas about our goods into his mind and the openings through which the raw material, out of which ideas are constructed, passes are the nerves that pass out from the brain; the principal ones being the nerves of sight, hearing, smell, taste and touch.

In selling goods the sales person who understands these elementary facts attempts to give his customer ideas not only through the eye and ear, but also through the sense of touch, and, if possible, through the sense of smell and taste. The salesman appeals to the eye by showing the goods and pointing out what he wants to be seen. He appeals to the ear by telling about the goods, and he appeals to the sense of touch by getting the merchandise into the hands of the customer; or, as in the case of shoes or garments, by getting the customer to try them on. Every good salesman follows this principle of using several of the customer's senses, whether he knows it or not. Every retail salesman should follow this principle, appeal to his customer's mind by presenting ideas through as many senses as possible.

Another fact of psychology is that the rate at which nerve currents enter the brain and from the brain into the mind is not the same in all people, nor is it the same for each person at different times. The salesman must recognize that if he is presenting ideas about his goods faster than his customer can take care of them, he will not be understood and will lose interest. Nor must the salesman present ideas too slowly or the customer's mind will run away from him and grow interested in something else.

When the nerve currents enter the brain from eye, ear or other parts of the body, they travel with a considerable rate of speed, although this speed varies greatly among individuals.

When the current comes to its appropriate place in the brain, it strikes a blow in its particular brain cell. The marks can be made deeper in either of two ways—by putting more force in the nerve current that causes it, or by repe-

tion or concentrating the mind with all its power on the one incoming idea. One other thing is necessary, and that is plenty of pathways or connections to the mark or indentation that represents the idea to be recalled.

There are two more facts of psychology that I would like to present. One is that every idea that enters a customer's mind is accompanied by some feeling, either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory to the customer. The mind never accepts an idea in a neutral way. It accepts or rejects and classifies as good or bad every impression that your customer receives of you, your goods, your store and its equipment, and thus either helps or hinders you in making sales because of this fact.

The other fact is that every idea that enters the customer's mind tends to be expressed, not only by speech, but also by such things as brightness of the eyes, actions of the body, smiles, and of the face and head. It is this expression that the salesman must watch to learn whether he is on the right track or not, whether he is showing the right kind of goods or offering the right kind of selling arguments. One can't sell goods successfully without watching customers' expressions.

The customer gets ideas not only about the merchandise the retailer tries to sell to him, but also from everything about the store. The store's advertising in some newspaper may reach the customer

before he comes to the store and he gets ideas from that. They may be partly or wholly unconscious impressions, but in so far as they reach the mind at all, either in definite or in indefinite forms, there is certain to be an effect of feeling either for or against as an accompaniment of what he saw, heard, felt, tasted or smelled.

Window trimming presents ideas to customers and likewise good or bad feeling. The entrance and doorway produce a favorable or unfavorable impression upon all who enter and go out. Uneven steps, sloping walks, slippery places, sticking doors, squeaky hinges, doors that slam with a bang, doors hard to open or close, all cause customers some irritation or bad feeling, and while these are in most cases but very small things, they hinder the successful selling of goods.

The internal arrangement of the store, the layout of the counters and shelving, the location of the goods and the ways in which the goods are displayed are all important factors in building a good impression in a customer's mind. If that impression is not good it will be bad.

Next in order among the things likely to attract the customer's attention and to produce ideas and consequently feelings in the salesman himself. The way he approaches the customer, the way he stands, walks, his looks, his interest, the way he is dressed, his voice, the way he speaks, his cleanliness of clothes and person are highly important factors in giving a good or bad impression in the customer's mind.

The salesman needs to be appropriately dressed for his work. Not too flashy or richly, nor too poorly. Either extreme will attract attention to itself and will detract from the purpose of the store and of the salesman to sell goods.

Conserving Food by Drying Vegetables

A Fruitful Source of Economy Often Neglected—Where Wasteage Might Well be Saved—Some Hints
By An Authority.

By H. E. How, of Arthur D. Little, Ltd.

THE lack of economy in the use and distribution of foods has frequently been the subject of addresses and discussions, but we do not seem to have accomplished much in this line.

Canada certainly has not learned as well as she might how to economize in foods. It perhaps has never been necessary before, but it would seem that the time has arrived for the serious consideration and application of many principles which have been considered very good, but for the other fellow.

Now is a time, however, when every effort is being made to conserve food, and there is consequently, more than ever, the need to make the most of Canada's resources.

The introduction of dried vegetables for the housewife would therefore seem more than ever worth while. At present the variety of vegetables dried is small, and unfortunately many of the

processes are open to objection, but it ought to be possible by going into districts where vegetables could be grown if there was a certain market to obtain the raw material at a price to enable proper drying and transportation to the consumer to more than compete with the freshly grown vegetables. Vegetables, when properly dried, lose none of their original color or flavor, and when placed in the water in which they are to be cooked, soon come back to their original condition, giving a dish in every way satisfactory. Considerable losses can be avoided by the use of dried vegetables. There is, first, the utilization of that portion of the crop ordinarily considered too small for marketing; second, losses through handling, storage, freezing, etc.; third, losses and labor attending the storage of vegetables in the home as well as those attending the peeling and prepara-

(Continued on page 40.)



CURRENT NEWS OF WEEK

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



Maritime Provinces

A. H. Marquis, general store merchant of Chatham, N.B., is dead.

Elmore & Mullin, wholesale grocers of St. John, N.B., have dissolved. J. Elmore continuing.

Armstrong & McFarlane, grocers of Moncton, N.B., have dissolved, A. McFarlane continuing.

Murphy & De Mont, grocers of Windsor, N.S. are inaugurators of a motor delivery among the town merchants.

Pacific Dairies, Limited, has been incorporated at St. John, N.B., with a capital stock of \$40,000, to deal in dairy and animal products.

The Nashwaak Pulp & Paper Co., Ltd., is closing its general store formerly operated for the benefit of the employees of the company who form the bulk of the residents in Marysville, N.B.

The campaign for increased food production is being carried on energetically throughout New Brunswick under the direction of the Provincial Government, and with promise of good results.

Charles F. Rogers, Edgar R. Teed, and Alfred Page, of Woodstock, N.B., have been incorporated under a provincial charter, as Imperial Produce, Limited, with capital authorized of \$100,000, to carry on a general produce business.

The grocery section of the St. John branch of the Retail Merchants' Association met this week and re-elected officers as follows: Chairman, T. J. McPerson; Vice-chairman, E. W. Rowlev; Second Vice-chairman, S. C. White; Treasurer, W. A. Porter; Secretary, W. S. Logan.

When the call was made for city men to devote their vacations to farm work this summer, the first response received by the committee in St. John was from the staff of W. F. Hatheway & Co., Ltd., wholesale grocers, six of whom volunteered. Eight members of the staff of Baird & Peters have offered.

The general store of Jones Brothers, Apohaqui, N.B., was entered this week by burglars, who cracked the safe by the use of nitro-glycerine and stole the contents. They got \$960 in cash and \$400 in cheques, but left behind promissory notes and other securities valued at \$26,000.

The effort to arrange for the closing of retail stores in St. John at five o'clock during the summer months has received a setback, and is not likely to be made effective this year. Some of the grocers were willing, but others found that it would entail too much inconvenience for their customers.

At the meeting of the retail grocers of St. John, plans for shortening credit were discussed. It was agreed that the higher cost of doing business made this necessary and that credit accounts should

be settled at least on a monthly basis. It is the aim of the members of the association to get as near a cash basis as possible.

Charles S. Philps, who has conducted one of the largest and most modernly equipped grocery and provision stores in St. John, has sold out to Roy Robertson, who has been in business within a block on the same street. Mr. Robertson has purchased the substantial brick building in which the store is located, the fixtures and stock, and will combine the two businesses. Mr. Philps' business was established originally as Philps & Watson, but during recent years has been carried on by Mr. Philps.

The Maritime Fish Corporation, in pursuance of their new policy, have added two more steam trawlers to their fleet. The new craft have a capacity of 150,000 and 250,000 pounds respectively. On the first trip out of the smaller trawler, she secured her full load in two days. The outlook for the future supply of fish is regarded as encouraging. The wholesale prices are now only slightly higher than they were at this time last year, and if the demand could be directed towards seasonable fish, it is believed there would be little necessity for high prices.

Quebec

Nap. Sirois & Co., have registered to commence in the grocery business.

On Shang Company, have registered to commence in the grocery business.

Maurice Mandreville, of S. Love Kelly & Co., Chicago, visited Montreal last week.

G. B. Thibeau, of Quebec, visited Bon Secours Market, Montreal, last week.

Berlanger & Leger, wholesale provision merchants of Montreal, have been registered.

J. Seymour, fruit and vegetable merchant, Quebec City, was in Montreal last week on a business visit.

Olive, Dorion and Stroud, produce merchants of Montreal, have dissolved, and have been succeeded by Olive and Dorion.

A Pellerin, of St. Azathe, Quebec, was a business visitor to Bon Secours Market, Montreal, on a purchasing expedition, last week.

D. F. Ames, of C. E. McNeil Co., provision and poultry merchants, Chicago, was in Montreal during the past week on business.

Sanche & Leblanc, Ltd., have been incorporated at Montreal with a capital of \$50,000 to carry on a wholesale and retail grocery business.

J. S. Porter, of the Department of Agriculture, Ottawa, came from Toronto last week on a business and official visit

to Montreal, remaining over Thursday and Friday.

A. Legare, of Quebec, where he conducts a fruit and vegetable business, was in Montreal last week visiting the premises of T. Johnson, Bon Secours Market, amongst other calls.

E. J. Shields, of Edson Bros., Dock street, Philadelphia, was in Montreal during the past week on business, and called on friends in the provision trade.

Business circles in Montreal learn with regret that Lieut. G. C. Temple Hadrill, 54th Squadron Royal Flying Corps, was listed among the missing on May 9. His father, Mr. George Hadrill, is secretary of the Montreal Board of Trade. Hopes are expressed that before long the intrepid young aviator may be discovered alive.

Ontario

L. Bardon, baker of Kitchener, Ont., is dead.

S. H. Orser of Perth has sold to J. R. Rathwell.

C. W. Desand of London has sold to Geo. Keys.

Thos. Langlois, grocer of Windsor sustained loss by fire.

W. J. Taylor, general store merchant of Lucknow is dead.

W. G. Munroe, general store merchant of Apple Hill has sold out.

Austin & Grice, grocers of Oakville, Ont., have sold to H. Smith.

McCallum & Wallace, grocers, are commencing business at Guelph.

W. A. Sherwood of W. A. Sherwood & Son, grocers of St. Catharines is dead.

A. Sibbett, grocer of Carleton Place, Ont., has sold to D. A. Roe Company.

S. H. Orser, grocer of Perth, Ont., has sold to J. E. Rathwell of Carleton Place.

Graham Company, Ltd. of Belleville will rebuild on the site destroyed by fire.

W. G. Johnston has removed his bakery business from Blenheim to Cedar Springs.

Batchelor & Snider have sold their general store business at Cainsville, Ont. to C. W. Watson.

Pte. H. Mullen formerly of The Trout Creek Store Co., of Powassan, Ont., is reported missing.

Community Grocery of Welland has opened six branch stores with a complete grocery stock.

Neal London Bread Company St. Thomas have purchased building and plan to expend \$25,000 on additions and machinery.

Bricker-German Company, Ltd., has been incorporated at Waterloo, Ont., with a capital of \$40,000, to carry on a general store business.

The Harding Company, Ltd., has been incorporated at St. Thomas with a capital stock of \$60,000 to carry on a wholesale grocery business.

Harry Ranahan, of London, has the sympathy of the grocery trade in the loss of his eldest daughter by pneumonia. His wife is also seriously ill.

Canadian Flour Export Company, Ltd., has been incorporated at Toronto with a capital of \$100,000 to manufacture and deal in agricultural and food products.

Union Fruit and Product, Limited, has been incorporated at Toronto with a capital of \$40,000 to carry on a wholesale fruit, produce and commission business.

Northwestern Elevator Company, Limited, has been incorporated at Fort William with a capital of \$250,000 to operate elevators for storing grain and produce.

The American Cereal Co. of Peterboro, are planning to rebuild their mill, which was destroyed by fire some time ago. The equipment is being purchased by the Chicago office of the company.

Armstrong Bros. of Fletcher, Ont., will operate a sorghum factory in connection with their plant. A product equal to maple syrup will be made by the use of steam evaporators and sulphur fumes.

Lew Habbly, for many years head bookkeeper at Scandredth Bros., London, Ont., has bought an interest in the Harding Wholesale Grocery Co., St. Thomas, Ont. Mr. Hambly enters the firm at once. Mr. Herbert Morton, who was a member of the firm has retired.

Western Provinces

C. E. Cramer of Lancer, Sask., has sold out.

J. B. Gowler, grocer of Winnipeg has discontinued.

L. Braunstein, grocer of Winnipeg has discontinued.

A. F. Deruchie of Mulvihill, Man., has sold to W. C. Allan.

Sargent Bros. general store, Bawlf, Alta., were burnt out.

J. E. Grant has opened up a grocery business at Calgary.

D. Mitroff of Winnipeg, has been succeeded by J. Balanoff.

Shore Grocery Company, Winnipeg, has commenced business.

H. H. Harris, grocer, has commenced business at St. James, Man.

D. M. Randall has purchased general store business at Biggar, Sask.

Farmers Store have commenced a grocery business at Vonda, Sask.

Wm. Flockhart of Acme, Alta., has sold his general store business.

The No-Vary Grocery of Winnipeg, Man., has registered partnership.

Spooners Grocery, Edmonton, have sold their business to Mr. Murphy.

Cameron Grocery of Edmonton, has been succeeded by A. J. Ainsworth.

F. G. Crawford, general store, Swift Current, Sask., has discontinued.

G. M. Walters of Vancouver, B.C., has sold grocery business to Thos Fahey.

W. G. King & Co., Ltd., of Plate, Sask. have sold their general store business.

J. D. Malony of Edmonton has sold his grocery business to Geo. Bernes.

A. Bossy, general store, Sceptre, Sask. has been succeeded by Binney & McIvey.

Alberta Milling Company, Calgary, Alta., plan the erection of a flour mill.

W. H. Ellerton of Chamberlain, Sask. has discontinued his general store business.

Geo. P. McColl of Prince Rupert, B.C., has sold grocery business to Munro Bros.

Schacter Supply Co., general store, Regina, Sask., has sold out to I. Hammer.

Craig & Cummins, general store, Truax, Sask., has sold stock to J. P. Klein.

L. Maizlin & Company have commenced a grocery business at St. Boniface, Man.

Western Produce & Commission Co., of Winnipeg, Man., has registered partnership.

Stephens & Lucking, general store, Wolseley, Sask., have been succeeded by Geo. White.

M. Fay & Son, general store merchants of Havwood, Man., have been succeeded by J. D. Benard.

J. H. Porter & Co., general store merchants of Kipling, Sask., has sold to F. G. Leggatt.

The Ellison Milling Company, Lethbridge, Alta., anticipate erecting a new storage elevator.

C. E. Thompson, of Vancouver, B.C., grocer and confectioner, has sold business to G. E. Mann.

Anderson Bros., Saskatoon, Sask., have sold their grocery business to Butcher & Carson.

C. L. Lowe of Moose Jaw has been appointed sales manager of the Okanagan United Growers.

W. F. Bonter, general merchant of Netherhill, Sask., has opened a branch at Snipe Lake, Sask.

Crosby & Co., general store merchants of Netherhill, Sask., have been succeeded by W. F. Bonter.

Property for a cannery site at Peachland, B.C., has been purchased by a Vancouver wholesale grocery concern.

The Quaker Oats Company, Saskatoon, Sask., will erect a two-storey factory and warehouse, 165 feet by 50 feet.

The capital of the Swift Current Grocery Company, Swift Current, Sask., has been increased from \$100,000 to \$200,000.

Randall & Douglas, general store merchants of Estevan, Sask., have dissolved partnership. R. H. Douglas is continuing.

J. D. Moris & Co., Edmonton, dealers in groceries and men's furnishings, have sold their business to R. E. Brown Company.

The plant of the Echo Milling Company, at Gladstone, Man., was recently destroyed by fire. Loss is estimated at \$115,000.

Robin Hood Mills Company, Moose Jaw, Sask., are making an extension to their plant to cost in the neighborhood of \$100,000.

J. Clarke, specialty salesman for the Atlantic Sugar Refineries, Ltd. who has been on a visit to headquarters at Montreal, is back in Winnipeg.

Burdick's Limited, Winnipeg, Man., manufacturers of marmalade, have made application to change name to Ansley Hallberg Lewis Limited.

CONSERVING FOOD BY DRYING VEGETABLES

(Continued from page 38.)

tion of the material which can be avoided. If you stop to consider, in potatoes alone, there is frequently a waste of 35% in peeling.

Dried milk, so frequently used by large consumers, such as hotels, bakeries and ice cream manufacturers, is little known to the large body of consumers. It affords a supply of milk especially useful in the kitchen where it can be kept without refrigeration or spoilage, and it enables one to produce an article of food having a higher nutritive value than is possible by using liquid milk.

CLAIMS ENORMOUS LOSS THROUGH FAILURE TO USE OLEOMARGARINE

A meeting of ladies and gentlemen was held last Wednesday afternoon in the City Hall, Toronto, under the Chairmanship of Controller R. H. Cameron for the purpose of demonstrating the purity and wholesomeness etc. of Oleomargarine by tasting samples that had been procured from Messrs. Morris & Co. of Chicago. The Company was small but a large number of apologies had been received from those quite in harmony with the meeting and regretting their inability to be present at that hour of the day (3 p.m.). These were received by Mr. R. M. Russell, 183 Earls court Avenue, Toronto who had all the arrangements made for the meeting and who has been in correspondence with the different departments of the Government, including the Premier's since October of last year.

One and all who tasted the margarine declared it was most palatable and good to the taste. Several addresses were given by the chairman and others. Mr. Russell referred to the large quantities of margarine being sold in Britain the United States and other countries and yet it was made forbidden food by the Canadian Government in spite of the fact that the British Govt. was supplying it both to the army and navy. Mr. Russell declaring if it was good for them it was good for all, and declaring it was a matter affecting every man, woman and child throughout Canada. The loss he estimated weekly to be over \$25,000 to the householders in Toronto alone, or \$1,300,000 per year. Mrs. A. M. Huestis proposed and Mrs. A. R. Williams seconded a resolution to the effect that the Dominion Government be petitioned to permit the manufacture and importation of oleomargarine into Canada which was carried.

Mr. Russell is willing to arrange a meeting to address the grocers in the merits of the commodity.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR was on the downward trend during the week, a decline of 90c per barrel having been recorded, which makes a total decline of \$2 from the high quotations recently reached. There is a feeling that the market is taking on a more settled condition. With the possibility of the appointment of a food controller for Canada there is strong probability that the upward trend in prices may be checked to a certain extent in other lines. Sugar declined 15c per hundred during the week on the part of our refiners. Encouraging reports continue to come forward from Cuba and the hope is beginning to grow that production might be larger than was at one time anticipated.

One importer of beans stated that some three thousand tons of Rangoon beans had been placed on board ship at Burmah on his account and that there was every possibility that this shipment would be received. Should this shipment arrive the bean situation will be helped materially. The arrival at Boston during the latter part of last week of a steamer direct from Ceylon, carrying some tea as part of her cargo, will give a little better supply for the Canadian market. It was rumored at one time that this ship had been sunk.

Canned goods are in firm market, advances having been recorded in some centres. Prunes and dates are also in firm position with advances made in these lines during the week. Other lines in which advances have occurred include cream of tartar, cornstarches, meats, butter, eggs, soaps, washboards, lantern globes, jellies, canned meats, coconut. Business has continued good during the week.

QUEBEC MARKETS

MONTREAL, May 21.—There have been more or less steady market conditions to report in most of the principal lines. Molasses is reported giving anxiety owing to loss of cargoes, and is very firm. Provisions are very firm, eggs being unusually high priced in the country, and hogs high, though new supplies are expected soon now at lower prices. Sugar was rather uncertain at the beginning of the week, with tendency to firmer prices. Beans are exceptionally scarce and firm. Canned goods have advanced as regards the meat products of one large Montreal firm, and there have been some advances and some reductions in cereals. Fish are fairly easy in market; fruits and vegetables show both advances and declines in various lines, due to season's changes.

Miscellaneous Lines Which Have Advanced

Montreal.
VARIOUS LINES.—Amongst the various lines which have altered in price during the past week there are starches, which are up another quarter of a cent per pound; evaporated milks, 25c a case (in some quarters). Cream of tartar advanced 5c by one wholesale

house, and generally firm; caustic soda up a dollar a drum (100 lbs.), and toilet soaps up from 5 to 15 per cent., according to lines. Soap in general is now being sold at open prices from day to day owing to the continued firmness of the market for all raw materials.

Sugar Firmer During Week

Montreal.
SUGAR.—This week finds the principal sugar refiners in Montreal with quotations at a level of \$8.35 base for extra granulated. The market was looking stronger at the time of writing, and advances were not unexpected. It has been the experience of the trade to find sugar fluctuating about this time, with a trend towards greater strength as demand increases for preserving purposes, and this year may show the ordinary features of this business in spite of war's effects. Reports of good crops from Cuba eased the market a little of late, but there was a stronger tone present in the market towards the end of last week and the beginning of this week.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 35
Acadia Sugar Refinery, extra granulated	8 35
Canada Sugar Refinery, extra granulated	8 35

Dominion Sugar Co., Ltd., crystal granulated	8 35
Special icing, barrels	8 55
Diamond icing	8 55
Yellow, No. 1	7 95
Dark yellow	7 85
Powdered, barrels	8 45
Paris lumps, barrels	8 95
Paris lumps (boxes), 100 lbs.	9 05
Crystal diamonds, barrels	8 95
Crystal diamonds (boxes)	8 95
Assorted tea cubes, boxes	8 95
Cut loaf (50-lb. boxes)	9 20
Cut loaf (25-lb. boxes)	9 40

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 Meats Up; Canned Fruits Also

Montreal.
CANNED GOODS.—The principal feature of the market for canned goods this week is the advance in Clark's canned meats, etc. The potted and devilled meats alone show no alterations in the firm's latest issued list, and all the lines of meats, sausage, jellied meats, mince-meat soups, pork and beans, picnic pates, etc., are subject to advances. The "In-glass" lines also have advances noted, ox tongue being now \$13 to \$15, and mincemeat \$3.25. Cannery of vegetables in Canada hold no stocks now, of course, and tomatoes on the spot in second-hands are being held firmly at from \$2.25 to \$2.30, with corn at \$1.80 to \$2. Canned raspberries and cherries are firmer, and gallon apples are up again.

Salmon Sockeye—	
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	2 00
Chums, 1-lb. talls	1 20 1 45
Pinks, 1-lb. talls	1 45 1 80
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canned Vegetables—	
Tomatoes, 3s	2 30
Tomatoes, U.S. pack	2 25
Tomatoes, 2½s	2 20
Peas, standards	1 35
Peas, Early June	1 45
Beans, golden wax	1 40
Beans, Refugees	1 40
Corn, 2s, doz.	1 80 2 00
Corn (on cob, gal. cans, doz.)	8 50
Red raspberries, 2s	2 25
Red cherries, 2s	2 25
Strawberries, 2s	2 50
Blueberries, 2s, doz.	1 20 1 25
Pumpkins, 2½s	1 60 1 70
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallon)	3 45 4 00

Dried Fruits In Quieter Market

Montreal.
DRIED FRUITS.—No changes of special note are recorded this week in the

matter of dried fruits, and demand is said to be rather quieter than of late. There are no more old crop dried apricots to speak of on the market now, and the dried apple market keeps persistently firm. Probabilities that prunes will be high this season are emphasized, but without definite announcement of any kind so far. The lack of European competition as to other dried fruits means that the burden of production and demand comes upon California more than ever before, and the market there is firmer accordingly. Demand for dates is at its lowest now, and for a few weeks of the summer these will be in very slight request comparatively. Dried peaches are slightly firmer in tone.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.	0 13
Apples, choice winter, 50-lb. bxs.	0 13
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 18
Filiatras, packages, new, lb.	0 21

Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.	0 12½
Fards, choicest	0 12½
Hallowee (loose)	0 13
Excelsior	0 11½
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, 10 oz., doz.	1 20
Cal. bricks, 16 oz., doz.	1 40
Cal. layers, 10 lb., 5 rows, box.	1 60
Cal. fancy, table, 10 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
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12½
70 to 80, in 25-lb. boxes, faced	0 12
90 to 100, in 25-lb. boxes, faced	0 11

Prunes (Oregon)—		
30s	0 12½
40-50s	0 12

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	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
Fancy seeded, 16 oz. pkgs.	0 12½
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11½
Valencias, 4-crown layers	0 11

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

Molasses Scarcer; Syrups Very Firm

Montreal.
MOLASSES AND SYRUPS.—Further losses of molasses at sea are reported, and there are suspicions that submarine operations may have been responsible for the loss of a third schooner, the cargo of which is reported fathoms deep. Experienced merchants in the molasses business state that while prices hold as

previously quoted, from two to three cents higher might soon be asked if things go on as they have been doing of late. There is an undoubted scarcity of molasses at present, and supplies are very slowly filtering through. Corn and cane syrups keep firm, and there may be further advances. The corn starches had a further advance of a quarter of a cent this week.

Barbadoes Molasses—	Prices for	
	Fancy, Montreal	Choice, Montreal
Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—

2 lb. tins, 2 doz. in case, per case	4 80
Barrels, per 100 lbs.	6 50
Half barrels, per 100 lbs.	7 00

Higher Prices For All Nuts Expected

Montreal.
NUTS.—There is no avoiding the fact that nuts are in for firmer markets all round. Shelled walnuts and peanuts are particularly high in price to the jobber at present, as much as 51c for shelled walnuts, and 17c for No. 1 Spanish and No. 1 Virginia peanuts being quoted to the jobber now. It is fully realized that the special demand for peanut oil, which has become a big thing now, is likely to keep the price of peanuts still firmer in the future. There are no more Bon Ton peanuts at quotations as low as 0.14½c, and the general trend is to higher prices steadily, though occasional lots are available a little cheaper from time to time. New Brazils have arrived in the shell, and are quoting at 18-20c.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Brazil nuts (new)	0 18	0 20
Filberts (Sicily), per lb.	0 18	0 20
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15	0 15
Peanuts (coon), per lb.	0 13½	0 14
Peanuts (Jumbo), per lb.	0 15	0 15
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40

Pecans (shelled)	0 75	0 80
Walnuts (Grenoble)	0 50	0 18½
Walnuts (shelled)	0 50	0 62
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	0 24	0 24
Cocoanuts, 100 size, per sack	7 50	7 50

Hopes For Plenty Of New Crop Beans

Montreal.
BEANS.—There will be a big planting of beans in Quebec this year if indications are not belied. Large quantities of seed beans have been disposed of according to reports, and the very high prices prevailing for beans for culinary purposes are sufficient stimulation for the farmers to do their best to have a plentiful crop this season. One wholesaler this week paid for a carload of Canadian hand-picked as high as \$9.15 per bushel, the highest price he had ever known for these in this quantity in the Province of Quebec. Lima beans are now worth 20c a lb. to the retailer, and there are no more Canadian 3-lb. pickers under \$9.50 per bushel.

Beans—		
Canadian 3-lb. pickers, per bu.	9 50
Canadian 5-lb. pickers	7 90
Yellow Eyes	7 90
Lima, per lb.	0 20
Chilean beans, per lb.	0 14
Manchurian white beans, lb.	0 15
South American	5 70
Peas, white soup, per bush.	4 50
Peas, split, new crop, bag 98 lbs.	10 00	10 10
Barley (pot), per bag 98 lbs.	6 00	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rice Very Firm; Tapioca Scarce

Montreal.
RICE AND TAPIOCA.—Exceedingly firm conditions apply to the market for both rice and tapioca at present. Following the advances noted last week, there have been no further special features of the market, but business is reasonably active, and demand is well maintained in spite of advances. Tapioca is likely to go still higher in price, as supplies are very uncertain to replenish stocks, which grow smaller on this side. That rice may see higher prices also is a view held by some market observers,



Making the Waste Places Productive. From Vertical Farming Magazine.

though the recent drop in flour prices brings flour and rice rather more closely to their normal condition in respect to each other's market value.

Rangoon rice, per 100 lbs.....	7 40	7 35
"Texas" Carolina, per 100 lbs...		9 90
Real Carolina, per 100 lbs.....	11 00	11 50
Patna (fancy)		10 15
Patna (good)	7 40	9 40
Siam, No. 2		9 15
Siam (fancy)		8 40
Tapioca, per lb.	0 14	0 15

Coffee And Cocoa Still Quietly Steady

Montreal.
COFFEE, COCOA.—White it is felt in some quarters that the effects of United States action in regard to coffee duties and a possible tax on coffee already imported may affect the supplies coming into Canada via the States and advance prices, this is not yet regarded as at all certain, and meantime coffee keeps in very unmoved market locally. Prices as previously quoted still maintain steadily. There will be no reductions but there may not be advances for some little time short of something newly developing and unexpected at time of writing. Cocoa keeps also normal as to price quotations, but some merchants interested in cocoas generally are rather surprised that cocoa and coffee both do not show more of the general tendencies of the times. These markets are both, however, very well established in world commerce and their great channels of operation are well worn and in good repair.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracibo, 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 15	0 20

Black Teas And Japans Also Firmer

Montreal.
TEA.—Although the tea quotations given below as a general guide to the market tendency are left unaltered this week because teas of average good grades coming under these classifications are still available from wholesalers who have bought well and early, the fact is that the importers themselves cannot quote such prices now. All black teas are still very firm indeed, and the strength of the market is not abated. Supplies are still coming in, but very scantily. There may not be absolute shortage of teas this Fall and Winter, on the other hand there will certainly be no large stocks available, and any untoward happenings to shipments will affect markets to greater firmness immediately. Japan teas are going to be higher because of advanced freight rates, but the crop is said to be in good condition. New and increased demand for Japan teas is developing in the Dominion due to cost of black tea.

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

Peppers Have At Last Advanced

Montreal.
SPICES.—Peppers are paving the way for the almost inevitable advances in all lines of spices which may become actively noticeable on the markets before the Fall. This week finds pepper prices both for black and white peppers very decidedly stronger. These lines have really deserved the advance long ago but for some reason grinders in Montreal have been reluctant to raise their prices on peppers, and have continued the old scale though actually paying more for new supplies of imported peppers than they were asking in some cases for the finished product. And the rising market has gone steadily on while never has there been any real indication of improvement as to imported goods either via Pacific or via Atlantic routes. Spot stocks are not abundant, arrivals are most uncertain, and in all lines of spices there will almost certainly be shortages and higher prices until the situation brought about by the war is altered.

SPICES.—In every way there is further advance

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice	-0 16	-0 19	-0 23
Cassia	-0 25	-0 37	-0 37
Cayenne pepper	-0 28	-0 35	-0 35
Cloves	0 32-0 35	-0 90	-0 39
Cream tartar, 60c.			
Ginger, pure	-0 20		
Ginger, Cochin	-0 25		-0 31
Ginger, Jamaica	0 30-0 35	-1 15	-0 40
Mace	-0 80		-1 00
Nutmegs	0 40-0 60	-0 45	-0 80
Peppers, black	-0 35		
Peppers, white	0 38-0 40		
Pastry spice	-0 25	0 25-1 20	-0 29
Pickling spice	-0 25		
Turmeric	0 21-0 23		

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

Cardamon seed, per lb., bulk....	2 00	2 50
Carraway, Dutch, nominal		0 60
Cinnamon, China, lb.	0 18	0 25
Cinnamon, per lb.		0 35
Mustard seed, bulk		0 25
Celery seed, bulk	0 36	0 46
Shredded cocanut, in pails.....	0 21	0 23
Pimento, whole	0 12	0 15

Fruit And Vegetable Prices Fluctuate

Montreal.
FRUIT AND VEGETABLES.—The market for oranges shows some firmer tendency this week, and this may continue for a time though demand for oranges is very good in general. Navels were about 25 cents a case higher this week. Bananas are a shade easier, and still in very good demand. In the fruit market also Louisiana strawberries are easier at 13 cents a pint. Vegetables show some downward and some firmer tendencies, root vegetables being rather firmer except for potatoes which are easier though still quoting at \$4.00 a bag. Carrots, parsnips, beets, etc., are firmer. There are no more red onions on the market in crates or bags. Cabbage by the crate is easier. Leeks are easier. Florida celery is off, but Greentop celery from Florida also though not

known as Florida celery has appeared. Rhubarb is easier, priced at 75c to \$1 doz. The outlook now is for gradually easier prices on the fresh grown vegetables as the season advances.

Bananas (fancy large), bunch...	2 75	3 00
Oranges—		
Navels, per box	3 25	3 50
Floridas		5 00
Valencia, ordinary and large...	4 25	5 00
Grape fruit	3 00	4 00
Lemons	3 00	3 25
Pineapples, Cuban, crate		2 90
Apples—		
Russets	No. 1	No. 2
Ben Davis	7 00	5 50
Ben Davis	6 25	6 00
Cauliflower, per doz. bunches...	3 00	4 00
Celery, Greentop, per crate.....	4 00	4 50
Celery (U.S. washed), doz.		1 50
Onions, Bermuda, crate 50 lbs...		3 25
Onions, Texas, crate 50 lbs.....		3 50
Onions, Australian, sack 100 lbs.		7 00
White onions, per bag (100 lbs.)		6 00
Potatoes, per bag (80 lbs.).....		4 00
Potatoes (new), per hamper.....		4 00
Potatoes (new), per bbl.....		12 00
Potatoes (red)		3 75
Potatoes (sweet), per hamper....		4 00
Carrots, per bag	3 00	3 50
Beets, per bag		2 00
Parsnips		1 50
Turnips		2 00
Lettuce, curly, per box		3 00
Lettuce, Romaine, doz.		1 00
Lettuce, Boston, box of 2 doz...		2 50
Tomatoes (Florida), per crate...	4 00	4 50
Horse radish, per lb.		0 25
Cabbage (new) New York, crate	10 50	11 00
Cauliflowers (doz.)	3 50	4 00
Cranberries (Cape Cod), barrel...	9 00	13 00
Beans, U.S. wax, basket	3 25	4 00
Beans, U.S., green, basket	3 25	4 50
Leeks, per doz. bunches		3 00
Parsley, doz.	0 50	1 50
Mint, doz.		0 50
Watercress, doz.		0 50
Spinach, per bbl.		4 00
Rhubarb, per doz.	0 75	1 00
Rhubarb (U.S.A.), per lb.....		0 10
Eggplant, per crate	6 50	7 00
Cauliflower, crate		4 00
Garlic (Venetian), lb.		0 10
Endive (Canadian), lb.		0 25
Strawberries (Louisiana), pints...		0 13
Cucumbers (Fla.), basket.....		3 00

Lake Fish Trade Opening Up Better

Montreal.
FISH.—One of the features of the market for fish this week is the arrival of larger quantities of lake fish such as lake trout and whitefish, also pickerel, and pike. Fresh haddock is also more prominent on the market as to quantity, and is lower in price as a consequence. On the other hand, however, Western halibut has gone up a little. Some salmon from the Pacific coast is arriving, and a few Gaspe salmon have shown up, but in both cases prices are still comparatively high. In other lines trade is fairly active at prices which hold steady at last week's quotations. Lobsters are not so plentiful as had been expected due to bad weather, and for this reason prices have shown a tendency to react to higher levels. Bulk and shell oysters are selling slowly, but trade in these lines is satisfactory for the time of year.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle fo 5 boxes		0 95
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.....	9 00
Salmon (Labrador), per bbl.....	20 00
Salmon (B.C. Red)	16 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.....	14 00

Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 50
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80
SHRIMPS, LOBSTERS	
Lobsters, medium and large, lb.	0 25
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00
FRESH FROZEN SEA FISH.	
Halibut	18 19
Haddock, fancy, express, lb.	7 1/2
Mackerel (med.), each	20
Mackerel (large), each	25
Cod, steak, fancy, lb.	9
Salmon, Western	15 16
Salmon, Gaspe	18 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

Dore	0 12	0 13
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 Shell Oyst. (ord.), bbl.	10 00	
Cape Cod shell oysters, bbl.	12 00	
Clams (med.), per bbl.	8 00	
FRESH FISH		
Haddock	0 07 1/2	0 08
Steak Cod	0 08	0 09
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Fike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux, each	0 03 1/2	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

case, cases with twenty-four 1 1/4-lb. bars selling at \$6.50, an advance of 50c. For cases with 100 and 200 tablets the increase has been \$1, making the selling price \$7 per case. Sunny Monday soap is now quoted at \$5.50 per case, an advance of 50c. Gold dust washing powder in 5c size has been increased from \$4.15 per case to \$4.85, while the 25c size has been increased 50c, and is now quoted at \$5.50. Guelph soap chips in 50-lb. cases are now quoted at 9 1/4c per pound, the former price being 8 1/2c. White Knight laundry soap is now quoted at \$4.95 per case. Babbitt's lye in 48's is quoted at \$3.60. Eddy's list on washboards has been advanced 50c per dozen, with the exception of "The Eddy" and "Twin Beaver," which have increased 25c per dozen. Lantern globes have been increased in price, cold blast, 12 to a case, now being quoted at \$1 per dozen, and 36 to case 90c per dozen. Crown lantern globes, 12 in case, are quoted at \$1.10 per dozen, and squat lantern globes, 36 in paper case, are 90c, and 12 in paper case is 95c dozen.

ONTARIO MARKETS

TORONTO, May 23.—Price changes have again been numerous in grocery lines during the past week. Wholesalers assert the great difficulty is to get goods, and for this reason they are conserving present stocks as much as possible. Some of the large department stores are eager buyers, and experience the same difficulty in getting deliveries. The time seems rapidly approaching when there will be a still more acute shortage in many lines before new stocks can be received. One of the large importers of beans was advised during the week that a shipment of some three thousand tons of Rangoon beans had been placed on board ship consigned to them from Burmah, in India. They look forward with keen anticipation to the arrival of these beans, as the local market is about bare of available stocks. Business in grocery lines has been good.

occurred in Havana and Santa Clara provinces, with scattered rains in other provinces, being mostly favorable for old cane and new plantings. Demand for sugar locally is still somewhat light.

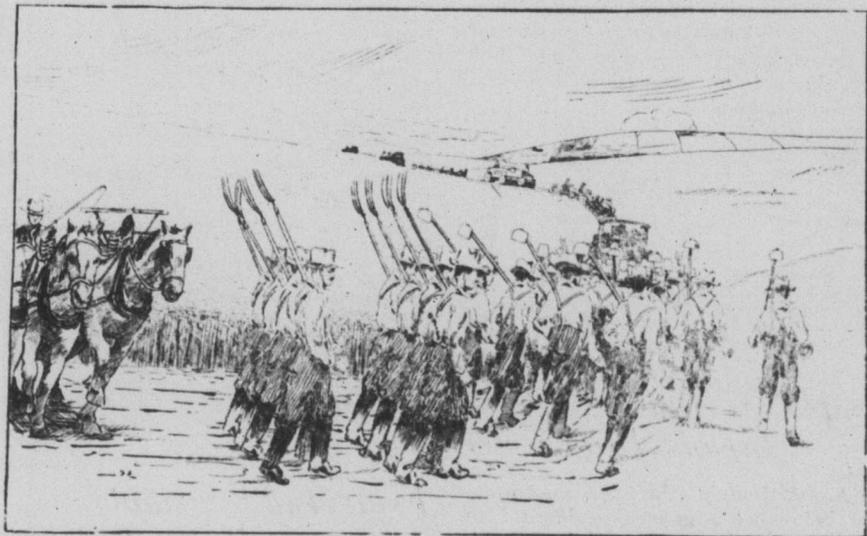
100 lbs.	
Atlantic, St. Lawrence extra granulated sugars	8 49
Acadia Sugar Refinery, extra granulated	8 49
Canada Sugar Refinery, extra granulated	8 49
Dominion Sugar Refinery, extra granulat'd	8 40
Yellow, No. 1	8 09
Special icing, barrel	8 69
Powdered, barrels	8 69
Paris lumps, barrels	9 09
Assorted tea cubes, boxes	9 09
In 50-lb. bags there is an advance of 10c per	

Jellies And Canned Meats Have Advanced

Toronto. JELLIES, CANNED GOODS, STOVE PASTE.—One of the lines of jelly

Canadian Refiners Decline 15c Hundred

Toronto. SUGAR.—All Canadian sugar refiners are again on the same basis as a result of the decline in price on the part of Acadia, St. Lawrence, Atlantic and Dominion Sugar Companies during the week, now making the selling basis \$8.49. This decline follows on the heels of the condition noted in CANADIAN GROCER last week wherein refiners were quoting at different figures. There was a steadily declining market in raw sugar in New York during the week, caused by the realization that the Cuban crop would be much larger than expected by some of the Cuban experts. A decline of 1/4c per pound was recorded in Cuban raws in the New York market, being quoted down as low as 5.95c duty paid, as compared with 6.21c for the previous week. Production of raw sugar in Cuba up to May 12 had reached 2,282,760 tons, as compared with the production last year of 2,558,803 tons up to the same time. It is stated on good authority that there are now estimated to be grinding 161 centrals on the Island of Cuba, as compared with 89 centrals at the same time last year. This would indicate that production for the remainder of the season might be heavier than last year. Reports on the weather conditions in Cuba are to the effect that general rains have



The Real Homeguard.

From Vertical Farming Magazine.

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.

Soaps, Washboards And Lantern Globes Up

Toronto. SOAPS, WASHBOARDS, LANTERN GLOBES.—Further advances in some lines of soaps have been recorded during the week. Snap hand cleaner has advanced 50c per case to \$5.50, which now makes it a 20c line. Fairy soap has also been increased 50c per case to \$5. Soap chips in bulk have also been increased 1c per pound, making the selling price now for No. 2 9c. Shell brand castile soap has been increased from 50c to \$1 per

powders, namely Jello, that recently advanced to \$1.10 per dozen, has declined to 90c. Dalton's jellies have made advances, Nonpareil, small sizes, now selling at 70c, an increase of 5c. Pint sizes have been advanced 10c, and are now selling at \$1, while the quart sizes have been advanced 50c, and are now selling at \$1.50. McLaren's Invincible jellies are now selling at \$1.05, an increase of 10c. Harry Horne's custard powder has been advanced 25c per dozen, making the selling price now \$1.20. An advance of from 5 to 10 per cent. has been recorded in the selling price of all Clark's lines of canned meats. The advances apply to corned beef, lunch ham, veal loaf, roast beef, jellied veal, beefsteak and onions ox tongue, mincemeat, and numerous other lines manufactured by this company. Their pork and beans, with to-

mato sauce No. 1, is now quoted at \$1.25 per dozen. Robinson's patent barley and groats are now quoted at \$3.75 per case, an advance of 15c. Rising Sun stove paste in 10c size has been increased to 90c, and the 5c size to 48c per dozen. Sun paste No. 5 is now quoted at 90c per dozen. Coconut in barrels has advanced 2c per pound, and is now quoted at 24c, while coconut in pails is selling at 26c per pound.

Molasses And Corn Syrups Hold Steady

Toronto. MOLASSES, SYRUPS.—Although an advance was recorded in starches during the past week, no further increase has been recorded in corn syrups, which are both products of the corn. It has been usual for corn syrup to share in the advances with starches and vice versa. It can, therefore, be anticipated that corn syrup is in firm position. Molasses is in strong market with a good sale. Cane syrups held steady in price during the week.

Corn Syrups—	
Barrels, per lb.	0 06½
Cases, 2-lb. tins, 2 doz. in case	4 60
Cases, 5-lb. tins, 1 doz. in case	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy Barbadoes, gal.	0 78 0 82
West India, ½ bbls., gal.	0 46 0 48
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

Canned Salmon Shows An Upward Tendency

Toronto. CANNED GOODS.—Alaska red salmon moved to higher levels during the week when the low quotations generally were placed at \$3, showing an advance of 25c. Chums in certain instances were advanced 5c per dozen, and pinks quoted as high as \$1.90. Standard peas showed a marked tendency toward higher levels, the range being from \$1.40 to \$1.45, as compared with \$1.35 to \$1.37½ last week. Early June peas were also quoted 5c up at \$1.50 to \$1.55. Canned corn showed a firmer tendency. Garden City canned peaches were quoted at an advance, 2's now selling at \$1.85; canned pears at \$1.60, and plums at \$1.45 per dozen. Pie peaches in 3-lb. tins are quoted at \$1.95 dozen. In tins of 2½ lbs. peaches are quoted at \$3. Gallon apples are now quoted at \$3.75 per dozen.

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

Salmon Sockeye—	
Alaska reds, 1-lb. talls	3 00 3 25
Alaska pinks, 1-lb. talls	2 40 2 75
Chums, 1-lb. talls	1 40 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 80
Springs, 1-lb. talls	2 50 2 85
Lobsters, ½-lb., doz.	2 65 3 00
Canned Vegetables—	
Tomatoes, 2½s	2 25 2 40

Tomatoes, 3s	2 40	2 50
Peas, standards	1 40	1 50
Peas, early June	1 50	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	1 95	2 35
Pumpkins, 2½s	1 95	2 10
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	2 65
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	1 50	

Dates And Prunes Record Advances

Toronto. DRIED FRUITS.—An advance of 5c to 10c has been recorded in the price of Excelsior dates which now makes the range \$3.75 per case. Dromedary dates have also been moved up, an advance of 15c per case being recorded, the range being from \$4.40 to \$4.60. Hallowee bulk dates are about cleaned out of the market and no further supplies are available from importers. Prunes have showed a generally higher tendency during the week by ½c to 1½c per pound in certain instances. Quotations on peel have been withdrawn by some wholesalers pending the receipt of stocks which they have ordered. Some supplies of English peel are still being disposed of. The market for dried fruits has been one of firmness.

Apples, evaporated, per lb.	0 13	0 13½
Apricots, choice, 25's, faced.		
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, ½ cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 55	3 75
Dromedary dates, 3 doz. in case	4 40	4 60
Figs—		
Taps, lb.	0 05½	0 06½
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 15	0 16
40-50s, per lb., 25's, faced.	0 14½	0 15½
50-60s, per lb., 25's, faced.	0 14	0 15
80-90s, per lb., 25's, unfaced.	0 11½	0 12¼
Peaches—		
Choice, 25-lb. boxes	0 12	0 12½
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 09½	0 10½
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets		0 13½
Seedless, 16-oz. packets	0 15	0 16

Available Teas Changing Freely

Toronto. TEAS.—Where stocks of tea are available they are finding ready buyers, there being no hesitancy to take them up as they are looked upon as good value. Reports of the sinking of a steamer coming by way of the Cape of Good Hope to Boston continued to cause a certain amount of concern among local tea men who had stocks on board, but fears were allayed by arrival of this steamer, the "Hanna Neilson" at Boston on Friday of last week. She carried some stocks of tea which will help the situation somewhat. From information received by one of the large tea importers there

can be gathered something of the firmness that exists in the London market for Ceylon teas when tea dust there recently sold at 41½c per pound. There is no indication of any easier condition in the market, the tendency being all in the other direction. Prices during the week held steady.

	Per lb.	
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

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.

Cream Of Tartar Again Makes Advance

Toronto. SPICES.—Following the advance recorded in last week's issue in cream of tartar a further advance of 2c per pound has been recorded. Prices are high in the primary market in New York with the possibility that any additional arrivals will have to pay the 10 per cent. war duty. There has been a good demand for cream of tartar from the wholesale houses. Black pepper has been in increasingly firm market with higher prices recorded in some quarters. Ground mustard is also in very firm position with an advance looked for in the near future. Cloves have shown higher prices from the low quotations of last week, the range now being narrowed to 35c to 45c as compared with 30c to 45c last week.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 35	0 38
American high test	0 58	0 65

Chicory Very Hard To Obtain

Toronto. COFFEE, COCOA.—Stocks of chicory are getting in increasingly narrow compass, very little being obtainable. Those who have any stocks at all are conserving them and are selling in very small quantities. Prices are accordingly very firm, being quoted from 18c to 20c per pound. Demand for coffee is very good and also for cocoa. Large dealers in some instances state orders have piled up so heavy recently that they find difficulty in getting them filled with present staffs. Prices in the latter commodities held steady during the week.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31

Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Brazil Nuts May Arrive Within Month

Toronto.
NUTS.—Importers of Brazil nuts state that there is strong probability of arrival of additional supplies of these commodities within the next three or four weeks. They have been withdrawn from the market recently by importers. Three schooners at South American ports are now loaded and ready to proceed to the United States but it will take some time before they arrive. Almonds and walnuts in the New York market advanced ½c per pound during the week. There has been a good demand for walnuts and peanuts within recent weeks, prices on walnuts have advanced 2c from the lowest level of last week.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 12½	0 17
Brazil nuts, lb.		0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 52	0 55
Walnuts, California	0 26	0 33
Peanuts, lb.		0 16

Tapioca Supplies In Keen Demand

Toronto.
RICE AND TAPIOCA.—There has been an increasingly firm market in tapioca during the week, some of the large department stores being eager purchasers of any available stocks. Wholesalers are inclined to let their stocks out sparingly as they state they do not know when they will be able to get further supplies when present ones are exhausted. There has been a good demand for rice and stocks are accordingly getting low. Arrival of several cars of Southern rice during the week allayed the situation for the time being. Prices held firm during the week.

Texas, fancy, per 100 lbs.	10 00	10 50
Siam, fancy, per 100 lbs.	7 75	9 00
Siam, second, per 100 lbs.	7 50	8 00
Japans, fancy, per 100 lbs.	7 50	8 50
Japans, second, per 100 lbs.	7 00	7 50
Chinese, per 100 lbs.	6 50	7 25
Tapioca, per lb.	0 12½	0 13½

Shipments Of Beans Reported On The Way

Toronto.
BEANS.—One large importer of beans has been advised that their order for some three thousand tons of Rangoon beans has been confirmed and that they had been placed on board ship at Burmah in India. If these beans get away before the ship is commandeered those who have orders in the shipment will feel greatly relieved. Beans in the local market are very scarce, Rangoons and yellow eyes being practically out of

the running because stocks have been exhausted. Lima beans are in very narrow compass and are quoted from 19c to 20c per pound. Where Ontario beans are available they are quoted at \$9.50 up to \$11 per bushel.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Black eyes, Cal., bushel.		6 50
Limas, per pound	0 19	0 20

Cornstarch And Starch Advance ¼c Per Pound

Toronto.
PACKAGES.—An advance of ¼c per pound was recorded in the price of cornstarches and laundry starches during the week, which now makes No. 1 cornstarch in pound cartons 10¼c and laundry starch in 1-lb. cartons also to 10¼c. Bulk starch is quoted at 9¼c per pound and in 6-lb. tins at 12¼c. Celluloid starch in cases is now \$4.50, an advance of 15c while Benson's enamel starch is now \$3.50 per case an advance of 50c. There have been some advances in package cereals. Malta Vita is now selling at \$3.25 per case, an increase of 40c. Quaker cornflakes have advanced 30c per case, now being quoted at \$3.25. Kellogg's krumbles are in strong market and an advance would not come as a surprise in this line. Rolled oats in package have been moving freely.

Cornflakes, per case	3 25	3 40
Rolled oats, round, family size, cs.	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 45	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	4 00	
Cornstarch, No. 1, pound cartons	0 10½	
No. 2, pound cartons	0 09½	
Starch, in 1-lb. cartons	0 10½	
Do., in 6-lb. tins	0 12½	
Do., in 6-lb. papers	0 09½	

Fresh Salmon Trout Quoted Down 1c Pound

Toronto.
FISH.—Salmon trout arrived in good quantities during the week and prices were lower by 1c per pound in consequence. There has been a good demand for this commodity, consumers taking hold readily. Whitefish was scarcer during the week and prices showed a tendency to firmness, being quoted from 15c to 17c. Some fresh seas herring, the first of the season, arrived in small quantity during the week from Boston and were quoted at 8c to 9c per pound. Lake herring are also coming for the first time in small quantities, the price quoted being from 10c to 12c per pound. Demand for fresh fish of all kinds has been fairly good during the week.

SMOKED FISH.		
Ciscoes, per lb.	0 15	
Haddies, per lb., new cured.	0 12	0 12½
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box	1 60	
Digby herring, bundle 5 boxes.	1 10	1 25
Strip cod, 50-lb. boxes		4 50
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.	2 60	
Salt mackerel, kits 15 lbs.	2 25	

FRESH SEA FISH.		
Crabs, per dozen	1 00	
Herring, fresh	0 08	0 09
Hallbut, frozen	0 16½	0 17
Hallbut, medium, fresh, lb.	0 16½	0 17
Cohoe salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Steak, cod, fancy, express, lb.	0 10	0 11

Flounders, lb., frozen	0 09	0 10
Winkels, per bag		1 75
FRESH LAKE FISH.		
Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 15	0 17
Trout, lb., fresh	0 12	0 13
Herrings, frozen		0 06
Tullibeas, lb.	0 09	0 09½
Do., fresh, lb.		0 10

Wax Beans And Green Peas Reached Market

Toronto.
VEGETABLES.—Two of the new arrivals in vegetable lines during the past week were golden wax beans and green peas in the pod. The former were quoted at \$3.50 to \$3.75 per hamper and the latter at \$2.50 to \$2.75 per hamper. These vegetables came from the Southern United States. New cabbage in cases from Alabama producers was quoted as high as \$8.50 to \$9 per case. Canadian asparagus was down 75c per basket and new bets were also lower. Florida cucumbers advanced 25c to 50c. Texas onions were 25c down. Potatoes were firmly held. Florida tomatoes in carriers were 25c lower.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, new, hamper		2 25
Beans, green string, hamper.	3 50	3 75
Beans, golden wax, hamper.	3 50	3 75
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.	3 00	3 25
Cabbage, case	8 50	9 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case.	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches.	0 25	0 50
Cal. head lettuce, hamper		3 50
Green, per doz. bunches.		0 40
Mushrooms, 4 lbs.		2 50
Onions—		
Texas, 50-lb. box	3 00	3 25
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks		4 75
Elbertas, bag	4 25	4 50
New, hamper		3 75
Peas, green, hamper	2 00	2 75
Parsnips, bag	2 50	2 75
Radishes, hampers	1 25	1 50
Spinach, bushel hamper	1 50	2 25
Green peppers, doz.		1 00
Tomatoes, Flor., 6-bkt. carriers.	3 25	4 25
Parsley, doz.		0 75
Watercress, basket	0 50	1 00
Turnips, bag	1 00	1 25
Turnips, new, hamper		1 50

Pineapple Took Turn Upward Again

Toronto.
FRUIT.—Pineapples took a swing upward again during the week owing to the light arrivals in New York last week, an advance of 25c per case having been recorded. A strike is in progress at Havana which militates against the forwarding of Cuban pineapples. From present indications there is no telling what may develop in the way of prices. Until the strike is settled and larger quantities arrive in New York a firm market is anticipated. Stocks of grape fruit the+ still being shown give evidence of an easier market. Rhubarb was in easier market, the range quoted being from 25c to 40c. Strawberries were slightly lower on some grades. The latter fruit is going into consumption at a good rate and arrivals are getting

heavier.

Apples—		
Boxes, American	2 75	3 00
Bananas, yellow, bunch.....	2 25	2 75
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	3 25	3 50
Oranges—		
Cal. Navels	3 00	3 50

MANITOBA MARKETS

WINNIPEG, May 23.—It is noticed that embargoes are being lifted by the British Government on a number of lines. One of these lines is H.P. Sauce. Patterson's of Glasgow also announce that the embargo has been lifted from Camp coffee essence. Stocks in wholesalers hands were beginning to get rather small. Brokers are still talking of higher prices on cereals, and attention is drawn to the effect this will have on barley which is liable to go up again. New and high prices were announced by jobbers a week or so ago. Millers are having considerable difficulty securing barley suitable for milling into pot and pearl.

Sugar Market Uneasy; Legislation Affecting It

Winnipeg
Sugar.—Early this week standard granulated was still selling at 9.10. The Atlantic Sugar Refiners, Ltd., who had been standing at 9.25, came down to 9.10. This did not indicate an easier market, but indicated that these people were in a position to take care of business. For some time they had been over booked. The raw market has been very uncertain during the past week and there was a feeling that there was going to be a decline last week-end. The uneasiness was caused through doubt as to the effect of the recent legislation in U. S. and Cuba. Both jobbers and retailers in Western Canada are fairly well stocked with sugar.

Peaches Up In Winnipeg; Only U.S. Peel Available

Winnipeg.
DRIED FRUITS.—Brokers state that only candied peel will be procurable from the U. S. this year as there is an embargo on it from Great Britain on account of the sugar. This condition existed a year ago, but at the last moment, after many houses had placed their orders in the U. S., the embargo was lifted and candy peel came from Great Britain in fairly large quantities. If the embargo continues to rest on candied peel the trade can expect higher prices this year on this commodity. Stocks of prunes, peaches and apricots are practically all cleaned up in California, but there are pretty good stocks in jobbers hands here, although they are moving out fast. New crops peaches and apricots are not shipped from California until August, and prunes and raisins until October. A Winnipeg jobber has put an advance on peaches into effect, and is quoting as follows:

Grapefruit, Cuban, case	4 00
Lemons, Cal., case	4 00
Messinas, case	4 00
Pineapples, Porto Rican	3 25
Cuban, case	3 00
Rhubarb, doz. bunches	0 25
Strawberries, 1-qt.	0 18

Extra choice unfaced.....	11 3/4
Extra choice faced.....	12
Fancy faced.....	12 3/4

Dried Fruits—	
Apples, evap., 50-lb. boxes, lb.	0 13 1/4
Apples, 25-lb. boxes.....	0 13 3/4
Apples, 3-lb. cartons, each.....	0 42
Pears, choice, 25's	0 13 3/4

Apricots—	
Choice, 25's	0 23
Choice, 10's	0 24

Peaches—	
Choice, 25-lb. boxes	0 12
Choice, 10-lb. boxes	0 13

Currants—	
Fresh cleaned, half cases, Australian, lb.	0 19

Dates—	
Hallowees, 68-lb. boxes	0 12 1/4
Fards, box, 12 lbs.	2 00

Raisins, California—	
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 3/4

Raisins, Muscatels—	
3 crown, loose, 25's	0 09 1/4
3 crown, loose, 50's	0 09

Raisins, Cal. Valencia—	
3 crown, loose, 25-lb. boxes.	0 10
3 crown, loose, 10-lb. boxes.	0 10 1/2

Figs—	
Cooking, in mats	0 07 1/2
Mediterranean, 33-lb. mats	0 08 1/2

Prunes—	
90 to 100, 25s	0 11 1/2
40 to 50, 25s	0 15

Peels—	
Orange, lb., 7-lb. boxes.....	0 22 1/2
Lemon, lb., 7-lb. boxes.....	0 21 1/4
Citron, lb., 7-lb. boxes	0 25

Supply Of White Beans At \$5.85 Expected

Winnipeg.
DRIED VEGETABLES.—White beans are practically unobtainable in Winnipeg, although a local wholesale house advises that they are expecting a supply of Japanese hand-picked beans, which they will be able to sell the retailer at \$5.85. Limas are beginning to feel the effect of shortage. It is stated that some jobbers are quoting as low as 16c on Limas, which is a very low figure considering that it costs the jobber 19 1/2c to lay them down in Winnipeg. Some jobbers are quoting Lima beans at 20c. The effect of the high bean market is noticed on pork and beans, which are higher again. Clark's of Montreal announce advances averaging 10% on canned meats and pork and beans. This is attributed not only to scarcity of materials, but also to high cost of tin plate. Other reasons for the advance in pork and beans is the heavy export demand which is tending to send prices up right along.

California Lima Beans—	
80-lb. sacks	0 15
Peas—	
Split peas, sack, 98 lbs.....	7 00
Whole green peas, bush.....	5 50
Whole yellow, bushel.....	3 50

Advance Of A Cent On Rice Announced

Winnipeg
Rice.—Another house put an advance into effect this week on rice, amounting to a cent on all their lines. They state that an advance of two cents was warranted. Some of their quotations now are:

Japan, No. 1, lb.	0 06 1/4
Japan, No. 2, lb.	0 05 3/4
Siam, lb.	0 05 1/4
Patna, lb.	0 06 3/4
Tapioca, lb.	0 09 1/4
Sago, lb.	0 08

Good Canned Salmon Getting Very Scarce

Winnipeg.
CANNED SALMON.—It begins to look as though inside of two months, or even less than that, most of the good salmon will be out of the hands of Winnipeg jobbers. It is difficult now to secure supplies of lines like Horseshoe and Clover. There have been some lines of Alaska salmon offering, but at high figures.

Advance Announced In Tomatoes And Corn

Winnipeg
CANNED GOODS.—Jobbers state that vegetables are beginning to move fairly well, and there is a tendency now for those who are not inclined to throw away their stocks, to conserve what they have, and make them go as far as possible. One house announces an advance in their quotations this week, which seems to do away with any possibility of cheaper canned goods, which was at one time looked upon as a possibility. The house referred to above has advanced tomatoes 25c per case, and corn 40c per case. Corn is now quoted \$3.50 per case of 2's, tomatoes \$4.50 per case of 2 1/2's, and \$4.75 per case of 3's.

Potatoes Going Up; Jump In Grapefruit

Winnipeg.
FRUIT AND VEGETABLES.—The tables have certainly turned as regards potatoes. The prices being quoted, while not as high as they were a month ago, are getting near the old level. The demand now appears to be coming from Eastern Canada. Formerly it was coming from the United States, but it fell off. An enormous amount of potatoes had been shipped East during the past two weeks, and some of the produce merchants who ship car lots, are unable to accept business. Prices being quoted to-day for No. 1 white is \$2.00 to \$2.25. A week ago the price was half a dollar below this. Leaf lettuce is down to 40c per doz. Malaga grapes are off the market. Arkansas strawberries in cases of 24 pts., are down to \$5.00 per case—a drop of 50c. Washington rhubarb, which was \$2.00 per box, is now \$1.25. Grape fruit has jumped to \$6.00 per case.
Manitoba, potatoes, bushel..... 2 00 2 25
Celery, Cal., case

FLOUR AND CEREALS

Flour Is Easier And May Stay So

Montreal.
FLOUR AND FEEDS.—There has been a falling off in the strength of flour quotations of late. Wheat declined, and though there have been rallies since the first decline, the general trend of the market has been weaker, and flour prices have come down. It is felt by some merchants now that flour may have a spell of easier levels and that a bumper crop of wheat in the fall will help maintain these easier levels quite steadily. Future wheat however, has showed a tendency to re-act to strength, and it is in the futures that there is activity at present. Very little change has been noted in cash wheat since last report. The element of speculation has been practically eliminated, and with talk of government fixed prices strength is added to the idea that perhaps wheat has now seen its highest figures. It is known that many large purchasers are now supplied for the present crop year, and there is not any great activity in flour buying, in fact at the recent very high levels only hand to mouth buying was done at all. Experience of the past in regard to crops of wheat suggests that when the winter wheat crop has been small the spring wheat crop has come to the rescue with a big yield. Therefore, and accompanying reports of good seeding progress in the North West, there are opinions inclining towards an easier outlook for flour prices, always, however, given with reservations as to possible counteracting influences unforeseen. Feeds will not re-act as of old to the coming of summer grass. These will be a little lower in price it may be, but not very much, not as much as in former days. Demand still keeps fairly well up, bran alone is noticeably of easier tendency.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	14 60	14 80
Second patents	14 10	14 30
Strong bakers	13 90	14 10
Winter Wheat Flour—		
Fancy patents	15 00	16 00
90%, in wood	14 00	15 00
90%, in bags	7 00	7 25
Bran, per ton	40 00	42 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	0 93	0 95

Cereals Still In The Main Firm

Montreal.
CEREALS.—There has been quite a firm tone during the past few days in all

the cereals, but the wheat based items in the list have followed flour downwards of late. Hominy is higher, however, one large firm quoting for pearl hominy as high as \$6.75 per 98 lbs. bag. Pot barley is also quoted higher going up to \$7.25, and split peas are quoted as high as \$11.25 per bushel. In some cases however, these could be obtained at \$10.00 to \$10.10 per bushel. Package rolled oats are still quite disproportionate in price advances as compared to the bulk goods which are in very firm market with mills busy on British orders. Retailers may well encourage sales of packages rolled oats at present as most economical in the opinion of market experts. Oatmeal is firmer this week, and in the cereal foodstuffs generally continuance of firmness may still be expected.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 00	7 25
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	6 00	6 00
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.	7 05	7 05
Hominy, grits, 98 lbs.	6 15	6 75
Hominy, pearl, 98 lbs.	6 15	6 75
Oatmeal, standard, 98 lbs.	5 25	5 25
Oatmeal, granulated, 98 lbs.	5 25	5 25
Peas, Canadian, boiling, bush.	4 25	4 25
Split peas	9 50	10 00
Rollled oats, 90-lb. bags	4 75	4 75
Whole wheat flour, 98 lbs.	7 05	7 05
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	7 30	7 30

Flour Now Down To \$14.50 Basis

Further Decline of 90c Per Barrel—Flour Demand Light, With More Corn Flour Being Used

Toronto.
FLOUR.—A further decline of 90c. per barrel was recorded in the price of flour during the week, making the price of Manitoba first patents now \$14.50 per barrel on the carload basis. Ontario winter wheat flour also declined during the week to extent of 50c, making the price of high patents now \$14.20. This is unusual for Manitoba flour and Ontario flour to have such a small differential but some Ontario milling concerns are inclined to the belief that these two flours will in the future be more nearly on an equal basis than they have been in the past. The demand for Ontario wheat and flour in the markets of the United States is looked upon to have this effect. As to whether the new war duty of 10 per cent. to be levied by the United States on all commodities will apply to wheat and flour there is some doubt at present. The opinion is expressed in certain quarters that there is strong probability that wheat and flour

will still be permitted to enter free. In the meantime shipments are being held up pending the settlement of this point by the United States. Cash wheat at Winnipeg held in a steady market during the week. The range was not wider than 3c per bushel, the highest point reached being \$2.80. The demand for flour has been light, people evidently are holding off buying.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$14 50	\$14 70
Second patents	14 00	14 20
Strong bakers	13 80	14 00
Ontario Winter Wheat Flour—		
High patents	14 20	14 50
Second patents	13 80	14 10

People Starting To Use More Corn Flour

Toronto
CEREALS.—Milling concerns report that there has been a better demand for white corn flour recently for the purpose of mixing with wheat flour, and in this way reducing the price of bread. Prices held steady for corn flour during the week, as did also the market for pearl hominy and hominy grits. Pearl barley was higher in some quarters during the week. The demand for yellow cornmeal has been good during the week, and rolled oats have been moving freely. There is also a heavy demand for split peas from the United States, but the domestic demand for this line is not heavy. Following is the range in quotations:

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	7 00	7 00
Corn flour, 98 lbs.	6 15	6 15
Cornmeal, yellow, 98 lbs.	5 00	5 95
Graham flour, 98 lbs.	7 00	7 00
Hominy grits, 98 lbs.	6 15	6 15
Hominy, pearl, 98 lbs.	6 15	6 15
Oatmeal, 98 lbs.	5 20	5 75
Rollled oats, 90-lb. bags	4 65	5 00
Rollled wheat, 100-lb. bbls.	6 75	7 50
Whole wheat flour, 98 lbs.	7 00	7 00
Wheatlets, 98 lbs.	7 20	8 60
cas, yellow, split, 98 lbs.	11 00	11 50
Blue peas, lb.	0 10	0 12

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

Bran Demand Falling; Shorts Still Heavy

Toronto
MILL FEEDS.—Milling concerns note a material falling off in the amount of bran consumed. With the coming of grass pasture the need for that feed is passing to a large extent. There is, however, a continued good demand for shorts for feeding to hogs. Special middlings are also in continued good demand. Shipments of feed from the West are coming forward in good shape. Prices held steady during the week.

Mill Feeds—	Mixed cars ton	Small cars ton
Bran	\$40 00	\$42 00
Shorts	46 00	48 00
Special middlings	52 00	54 00
Feed flour	63 00	65 00
Ontario oats, No. 2 (nominal)	0 76	0 78
Manitoba oats, No. 2 (nominal)	0 89

**Flour On Down Grade;
Rolled Oats Down Again**

Winnipeg.
FLOUR AND CEREALS.—Price of first patents dropped to \$14.50 last week making a total drop of 90c per bbl. from the high point. Decline followed the decline in wheat. Cash wheat is now entirely in the hands of farmers and millers. There is no established price for it, and it is only worth what the millers and others will pay. Wheat is now being sold just like butter and eggs, the farmer has got to find a buyer for it. There is no trading in the Grain Exchange to speak of. It is difficult to predict what is going to happen in the future; many people think we are going to see much cheaper flour. The decline last week was due to demand, millers having got all the wheat they want, and grain buyers not finding a ready market. The trade do not however, expect any radical drop as wheat is worth a pretty high price. Rolled oats. This market has been easier in sympathy with oats and both bulk and rolled are down to \$3.75. Oats declined about the same time as wheat. The oat market was stronger at the week-end. Corn meal was selling at \$5.25 last week but the price dropped to \$5.00 for 98's, \$5.25 being an exceptionally high price. Oatmeal is selling at \$4.75. Feeds.—The tendency is for easier prices now that the grass is getting green, there will be a gradual decline, governed by supply and demand. Prices now are slightly lower: Bran, \$36.00; shorts, \$39.00; mixed chop, \$52.00. There is very little chop selling at this high figure.

Flour—		
Best patents	14 50	
Bakers	14 00	
Clears	13 40	
XXXX	12 40	
Cereals—		
Rolled oats, 80's	3 75	
Rolled oats, pkgs., family size	4 50	
Cornmeal, 98's	5 00	
Oatmeal, 98's	5 00	
Feeds—		
Bran, per ton	36 00	
Shorts, per ton	39 00	
Mixed chop, ton	52 00	

BRITAIN'S BREAD AND FLOUR REGULATIONS

There has been a good deal of interest in the matter of the British restrictions on the matter of the manufacture of flour and bread. The regulations as set forth by the Food Comptroller, Lord Devonport, are as follows:—

The Flour Order, 1917

The new flour and bread order makes it compulsory on all millers to extract from the wheat not less than 81 per cent. of flour. Admixture with some other substance is compulsory to the extent of an additional 5 per cent. Materials allowed to be mixed are rice, barley, maize,

semolina, oats, rye, or beans, and the Food Controller reserves power to add any other cereal. Further admixture to the extent of an additional 10 per cent. is permitted. Mixtures must be made by the millers before selling their flour.

The order came into effect as regards millers on March 12, and as regards the vendors of bread on March 26.

The Bread Order, 1917

This order deals with the sale and manufacture of bread, and the effect of it is that bread must be in the shape of a one-piece oven bottom loaf or a tin loaf or a roll, and may not be sold unless it is at least 12 hours old; that no currant, sultana, or milk bread may be sold; and that no sugar may be used in baking bread. Bakers are also prohibited from exchanging new bread for old. Further, it is provided that all bread shall be sold by weight and that the loaves must weigh either 1 pound or an even number of pounds, and loaves not weighing the prescribed amount may be cut up and sold by weight. Rolls must weigh two ounces. At any time within 30 hours of the completion of the baking, bread may be weighed by the Food Controller's officers, who are authorized to weigh bread in shops or in course of delivery by bakers.

WEEKLY GROCER MARKETS

(Continued from page 47).

Cucumbers, box	4 50
Carrots, new, lb.	0 06
Turnips, old, lb.	0 02
Cabbage, Cal., lb.	0 12
Cauliflower, Cal., small crates	3 00
Head lettuce, Cal., doz.	1 25
Lettuce, leaf, doz.	0 40
Imported mushrooms	0 90
Parsley, imported, doz.	0 60
Peas, green, lb.	0 20
Spinach, lb.	0 15
Tomatoes, Florida, case	6 00
Tomatoes, Mexican, case	4 00
Fruits—	
Oranges, navel, case	4 00
Lemons	5 00 5 50
Grape Fruit	6 00
Wine saps, box	2 50 3 00
Rome Beauties, box	2 50 3 00
Cranberries, bbls.	11 00
Strawberries, Arkansas, case of 24 qts.	5 00
Raspans, lb.	0 05
Rhubarb, Washington, box	1 25
Pineapples, case	4 50

**Fresh Lake Trout In;
Fresh Salmon Still 22c**

Winnipeg.

FISH AND POULTRY.—Lake Winnipeg continues to be frozen over, although extremely hot weather prevails in Winnipeg itself. Thus fresh white fish is not obtainable and will not be for a couple of weeks or so. Fresh salmon has not been too plentiful during the past week and price therefore remains at 32. Halibut has been rather scarce too and is still bringing 15c. Fresh Lake Superior trout has just arrived and is selling at 15c. Most fish is fairly plentiful, price remains about same as last week. There is nothing new as regards poultry.

Whitefish	0 12
Salmon, frozen	0 15
Salmon, fresh	0 22
Halibut, fresh	0 15
Cod, Ling	0 10
Cod, black	0 12½
Kippers, boxes	2 00

Bloaters, boxes	1 75
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13½
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout	0 35
Smoked fillets	0 17
Sea herring	0 07½

RETAILERS' ADVERTISING

Two cents spent on paper and bluing often brings more business than \$20 put into other forms of publicity. A sheet or two of white tea paper of quality, a bottle of bluing and a brush can be made a great profit gatherer if you know how to letter. The head of a negro cut from a poster, adorned with a scarlet neck tie, pasted on a large sheet of paper, labeled seven pounds of prunes for \$1, tacked on the wall alongside the clock, sold more prunes than the combined sales force of a store doing \$6,000 a month. It was odd, novel, expressive, told the story and made customers.

PREFERS THE CANADIAN GROCER

Brandon, Man.

Dear Sir,—There is evidently some misunderstanding in this matter, and I want to say at the start that I do not want to discontinue my subscription to your paper.

They have been sending me the — and as I do not want two trade papers, I asked for it to be discontinued, as I much prefer to have the CANADIAN GROCER. Therefore, would ask that you kindly continue to send me same.

Trusting this will put matters straight,
Yours respectfully,

W. J. YOUNG.

A grocer on College Street, Toronto, was recently fined \$25 and costs, the charge being that he sold as Malt vinegar, a vinegar which did not come up to the standard for Malt. The case was conducted by H. J. Dager, Dominion Fodd Inspector.

TEA DUST MOUNTS SKYWARD

The London market of Ceylon tea of the week of April 28, reached a hitherto unheard of figure, tea-dust sold at 1.8¼ per pound. This is about 41½ cents a pound, and this merely for the tea-dust.

May 8th, 1917.

CANADIAN GROCER,

Gentlemen:—

We want to congratulate you on the excellent make up of your annual spring number. You can justly be proud of it and we were glad indeed to have our ad. included. We feel sure that it is going to be read with a great deal of interest by every grocer on your list.

Yours very truly,

STAR EGG CARRIER &
MFG. CO.,
J. B. Wallace,
Advertising Mgr.

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 21st.—An easier tendency in the market is shown this week with several reductions. Flour has varied considerably for several days, Ontario being quoted ten cents higher than Manitoba. The net result is a reduction of \$1.40 in Manitoba—now \$15.50—and a sixty-cent drop in Ontario—now \$15.15. Beans are easier, yellow-eyed dropped to \$8.75 to \$8.80. Sugar dropped off twenty cents. Standard granulated is now \$8.55 to \$8.60, bright yellow is \$8.35 to \$8.40, No. 1 yellow \$8.15 to \$8.20 and Paris lumps \$9.75 to \$10. Eggs are slightly lower at 33 to 37 cents a dozen, and butter 38 cents to 42 cents per lb. Compound lard is 22½c., canned apples \$3.25 to \$3.50. Salmon cohoes are firmer at \$9.75 to \$9.50. Oregon apples \$3.50 to \$3.75. California oranges \$4 to \$4.75. Grape fruit \$5.50. The demand for potatoes continues firm with a scant supply offering at the higher price of \$7.50. Bermuda onions are easier at \$3.25 to \$3.50. Florida tomatoes are lower at \$4.40. Cucumbers are now offering at \$1 to \$1.25 a dozen. Fresh pineapples are on the market at \$3.50 to \$4 a crate.

ST. JOHN, N.B.—		
Flour, No. 1 patents, bbls., Man.	15	50
Ontario	15	15
Cornmeal, gran., bbls.	9	75
Cornmeal, ordinary, bags	3	50
Molasses, extra fancy, gal.	0 61	0 62
Rolled oats, bbl.	9	75
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 50
Rice, Siam, cwt.	8 00	8 10
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 55	8 60
Bright yellow	8 35	8 40
No. 1 yellow	8 15	8 20
Paris lumps	9 70	10 00
Cheese, N.B. twins	0 27	0 28
Eggs, new-laid	0 33	0 37
Roll bacon	0 28	0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 40	0 43
Lard, pure, lb.	0 29½	0 29½
Lard, compound	0 22½	0 22½
American clear pork	53 00	55 00
Beef, corned, 1s	4	25
Tomatoes, 3s, standard, case	4	70
Corn, 2s, standard case	3	50
Peas, 2s, standard case	2	80
Apples, gals., N.B., doz.	3 10	3 25
Strawberries, 2s, Ont., case	5	00
Raspberries, 2s, Ont., case	5	40
Peaches, 2s, Ontario, case	4	00
Salmon, red spring, talls, case	10 00	10 50
Salmon, pink, talls, case	6 25	6 50
Salmon, Cohoes, case	9 75	9 50
Salmon, Chums	5 25	5 50
Sardines, domestic, case	5	65
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.	0 12	0 12
Raisins, fancy, lb.	0 12½	0 12½
Raisins, seedless, lb.	0 15	0 15
Prunes, 90-100, lb.	0 12½	0 13
Candied peel, citron	0 30	0 31
Candied peel, orange and lemon	0 26	0 27
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.	0 21	0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	3 50	3 75
Lemons, Messina, box	4 00	4 50
Lemons, Cal., box	4 00	4 50
Oranges, Cal., box	4 00	4 75
Grapes, Malaga, keg	5 00	7 00
Grapefruit, per case	5	50
Potatoes, bbl.	7	50
Onions, Bermudas, 50-lb. crate	3 25	3 50
Tomatoes, Florida, 30-lb. crate	3	40
Cucumbers, doz.	1 00	1 25
Pineapples, per crate	3 50	4 00

CANADA TO HAVE A FOOD CONTROLLER

As the CANADIAN GROCER goes to press, word comes from Ottawa of the probable appointment of a food controller for Canada during the course of this week. It is understood on good authority that this matter will come up for discussion in the Cabinet practically immediately. It is understood, too, that the Ministers are mostly in favor of embodying the duties that may come under this office in the person of one man. It is understood that this official when appointed will act in conjunction with Herbert Hoover, formerly chairman of the Belgian Relief Committee, the man whom Mr. Wilson has chosen to become the food dictator of the United States. Measures are at present before the American Congress to give authority to this appointment. Canada needs no such authority, as it already exists in the wide powers of the War Measures Act. In the recent visit of Sir George Foster to the United States there was a foreshadowing of such unified action between the two countries, and tentative arrangements were, it is understood, made at that time for the effective handling of such a system.

WHEAT AND FLOUR

The question as to whether the solution of the high cost of living is to be found by commandeering or price confiscation in a single branch of business like flour milling, is raised in connection with the suggestion of Mr. Kyte, M.P., that the Government commandeer surplus wheat remaining from last year's crop and have it milled by millers at a reasonable rate of profit. It is estimated that there is a wheat surplus remaining in farmers' hands of from 65,000,000 to 90,000,000 bushels. Mr. Kyte is doubtful if the Government could with advantage purchase this large quantity and find the money to pay for it.

EXPLOSIVES IN THE COFFEE

Some interesting new chemical discoveries in connection with the manufacturing process of coffee are found to double the value of the coffee crop. After forty years of chemical research it has been found possible to manufacture profitable by-products from the coffee berry husk.

One of the by-products known as manita, when properly combined with nitrogen makes an explosive of about the same power as dynamite or fulminate of mercury, and markets at about \$10 per kilogram. Dr. Pedro Baptista de Andrade, chemist of Rio de Janeiro has begun the manufacture of the by-products which he discovered, and he proposes to produce 30,000,000 litres of alcohol, 360,000 kilograms of manita, and 36,000 kilograms of caffeine. The latter commands a price of about 10 cents a gram while alcohol is sold for about 12 cents a litre.

Dr. Andrade's process is to treat by distillation processes the coffee berry husk which heretofore has been discard-

ed as useless. The average coffee crop of the state of Sao Paulo, Brazil, in which the new industry is located, is ten million sacks of 132 pounds each, representing a value of more than \$80,000,000. This value is in coffee without the by-products which are expected to double the coffee value.

FRUIT IMPORTS INTO UNITED KINGDOM RESTRICTED

The Governor-General has received a cable from the Right Hon. the Secretary of State for the Colonies stating that a general import license will be issued by the British authorities permitting the importation of dried fruit produced in the British Dominions, and that licenses will be issued to import fruit canned, bottled or preserved up to 50 per cent. of the imports of 1916.

In all cases the British importer is required to make application to the Controller of Import Restrictions, 22 Carlisle Place, Westminster, London S.W.

GOVERNMENT SAYS "PREFER BEANS TO POTATOES"

The Agricultural Department at Ottawa states that at the present prices for seed potatoes this product does not give sufficient food value and housekeepers could, therefore, well eliminate the potato and turn to more economic foods. This plan would leave much more seed to be planted for the much-needed crop. In the scarcity of potatoes it would be well for the planters to turn to the question of beans. The same money required to plant an acre of potatoes will plant ten acres of beans, and there is a strong demand at good prices for them.

MANITOBA BUTTER EXPORTS

The Manitoba Provincial Department of Agriculture has announced that during the past twelve months Manitoba has exported 81 carloads of butter—practically two million pounds—at an average value of \$19,000 per carload, bringing in a total revenue to Manitoba farmers amounting to \$729,000.

It is stated that this is a great change from the year 1912, in the winter of which the province imported 50 carloads. There is a very slight falling off in the consumption of butter in the province, but the bulk of the butter export represents increased production.

THE BEST YET

Hamilton, Ont., May 15, 1917.

Editor CANADIAN GROCER, Toronto:
Dear Sir,—I have been much impressed in looking over your Spring Number with the many helpful suggestions for the retailer. Think this is you best effort in Specials. Your advertisers, I am sure, will be pleased at the handsome manner in which the setting up and printing appeals to the reader.

Yours sincerely,
JOHN O. CARPENTER.

15c



15c

The Best

15c

Hand
Cleaner

On The Market To-day

TOP NOTCH

Costs You

\$3.80 per box

of 3 dozen tins—5
boxes freight paid

TOP NOTCH

Brings You

\$5.40 per box

or 30% on the sell-
ing price.

If your wholesaler should not have TOP NOTCH, write us—we'll see that your order is filled promptly.

THE BEMIS COMPANY

807-808 SHAUGHNESSY BUILDING

MONTREAL

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

PRODUCE AND PROVISIONS

Hogs Keep High; Products Firmer

Montreal.

PROVISIONS.—For the current week the market in provisions has maintained prices at the firm levels quoted last week, and there have been advances in both pure lard and in shortening. The situation at present is free from any special market altering factor, only the prevailing tendency to greater strength being constantly noted. Reason for the advance in lard is the steady advance in the market for hogs at this time, live hogs having been quoted during the week as high as \$19.50 per hundred pounds, and ranging from \$18.00 per hundred up according to quality. Supplies are coming in but slowly and irregularly just now, but better supplies will be expected in June or perhaps even just at the end of the present month. Dressed hogs were quoted as high as \$25.00 during the week. Cottonseed oil is still very firm, and consequently shortening again shows advances.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 32	0 34
Boneless, per lb.	0 34	0 35
Bacon—		
Breakfast, per lb.	0 32	0 33
Roll, per lb.	0 26	0 27
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots....	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 42	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 36½	0 37½
Shoulders, roast, per lb.	0 37	0 37½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27½	
Tubs, 60 lbs.	0 27¾	
Pails	0 28	
Bricks, 1 lb., per lb.	0 29	
Shortening—		
Tierces 400 lbs., per lb.	0 22¼	0 22½
Tubs, 50 lbs.	0 22½	0 22¾
Pails, 20 lbs., per lb.	0 23¼	0 23½
Bricks, 1 lb., per lb.	0 23½	0 23¾

Ducklings And Broilers Soon

Montreal.

POULTRY.—There has been a better demand for storage poultry during the current week, in fact considerably better according to merchants in a large way of business. It appears that people are more fully realizing now that poultry at present prices is cheaper food as compared to beef and pork products. There are a few old hens now starting to come on to the market, and these are selling around 28 to 30 cents live weight. Indications point now to the probability that ducklings, and broilers will be coming forward, and may be

expected on the market in about two weeks' time.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 30	
Old roosters	0 20	
Roasting chickens	0 25	0 27
Young ducks	0 25	
Turkeys (old toms, dressed, lb.)	0 32	
Turkeys (young)	0 33	

Egg Prices In The Country Prohibitive

Montreal.

EGGS.—Prices for eggs in country trading during the past week or ten days reached such high levels that practically all the Montreal dealers have decided to buy Chicago current receipts which cost them 33 to 34 cents per dozen or a shade over 40 cents per dozen duty paid, and free cases Montreal. This compares favorably with prices asked for Canadian eggs in the country where the impression is that farmers are becoming greater egg consumers than formerly. Some firms in Montreal have as many as five or six cars of Chicago eggs arriving, and these eggs are of course taking the place of Canadian eggs. There are also several cars of eggs on their way from the West via Winnipeg. These Western eggs are costing the dealers 37 to 38 cents per doz. f.o.b. Some dealers are so far supplied with eggs that they are limiting buyers to 38 or 39 cents per dozen to store. Some space for export is found to be available for the next two weeks, but the English market is decidedly easier, being over supplied with Irish and English home produced eggs so that at present exporters are unable to send any eggs over there for sale at a profit.

Eggs—		
New laid	0 43	0 44

Cheese Still Quiet, But Coming Firmer

Montreal.

CHEESE.—With the effects of the recent period of inactivity still wearing off, the market for cheese is rather sluggish, but more business has of late been done, and prices in the country have been trending to from 2 to 3 cents per pound higher than last year's quotations at this time. The uncertainty as to export space continues, and while the factories are actively handling the daily increasing offerings of milk, the question of export is still indefinite. That cheese prices would be higher were this more clear is fairly certain. There is talk of higher priced milk before long, and this will affect the cheese market beyond doubt. Prices to the retailer are

this week unaltered from last week's quotations.

Cheese—		
Large (new), per lb.	0 26	0 26½
New twins, per lb.	0 26	0 26½
Triplets, per lb.	0 26	0 26½
Stilton, per lb.	0 29	
Fancy, old cheese, per lb.	0 32	

Butter Coming Into A Steadier Market

Montreal.

BUTTER.—After some irregularity the market for butter in the country is coming back to steadiness with new grass butter coming forward almost daily in greater supply. Prices in the country have been varying here and there as quality has varied but in the main the supplies offered have only about met demand, and this has held butter prices towards firmness in spite of the tendency of the season to rather easier levels. Grocers have been paying as high as 43 to 43½ cents for Eastern Township butter lately, and in general the quotations for butter to the retailer as made last week maintain this week. More Western butter is expected on the market here during this season, mostly pasteurized, and of good quality to sell at prices which will meet the general market for Quebec produced butter. Fresh Western dairy butter has been sold recently in Montreal at 36½ cents.

Butter—		
Creamery prints (fresh made) ..	0 44	0 44½
Creamery solids (fresh made) ..	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 35	0 34
Bakers	0 30	0 31

Maple Sugar, Syrup And Honey Steady

Montreal.

HONEY AND MAPLE.—Demand for both maple products and for honey is normal, with the activity of course entirely in maple at present. Good quantities of sugar have been disposed of, and there has been quite a marked demand from the United States for maple sugar this season. The producers have held out for higher figures this year and have succeeded in obtaining their price in many instances. Production in some districts was behind owing to snow, but the average is said to be normal as the season was carried on later than usual. Prices to the retailer remain unaltered this week.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15	0 15½
Clover, 60-lb. tins, per lb.	0 15	0 14½
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.	0 14	0 15



Lantic Sugar

“Pure and

Uncolored”

Now that a recent ruling of the Government prohibits the use of coloring in sugars, some of your customers will be sure to ask you when they are buying sugar—

“Is this sugar dyed or colored?”

“No, madam,” you can answer, “LANTIC PURE CANE SUGARS have no artificial coloring whatever. Their purity makes coloring unnecessary.”

We believe that the best trade stands solidly behind every manufacturer who incurs the extra expense necessary to produce a thoroughly wholesome and cleanly product and that the grocers of Canada share our pride in the fact that LANTIC PURE CANE GRANULATED SUGAR needs no coloring matter and that LANTIC PURE CANE YELLOWS are attractive enough to sell readily in their natural shade.

Atlantic Sugar Refineries, Limited
Power Building, Montreal

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

Pure Lard is Again Higher

Live Hogs Held in Steady Market at High Prices—Meats Moving Freely

Toronto

PROVISIONS.—There was a firm tendency in pure lard during the week, and prices were quoted ½c per pound up. Demand for lard has been good even in the face of the high prices. Compound lard or shortening held firm during the week, with the strong probability that higher prices will prevail. Demand for the latter has not been brisk, high prices operating to curtail inquiry to a certain extent. Live hogs were in steady market at the prices quoted last week. Meats have been in a steadily firm market during the week with a free movement, stocks being light and inquiry good for any supplies that are available in the market. Hams, backs, and bacon showed increase of ½c to 1c per pound. Boiled and roast hams also showed an upward tendency to the same extent.

Hams—			
Medium, per lb.	0 29½	0 33	
Large, per lb.	0 25½	0 28½	
Backs—			
Plain	0 35	0 37½	
Boneless, per lb.	0 37½	0 39½	
Bacon—			
Breakfast, per lb.	0 32	0 40	
Roll, per lb.	0 27½	0 29½	
Wiltshire bacon, per lb.	0 31	0 34	
Dry Salt Meats—			
Long clear bacon	0 25	0 26½	
Fat backs, lb.	0 25	0 27	
Cooked Meats—			
Hams, boiled, per lb.	0 41	0 42½	
Hams, roast, per lb.	0 42	0 45	
Shoulders, roast, per lb.	0 37½	0 41	
Barrel Pork—			
Mess pork, bbl., 200 lbs.	46 00	48 00	
Short cut backs, bbl., 200 lbs.		50 00	
Pickled rolls, bbl., 200 lbs.		49 00	
Lard—			
Pure tierces, 400 lbs., per lb.	0 27½	0 27¾	
Compound tierces, 400 lbs., lb.	0 22½	0 22¾	
In 60-lb. tubs, ¼c higher than tierces; pails, ¼c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.			
Hogs—			
Dressed, abattoir killed	23 50	25 50	
Live, off cars		17 25	
Live, fed and watered		17 00	
Live, f.o.b.			

Dairy Butter Goes Up 1c Pound In Week

Toronto

BUTTER.—Supplies of dairy butter reaching the local market during the week were somewhat meagre. Although conditions have been conducive to growth of grass during the week, as yet the supplies of grass butter have not been materially increased. Creamery solids were 1c up during the week, and choice dairy prints were also firmer by the same amount. The lower prices at which cheese is selling at the boards will in all probability have a tendency to turn more milk into butter-making, as good prices are being paid for that commodity. There has been a fairly good demand for butter.

Creamery prints, fresh made	0 44	0 45
Creamery solids	0 42	0 43
Dairy prints, choice, lb.	0 39	0 42
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Cheese Prices Were Easier During Week

Toronto

CHEESE.—The unsettled condition that has been noted in the cheese market for several weeks past has worked out toward slightly lower prices during the week. At the cheese boards sales were made from 2c to 3c down over the recent highest quotations. There was a bearish tendency manifested in the buying at the boards, as numerous offers were made around 20c, but in nearly every case were refused. Sales, however, were made around 23c per pound. There is a feeling still existent that the new purchasing commission will name a lower price on cheese than those that have prevailed within recent weeks. This would have the tendency of driving prices down. New cheese is consequently quoted 1½c down. Old cheese is about cleaned up, as is also the old Stilton.

Cheese—

New, large	0 26	0 27½
Old, large	0 28½	0 29
Stilton	0 28½	0 30

American Eggs Still Supplying Ontario

Toronto

EGGS.—An unusual condition has developed in the egg situation this spring, in that it has been an unheard-of thing for American eggs to come into this market at this time of the year when production in Ontario should be somewhere near its highest point. There is still a dearth of supplies from Ontario points, with the result that prices in the country have held at fairly high levels, and commission men have found it advantageous to go into the Chicago market for supplies. Several cars of eggs from the Chicago district reached the local market during the week. Some of these are being placed in storage by local commission houses. Prices advanced from 3c to 4c per dozen during the week, the range for eggs in cartons being from 46c to 47c.

Eggs—

New laid, cartons	0 46	0 47
New laid, ex-cartons	0 41½	0 44

Stocks Of Frozen Poultry Getting Low

Toronto

POULTRY.—Poultry dealers state the demand for frozen poultry has been good within recent weeks, and in consequence stocks are getting low. There have been small arrivals of spring broilers during the week, and with the coming of favorable spring weather it is expected the number that find their way to the market will rapidly increase. Live poultry is reaching the market in small numbers, but is being taken up quickly by a certain section of the community when available. Prices in poultry remain unchanged during the week.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.	0 20	0 24

Turkey gobblers, dressed, fresh	0 24
Spring chickens, live, lb.	0 45

Prices are those paid at Toronto by commission men.

Maple Syrup Going Into Consumption Well

Toronto

MAPLE SYRUP, HONEY.—There has been a good consumption of maple syrup within the past few weeks, and stocks are consequently dwindling. Arrivals from the producing centres in Quebec have not been as heavy during the week, as deliveries are about all made. It is expected, however, some shipments will come forward from time to time. The supplies from the Quebec maple groves have been as heavy as in normal years. Honey is about all cleaned up, and prices are in a firm position.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb. No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial	1 75	1 90

Hogs Make New Record; More Advances In Lard

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market made a record last week, being quoted at \$16.25. Receipts were fairly liberal and packers are anticipating light runs next month. Further advances have been registered in both lard and shortening, the lard having advanced ½c, to 26¾c tierces, shortening advanced ¼c to a basis of 20¼c tierces. Provision prices are firm but no changes took place last week. Eggs—Receipts have been light for the week ending May 19th, and price rose slightly higher, although with such high temperatures, resulting in March shrinkage it is conceded that lower prices must prevail. Butter—Demand for sweet cream to be used for making ice cream was large last week, and with small deliveries of cream, the butter market remained firm.

Hams—

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

Bacon—

Breakfast, per lb.	0 32	0 33
Breakfast, select, lb.	0 38	0 39
Backs, regular		0 31
Backs, select, per lb.		0 33

Dry Salt Meats—

Long clear bacon, light	0 24½	
Backs	0 25½	

Barrelled Pork—

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

Lard, Pure—

Tierces	0 26¾
20s	5 55
Cases, 5s	16 25
Cases, 3s	16 35

Lard, Compound—

Tierces	\$ 20¼
Tubs, 50s, net	10 25
Pails, 20s, net	4 25

Butter—

Fresh made creamery, No. 1 cartons	0 43
Fresh made creamery, No. 2	0 42

Fresh Eggs—

New laid	0 40
----------	------

Cheese—

Ontario, large Sept.	29 00	30 00
Ontario large fresh	0 28	
Manitoba, large, fresh	0 27½	0 28



Sausage

in Cartons

**One of the Armour Group
That is Exceedingly Popular**

Just try this line in your next display, Mr. Grocer. See for yourself how well Armour's Devonshire Farm Style Sausage fits in with the housewife's requirements.

It's delicious in the extreme—ideal for breakfast, luncheon or supper. Put up in convenient one-pound cartons (meat or links).

Made in Canada
by Canadians for Canadians

Keep your shelves well stocked with products bearing the famous Armour Oval Label. It's a hall-mark of quality and real value for the money.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman, or write us direct.



ARMOUR AND COMPANY
HAMILTON, ONTARIO, CANADA

1603



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

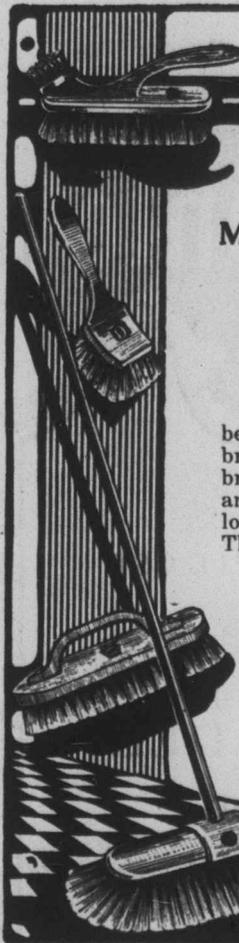
Handled everywhere
by leading grocers
who cater to the taste
of people who want
the best.

Wholesale distributors in
every territory.

CALIFORNIA PACKING
CORPORATION
SAN FRANCISCO, CALIFORNIA



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





**Make a Window Display of
"KEYSTONE"
Household Brushes**

Educate your customers to buy the best quality brushes. Talk about the bristles that won't come out — the bristles that stand up under hard use and won't spread. Talk of the extra long service Keystone Brushes give. There's money in it for you.

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.



BOWES
TRADE MARK
YOUR SECURITY OF PURITY

The Seller of the Season

The grocer who sells Bowes Pure Maple Syrup is assured of quick, constant and most satisfactory profits.

The demand is there—you simply have to meet it.

THE BOWES COMPANY, LTD.
TORONTO,
Winnipeg,
St. John, N.B.

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
WRIGLEY BLDG., CARLAW AVE., TORONTO, CAN.

A neat little seller for your window and counter displays



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

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

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

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



PUT OUT YOUR GOODS IN THE "Riteshape"

More than ever economy is the watchword.

Economy in buying actuated the housewife.

Economy in packaging must be the policy of the wise grocer and butcher.

This great public trend indicates unmistakably the use of the famous "Riteshape" dish.

Suppose you have an order for several small items. Put them all into ONE "Riteshape" dish. Save paper, twine, wrapping cost.

The "Riteshape" gives you a dish from one half to ten pounds. You can find a "Riteshape" to fit any single item or any several items.

The combination "Riteshape" package is a great favorite with food dealers in these days of intense economy.

The sliced meat, the head lettuce, the piece of cheese, the pickles, green vegetables all go into the same big "Riteshape" and get to the home in dandy condition and under low cost conditions.

The "Riteshape" dish has many uses in the home after the food has been taken from it. It saves china for the storing of food in ice box and pantry, it becomes a handy soap dish, it is used in innumerable ways by the thrifty housewife. It is the only dish strong enough to be of such use after it has served its primary purpose of carrying the food from the store to the home.

Get "Riteshapes" from practically all good Canada jobbers.

Victoria Paper & Twine Company, Limited

TORONTO

MONTREAL

The Oval Wood Dish Company, Manufacturers, Delta, Ohio, U.S.A.



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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

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

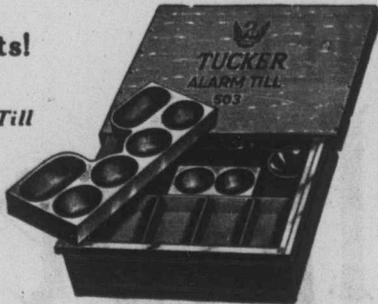
Protect your dollars and cents!

\$3.25 invested in

The Tucker Alarm Till

means greater security for your cash. Combination under-drawer rings bell if wrong keys are used.

Delivered to any point in Ontario for \$4.00. Money back if not satisfactory.



The Benson-Johnson Co., Limited

Expert Office Outfitters

HAMILTON

WASTE PAPER BALERS



**ALL STEEL
CLIMAX
FIREPROOF**

Made in 12 sizes, \$22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

Write for Catalog and Prices.

CLIMAX BALER CO.

Burton St., Hamilton, Ont.

**CHAMBERLAIN'S
TABLETS**

**Widely Advertised
Quick Selling
Profitable**

From your jobber or direct for \$2.00 per dozen. To show them is to sell them. Advertising matter sent on request.

Chamberlain Medicine Co., Ltd.

TORONTO, ONTARIO



**Get good profits by
selling Bodley's Cakes**

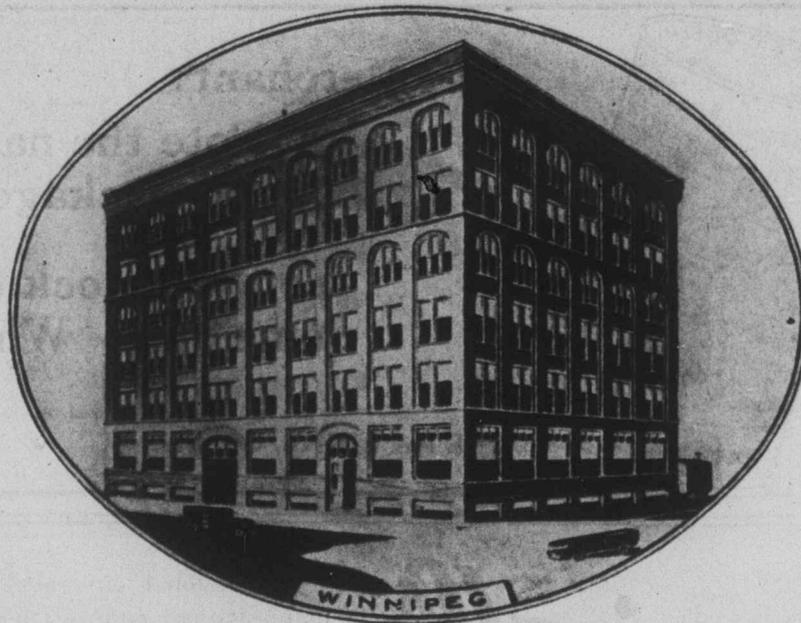
Bodley's Cakes are tip-top sellers because they've got the quality that satisfies the most hard-to-please.

Bodley's Fruit Cake supplied in 5 and 6-lb. slabs to retail at 25c, 30c, 35c and 40c. Shipped to all points.

Bodley's Overseas Cake is ideal for the lad at the front. There's a big demand. Get a few trial boxes.

C. J. Bodley

95 ONTARIO STREET TORONTO



You can link up your store with us no matter where it is located

Our branch houses are located all through the West in all the larger cities, enabling us to cover the requirements of the trade satisfactorily and promptly.

And our goods are always superior. "*ROYAL SHIELD BRAND OF GOODS*" has come to signify all that is best in Teas, Coffees, Jelly Powder and Baking Powder, etc.

Pick out the branch house nearest your store from the list given below, then drop a card to that address. You'll like our service. Your customers will like our goods.

Campbell Bros. and Wilson, Limited 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.

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

The occasional customer with a distaste for
manufactured jams, or those with a preference
for the purity of home preserves, find unusual
pleasure and satisfaction in Furnivall's—the
pure essence of choice, fresh fruits, preserved
under the most sanitary conditions.

Are you selling it?

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 — Mowat &
McGeachy. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

FURNIVALL-NEW, Limited
Hamilton, Canada

Flash Tapioca

As a 2 for 25 cent seller is your opportunity to increase sales. At 13 cents FLASH
TAPIOCA sells 5 to 10 cents lower than other lines, yet it is without superior in
quality. It is composed of nothing but the finest granulated tapioca.

“Salted Nut Sellers”

XMAS BRAND

New Kind—Golden Meated
SALTED PEANUTS and ALMONDS

Hand-Cleaned and Prepared in PURE OLIVE OIL. **QUALITY** (FIRST LAST ALWAYS)

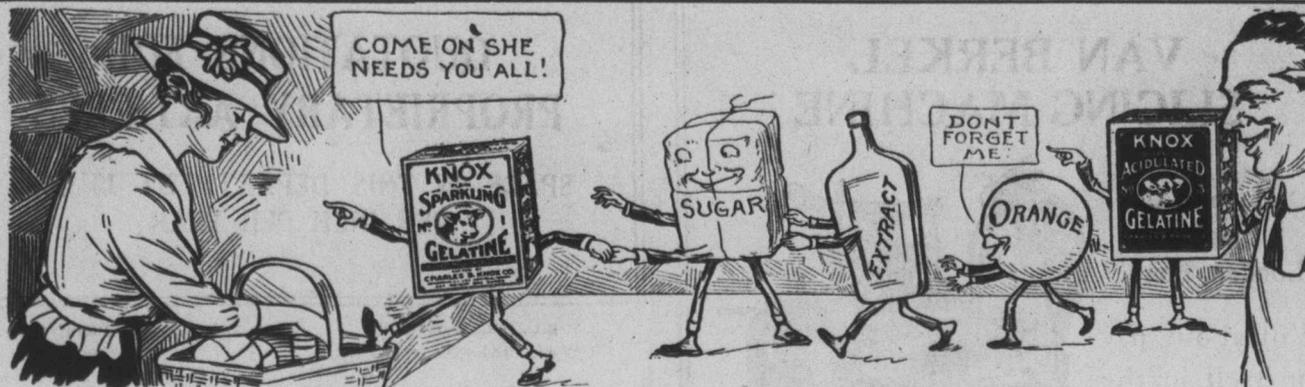
BIGGER SALES, BIGGER PROFITS and CUSTOMER SATISFACTION

Packed in Canada by

WALTER CHRISTMAS CO., LIMITED

13 St. Peter St. - - - Montreal

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



You Sell All These Articles When You Sell Knox Sparkling Gelatine

On account of **Knox Sparkling Gelatine** being unflavored, the grocer gets the sale of the flavoring that is used with it—fruit, extracts, nuts, canned tongue or chicken, etc., and besides making these other sales for you it

PAYS YOU A GOOD PROFIT ON EVERY PACKAGE AT THE RETAIL PRICE OF 20 CENTS

It's a fair price to the customer—each package makes four pints of jelly—pure, wholesome jelly at 5 cents a pint.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Have you tried
WETHEY'S
ORANGE
MARMALADE?

It has made
 a hit.



We know you
 can sell
Williamson's
Lightning
Healing
Powder

Hence we wish to ship you a trial shipment of this farmers' and horse owners' friend. *Don't send any money.* We'll send you one dozen in Display Box like cut, free of charge, express prepaid. Remittances to be made when goods are sold.

Don't miss this chance. Every sale gives you a satisfied customer and you make a profit of \$2 per doz.

Harness dealers should order from jobber.

The Williamson Mfg. Co.
 Guelph, Ont.

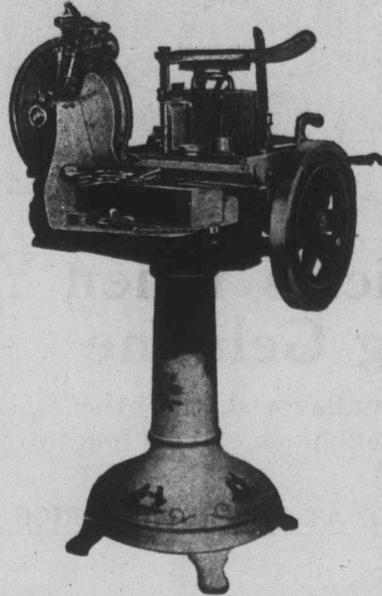
If any advertisement interests you, tear it out now and place with letters to be answered.

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

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.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0.95	\$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms.

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	\$2.40
Currant, Black	2.50
Plum	2.30
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles.

	Per doz.
¾ Pts. Delhi Epicure	\$1.75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2-lb. tins, 2 doz. case	\$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, ½ doz. in case	4.40
20-lb. tins, ¼ doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	\$0.90

1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1.85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$2.45 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$9 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1.66
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.75
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	13½
30's Tin or Wood, one pail crate, per lb.	13½

BLUE

Keen's Oxford, per lb.	0 17½
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, 3½ 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, ¼-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36

It's all Right



How is your stock of COMFORT LYE?

Equal in strength to any on the Canadian market. It is 100% pure and there can be no better.



\$3.85 per case of 48 cans. Freight prepaid on 3-case lots and up.

\$3.75 per case in 5-case lots. This price allows the retailer an exceptionally good profit.

Order now for the Spring cleaning demand. Order direct or through your Jobber.

Pugsley, Dingman & Co., Limited TORONTO



We keep Canada clean

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



It pays to feature the steady seller

No use in handling goods of passing demand. Filling your shelves with foods that drag on and on is a poor way to make a fair profit.

Get BRUNSWICK BRAND SEA FOODS into your stock and *know* the good profit of a steady, increasing demand.

Brunswick Brand Fish are gathered only from the choicest feeding grounds in the Atlantic. Their wholesomeness receives an added goodness under the care of the Brunswick sanitary method.

Stock up from the following:

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

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



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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	Jersey Brand, small, each 48 cans 2 50
Sweet Chocolate— Per lb.	Peerless Brand, small, each 48 cans 2 50
Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80	CONDENSED COFFEE
Diamond Chocolate, 7s, 4-lb. boxes 1 10	Reindeer Brand, "Large," each 48 cans 5 50
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28	Reindeer Brand, "Small," each 48 cans 5 80
Diamond, 1/4's, 6 and 12-lb. boxes 0 28	Regal Brand, each 24 cans.. 5 20
Icings for Cake—	Cocoa, Reindeer Branch, each 24 cans 5 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. 1 25	COFFEE
Chocolate Confections Per doz.	WHITE SWAN SPICES AND CEREALS, LTD.
Maple buds, 5-lb. boxes..... 0 39	WHITE SWAN
Milk medallions, 5-lb. boxes 0 39	1 lb. square tins, 4 doz. to case, weight 70 lbs. 0 37
Chocolate wafers, No. 1, 5-lb. boxes 0 39	1 lb. round tins, 4 doz to case, weight 70 lbs. 0 35
Chocolate wafers, No. 2, 5-lb. boxes 0 35	ENGLISH BREAKFAST COFFEE
Nonpareil wafers, No. 1, 5-lb. boxes 0 33	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 23
Nonpareil wafers, No. 2, 5-lb. boxes 0 28	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21
Chocolate ginger, 5-lb. boxes 0 42	MOJA
Milk chocolate wafers, 5-lb. boxes 0 39	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 32
Coffee drops, 5-lb. boxes..... 0 39	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
Lunch bars, 5-lb. boxes..... 0 39	2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.. 0 95	PRESENTATION COFFEE
Nut milk chocolate, 1/4's, 6, lb. boxes, lb. 0 39	A Handsome Tumbler in Each Tin.
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75	1 lb. tins, 2 doz. to case, weight 45 lbs., per lb. 0 27
Almond nut bars, 24 bars, per box 0 90	FLAVORING EXTRACTS
CALIFORNIA FRUIT CANNERS ASSOCIATION	WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS
CALIFORNIA RIPE OLIVES DEL MONTE BRAND	1 oz. bottles, per doz., weight 3 lbs. \$1 00
Size—	2 oz. bottles, per doz., weight 4 lbs. 2 00
2 1/4-quart Tall Cylinder Can	2 1/2 oz. bottles, per doz., wght. 6 lbs. 2 25
No. 1 Pint Cylinder Can ...	4 oz. bottles, per doz., weight 7 lbs. 3 50
No. 16 Jar	8 oz. bottles, per doz., weight 14 lbs. 6 50
No. 4 Jar	16 oz. bottles, per doz., weight 23 lbs. 12 00
No. 10 Can	32 oz. bottles, per doz., weight 40 lbs. 22 00
YUBA BRAND	Bulk, per gallon, weight 16 lbs. 10 00
2 1/4-quart Tall Cylinder Can...	GELATINE
No. 1 Pint Cylinder Can....	Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
Picnic Can	Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz. 1 85
BORDEN MILK CO., LTD.	Cox's Instant Powdered Gelatine (2-qt. size), per doz... 1 35
CONDENSED MILK	W. CLARK, LIMITED MONTREAL
Terms net 30 days	Compressed Corn Beef, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75; 14s, \$68.00.
Eagle Brand, each 48 cans.. \$8 00	Roast Beef, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75.
Reindeer Brand, each 48 cans 7 70	Boiled Beef, 1s, \$3.50; 2s, \$9; 6s, \$34.75.
Silver Cow, each 48 cans.... 7 15	Jellied Veal, 1/2s, \$2.75 1s, \$3.50; 2s, \$7.
Gold Seal, Purity, each 48 cans 7 00	Corned Beef Hash, 1/2s, \$2.
Mayflower Brand, each 48 cans 7 00	Beefsteak and Onions, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9.00.
Challenge, Clover Brand, each 48 cans 6 50	
EVAPORATED MILK	
St. Charles Brand, Hotel, each 24 cans 5 90	
Jersey Brand, Hotel, each 24 cans 5 90	
Peerless Brand, Hotel, each 24 cans 5 90	
St. Charles Brand, Tall, each 48 cans 6 00	
Jersey Brand, Tall, each 48 cans 6 00	
Peerless Brand, Tall, each 48 cans 6 00	
St. Charles Brand, Family, each 48 cans 5 25	
Jersey Brand, Family, each 48 cans 5 25	
Peerless Brand, Family, each 48 cans 5 25	
St. Charles Brand, small, each 48 cans 2 50	

ROYAL BAKING POWDER

ABSOLUTELY PURE

Advertising that has encircled the globe for generations has taught women everywhere that ROYAL BAKING POWDER is absolutely pure.

Wherever there is a grocery store there are also many women who will buy ROYAL BAKING POWDER more often and use it with more satisfaction than any other brand.

Contains No Alum



ROYAL BAKING POWDER CO.

NEW YORK



The Megantic Broom Mfg., Co., Ltd.
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.



Write to us when in need of Clothes Pins.

Harris Built Up An \$85,000 GROCERY BUSINESS On Eggs-



How? Simple enough. He established a reputation in his town for handling nothing but "strictly fresh" graded eggs, used them as a leader and drew hundreds of new customers into his store. But that wasn't all. He guaranteed the safe arrival of all egg orders in the home by delivering them in

Star Egg Carriers and Trays

We could tell you of hundreds of similar instances — better still, we can show you how you yourself can accomplish a proportionate increase in your own business.

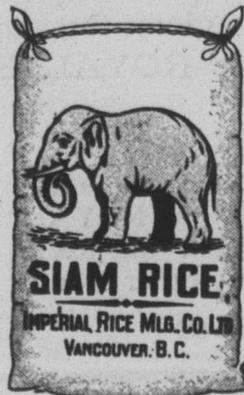
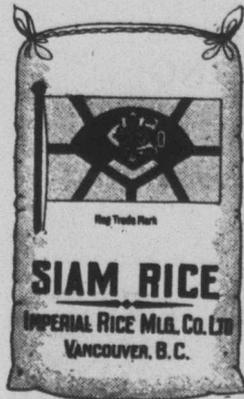
Write us to-day for copy of our booklet No. 210. It will give you some pointers on egg handling which you, no doubt, have never even thought of.

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

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.



Plan to get bigger summer sales

A stock of Marsh's
Grape Juice—that
pure, delicious
Concord Product
—will enable you
to satisfy the de-
mand for a real,
good, wholesome
temperance drink.

Keep Marsh's well
to the front and your
profits will appre-
ciably increase.

**The Marsh Grape
Juice Company**
Niagara Falls - Ontario

**The MacLaren Imperial
Cheese Co., Limited**
Ontario Agents

"Orlandos" make a good foundation for a thriving to- bacco department

Grocers who plan to develop a profit-
able tobacco trade (and every aggres-
sive grocer should so plan) will find no
better selling line to feature than our
ORLANDO (Invincible), the popular
three-for-a-quarter cigar that is giving
big satisfaction to lovers of the weed
everywhere.

Every sale you make will pull you
many others. "Repeats" are the rule
with Orlandos. And the profits are
worth considering. Get your stocks in
order now.

W. R. Webster & Co., Ltd.
SHERBROOKE, QUEBEC

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

STRAWBERRIES

Arriving fine quality and prices lower.

BANANAS

California Navel
Oranges

Florida Tomatoes

All big sellers just now.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

Fresh Fish

We handle in our Fish Department every day in the year a most complete assortment of

Sea, Lake
and River
FISH

Completely equipped cold storage on premises.

WHITE & CO., LIMITED
TORONTO

Phone Main 6568

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 requirements

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? Connect 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

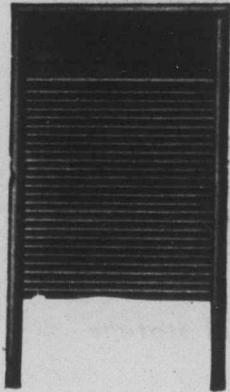
Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Ask Us For Wrapping **Papers**

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg

INDEX TO ADVERTISERS

A		L	
Ackerman, H. W.	16	Lambe, W. G. A., & Co.	16
Anchor Cap & Closure Corp.	10	Lemon Bros.	69
Appleford Counter & Check Book Co.	Back cover	Lever Bros.	63
Atlantic Sugar Refineries, Ltd.	53	Lalonde, A.	16
Armour & Co.	55	M	
American Computing Co.	5	Magor, Son & Co., Ltd.	22
B		Malcolm Condensing Co.	71
Babbitt's Cleanser	3	Mann, C. A., & Co.	72
Bain, Donald H., Co.	15	Marsh Grape Juice Co.	66
Beauchamp, J. E.	17	MacLure & Langley, Ltd.	16
Bemis & Co.	51	McLellan Imports	71
Benedict, F. L.	72	McCabe, J. J.,	69
Benson, Johnson Co.	58	McWilliams' & Everist	69
Betts & Co., Inside front cover		Megantic Broom Mfg. Co., Ltd.	65
Bird & Son, A.	22	Millman, W. H., & Sons.	16
Bodley, C. J.	58	N	
Borden Milk Co.	1	National Cash Register Co. of Canada, Ltd.	18
Bowes Co., Ltd.	56	National Licorice Co.	Inside back cover
Bowser, S. F., & Co., Inc.	5	O	
B. & L. Manfg. Co., Ltd.	60	Oakeys	72
Bradstreets	16	Ontario Grape Growing & Wine Mfg. Co.	68
C		O-Pee-Chee Gum Co., Ltd.	6
California Packing Corp.	55	Oury, Millar & Co.	10
Campbell Bros. & Wilson.	59	Oval Wood Dish Co.	57
Cane, Wm., & Sons	70	P	
Canadian Milk Products Ltd.	72	Patrick, W. G., & Co.	11
Canadian Shredded Wheat Co.	21	Perry, H. L., & Co.	15
Chamberlain Medicine Co.	58	Pennock, H. P., & Co.	14
Channell Chemical Co., Inside front cover		Pullan, E.	72
Christmas, Walter, Co., Ltd.	60	R	
Clark, W., Ltd.	7	Red Rose Tea Co.	21
Climax Baler Co.	58	Regina Storage & Forwarding Co., Ltd.	14
Cockburn, F. D.	15	Rock City Tobacco Co.	Inside back cover
Connors Bros.	64	Rose & Laflamme, Ltd.	17
Commercial Underwriters ..	72	Royal Baking Powder Co.	65
D		S	
Denault Grain & Prov. Co.	17	Sarnia Barrel Works	72
Direct Supply Assoc.	72	Scott-Bathgate Co., Ltd.	14
Dominion Salt Co.	71	Smith, E. D., & Son	2
E		Smith & Proctor	58
Eckhardt, H. P., & Co.	67	Somerville, J. F. & J. N.	17
Elliot, W. F.	16	Specialty Paper Bag Co.	56
Eno, J. C., Ltd.	4	Spratts	Inside back cover
Escott, W. H., Co.	15	Starr Egg Carrier & Tray Mfg. Co.	65
Eureka Refrigerator Co.	21	Stephenson-Blake'	17
F		Stevens-Hepner Co., Ltd.	56
Fairbank, N. K., Co., Ltd.	20	T	
Fearman, F. W., Co.	62	Tanguay, A. T., & Co.	17
Freeman, The W. A., Co.	62	Taylor & Pringle	56
Furnivall-New, Ltd.	60	Thum, A. & O.	72
G		Tippett, A. P.	8
Genesee Pure Food Co.	19	Trent Mfg. Co.	72
Gillespie, Robert, & Co.	13, 15	Toronto Butchers' Supply.	72
Grant, C. H.	15	Toronto Pottery Co.	3
Griffin & Skelley	8	Toronto Salt Works	72
H		Turgeon, E.	17
Hamilton Stamp & Stencil Works, Ltd.	9	W	
Hamblin-Breton Co., Ltd.	16	Walker, Hugh, & Son	69
Hargreaves, Canada, Ltd.	13	Walsh, Martin M.	16
Harper Presnail Cigar Co., Ltd.	19	Washington's, Geo., Coffee.	68
Holcomb & Hoke	13	Watson & Truesdale	15
Horne, Harry, Co.	16	Webster, W. R., Co.	66
Hop Malt Co.	17	Western Canada Flour Mills Co., Ltd.	4
I		Wetheys, J. H., Ltd.	61
Imperial Rice Milling Co.	66	White & McCart	16
J		White & Co.	69
Japan Tea Co.	12	Whittemore Bros. Corp.	8
Jarvis, F. S., & Co.	10	Williamson Mfg. Co.	61
K		Woods, Walter, Co.	70
Kearney Bros.	19	Whittal Can Co., A. R.	20
Knox Co., Chas. B.	61		

Century SALT
 unquestionably worth while

Worth while from any point of view. Worth while as a customer-satisfier. Worth while as a profit-maker. Keep a stock constantly displayed.

The DOMINION SALT CO., Limited
 SARNIA, ONT.

—indispensable for your customers' house-cleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly."

Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied.

Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS
 LIVERPOOL, ENGLAND
 Canadian Agents: McLellan Import Co., 301 Read Bldg.
 MONTREAL

Malcolm's—the only line of Milk Products that is purely Canadian-made

That's a fact we are honestly proud of. And we are proud, too, in the knowledge that our lines are ahead of competitors in business-building and profit-making qualities.

Discriminating people declare Malcolm's to be positively captivating in their sweet deliciousness. Hence, first sales bring many others—steady repeats are the daily record.

Order your stock now.

The Malcolm Condensing Co., Limited
 ST. GEORGE, ONTARIO

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

Buyers' Guide

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.

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.

WANTED—SIDE LINES. WE ARE OPEN TO handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

WANTED—EXPERIENCED CLERK FOR GEN- eral store. Married man preferred. Apply with references, stating salary, to Lewis Bros., Richmond, Ont.

WANTED—MAN TO DO DELIVERING AND outside work around general store and to fill in time behind counter. Married man preferred. Apply, with references, stating salary, to Lewis Bros., Richmond, Ont.

FOR SALE

HIGH CLASS GROCERY AND PROVISION for disposal. Turnover about \$350.00 per week. Cash trade. Ontario manufacturing city. Owner retiring on account of bad health. Fullest investigation.—Apply Box 227, Canadian Grocer.

Try **MANN & CO.** for
FANCY POULTRY

Roasting Chickens, Boiling Chickens,
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

KLIM
READ IT BACKWARD

PURE SEPARATED
MILK IN
POWDER FORM
FOR ALL COOKING
WHERE MILK IS
NEEDED.

CANADIAN MILK PRODUCTS, LIMITED
10-12 WILLIAM STREET, TORONTO

Tell the Advertiser where you
saw his Advertisement.

 **TANGLEFOOT** 
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

OAKLEY'S
KNIFE
POLISH
2012-7782

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
 **WASTE PAPER**
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.

COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

Toronto Butchers' Supply Co.
LIMITED

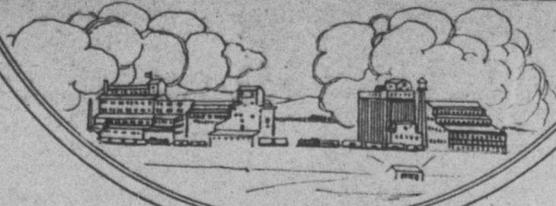
Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies, Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
48 DUNDAS STREET, - - TORONTO

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.



How Sales Are Made

(By a Live Salesman)

"Isn't that provoking," said Mrs. Byer, in a Windsor grocery, as she fumbled with her bag. "Here I've come away without my list, on which I had a whole lot of things to order for a cake I wished to bake in the morning."

"It wouldn't be a FIVE ROSES cake, would it?" suggested Mr. Grocer.

"That's just what it is, for I took my recipe from the FIVE ROSES Cook Book."

"Then maybe I can help you," remarked the grocer, going to his desk and returning with that very book.

"How lovely," she said, "it's a Spice Cake, near the back."

"Spice Cake, yes, here we are, page 110," said the grocer.



Eggs
Sugar
Butter
Milk
Baking Powder
Soda
Nutmeg or Cinnamon
Cloves and Raisins
Chopped Walnuts

"All our baking ingredients are up to the FIVE ROSES standard," said the Grocer. "Let me take your order for the 5 P.M. delivery."

* * * *

Have you *YOUR* FIVE ROSES Cook Book handy? If your copy has disappeared, borrow your wife's, and write us for another copy. It helps sales.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities

Ten Wholesale Houses

COVERING the territory from the Great Lakes to the Pacific Coast with unequalled stocks and facilities to serve you. Every issue of our price-list is full of money-savers for you, and it will pay you well to read every issue carefully.

We allow you an extra discount for prompt 30 day payments, and if you will confine your orders to us, we can save you 3-5% on your yearly purchases.

Figure what this means on the basis of your last year's turnover.

We are the only one-price house in the West, handle highest quality goods only, and can always save you money on your purchases, and give you prompt and efficient service.

MACDONALD-CHAPMAN, LIMITED

Wholesale Grocers

WINNIPEG

∴

MANITOBA

Connections:

MACDONALD-COOPER LTD.
Edmonton, Alta.

MACDONALD-CRAWFORD LTD.
Moose Jaw, Sask.

MACDONALD-CRAWFORD LTD.
Saskatoon, Sask.

MACDONALD-CRAWFORD LTD.
Swift Current, Sask.

MACDONALD-CRAWFORD LTD.
North Battleford, Sask.

A. MACDONALD & COMPANY
Vancouver, B.C. ; Nelson, B.C. ; Fernie, B.C. ; Fort William, Ont.

White Star Products



Per box 3 dozen 5c. packets,
\$1.00, less 3%.

White Star Products are quality goods, and can always be relied on to give satisfaction and bring repeat business.