

FORECAST OF THE CURRENT MARKET

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JULY 30, 1915

No. 31

ROBIN HOOD PORRIDGE OATS

Packed in sanitary fibre tubes. The latest, most modern cereal package. Contents positively guaranteed against loss from weevil or bugs.

ROBIN HOOD PORRIDGE OATS

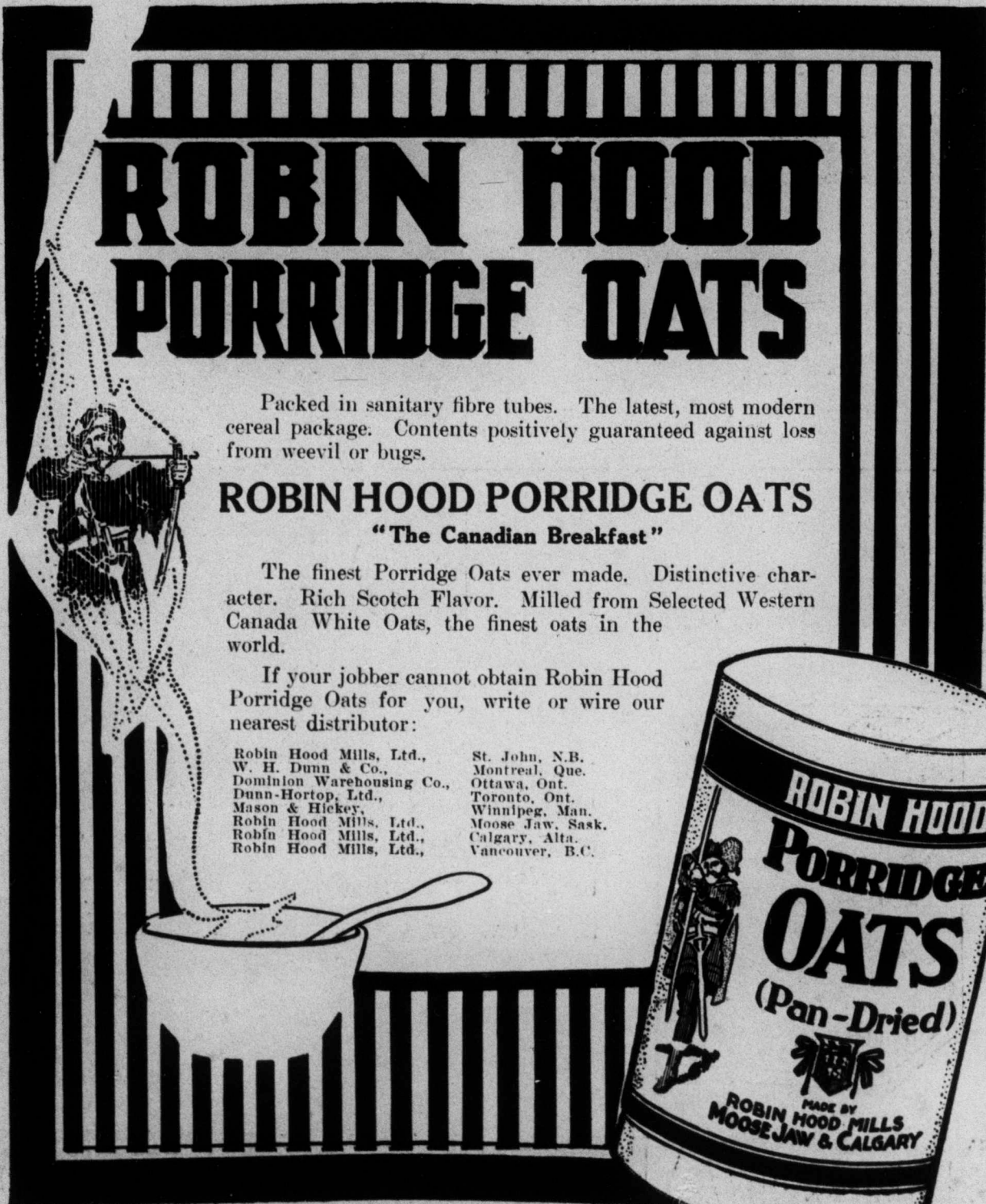
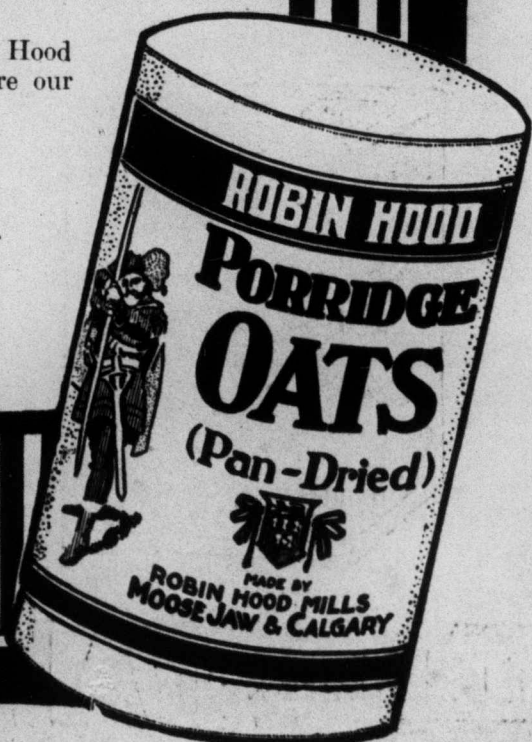
"The Canadian Breakfast"

The finest Porridge Oats ever made. Distinctive character. Rich Scotch Flavor. Milled from Selected Western Canada White Oats, the finest oats in the world.

If your jobber cannot obtain Robin Hood Porridge Oats for you, write or wire our nearest distributor:

Robin Hood Mills, Ltd.,
W. H. Dunn & Co.,
Dominion Warehousing Co.,
Dunn-Hortop, Ltd.,
Mason & Hickey,
Robin Hood Mills, Ltd.,
Robin Hood Mills, Ltd.,
Robin Hood Mills, Ltd.,

St. John, N.B.
Montreal, Que.
Ottawa, Ont.
Toronto, Ont.
Winnipeg, Man.
Moose Jaw, Sask.
Calgary, Alta.
Vancouver, B.C.



Order a caddy of
this big seller

For a live-selling, profitable plug tobacco, there's nothing on
the market that will compare with

TUCKETT'S
T & B PLUG
(SMOKING)

It's made of the finest Virginia leaf, carefully selected and
expertly cured. Stock T. & B. Plug and give your customers
better value for their money.

Order a caddy to-day.

TUCKETT LIMITED
HAMILTON



A 10c. Plug
Finest Virginia
Smoking

GOLD DUST



Four words tell the story of "GOLD DUST":
it "SELLS, Satisfies, Keeps Selling" because
of the combination of wide usefulness and ex-
tensive, persistent advertising. Just be sure to
keep it where your customers can SEE it.

That's enough!

THE N.K. FAIRBANK COMPANY
LIMITED



These are Lantic Sugar days in every Grocery Store

These are the days when the telephone carries the cheering call, "We're preserving. Send up a 20-lb. bag of Lantic Sugar."

These are the days when every delivery is piled high with cartons and bags, bearing the familiar Red Ball—the sign of pure Cane Sugar of extra quality.

Housewives are delighted with LANTIC SUGAR—with its brilliant sparkle—its even granulation—its matchless purity.

And they know that their Preserves will turn out right, if they use LANTIC SUGAR. This is why they are ordering it for Peaches and Pears—and why they will continue to demand it for all their preserving. Have you plenty of the 10, 20 and 100 pound bags as well as the 2 and 5 pound cartons? Your wholesaler will supply you.

Atlantic Sugar Refineries, Limited
Montreal and St. John



GOOD-WILL

Makes to-morrow's business a Certainty—not Chance

And while the good-will of a store depends on many things, this much is sure—it can never rise higher than the quality level of the merchandise to be found there. That's why we say stock

COX'S
Instant Powdered
GELATINE

The standard of excellence for generations and still to-day the acknowledged favorite. Tell your jobber to stock you NOW.

AGENTS:

Martin & Robinson
Vancouver

Arthur P. Tippet & Co.
Montreal

Tees & Persse
Winnipeg



Quality that Builds Steady Trade

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

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

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

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

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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

SUN-KIST

REG. U. S. PAT. OFF.

PRUNES

SUN-KIST Prunes are the kind which makes folks say, "I never knew that prunes were so good"—the kind they come back for—the kind you build business on and the kind you can always recommend. Only the best selection of the best prunes from the best district in California where the best prunes grow are good enough for the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

More Than Ever in a Class by Itself

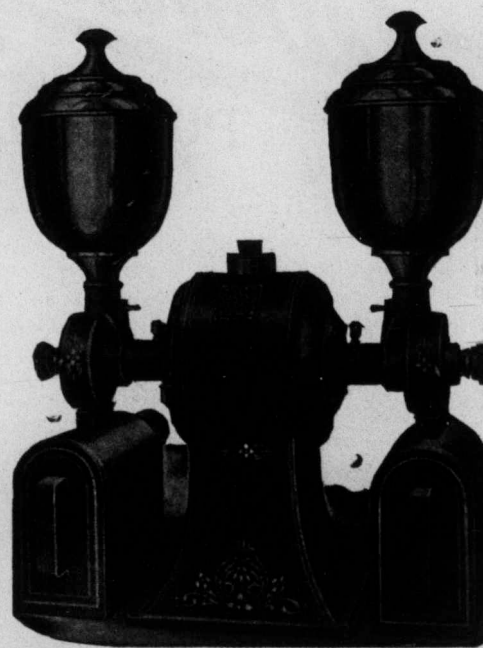
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade

AMERICAN CAN COMPANY

MONTREAL ∴ HAMILTON

Furnivall's
FINE
FRUIT
PURE JAM

Just as the presence of a great leader or strategist inspires confidence in an army, so the presence of Furnivall's Pure Jam in your customer's orders ensures a firmer grip on their trade. Many popular kinds to choose from. Get your wholesaler to supply you to-day.



**Furnivall-New
LIMITED**

Hamilton, Ontario

Agents: Ontario — MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal — W. S. Silcock. St. John, N.B.—W. W. Chase, 79 Paradise Row. Halifax, N.S.—B. C. Woodworth, 533 Robie St. Sydney, N.S.—A. E. Sheppard. Hamilton—Grocers' Specialty Co. Winnipeg, Man.—H. P. Pennock & Co. Calgary, Alta.—Jacksons, Ltd. Edmonton, Alta.—Central Brokerage Co.

Century
Salt

Pure,
even
crystals

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

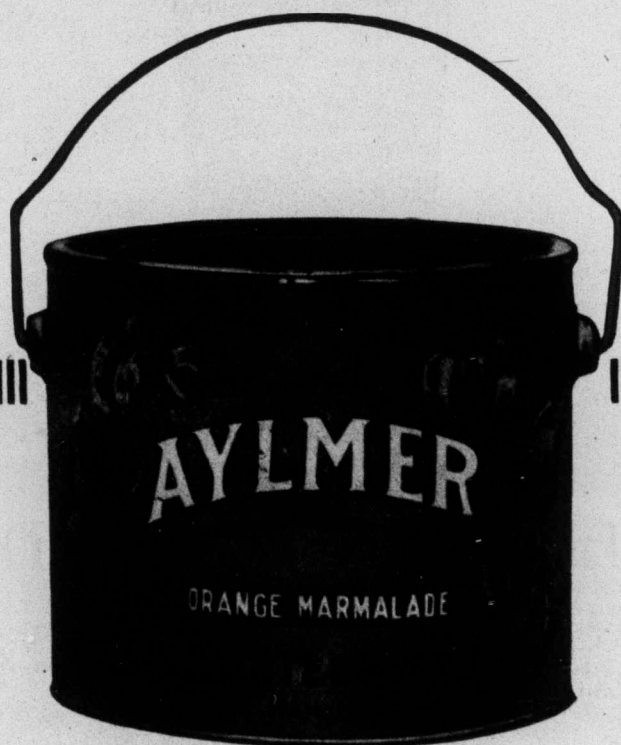
THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

“Aylmer Brand” JAMS

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

Dominion Cannery, Limited

HAMILTON, ONTARIO



BANNER BRAND

Jams, Jellies, and Marmalades

Pure Fruit and Cane Sugar—That's all.

“BANNER” Brand Pure Fruit Jams are Wholesome, Delicious, and always give the best of Satisfaction; Therefore—Satisfy your Customers and Increase your Sales.



Put up in 2, 4, 5 and 7-lb. gold-lacquered pails; also special Anchor Cap Tumbler, 12-oz. Glass Jars, and 30-lb. Wooden Pails. Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

Representatives:

306 Ross Ave.
WINNIPEG

H. Whissel, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

340 Dufferin St.
TORONTO

CANADIAN GROCER

CLARK'S PORK and BEANS

Plain

Chili

Tomato Sauce

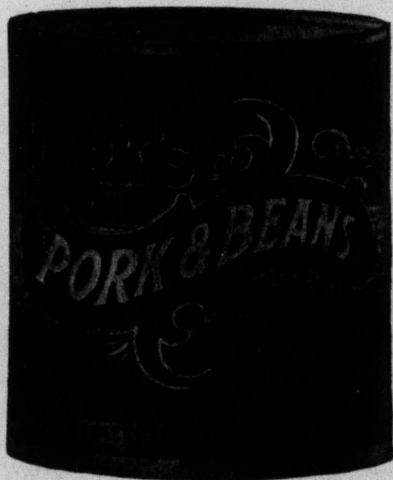
Are

MADE IN CANADA

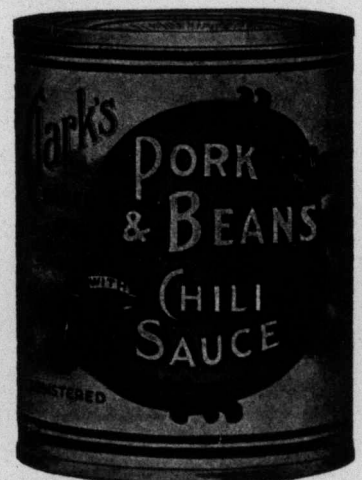
And you cannot beat them either in
home-made or imported goods.

Clark's

HAVE THE QUALITY
HAVE THE REPUTATION
HAVE THE SALE



Don't be short of
CLARK'S
You'll miss business
if you are.



W. CLARK, LIMITED, MONTREAL

ROBINSON'S

Of BRISTOL, ENGLAND

TIN FOIL TEA WRAPS

(Substitute for Tea Lead)

TEA AND COFFEE BAGS

(Parchment Lined)

EMBOSSSED SHOW CARDS

LABELS—LITHOGRAPHED
OR EMBOSSSED

PAPER BAGS OF ALL KINDS

EVERYTHING IN PAPER
AND PRINTING

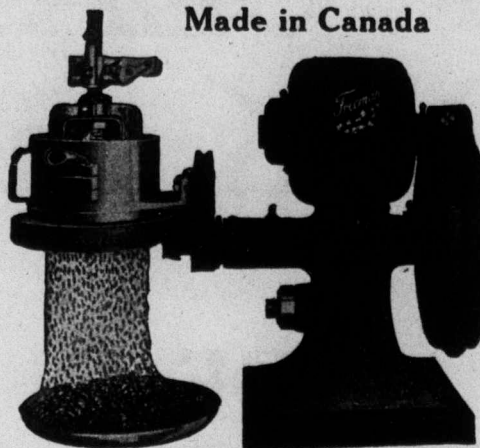
Samples from:—

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Electrical

Made in Canada



**Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill**

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

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

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for *quality*, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:
Wm. H. Dunn
Limited
Montreal

Dunn-Hortop
Limited
Toronto

Hamblin &
Brereton, Ltd.
510 Ninth
Ave. W.
Calgary, Alta.

Hamblin &
Brereton, Ltd.
Edmonton,
Alta.

T. A. MacNab
& Co.
St. John's,
Newfound-
land.

CARR & CO. CARLISLE ENGLAND



The
"Canadian"
Cheese
Cutter
Increases
Your
Profits

The CANADIAN Open

Accuracy—Economy

Guesswork is a thing of the past. The "Canadian" not only cuts by money value, 5c, 10c, 15c, 20c, etc., but will cut a 1/4, 1/2 or one-pound slice. It is

The Only Computing Cheese Cutter that will do this with the use of but one operating lever. This is only *one* of the "Canadian's" many advantages. Let us tell you about the others.

Write us to-day—NOW.

The Computing Cheese Cutter Co., WINDSOR, ONT.

50 years "know how"

OCEAN BLUE is the result of 50 years "know how"—and quality has always been the first consideration. It is to-day.

The 5 cent package represents more than 5 cent quality. Nobody realises that more than the user.

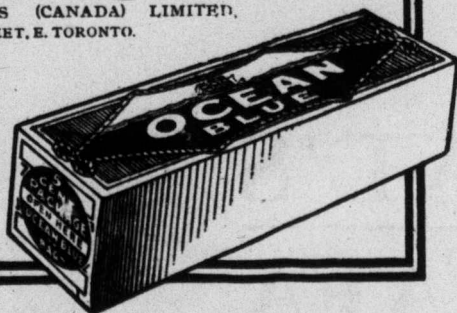
OCEAN BLUE

STRENGTH, ECONOMY, BRILLIANCE, is a wash-day memory that always lingers.

Order from your Wholesaler.

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

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



"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Indian Chief Brand CLAMS



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

Sell your customer a can and advise her to make a

**CLAM
CHOWDER.**

It can be prepared in a few minutes and is really delicious.

Your Jobber will Supply You
Shaw & Ellis, Pocologan, N.B.

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

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa
Branches: MONTREAL and TORONTO
Agencies throughout Canada

Attention! Grocers of Western Ontario

A satisfied customer is the ultimate result
when you sell

NEAL'S
ALOFA
BREAD

Always Fresh Always Uniform

Write or phone for information

Neal London Bread Co., Limited

No. 2 to 10 Carlton Ave., London, Ont. Phone 2173

WINDSOR

FACTORIES :

LONDON

SARNIA

*Will You Let Your Wife
Test Shirriff's True Vanilla
if We Send You a Bottle
Free?*

Send for your bottle to-day without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

Shirriff's

True Vanilla

is 50% above
Government
Standard



Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto



August will be a "bang-up" month for E.D.S. Grape Juice

The hot days of August will, as usual, create a big demand for this thirst-quenching Pure-Juice-of-the-Grape beverage.

**Why not sell E.D.S. Grape
Juice by the Dozen?**

The demand will be there and it's only a matter of getting your customers to put in their stock at once instead of buying a bottle at a time.

It will pay you better because there'll be more consumed.

E.D.S. Grape Juice is the pure, unadulterated juice of the finest Concord Grapes in the world—Winona's.

**ORDER YOUR
AUGUST SUPPLY
NOW.**



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

Agents:

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

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos.

3595, 3596, 3597, 3598, 4656

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



BEE BRAND
PRODUCTS

JELLIES, STARCH, BORAX

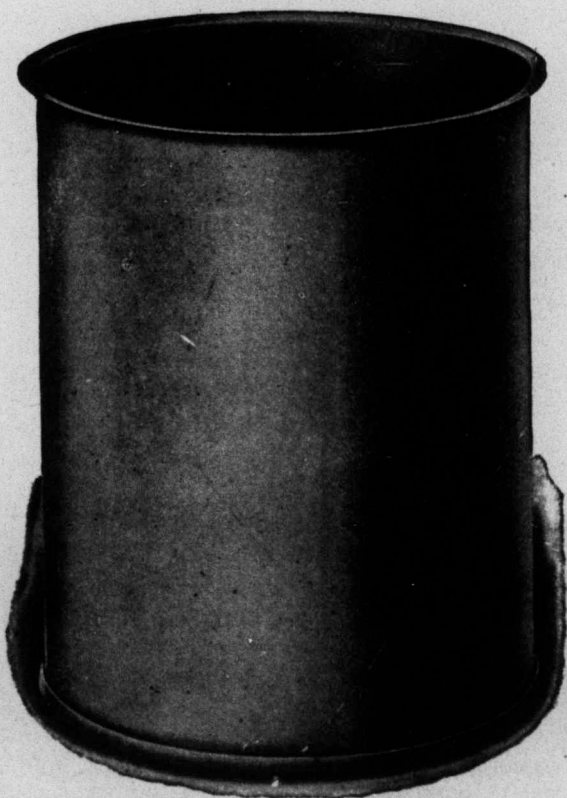
help the housewife put a crimp in the high cost of living by giving her goods of positive satisfaction and quality at a price she likes to pay. Let them put a crimp in slow sales and small profits for you by displaying them prominently on your counters and in your windows. Get your wholesaler to supply you NOW.

FORBES & NADEAU, Montreal, Que.

IT IS IMPORTANT!

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

Canadian Grocer
143 University Avenue, Toronto



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company
LIMITED

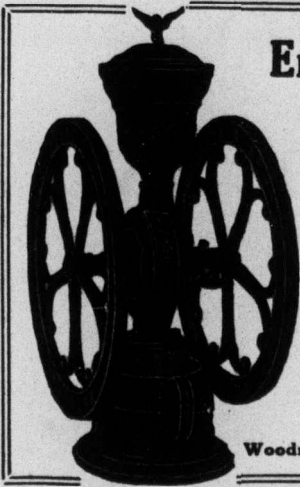
NIAGARA FALLS, ONTARIO

CANADIAN GROCER

Give Them The Best

St. Lawrence
Granulated

A Pure Cane Sugar that always gives satisfaction.



Enjoy Clear Profit

on your Coffee by using an **ELGIN NATIONAL** Mill—first cost is the only cost and that is but a trifle. There are no current or repair bills to eat up your profit.

ELGIN NATIONALS are popular because of the simplicity and strength of their construction, beauty of finish, fast grinding and easy running qualities.

The **LOW PRICE** will surprise you—ask your jobber.

Woodruff & Edwards Co., Elgin, Ill., U.S.A.

NOTE THIS

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

FRUIT BULLETIN

RASPBERRIES, Niagara District grown, are about done, and **Black Currants** are also nearing an end. The ever popular and delicious **Lawtonberry**—large black **Thimbleberry**—and **Tomatoes** are beginning to make their appearance.

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

WAGSTAFFE'S

Strawberry, Raspberry
Black Currant, Gooseberry
Red Currant

1915 Pack Now Ready for Delivery

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

WAGSTAFFE'S LIMITED

HAMILTON, CANADA

Tea Is Not Dear

Even if it were a dollar per pound it would still be one of the very cheapest articles of food, while at say 40 to 50c. per lb. the cost per cup is so small as to be hardly worth considering.

A pound of 40c. Red Rose will make over 200 cups of tea fully as strong as most people like tea—or 5 cups for 1 cent.

So we hope it will be a long while yet before anyone will need to stop using tea on account of the price.

T. H. Estabrooks Co., Limited
7 Front St. East, Toronto, Ont.

P.S.—We would suggest that you tack this up where your customers can see it. We think very few people realize how very little a cup of Red Rose Tea costs.

This is due to our using such a large percentage of the rich, strong Assam teas of Northern India, that make many more cups of tea to the pound than straight Ceylons—and these Assam teas also give Red Rose that fine, rich flavor which is so much liked.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

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

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

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

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

WESTERN PROVINCES.

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

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

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants

WINNIPEG REGINA
CALGARY EDMONTON

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

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

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and
careful attention to all business. High-
est Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition and private.

QUEBEC.

W. J. McAULEY
Commission Broker
Flour, Feed, Grains, Potatoes.
We are open for a good agency in feed-
stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

ADVERTISING.
Advertising in a trade paper is simply stating openly who you are and what your business is. It is pointing out to the readers that you have something of service for them, a commodity of usefulness to profit both you and them. The only men who do not advertise are those who have nothing to offer. They are dead, even if they do not know it.

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give the satisfaction desired, for the maker behind that product must have confidence that it will earn your approval; otherwise, he would not dream of holding it up for your and your customer's criticism.

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

Where would you be

if the tea market should show a sudden drop of 10 to 12 cents a pound, as the "Grocer" showed the possibility of last week? How about the stocks on hand? As regards "Salada," you could return every pound; we would pay the freight back, and you would not lose a penny. Then you could put in a fresh stock at the lower prices.

As regards all other teas, you would have to sell them at a loss, for we know of no other firm in the world that **guarantees to the grocer the profit on every pound of tea** he purchases from them.

What is the moral? The only safe speculation is "Salada." You are sure (1) of the quality, (2) of your profit, (3) of the demand.

"SALADA"

TORONTO

MONTREAL

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

Why Not Prove the Reasons Yourself?



Why do most grocers, butchers, dairymen, hotels, hospitals, etc., insist on EUREKA Refrigerators?

Why are most of the new refrigerators being installed to-day EUREKAS?

Why do users find both sales and profits greatly increased when the EUREKA is used?

Why has the EUREKA been the best liked refrigerator for thirty years?

There's only one answer—The EUREKA must make good in every respect.

What the EUREKA has done for other grocers it can easily do for you.

Prove it for yourself by sending to-day for catalogue and particulars.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

For nearly a century

there has been an increasing demand for that easily digested *FOOD* for *INFANTS*.

Robinson's "Patent" Barley

These hundred years of actual tests are behind you when you offer Robinson's "Patent" Barley to your patrons, which fact adds zest to your selling and enables you to increase your profits.

Remind your patrons that you sell Robinson's "Patent" Barley by showing it in your displays.

Agents for the Dominion of Canada :

MAGOR, SON & CO., LIMITED

191 ST. PAUL ST. W., MONTREAL 30 CHURCH ST., TORONTO



Delicious Summer Desserts

Lighter desserts will rule until cold weather comes again. And the most popular summer dishes are delicious, dainty Blanc Mange and Custards, made with

BENSON'S CORN STARCH

—Canada's finest Corn Starch—the favourite with grocers and their customers for more than 50 years.

"SILVER GLOSS" LAUNDRY STARCH is as well known as BENSON'S CORN STARCH. "Silver Gloss" is so widely used because the quality is always right. The woman who does her own laundering knows it.

CANADIAN GROCER

VOL. XXIX

TORONTO, JULY 30, 1915

No. 31

The Present Tea Situation

Prominent Tea Men Give Their Views on the Market and Point to the Uncertainty of Things—
Many Think Increase in Production Will be Pretty Well Balanced by Increased
Consumption—Statistics Are Quoted.

THE fact that tea recently reached its highest point in the last half century and that it attained a point where production of it becomes exceedingly profitable, has formed the basis for the conclusion that the prospects of further considerable advances are not very favorable.

Speaking for the present, however, there is not a man who follows the markets closely who does not say that the situation is firm but on account of the ever-shifting scenery in Europe and Asia, no one can foretell exactly what is to happen in the future.

During the past week Canadian Grocer interviewed a number of tea men to obtain their views on the situation. Statistics were quoted by many in confirmation of their opinions that there was no cheaper tea in sight and if there was, the decline would be but slight.

"Since last July," a large wholesale distributor stated, "the market has gone up some 11 or 12 cents. Whereas tea at that time could be purchased from abroad at about 18 or 19 cents, the lowest price to-day for the same grade is around 27 and 28 cents. I see no prospects of any cheaper tea. Though there may be a little more Indian tea produced, yet the talk of over production when the world's demands are considered does not appear to be at all justified. I know of a case where one company was offered for the tea from a certain garden 1s. 1 $\frac{3}{4}$ d. for the whole output. That means between 27 and 28c. Green teas that I purchased the last time I was in the market for 11 $\frac{1}{2}$ c are now 1s; not long ago I tried to buy some 225 cases but could not get a reduction on them. As far as I can see there is no possible chance for any serious decline."

The Value of An Estimate.

The representative of a firm of international reputation stated that while it

was said in a circular to the trade that the India crop was estimated at 7,000,000 pounds in excess of last year, this estimate was made some time during May, and he added "when it comes down to the fine thing, estimates are not of much use. I saw a letter from the proprietor of a tea garden in India, written in June, which stated that the early manufacturing season was excellent, but that rains had come and wiped out his early estimates. Usually these crop estimates are based on the early part of the season. We had a cable to-day from London on Indian teas stating that there was a slightly less demand for mediums and that common teas were a farthing lower. We did not expect to see this decline of a farthing, and I do not know the reason for it but I don't see any reason why the market can drop to where it was last July. Tea men in Australia, which, by the way, is the largest tea drinking country in the world per capita, have contracted for 15,000,000 pounds Ceylon tea, extending over a year, at a price equivalent to only a $\frac{1}{2}$ c below to-day's prices. This to me indicates that there is no great drop in sight in the tea market. In my opinion a slight recession may be expected probably around October, when shipments are unusually large, but it will not be a heavy one. Freights, too, are about three times what they used to be from Ceylon to New York, and the whole situation is so uncertain in so far as freight, insurance and war risks are concerned, that a heavy decline is unlikely. While I think the trade would be unwise to hold off purchasing tea, yet my opinion is that they should buy gradually, as they have been doing. The future is still uncertain."

Says Same Conditions Exist.

"Theoretically," remarked a tea broker, who is an authority on European and

Asiatic markets, "anyone who says the markets may come down considerably may be right, for as the saying goes, 'Whatever goes up is sure to come down,' but in my opinion conditions which drove the market up still exist. Australia purchased last month in Ceylon tea on a contract covering one year at prices which are practically prevailing to-day. Australia with a population of some 4,000,000, drinks about 9 pounds of tea per capita, which makes the quantity equal to the total consumption in Canada with a population of between 7,000,000 and 8,000,000 people."

This broker showed Canadian Grocer a letter from Colombo which he received on Monday with reference to green Ceylon. This stated:

"Owing to the very high prices for black, it will be practically impossible to get any further estates to manufacture green tea, except at a prohibitive rate from now on to the end of the year."

Another broker in very close touch with the tea situation and who gets a number of cables as well as a number of circulars from London, England, firms, showed one which stated that the return to the end of May indicated a 7,250,000 pounds increase to the same date last year. Later reports during June indicated that this estimate would be increased somewhat, but he added, "that is very little compared to the world's consumption of tea. And as far as I can see, although one never can tell, there are little prospects of tea prices going back in the near future to where they were before the war. In spite of this increase in production, the demand is beyond supply."

How Freights Have Gone Up.

Another circular dated at Calcutta intimated that in the estimation of the writer, lower prices in tea were a long
(Continued on page 20.)

Firm Currant Market Expected

Review of the Situation as Seen by Export House in Greece—Dry Weather Wanted Till End of August—High Freights and High Prices of Packages Tend to Advance Market
—No Sultana Raisins for Export While War Lasts.

THE currant crop in Greece—or rather the quantity available for export—will not be definitely known for a month or so yet, but present indications point to an increased yield over last year. Yet on account of conditions arising out of the war, such as higher freight rates and the cutting off of Smyrna Sultana raisins, currant prices are likely to rule high this coming season. The following interesting review of the situation, as seen in Patras by a large currant firm, and sent to their Canadian agents, will be read with considerable interest:

"Weather thus far has been rather unfavorable to the crop, still we dare say there is no damage of any importance caused to our vines up to the present. Decidedly, before we consider new crop saved, we require, for another two months, dry weather, the outcome of which no one can foretell.

"According to reports from producing districts, we may venture to inform you the approaching crop is estimated to be about 10 per cent. larger than last year's, viz., about 152,000 tons, against 137,000 in 1914, this provided weather keeps dry until the end of August next.

"Taking as granted above numbers, we come to the following results, in comparing this season's anticipated supplies to those of last:

1914.		Tons.
Crop, 1914		137,000
Stocks of crop 1913 left on this side on the 23rd August, 1914, in currants and retention bills		13,000
Total supplies, 1914		150,000
1915.		Tons.
New crop, estimated		152,000
Stocks estimated to be left on this side on the 23rd August, 1915, in currants and retention bills		8,000
Total supplies, 1915		160,000

"Thus showing this year over last season's supplies 10,000 tons, or thereabouts.

Retention Figures Not Known.

"From above numbers must be deducted, should retention be fixed to 50 per cent., as it stands now, 54,000 tons, or should retention be reduced to the normal percentage of 35 per cent., in this case we shall have to deduct (from above supplies of 1915 160,000 tons, as above stated) 40,000 tons only.

"In other words, should retention be fixed at 50 per cent., our supplies for export are expected to be 106,000 tons; or should retention be fixed to the normal

percentage on exportation of 35 per cent., then 1915 supplies for exportation will come up to 120,000 tons.

"We consider it necessary to mention here that in spite of the most abnormal conditions prevailing last season, especially in the beginning of same (August till October), still our exportation up to the 23rd August, 1915 (on which date exportation of new crop is by law to start), will reach the 102,000 tons, if not more.

"Thus, we come to the conclusion that, in any case, whether the retention on exportation for coming season should be fixed at 50 per cent. or to 35 per cent., our 1915 supplies cannot be considered large enough to anticipate a weak or flat market, even should European war continue for long, prohibiting the exportation to Austria, Germany and Belgium; on the contrary, should peace set in some time during 1915, then our supplies for 1915 will be anything but sufficient to meet universal requirements, and no doubt high prices will be prevailing.

As you understand very well, should retention be fixed to 50 per cent., as at present stands, instead of the normal percentage of 35 per cent., this will mean, in sterling prices, at least 1/6 per cent. dearer.

"Government, according to law, is bound to fix this definitely between the 15th and 18th August next, and as soon as this is done, we will cable you, for your guidance, as follows:

CURRENTS, THIRTY-FIVE PER CENT., or
CURRENTS, FIFTY PER CENT.

Why Firm Prices Are Anticipated..

"We must further draw your attention to the following points, so that you may form for yourselves your own judgment about our article.

1st.—That as long as war continues no exportation of Smyrna Sultanas or raisins is possible, which no doubt cannot but lead to a bigger demand for currants.

2nd.—That freights are daily advancing and generally are expected to be still higher in the near future.

3rd.—That packages in general, on account of great scarcity of lumber, staves and bags, cost some 100 per cent. over usual prices.

"Taking all these into consideration and the present unusually large consumption in currants in England, unhesitatingly, we believe that prices for the approaching season cannot but be substantially higher than those paid last autumn."

THE PRESENT TEA SITUATION.

(Continued from page 19.)

way off. This same broker pointed out that freight rates from Calcutta to Toronto were now at about 150 shillings per ton, which was somewhere in the neighborhood of three times what they were before war broke out.

Still another large tea man was interviewed on the situation. "Teas," he said, "are firm at the present time, but of course one never can tell what is going to happen in the future. When any article, including tea, advances in price, it is always the case that more people go in for the production of it. This," he added, "will mean a greatly increased production of tea and it all depends on how great this is as to whether prices will drop much or not. Tea has reached the highest point for 50 years and my advice to the retailer is to buy as he requires the goods. This should be the case in all lines of goods when the market reaches an exceedingly high point. The greatest weight of India tea comes in Sept., or the beginning of October, and we shall have to wait to see what effect this will have on the market when the world's consumption is taken into consideration. At the present time no one can foretell what is going to happen—I cannot tell you nor can anybody else."

HE RECOGNIZED OPPORTUNITY.

A young suburban doctor whose practice was not very great sat in his study reading away a lazy afternoon in early summer. His man servant appeared at the door.

"Doctor, them boys is stealin' your green peaches again. Shall I chase them away?"

The doctor looked thoughtful for a moment, then leveled his eyes at the servant.

"No," he said.—Lippincott's.

Correct Way of Figuring Profits

Many Merchants Fail Because They Figure Profits Incorrectly.

By Geo. D. Davis

AN inquiry reached the office of Canadian Grocer a short time ago asking for information regarding the right way to figure profits, and whether the cost or selling price should be used as a base in figuring profits.

For the benefit of new subscribers or those who have not read previous articles in Canadian Grocer on the subject, it should be said that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, so long as it is stated and made clear on what base the percentage has been calculated.

The majority of successful business concerns have naturally adopted the method that most completely meets their requirements, and, therefore, have adopted the method of figuring the percentage of profit on the selling price. This plan has been adopted by thousands of successful manufacturing, wholesale and retail firms, who only adopt and advocate methods which are correct and in accord with sound business principles.

It must be admitted that there is a variance of opinion regarding this important subject, and this is rather remarkable, inasmuch as the issue involved is vital to the welfare of every person engaged in any form of commercial activity.

All business men know, or should know, that the vital issue is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. In order to make a satisfactory showing it is necessary that a proper method of figuring profits should be followed throughout the year. An incorrect understanding of the proper method of figuring the percentage of profit is a rock on which many business ships have been wrecked. And where many men make their mistake is in their refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum—that if a fixed sum is a certain per cent. of a certain sum, it is a smaller per cent. of a larger sum; or, in other words, if 25 is 25 per cent. of 100, it is only 20 per cent. of 125.

An example might be quoted in the case of a retail merchant who bought

dustless mops at \$1 each. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the squares to sell at \$1.35. His price should have been \$1.54 to make a 10 per cent. profit.

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit. He used the cost price as a base in figuring profits, and although his cost of doing business (25 per cent.) was based on his gross

sales, he only added 25 per cent. of his cost price instead of 25 per cent. of his selling price. If using his cost as a base, he should have added 54 per cent. to the cost price instead of 35 per cent.

Accompanying this article in a panel is a table showing the right and wrong way to figure profits. The example is based on an article costing \$2.

But you say why should the profits be figured on the selling price instead of the cost price? There are many good reasons, a few of which I will quote. The percentage of expense of conducting business is based on the selling price. If you talk per cent. of profit on cost and per cent. of profit on

How to Figure Profits Correctly

THE RIGHT WAY

EXAMPLE:

Expense of doing business is.....	25%
(Figured on Gross Sales, i.e., selling price.)	
It is desired to make a profit of	10%
(Must be figured on selling price.)	
Cost of an article is	\$2.00

Find the SELLING Price

SOLUTION:

Selling price=	Expense	Rent	Delivery Charges
		Light	Telephone
Profit	Cost	Heat	Other Expenses
		Wages	Int. on Capital Invested
Cost	Cost	Advertising	Depreciation of Stock
		Insurance	Bad Debts
		Freight	Extraordinary Expense
		Express	

100%	equals	Selling Price
35%	equals }	Expense 25%
		Profit 10%
65% (of selling price) equals		Cost

\$2.00 will be 65% of selling price

Divide \$2.00 by .65 equals \$3.08

ANSWER:

Selling Price should be made \$3.08

PROOF:

Expense	25% of \$3.08 equals	\$.77
Profit	10% of 3.08 equals	.31
Cost	65% of 3.08 equals	2.00
Selling Price 100%		equals \$3.08

THE WRONG WAY

Figuring it as 25% plus 10%, or	\$2.70
which is less than Cost	\$2.00
plus Expense77
	\$2.77

the selling price you are liable to get badly mixed. Mercantile and other taxes are nearly always based on a percentage of gross sales; sales totals are always given in books of record—very seldom are cost totals shown; allowances in percentages to customers are always from the selling price; no profit is made until a sale is effected; if profit is figured on the selling price it indicates correctly the amount of gross or net profit when amount of sales is stated; the percentage of profits on sales is indicative of the character of result of year's business.

Some people have an impression that the method of figuring the percentage of profit on the selling price is for the purpose of fooling oneself into believing that one is making less money than is really the case, but this is not so. Every retailer should figure the percentage of profit on the selling price in order to arrive at the exact truth and to avoid misleading themselves into believing that they are making money when they are really losing.

An authority on "profit-figuring" recently quoted an incident which is a good illustration of the greater safety of figuring on sales, especially with untrained minds which do not discriminate. The case is that of a general manager of a business who sold an article which cost 80c for \$1, and, basing his percentage of profit on the cost, figured that he was making 25 per cent. At the end of a given period the sales totaled \$40,000. The manager told a stockholder the amount of sales and also the percentage of profit (25 per cent.). The presumption was that a profit of \$10,000 had been realized, while the books only showed a profit of \$8,000, or 20 per cent. of sales.

Regarding the rules for figuring the costs of doing business, it must be remembered that a merchant may fool himself by failing to charge all of his expenses into his cost of doing business, but his expenses will come out of his gross profits just the same.

The following rules for figuring the costs and profits are recommended:

1.—Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2.—Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3.—Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4.—Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5.—Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6.—Charge amounts donated or subscriptions paid.

7.—Charge all fixed expenses, such as taxes, insurance, trade papers, water, light, fuel, etc.

8.—Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9.—Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10.—Charge collection expenses.

11.—Charge any other expense not enumerated above.

12.—When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13.—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitors as well.

A \$100,000 CO-OPERATIVE STORE.

Toronto, July 22.—A few delegates from local trade unions, at a recent meeting, endorsed a co-operative store proposition which a committee, headed by R. S. Broderick, laid before them. The plan is to issue \$100,000 worth of preferred and common stock and establish stores. The preferred stock is to pay 8 per cent. and the common stock only gives a voting right. The preferred stock does not carry that privilege. Sam Carter, M.P.P., of Guelph, addressed the gathering. Mr. Broderick was elected president of the association and John Davies, 231 Palmerston Avenue, secretary.

It will be interesting to watch the future of this new concern in the light of what happened to the National Railway Association and the Householders' Co-operative Stores.

SUMMER WINDOW DISPLAYS.

Window displays will vary in quality with the skill of the window trimmers. But, whatever the artistic arrangement, the color scheme, or attracting power of the display may be, one of two fundamental principles should always govern the arrangements.

A window trim should be a display, pure and simple. The "display" type of window should never be overcrowded. This principle, if adhered to, will make many displays successful even if they are not arranged in the most artistic way. It is better to change the window often, and this makes the work all the easier.

The writer passes quite often the store of a grocer who caters to the better class of trade. Besides groceries, he sells flowers and he has a window devoted to them, which with the other windows, is changed daily. I often wonder at the great resourcefulness of the window trimmer, and I have caught myself thinking of this grocer's window before reaching his store, wondering what kind of a display he would have that day. Many a dollar of mine, too, has he exchanged for toothsome morsels and pretty flowers just because they were so daintily arranged in his window.

It is a good plan to put the care of the windows into the hands of one of the salesclerks who shows a special aptitude for window trimming, and make him responsible for the appearance of them, suggesting once in a while how he should proceed in his work and complimenting him when a specially attractive trim has been produced. Also for his guidance any suggestions on window trimming in the trade papers should be turned over to him for his aid. He will doubtless take a pride in this particular work and will, with a little encouragement, constantly improve. The other clerks, too, may be put in charge of various duties, and so a certain good-natured rivalry will exist amongst them to see who can be the most successful in their special duties.—Gilt and Glimmer.

At the last meeting of the Edmonton, Alta., Commercial Travelers' Association an interesting discussion arose over complaints received through country merchants because of an Edmonton retail grocer who has been quoting farmers wholesale rates for groceries. The complainants stated that the retail grocer named was merely the figure-head of a local jobbing house which has no traveling salesman, but which is not averse to picking up business on both sides of the fence. The matter was placed in the hands of a special committee, with instructions to act in unison with the Retail Merchants' Association.

Equipment in New Edmonton Store

Display Counters, Several Computing Scales, Cash Registers, Etc.—Much Importance Attached to the Cash Registers—Their Value From Clerks' Standpoint—Refrigerators, Coffee Grinders, Meat Slicer and Cheese Cutter.

Written for Canadian Grocer by REGINALD G. SMITH.

LOCATED in Edmonton—the capital city of Alberta—is one of the finest grocery stores in Western Canada, owned by James Ramsey Limited. This store was recently opened to the public and was carefully planned with many modern conveniences in the way of equipment.

James Ramsey, the head of the concern came to Edmonton when conditions were bordering on the boom, saw his opportunity and seized it.

The Premises Extended

Ramsey's grocery department, at one time, was situated

on the ground floor of the main store, having entrances on three streets. It was necessary however, for Mr. Ramsey to look ahead, consequently as the business grew he was prepared for it. Today instead of a floor space of sixty feet by forty, he has an annex 170 feet by 40, with ten feet of window space on one street and twenty feet on another.

The store now fronts on four streets of the block. Right in the centre of one of the busiest shopping districts in Alberta, the entrance to one end of the grocery department is through four swing doors, while the other entrance is through three swing doors. Well lighted, clean looking, with an atmosphere wholesale and sweet, the entire length and breadth of the store laid with light brown cork linoleum harmonizing with the solid oak fittings, the first glance one gets of the grocery department is certainly enticing.

I. S. Brown, the manager of the grocery department for James Ramsey, Limited, is an old Ontario boy from Crediton, where for twelve years he was with his father in the general store there—Mr. Brown has been with the Ramsey company for three years, for two of which he has had charge of the grocery department. He is a young man, alert,



View of the interior of the Ramsey Grocery Annex, Edmonton, Alta. This shows the entire length, with the display counter on the right. Cash registers, computing scales, refrigerator, meat slicer, cheese cutter, and coffee grinder are other equipment in the store. Note the abundance of light.

ready to accommodate everyone, and has a staff of 21 men and women.

To Save Money, Spend it.

"You notice the equipment," said Mr. Brown. "Well in my opinion the way to save money is to spend it. We have twelve ordinary computing scales and one 1,000 pound computing scale. Along side of each scale is a cash register with six drawers. There is the meat slicer, cheese cutter, the combination mincer and bone grinder operated by a two-horse power electrically driven motor. The coffee pulverizer and granulator, also electrically driven, with special refrigerators for cooked meats, butter, cheese, fresh meats and fruit and vegetables. All this equipment saves money: it brings more business, more convenience and is a work saver to the employees."

A visitor to the store has only to use his eyes and he will see just what this equipment does mean to the management of the store. The clerks receive the orders, can wait quicker and better on the customers; the cash register is right at hand; they ring up the amount of the order and instantly give the requisite change. "You understand what that means to the clerks?" asked Mr. Brown. "The clerks take more interest

in selling when they have their own drawers, they make change quickly, save time and increase their own tallies."

"Increase their tally?" This may mean just what it says, but to the employees of James Ramsey, Limited of Edmonton, Alberta, it means more to them than the mere explanation of this phrase. Each clerk keeps his own or her own tally, and at the end of the day's work, the tally, is sent to the accounting department where it is entered up and the employees are the recipients of bonus checks at the end of the year, which oftentimes is sufficient to

pay for their summer vacations.

Work of the Cash Register

The cash registers do away with the old wooden boxes which are sometimes seen in some stores. It eliminates waste of time in making change. Without doubt the cash registers are a boon to the store clerks, especially those who benefit annually by bonuses for increased sales.

No Flies Here

Conspicuous in this store is the absence of flies. There is no need to have a motto on the wall, "kill that fly" because there are no flies there. How the store keeps free from this pest is more than the writer can say, but nevertheless at the time the facts for this article were being obtained, not a single fly was fluttering around the place.

In conclusion, it might be stated, that the entire Ramsey store closes each day at 5.30 p.m., Saturdays included. Mr. Ramsey commenced at the first of the year to eliminate the ten o'clock Saturday night shopping and closed his store at 6 p.m. Now he has gone a step further. There are no Wednesday afternoons off, the store opens at 8.30 in the morning and closes at 5.30 each evening.

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Must Decide re Co-operative Stores

THE *Credit Men's Journal* published in the interests of Canadian Credit Men's Association declares that the wholesalers of Canada must determine on a policy with regard to "Co-operative" stores. It declares that the past record of these stores has been very unsatisfactory and states that it is necessary that some steps be taken to determine the policy wholesalers and manufacturers will pursue in respect to selling Co-operative Societies and in the matter of protecting retailers who are and heretofore have been recognized as the logical source of final distribution.

"The trade at large," it adds, "knows that the co-operative store, with few exceptions, has been a distinct failure, and a source of great loss to them. Ontario traders remember the grangers' organization of thirty years ago, which vanished when wholesalers and manufacturers took a determined stand against their campaign in co-operative selling, looking to the elimination of the legitimate retail dealer.

"The wholesalers and manufacturers of to-day are up against the same problem in connection with the grain growers' associations and farmers' clubs, and it is imperative that they give careful thought to the question. If co-operative societies are to continue buying in car-load lots at minimum prices and selling to consumers at the bare cost plus man's time and freight to point of distribution, then there must inevitably result a general elimination of the retail dealer.

"What will be the result? The retailer, unable to earn a reasonable profit, will be forced either to close up or make an assignment. He will either go back to the farm or into the already overcrowded cities. His suppliers will lose him and his fellow dealers as a factor in the distribution of their products. The towns and villages will suffer stagnation and decay. Farm properties will drop in value as the towns go back. Taxation will gradually increase and a general unhealthy condition will affect the

whole district, the cities and those engaged in manufacturing and jobbing."

The *Credit Men's Journal* is right. It is a fact that the present methods of distribution have not been improved by the interception of co-operative societies, and there is no good reason why these societies should be further encouraged, as the above-mentioned paper says, 'it is not possible to run with the hare and hunt with the hounds,' and if the retail merchant is the logical medium for final distribution there is no place in the channels of trade for the so-called co-operative society.

Quoted by the Government

THERE has just been issued by the Department of Labor at Ottawa, a large volume of 259 pages covering whole prices of foodstuffs, hardware, etc., that existed during the year 1914. This report comes from the Department over which the Hon. C. W. Crothers presides and is edited by R. H. Coats, B.A., who has been editor of the *Labor Gazette* for some years. It is interesting to note that in giving the official figures on foodstuffs, THE CANADIAN GROCER markets have been consulted no less than for 62 separate items. These include such lines as flour, cereals, fish, molasses, honey, condiments, rice, all kinds of canned goods, beans, onions, dried fruit, potatoes, both Canadian and imported fruits, etc., etc.

In this report the files of CANADIAN GROCER have been used more than all the other Canadian publications combined in so far as foodstuffs are concerned. This is just another evidence of the standing of this paper. Its market reports are consulted by the entire trade of the Dominion and as the report from the Department of Labor indicates, by the Canadian Government as well. Published weekly it has a splendid opportunity for following up market changes closely and because of the authoritative nature of these reports, it is found practically indispensable in good grocery stores from the Atlantic to the

Pacific. No other paper in Canada gives the information on market changes that is found in the weekly pages of CANADIAN GROCER. Only the extensive nature of our editorial staff makes this possible.

Source of Considerable Loss

THERE are a great many grocers indifferent to the proper arrangement of goods on the shelves and in the warehouse to prevent contamination one with the other. In a certain Canadian grocery store the other day was noticed a shelf display of cereals and immediately above this was a display of cleansers, soaps and disinfectants. An article like cereal food readily absorbs flavors and odors from other articles nearby, so that this dealer was in a fair way to have these goods contaminated with foreign odors, which undoubtedly would cause complaints on the part of many customers and probably loss of custom.

Every grocer should take an inventory of his stock from time to time to see that it is properly arranged in order to prevent troubles and complaints which result in loss of business. Clerks in the store should be advised when they have not properly arranged goods to overcome this objection. This is one of the duties of the retailer and it is a duty that should be consistently performed. There is an avenue of loss in many stores in this regard which could be easily stopped up. The time to effect the remedy is right now.

Big Co-operative Failure.

IN Canadian Grocer, of April 2 last, there was an article in regard to a new brand of co-operative store that was being started in New York city. It was pointed out that this store was organized under the laws of the State of Delaware with a capital stock of \$2,000,000, consisting of \$1 shares. The prospectus stated that the chief object of the concern was to effectively reduce the cost of living. It was further stated that the company guaranteed to give all its shareholders a special discount of 10% on all goods purchased, pointing out that a family expending \$600 for groceries annually would make a saving of \$60.

It was still further alleged that the Profit-Sharing Co-operative plan of this concern had been thoroughly investigated and tested abroad. In the same issue Canadian Grocer commented on this new co-operative idea, as follows:

"It would be interesting to know just when we are to see the finish of this brand of concern which periodically arises to cope with the high cost of living bogie that is alleged to be after so many. This Profit-Sharing Grocers' Co-operative concern certainly bears some of the ear-marks of the recent Household Co-operative Stores of Toronto that passed so quickly out of existence."

What has happened? This concern with the high-sounding name has failed and now belongs to the past. This appears to be the road that the great majority of these so-called co-operative societies have to travel. A New York reader of Canadian Grocer who reported the beginning of this company in April, prophetically stated that they had come there to make money, but in his estimation it was a splendid place to drop it—the drop has been a very sudden one. Setting out to establish two hundred stores in greater New York, it has, in less than five months, disappear-

ed from the map. When one reads the prospectus issued by such concerns it certainly gives him the idea that there is a lot of money in the grocery business if he has never been in it himself; but once he gets busy it is a very different song he sings.

Co-operating With the Retailer.

FIVE thousand Niagara Peninsula Fruit Growers are co-operating with the grocers this year. For years these fruit growers have been faced with the annual question of proper disposal and distribution of their fruits, and many causes of complaint have arisen due to certain localities receiving an over sufficient quantity, while others and a much larger section of the country have been without a sufficient quantity to meet the demands of the consumer.

This year these fruit growers got together—co-operated—and subscribed jointly to a campaign of advertising, the object of their publicity being to simply inform the housewives of Canada in advance when to expect strawberries, currants, raspberries, etc., in order that she could see her grocer and ask him to make provision by securing fruit in advance. The retailer himself was provided with the same information through the trade press.

This plan has worked so successfully that housewives all over Canada are to-day able to secure plentiful supplies of all fruits. The grocer has as usual been quick to respond to this advertising service of the fruit growers. He has thereby increased his fruit business, and in a great many cases his fruit is sold or ordered in advance of its arrival at his store, thus eliminating loss due to overstocking.

Editorial Briefs

ACCORDING to Henry Ford modern efficiency is simply the application of old-fashioned common-sense to new problems. Henry has pretty nearly hit the nail on the head.

* * *

WHILE THERE will always be a certain number of new customers come to your store every year, the maximum results can only be secured by using aggressive measures to get these and other people into the store for the first time.

* * *

FLAXSEED AND wheat have many things in common. They are both the products of the farm, sold to the line elevator companies by the farmer, traded and speculated in on the Board of Trade and finally in the finished products they reach the *ultimate consumer*.

* * *

A LARGE number of Chicago women were victimized recently by solicitors who offered or sold coupons for 50 cents which entitled the holder to a half pound of "their 40c tea and a pound of their 30c coffee together with a \$2.50 coffee percolator." As usual in these cases orders were never filled.

* * *

FROM THE STANDPOINT of good business it is to be hoped that the practice of issuing cheques where there are no funds will soon be eliminated. The Minister of Justice of the Dominion has now in consideration the passing of legislation which will act as a deterrent upon this pernicious habit.

Many Grocers at the Falls

Hamilton and Brantford Associations Again Mobilize There and Capture the Big Cataract—Contests Were Many and Keen—Many Contestants Meet Their Marne—Baseball, Bowling and Tug-of-War Events.

Special Staff Correspondent.



The Brantford bowling team before the game.



Geo. Bickle, of Brantford, "Bob" Moncur getting on his shoes. was the spectator present.



The victorious Hamilton bowling team.

NIAGARA FALLS, Ont., July 28.—The big cataract that has made this place famous calls from Hamilton and Brantford once a year the grocers and their many friends. War years are no exception, for on Wednesday last there were thousands of excursionists from the Ambitious and Telephone Cities, and the big picnic maintained its high standard of former years.

The Hamilton Grocers are patriotic, so they made the picnic a patriotic one. This meant that the proceeds are to be devoted to Red Cross and hospital work arising out of the great European war. On the ocean or in Great Britain to-day are \$100 worth of maple sugar which the Hamilton Grocers' Association voted to the wounded in Shorncliffe hospital a few weeks ago.

Various estimates as to the number of people at the picnic have been made, but probably a better idea of its magnitude can be secured from the fact that it required 3 trains to carry the people to the Falls and one to Buffalo, whereas a large number from Hamilton came in on the train carrying the Brantford Grocers' excursion, the members of which always fraternize with their Hamilton conferees. The first two trains probably carried 1,500 people each, while the third train was comfortably filled; at the same time many people dropped in from the country-side and from Niagara Falls itself and during the day there would probably be 7,000 or 8,000 people in Victoria Park.

The presidents, J. M. Semmens and W. J. Mellen of the Hamilton and Brantford Associations respectively, carried

their most genial smiles, all of which refused to vacate the premises during the day. As chairman of the Picnic a great deal of work devolved upon M. Cummings and the way he conducted affairs was highly satisfactory.

Operations On a Big Scale.

One of the features of the big joint picnic of the Hamilton and Brantford Grocers is always the amount of moisture connected with it. Occasionally some of this comes from the clouds but the majority of it is brought along. This year while the weather was a bit threatening in the early part of the day, it eventually turned into bright sunlight and nothing finer could have been expected had the Kaiser himself sent in the order to his "pardner." The large building on the grounds where the Refreshment Committee holds forth was a mighty busy spot, particularly between 11 and 1 o'clock. During the day some 800 gallons of tea and coffee, 220 gallons of milk, 250 gallons of lemonade and over 5,000 tin pails were supplied free of charge to those who came in on the excursion. It looked somewhat as if the C. P. R. purchasing department had been engaged for the event.

A Triple Feature.

Three outstanding sports formed the feature of the programme for the day. These included a baseball game, a bowling match and a tug-of-war all between Hamilton and Brantford grocers. We have to report that Hamilton was successful in the entire series, despite the fact that Jack Knox and Michael Cummings were absent from the Hamilton baseball outfit, and in face of the fact

that John Kew of Brantford occupied the side lines and egged on his compatriots during the entire session. The Hamilton boys carried off the cigars by quite a margin of runs. From reports sent out of the game it is not clear just what the exact score was. It may have been 10 to 4, or 13 to 9, or something else. The guard that protects the shores and important places around the Falls were on hand to see that disputes with the umpire, who was Sergt. Altoft, did not gain sufficient momentum to cause Mr. Umpire any unpleasantness. The line-up were as follows:

Hamilton:—F. Blowey, p; J. L. Brown, 1f; F. White, rf; A. Roberts, 2b; E. Smith, 1b; H. Dewar, cf; Geo. Cann, 3b; B. Page, ss; K. Kane, c.

Brantford:—H. Croley, 1b; R. Hartley, 3b; Leo. Guest, rf; N. Smith, ss; R. Hedden, 2b; Loe. McGowan, 1f; P. Van Fleet, cf; T. Cheevers, c; — Harp, p.

Fred Harp and Arthur Coulbeck of Brantford came down with a number of the Telephone City bowlers, but on the beautiful grounds of the Niagara Falls Bowling Club, where a few weeks ago many prominent bowlers appeared, they met their Marne. Someone made the statement that J. A. McIntosh, of Hamilton, had been down to the Falls from time to time to get the lay of the grass. At any rate, the Hamilton boys were some 12 or 15 up when the retreat sounded.

And then the strong men indulged in a tug of war and this was also claimed by the Hamilton team, which included the following men: Ed. Rossiter, W. Lockhart, D. Slattery, E. Duborgil, W. H.

CANADIAN GROCER

There were races of all kinds, shapes and sizes; they included shoe races for boys and girls, ball throwing contests, pie eating contests, in which a David Harum might say the boys almost literally got inside and ate their way out; there were three-legged races, soap, bluing and tea races, walking contests, a barrow race, a skipping contest and a dozen and one others. It was a great day for everybody, and everybody had a great day.

Judging the Babies—A Hard Task.

Tell us now, how would you like to be judge in a baby show contest. There were babies from all sections of Hamilton and Brantford, as well as from places between the two cities lined up on the platform before the "half-scared" judges. There were babies with dimples, babies with and without hair, fat and thin offspring, crying and laughing babies and every other kind on the calendar. The judges were faced with a particularly hard task but so far as the writer could see the band stand was intact when the judging was completed. There was too, plenty of music and a number of speeches from Niagara Falls Civic officials, and a reply from Picnic Committee Chairman M. Cummings. Members of Parliament were there and the bandstand was honored by the presence of C. R. McCullough, the founder of the Canadian Club who made a stirring patriotic recruiting speech. Bay Hill megaphonically introduced the

speakers. An after-dinner speech by Mr. Hill was still another feature of the picnic. He urged upon his feminine listeners the necessity of getting up a company of their own to assist in bringing the great war to a successful conclusion and maintained that their long acquaintance with powder was a big point in their favor; and from his observation, while on a tour of the front they would be a splendid acquisition to Kitchener's army. His originality was further shown by his bringing along a troupe of roving musicians to play patriotic and other tunes for the picnickers. There were two members of the troupe, and on the last train that went to the Falls they plied their way from one end of the 12 or 15 coaches train to the other and back again all the way to their destination. They made one round trip.

To go into all the details of the outing is impossible in the space at our command and it would necessitate the staff of 'Jack Canuck' and the 'Calgary Eye Opener' to record all the incidents. Suffice it to say that the picnic added fresh laurels to the Hamilton and Brantford Grocers' Associations who have been pilgriming to Niagara Falls every year.

On the Side.

Some of the ball players struck at the yarn as if they were breaking eggs; others as if they were swatting flies.

The patriotism of the grocers of Hamilton has been splendidly evidenced.

Contests were put on by the Red Rose Tea Co., Lipton's Tea Co., Comfort Soap Co. and the Reckitt Co.

President "Dad" Mellen from Brantford wasn't far from the dining room when the dinner bell sounded.

Gus Ante spent a hot day rounding up the contestants.

If you want a cigar ask any of the Hamilton boys who were in the baseball, tug-of-war and bowling contests.

It's a good thing for the soap manufacturers that the ladies are fond of entering the running races.

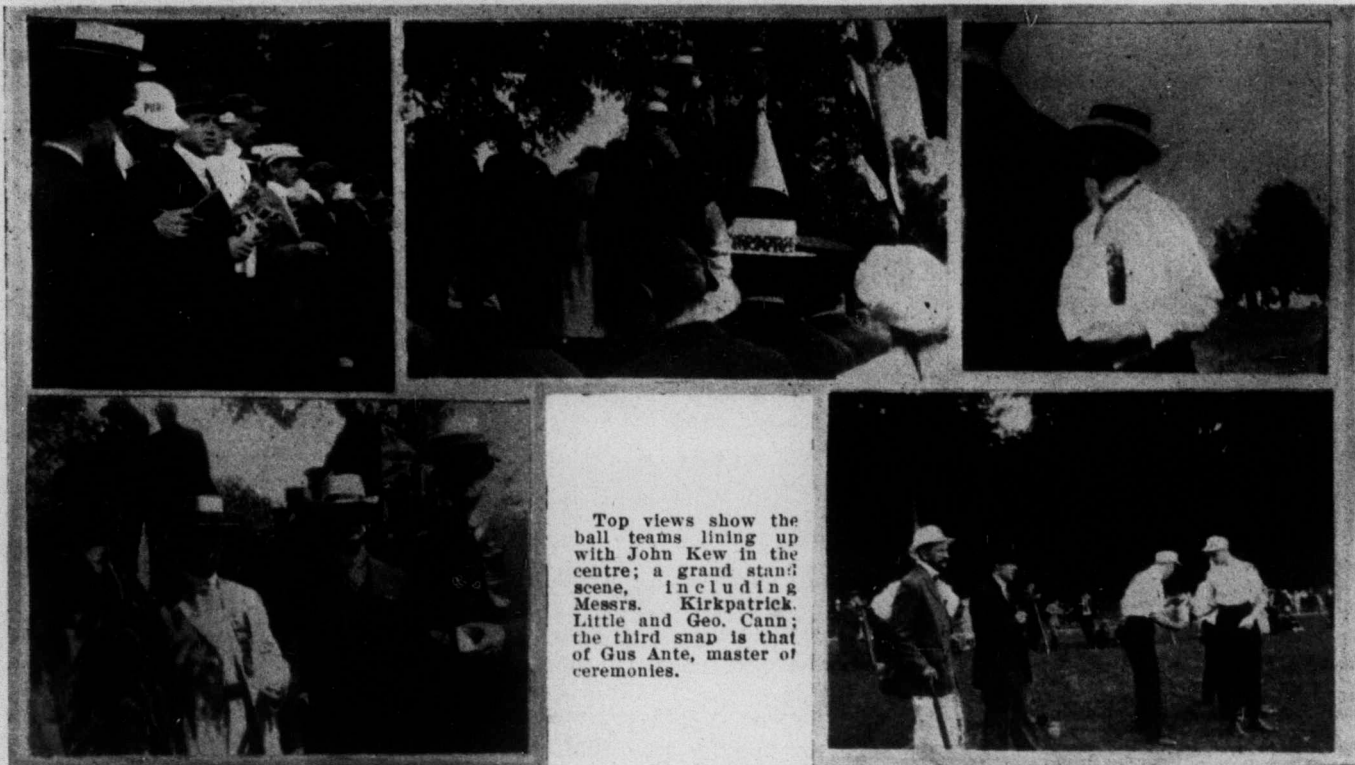
"Charming Billy" showed the crowd that he could eat a cherry pie alright.

What would the picnic be without Bay Hill?

John Kew of Brantford almost missed the fun—but he couldn't resist their appeals at the station.



There was a meeting in Toronto on Monday and Tuesday at the offices of the Retail Merchants' Association at the corner of Yonge and College streets, of the secretaries and officials of outside local associations to consider resolutions that have been forwarded for consideration to the Provincial Board by associations in the Province. A day and a half was spent in going into these and on Tuesday night Dominion Secretary E. M. Trowern left for Montreal, where these will be taken up at the annual meeting of the Dominion Board, which is in session there also this week.



Top views show the ball teams lining up with John Kew in the centre; a grand stand scene, including Messrs. Kirkpatrick, Little and Geo. Cann; the third snap is that of Gus Ante, master of ceremonies.

Bottom (left)—Jas. Main, Pres. J. M. Semmens, J. A. McIntosh and Jack Knox. The back of M. Cummings may be seen on the platform.

Right—A scene on the contest field.



THRO' OTHER SPECTACLES



Britain's Purchases of U.S. Tomatoes

The Canner and Dried Fruit Packer.

Some interest has been excited by the increasing purchases of American canned tomatoes by Great Britain. Doubtless this demand has been stimulated by the war, and while the total is much larger than Great Britain was importing at the corresponding date last year, it must not be forgotten that a year ago the British were buying almost no tomatoes in this country, the bulk of the business being placed in Italy.

There may be a further increase in shipments of canned tomatoes from the United States to Great Britain, but the Canner sees no immediate prospect of any great outlet in that direction. It must not be forgotten that tomatoes are not a staple on the other side, and if all the business came to the United States, it would not mean a very large demand in the aggregate.

There is no scarcity of food in Great Britain and the war is not likely to increase to any great extent the demand for tomatoes. The British public is slow to change its tastes, and as tomatoes are not a very important article of diet in that country, it would be unwise to figure on an exceptional export demand. Some tomatoes will doubtless be needed, but not sufficient to cause any excitement.

The Necessity of an Inventory

The Credit Men's Journal.

Wholesalers can do a great work for themselves and their customers if they insist upon the customers making an inventory annually at least. The story is told of a retailer doing a general store business which was increasing in volume each year, but was not yielding any increase in profits. The retailer was advised by one of the biggest creditors to make an inventory, which he proceeded to do.

He discovered that he had goods on hand which had cost him \$12,000. This surprised him, as he had done business five years before with only \$7,000 in merchandise. The increase in stock was considerably greater than the increase in sales. In his first year in business he had done \$25,000 of business, carrying at no time more than \$7,000 in goods. Now he was doing \$30,000 a year with a stock of \$12,000.

He discovered, furthermore, that his expenses had amounted to \$6,000, which was 20 per cent. of gross sales. He was surprised to learn that there is a great difference between 25 per cent. profit calculated on cost of goods, and 25 per cent. calculated on selling price. He found that he must change his method of figuring profits, and that he must reduce his stock in trade. Henceforth it became his policy to do a maximum business with a minimum investment. By this means he keeps his liabilities in check and never had a stock go dead on his hands.

What a creditor did for this retail merchant can be done for many other retailers. The fact that a customer is buying more goods each year is no index of his real financial position.

A Terrible Abyss.

Journal of Commerce, Montreal.

The greatest depth yet sounded is 31,200 feet, near the island of Guam. If Mount Everest, the world's highest mountain, were plucked from its seat and dropped into this spot, the waves would roll 2,000 feet about its crest. Into this terrible abyss the waters press down with a force more than 10,000 pounds to the square inch. The staunchest ship ever built would be crumpled under this awful pressure like an egg-shell under a steam-roller. A pine beam, 15 feet long, which held open the mouth of the trawl used in making a cast at a depth of more than 18,000 feet, was crushed flat, as if it had been pressed between rollers. The body of the man who should attempt to venture to such depths would be compressed until the flesh was forced into the interstices of the bone and his trunk was no larger than a rolling pin. Still the body would reach the bottom.

Repetition of a Well-Known Truth.

Rochester Herald.

We have said before, but it will do no harm to say it again, that the lack of preparation for war which the allied nations reveal proves conclusively that there is not an atom of truth in the German contention that these nations were, and long had been, in a conspiracy to crush Germany, while the immense preparations for war which Germany has made proves equally conclusively that it

has been Germany's intention to crush her rivals as soon as a good chance presented itself. Germany knew that she had the machine behind the men, and she knew also that her rivals had not, and, not believing that Great Britain would fight, brought on the war for the purpose of crushing France and Russia, while intending to deal with Britain separately after Germany's navy had been made stronger.

Preaching and Practice.

Wall Street Journal.

Like any healthy human being, the Wall Street Journal loves to be critical rather than censorious. It is easier to praise than to blame, and far more pleasant. For this reason, perhaps, it seldom praises. What follows, therefore, is not praise, but acknowledgment.

A preacher in Brooklyn, the Rev. D. Newell Dwight Hillis, the successor of Henry Ward Beecher and Lyman Abbott at the ugly old Plymouth Church, which is almost a national shrine, gave letters of recommendation to two nephews nine years ago. He became a stockholder in a lumber company they floated, and his liability was of course limited to the amount of his stock. The enterprise was a failure. No one knows exactly how much was involved, but Dr. Hillis, over a period of four years, paid off the stockholders to the extent of \$55,000 and two notes, the amount of which is not specified.

Sir Walter Scott and Mark Twain did likewise, and Dr. Hillis, with a publicity he probably does not desire, joins the company of two very brave and honorable gentlemen.

Here is a preacher who practises what he preaches. Wall Street Journal lends on character. If Dr. Hillis wants to borrow a million dollars down here any old time, his word is good enough, without collateral.

Jno. Whiting is opening a new grocery store, corner the Ridgeway and Wharncliffe Road, London, Ont.

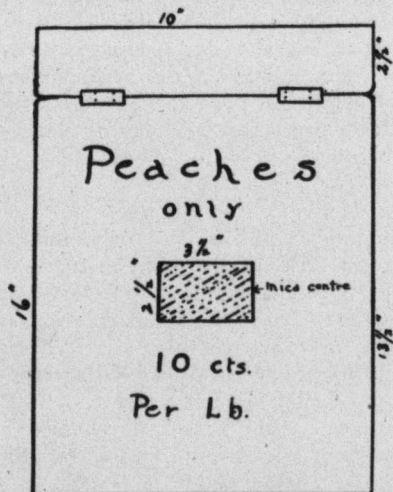
John Reynolds, of the W. B. Lee general store, Thorndale, Ont., has bought the grocery stock of C. W. Reynolds, Pottsbury, Ont., the transfer to take place September 1st.



SANITARY COVER FOR DRIED FRUITS.

The accompanying sketch illustrates a sanitary lid for boxes of evaporated fruits as designed by Earl O'Neil, a clerk in a grocery store in Clinton, Western Ontario. The object is to display the goods without letting the dust reach them.

This particular lid is made to fit a 25-lb. box of evaporated peaches. A piece of grey cardboard 2½ inches by width of box (10 inches) is nailed to one end of box to form the top of the cover. Another piece of the same material is cut, to fill in the rest of the space (13½ inch. x 10 inch.) and this is attached by two small hinges to the 2½ inch strip already



Lid with mica centre for keeping dirt from dried fruits and at same time displaying them.

nailed to the box. A small hole 3½ inch x 2½ inches is cut out from the centre and filled in with mica for the purpose of displaying the goods.

The lettering "peaches, only 10c per lb." as shown in illustration, is in red ink, forming a pleasing contrast to the grey cardboard.

PRESERVING CUCUMBERS IN RUSSIA.

Cucumbers are an important feature of diet in Russia throughout the year, both in fresh and in pickled form. The method of making pickles from cucumbers is about the same as in the United States, but there is a unique method of putting up cucumbers for winter use by a process that partly preserves the natural fresh taste of the cucumbers.

A barrel such as is used in pickling cucumbers is properly cleaned and a layer of cucumbers is closely packed on the bottom, to be followed by a layer of leaves of black-currant, laurel, cherry and oak trees in equal proportions, of sufficient quantity to cover the cucumbers; then red peppers, parsley, and fennel are placed upon the leaves in sufficient quantity to season the cucumbers to the desired taste.

After the cucumbers, leaves and spices have been placed in alternate layers, filling the barrel to the top, a brine is poured over the contents, made by adding ordinary salt in the proportion of 6 glasses to 3 gallons of water. One spoonful of saltpetre and 2 pints of vodka may be added to this brine.

The barrel must be well packed with cucumbers to the very top, and care must be taken that the layers of leaves are not too dense to prevent filtration of the solution to the bottom of the barrel.

The top of the barrel should be covered, but not made entirely airtight, and the barrel should stand undisturbed for at least one month.

For winter use the late fall crop of cucumbers is considered best, as such cucumbers can be easily preserved until early spring. Sometimes cucumbers preserved in this manner are put up in watermelons previously gored out, the flavor being improved in this way, according to some Russian tastes.—U.S. Commercial Attache Henry D. Baker, Petrograd.

ways within hearing, he is able in this way to make sure that they do not eat any of the delicious berries they are picking. Now, what do you think of a man like that?

I wouldn't consider this man so mean had it not been that for some time past I have been trying to determine the origin of the name "Raspberry." The explanation given in the big dictionaries is perfectly absurd, "Rasp—with reference to its rough outside—looking like a rasp." What nonsense. The appearance of a raspberry might remind one of a cluster of rubies, but never of a blacksmith's rasp. But philology, or the science of words, is a mere matter of guesswork in many cases, so I feel quite at liberty to guess at the origin of the name raspberry myself.

What does a healthy boy do when he discovers that raspberries are ripe? Anyone can answer that. He comes rushing towards the house yelling "Rah! rah! rah! The rahs-berries are ripe. "Rah- an abbreviated cheer, expressive of joy. Hence rahs-berries is the berry that makes the small boy cheer because of the joy he feels. Do I hear any objection to that? Of course not. Anyone can see that that is the true explanation. Let the makers of dictionaries take note.

And now that I am at it I may as well set the learned philologists right on another point that has to do with the raspberry. They seem unable to decide on the exact origin of the word "jam" as used in raspberry jam. Once more I am amazed at their blindness. Also once more I go to the healthy small boy for my explanation. What does he say when he gets a chance to steal raspberry jam? If you cannot imagine, just use your memory and recall what you used to say. "Yum, yum!" of course. With this starter any learned professor will tell you that by the application of Grimm's law, or some similar law, this ecstatic exclamation in time became changed to "yam, yam!" Still later it was changed to "jam, jam!" and then in the hurry of our modern life was abbreviated to "jam!" Do I hear any objection to that? It is all as plain as mud. Say I have a notion to give up farming and go in for philology. The college professors and dictionary makers seem to lack both imagination and knowledge of the small boy.

THE ENCYCLOPEDIA

RASPBERRY LORE.

By Peter McArthur.

The meanest man in Canada has been discovered, but I dare not give you his name or tell you where he lives, for, like all the mean men I know, he is very respectable, and, moreover, he is well off, and for that reason his neighbors look up to him. It would never do to cast a slur on so estimable a citizen, but let me tell you what he does. He hires the children in the neighborhood to pick raspberries for him, and it is part of the bargain that they must whistle all the time they are in the berry patch. As he is al-



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces.

S. R. Giffin, general merchant, Goldboro, N.S., died recently.

J. A. Paulhus, of the D. Hatton Co., Montreal, caught a 20-lb. 'lunge while fishing in the Thousand Islands River, near Montreal, last week end.

Ernest and Con. Sutton recently opened for business at Chandler, P.Q., under the name of Sutton Bros. They were formerly employed by the Pabos Mercantile Agency, Chandler.

The St. Lawrence Sugar Refineries, Limited, have moved their head offices from Room 608 to larger and more commodious premises at 804 Dominion Express Building, Montreal.

The annual meeting of the Dominion Board of the Retail Merchants' Association opened in Montreal on Thursday, July 29, and is being continued to-day. Resolutions submitted by the provincial bodies of retail merchants to the Dominion Board are being considered.

At a sitting held last week by Fire Commissioner Ritchie, of Montreal, to determine the cause of a fire which destroyed the store of Treffe Mercier, 370 Richmond Street, the owner stated that his neighbors had threatened to burn his place. The Commissioner thought this statement serious enough to adjourn the hearing in order to secure witnesses.

At a recent meeting in Verdun, Que., at which nearly a hundred merchants were present, an association was organized under the name of the Butchers' and Grocers' Mutual Protective Association, about sixty of those present enrolling as members. The following officers were elected:—President, A. Daniel, grocer; vice-president, W. H. Noseworthy, grocer; second vice-president, P. Brunet, grocer; treasurer, A. Bonenfant, grocer; secretary, O. Caron, butcher. Meetings will be held monthly, or oftener if advisable.

In refusing to grant the application for transfer of a liquor license for a grocery from Joseph Neveu to J. J. O'Donnell, 463 St. James Street, Montreal, Judge Choquet stated that other licenses in that district would be cut off, as there were in the city 525 licensed grocers, which number must be reduced, according to law, to 350, within three years. Transfer of grocery licenses were granted from Joseph Longtin to J. Boutillier, 1018 St. Antoine Street, and

from G. M. Fromant to M. Marchand, 670 East DeMontigny Street.

Ontario.

W. H. Scott, an Ottawa grocer, died recently.

J. Nicholson, a Toronto grocer, is succeeded by T. Gardner.



ALEX. PHILLIPS, Ottawa, Ont.
Mr. Phillips is one of the committee of grocers who are putting on a Pure Food Show in connection with the Ottawa Exhibition. He is, too, an official of the Grocers' Section of the R.M.A., Ontario Branch.

Albert Hammond, grocer, Springfield, Ont., has sold to J. A. Jeffs.

G. B. Bouskill, grocer, Toronto, has been succeeded by James Robinson.

O. Simmons has purchased the grocery business of the late Harry Ellis, Fergus, Ont.

S. Weinstien, grocer, Philip Street, London, Ont., had the misfortune to fall and break his arm recently.

Travelers of the Central Ontario wholesale houses will be off the road during the next two weeks. This is the annual fortnight holiday.

The Petrolia Flour Mills has been purchased by L. Graves and P. Willis, of Glencoe, and will shortly be reopened.

Galt, Ont., merchants have decided to cancel their picnic this year owing to differences in regard to the Civic holiday date between them and a portion of the public.

Organizers of the Retail Merchants' Association are busy out through the country, and are meeting with splendid response. E. Newton is in Niagara Falls, T. J. Maher in Owen Sound, E. C. Jamieson in Arnprior, and J. C. Doyle and W. C. Miller in Windsor, Walkerville and Sandwich. R. C. Doyle is working in Prince Edward Island.

The annual outing of the Drummers' Snack Club will be held at Georgetown, Ont., on Friday and Saturday of this week. A big time is anticipated. There will be a ball game this year between the Guelph travelers and a team gathered from the other members of the club. A fine patriotic event has also been prepared for the occasion.

On Thursday evening, July 29, a joint annual meeting of the merchants of Windsor, Walkerville and Sandwich was held. The meeting took the form of a banquet of frogs' legs and chicken, and was a most enjoyable affair. Among those present were W. C. Miller, assistant provincial secretary, and J. C. Doyle, organizer for the Retail Merchants' Association. The event was a combination of business and pleasure.

The Quaker Oats Co., Peterborough, Ont., have been making a number of changes recently in their selling staff. Ira Moore, who has been looking after sales in Toronto, Hamilton, and London, has been transferred to Peterborough, where he has taken charge of the flour department. He is succeeded by Geo. Morrow. Wm. Cochrane, who has been in the head office in Peterborough for a number of years, goes to Texas to look after the interests of the company there.

Western Canada.

The Winnipeg Paper Box Co., Ltd., has been incorporated.

D. T. Adamson, grocer, Winnipeg, is succeeded by John Irving.

The Canadian Candy Mfg. Co., Winnipeg, has been incorporated.

The Winnipeg Co-operative Society, Ltd., has made an assignment.

The McNaughton Fruit Co., Ltd., Winnipeg, has been incorporated.

Higher Valencia Raisin and Currant Markets

Stoppage of Shipments of Sultana Raisins From Turkey Having Wide Influence—Valencia Raisin Production Only Half Last Year Crop—Currant Crop Good, But Counter Influences Will Make Situation Firm—Canned Goods Firmer—Some Opening Prices Expected Soon.

Office of Publication, Toronto, July 30, 1915.

THAT our dried fruits for the Christmas cake and plum pudding are going to be scarce and more expensive than usual is the prospect from the present appearance of things. With Turkey at war with the British Empire we do no trading with the enemy—except in hurling shells—and hence we are not able to get any more Sultana raisins from Asia Minor until the war is over. This does not mean only that our supply of these raisins is going to be cut off. It has much further reaching effects than that. It is going to mean a greater demand for those dried fruits, such as currants from Greece and Valencia raisins from Spain, which will be available for export to other countries. At the same time, the Valencia raisin crop is only about half what it was last year and about a quarter of a big yield. This of course will result in higher prices for Valencias.

Currants is one of the chief substitutes for Sultanas and the complete removal of the latter from the world's markets this year is firming up the former. Also freights are exceedingly high and containers for the currants are up in price about 100%, all of which means higher prices on the currant fruit. The conditions that are influencing the European dried fruit situation are having a similar effect on California raisins and these too are advancing.

The canned goods market is getting firmer. Since the formation of the Holding Company to take over all stocks of staple vegetables and to market them at a profit, the low prices we saw in these goods a couple of months ago have disappeared. Owing to price-cutting which resulted from large stocks and a decline in demand, canners have been making little, if any, money during the past season and it is anticipated that under the new order of things which follow the completion of the Holding Company, prices will be firmer and prospects better. It is expected that in the near future Dominion Canners will be issuing some new prices on early fruits and vegetables, such as strawberries, raspberries, peas, etc. Peas will likely be higher than opening figures of a year ago and much higher than they have been since the price-cutting began this spring.

In the produce market, butter and cheese are lower. Canadian exporters have not been receiving the same enquiries for cheese as formerly, and with the export market quieter the price declined. July butter is not good for packing and as all the butter made to-day is going into consumption, quotations are easier.

Complaints are many in regard to inferior quality eggs coming on the large produce markets. The hot season is always accompanied by this trouble and there appears to be considerable more education necessary to be spread among the producers and handlers of eggs before the complaint will be eradicated. Western eggs are still coming East, but they seem to be having little influence in so far as causing declines are concerned. Western eggs are cheap and at any rate they are steadying the situation in Eastern Canada.

QUEBEC MARKETS.

Montreal, July 29.—A large house reports that collections are fair and sales good, although here and there are a few failures. But the Province of Quebec is in good condition, particularly as the crop prospects are excellent here. Business in Montreal is a little trying.

The wine situation, as far as it concerns the wholesale trade in Montreal, is causing some anxiety. It is well known

that Alberta has gone dry, and Saskatchewan is having its trade regulated; also the Province of Quebec is gradually going dry. So that there has been considerable falling off in the demand for wines and liquors.

The price of brandy has gone up materially on account of the increase in cost of alcohol, glass and almost everything else. Scotch whiskey has also recently gone up on account of recent

Markets in Brief

QUEBEC MARKETS.

FRUIT AND VEGETABLES—
Blackberries arrive.
Raspberries, 15-16c a feature.
More new Canadian apples expected.
New pears on the market.
Montreal celery, 60-75c doz.
Old potatoes off the market.
PRODUCE AND PROVISIONS—
Finest creamery declines 1c.
Drop in cheese prices.
Bad eggs coming on market.
Live hogs tend lower.
High prices asked for honey.
FLOUR AND CEREALS—
Firmness in feed market.
Many mills closed down.
Flour market firm and steady.
Bran \$26, and shorts \$28.
Better demand for rolled oats.
FISH AND OYSTERS—
Lobster prices slightly higher.
Codfishing season good.
Some lake fish little scarce.
Other lines very plentiful.
Oysters, clams, etc., quiet.
GENERAL GROCERIES—
Advance in Rangoon rices.
Molasses market very strong.
Developments in canned goods expected.
Further advance in sage.
Scarcity in raisins.
Further advances in dried beans.
Advance in cheap Japan teas.

ONTARIO MARKETS.

FRUITS AND VEGETABLES—
Early Plums and Peaches arrive.
Raspberries of good quality.
Canadian cob corn appears.
Imported lines getting scarce.
Vegetables generally cheaper.
Canadian potatoes predominate.
FISH—
Scarcity in boneless fish.
Splendid call for whitefish, trout, eel and herring.
Halibut scarce at coast.
PRODUCE AND PROVISIONS—
Hog prices easier.
Bucks 1c advance.
Compound lard firmer.
Creamery butter down 1c.
New cheese declines 1c.
Eggs from Western Canada.
Clover honey firmer.
FLOUR AND CEREALS—
Manitoba flour steady.
New Ontario wheat will depress market.
Dealers again stocking flour.
No change in rolled oats; market steady.
Feeds are firm and high.
GENERAL MARKETS—
Sugar unchanged.
Valencia raisins to be higher; crop short.
Currant prices will also be higher.
No Sultana raisins while war lasts.
California raisins firmer.
Apricots and peaches will be cheaper.
Canned vegetables firmed up.
Bean stocks low.
Rice market higher.

legislation which compels all distillers to keep their goods for three years before selling for home consumption. While it does not concern export trade, the distillers have decided that the home trade shall not bear the brunt of the expense, and have spread it over to their export

CANADIAN GROCER

trade as well. Wholesalers in Montreal are exercising the greatest care when taking orders for future delivery, and are confining their sales as far as possible to what they have in stock.

General merchants will be interested in the fact that cod liver oil has taken the extraordinary jump of \$1.50 per gallon, and is now quoted at \$3.50-3.75. There is difficulty in getting it from Norway, probably on account of poor shipping facilities. This will be a good thing for the Newfoundland fisherman.

SUGAR.—The raw market was weak last week, and is weaker still at time of writing; whereas quotations were 37⁸/_c, they are now 33⁴/_c, so that there is no chance of an advance this week, and refiners declare there can be no change the other way, as they are making no margin at present prices. Refiners are doing a fair business, and wholesalers report a good demand.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 85
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—		
No. 3	6 80
No. 1	6 25
Extra Ground Sugars—		
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—		
Barrels	6 95
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—		
100 lb. boxes	7 40
50 lb. boxes	7 80
25 lb. boxes	7 70
Crystal Diamonds—		
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—The most important feature of this market is an advance of two to three cents in the price of cheap Japans. New crop Japans arrived on this market at last year's prices, until they got down to 21c, at which level there was a big demand, so that under that price almost any tea at all is selling for 20c. A Colombo grower writes his representatives here to the effect that their market is still very high, and it seems likely to remain so. The attitude of the retail trade of Montreal to the present situation might be termed conservative. Within the past ten days or so many Montreal retailers have made advances in their prices, in some cases 5c per lb., and in others of 10c per lb. Those who had not advanced their prices before made a 10c advance. Trade is inclined to be quiet, and will be until school resumes again.

DRIED FRUITS.—The raisin situation is attracting attention, and the scarcity is becoming almost acute. Prices on 3-cr. muscatels were raised to 9¹/₂c per lb., this being an advance of ¹/₂c. lb. The crop of Valencias this year is small, and with no dried fruits expected from Asia Minor while the war lasts, prices are bound to be affected. Prices on futures for Malaga raisins are not high at present, and it would be wellgram.

for intending purchasers to hurry up if they intend to buy while the market is comparatively low. Spot stocks of Malagas are practically cleaned up. Several California packers are sold out of old crop seeded raisins. There is a good demand for California loose muscatels. It looks as though there will be a good crop of prunes this year, but while there is a lot of talk of low prices, when it comes to buying, there are no low prices. Prunes are strong for spot. The currant market is strong, prices on the primary market having advanced a shilling over opening prices.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09
Apricots	0 15 ⁴ / _c
Nectarines, choice	0 11 ⁷ / _c
Peaches, choice	0 10
Pears, choice	0 13 ⁴ / _c
Apples, choice winter, 50-lb. boxes	0 08 ³ / _c
DRIED FRUITS		
Candied Peels—		
Citron	0 20
Lemon	0 13 ⁴ / _c
Orange	0 13 ⁴ / _c
Currants—		
Amalias, loose	0 07 ⁴ / _c
Amalias, 1-lb. pkgs.	0 08
Filiatras, fine, loose, new	0 07 ⁴ / _c
Filiatras, packages, new	0 08
Vostizas, loose	0 08 ³ / _c
Dates—		
Dromedary, package stock, per pkg.	0 09
Fards, choicest	0 12 ⁴ / _c
Hallowee, loose	0 06
Hallowee, 1-lb. pkgs.	0 07
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 12
7 crown, 12 lb. boxes, fancy, layer, lb.	0 12
6 crown, 12 lb. boxes, fancy, layer, lb.	0 11 ⁴ / _c
1 lb. glove boxes, each	0 12
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12
60 to 70, in 25-lb. boxes, faced	0 11
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09 ⁴ / _c
90 to 100, in 25-lb. boxes, faced	0 09
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60
Muscateles, loose, 3 crown, lb.	0 09
Sultana, loose	0 10
Sultana, 1-lb. packages	0 12 ⁴ / _c
Valencia, selected	0 09
Valencia, 4-cr. layer	0 09 ⁴ / _c
Cal. seedless, 16 oz.	0 09
Seedless, 12 oz.	0 08 ⁴ / _c
Fancy seeded, 12 oz.	0 09
Choice seeded, 16 oz.	0 11 ⁴ / _c

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

NUTS.—It is reported that the exportation of Sicily filberts and almonds has been prohibited. As the demand for this class of goods is not heavy just now, prices are not affected. On the other hand, a prominent wholesaler states that shelled almonds and Tarragona almonds will be cheaper this year than last. Shelled walnuts are firm, and inclined to be scarce.

Almonds, Tara	0 15 ⁴ / _c
Grenobles, new	0 16 ³ / _c
Marbots, new	0 12
Shelled walnuts, new, per lb.	0 32
Shelled almonds, 25-lb. boxes, per lb.	0 34
Sicily filberts	0 12
Filberts, shelled	0 24
Pecans, large	0 18
Brazils, new	0 17
Peanuts, No. 1, French	0 07
Peanuts, No. 1, Spanish	0 08 ³ / _c

MOLASSES.—This market is away up in the air, and in a very strong position. Those who have molasses on the wharf to-day can get 53c for it without difficulty. It begins to look as if those in the country who are slow in their buying will be left. Very little is offering in Barbadoes. The last lot offered, 200 puncheons, was sold within five minutes after the broker opened the tele-

	Price for Island of Montreal.	
	Fancy.	Choice.
Barbadoes Molasses—		
Puncheons	0 53	0 44
Barrels	0 56	0 47
Half barrels	0 58	0 49
For outside territories prices range about 3c lower.		
Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3 ⁴ / _c ; 1/2 bbls., 4c; 1/4 bbls.	0 04 ⁴ / _c	
Pails, 3 ⁴ / _c lbs., \$1.95; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 80	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Maple Syrups—		
New, pure, per 8 1/2 lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 15	
Maple sugar, pure, per lb.	0 25	

SPICES.—Mace is dearer; so are cayenne and celery seed, for which there is a big demand. Cayenne looks to be out of sight. Sage has also made another jump recently. The market generally is active, with brisk consuming demand for many grades of pepper, cassia, gingers, and several grades of herbs, seeds and pickling spice.

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen.	1/4-lb. tins lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 25	0 75-1 05	0 31
Cayenne pepper	0 30	1 05-1 25	0 35
Cloves	0 41	1 21-1 31	0 48
Cream tartar-45-55c.			
Ginger, Cochin	0 19		
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 00-1 15	1 00
Nutmegs	0 40	1 05-1 25	0 75
Pepper, black	0 30	0 90-1 00	0 31
Pepper, white	0 31	1 15-1 30	0 40
Pastry spice	0 23	0 85-1 00	0 31
Pickling spice	0 25	0 85-1 00	0 30-0 35
Turmeric	0 21-0 23		

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

Cardamon seed, per lb., bulk	2 00	2 90
Caraway—		
Canadian	0 18	0 13
Dutch	0 18	0 20
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 46
Cayenne, chilies	0 35	
Shredded coconut, in pails	0 19 ⁴ / _c	
Pimento, pure	0 17	

RICE.—The Mount Royal Milling Co. have announced an advance of 15c per cwt. in Rangoons. Rice is one of the cheap foods on the market to-day, and one that probably can stand advances more than others. Some dealers expect that "B" rice will be quoted at \$4.25 before very long. The reason for the advance given is the scarcity of freight space between Burma and Great Britain, and long delays and storage in congested points of trans-shipment. With bulky stuff like rice an advance was inevitable. On the other hand, there is plenty of rice, if it could only be sent to this market without these transportation difficulties. The advance is only in Rangoons; fancy rices, if anything, are easier. Tapioca is firm; wholesalers are being quoted 6c, while they are selling the trade at 6³/₄c and 7c. If they are compelled to pay 6c, prices will likely go up.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	3 90
"C.C."	3 80
India bright	4 00
Lustre	4 10
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 60
Ice drip	5 30
Snow	5 23
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).

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Imported Patna.	Per lb.	
Bags, 224 lbs.	0 05½	
Half bags, 112 lbs.	0 05½	
Quarter bags, 56 lbs.	0 05½	
Velvet head Carolina	0 09%	0 10½
Sago, brown	0 06½	0 07
Tapioca—		
Pearl, lb.	0 07	0 07½
Seed, lb.	0 07	0 07½

COFFEE.—The situation is about the same. Business as usual is dull during the hot weather.

DRIED VEGETABLES.—Prices of beans continue to soar, and supplies are difficult to get. Whereas the trade were paying \$2.90 wholesale three weeks ago, they are now paying \$3.35; and it is confidently predicted that they will go up to \$4 per bushel. This week wholesalers are quoting \$3.55-3.65, according to grades. Wholesalers are buying what they can lay their hands on, but there are few to be had. It is said there are no more than enough in the cities to last more than a month. If this is true, very high prices can be expected. Peas are almost in the same position, although in this case few wholesalers are offering stock on the ground that no good soup peas are available. Splits are about as scarce, and are quoted at \$5.50.

Beans—		
Canadian, 3-lb. pickers, per bushel....	3 35	3 50
Yellow, per bushel	3 70	
Yellow eyes, per bushel	3 70	
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 98 lbs.	5 25	
Barley, pot, per bag	2 85	
Barley, pearl	4 50	

CANNED GOODS.—One of the largest Montreal wholesalers was asked for a statement on the canned goods situation. He replied: "There have been no developments yet, although we surmise that, since the outlook for this year's crop is not good, it may have the effect of advancing prices shortly. There may be some interesting things to be said next week."

It is currently reported among the trade that higher prices will shortly be announced for canned goods. It is stated that tomatoes will be offered to wholesalers at \$1 less than the usual discount, which will mean that they cannot sell to the trade at less than \$1. It is reported that a large Montreal house made an offer of 92c, but that their offer was turned down. There is nothing official about the above.

The opinion of another wholesaler is that the canners will not name a price on futures until late in the season; that they are carefully sizing up the situation; that the stock is no larger than in previous years, and that no quotations will be made until they see exactly how things are. This wholesaler added that he did not think prices for tomatoes would be higher than 85c or 90c, and that the retail trade would be able to buy for \$1 or less. He said there were too many tomatoes in the hands of retailers and jobbers to allow the canners to put prices away up.

There has been an enormous business

done in canned goods during the past month—in fact, ever since the cut in prices occurred several weeks ago. This, however, has come to an end, as prices, which were very low, are tending upward. The following are the quotations of one house:—

Tomatoes, 3's	87½-90c
Standard peas, 2's.....	80-82½c
Corn, 2's	80-82½c

The price of 3-lb. apples was advanced 5c per doz. this week, quotations now being 90-92½c. It is believed this is due to the large amount of apples exported.

Coast prices on salmon are advancing, due to the big demand from Great Britain. Prices on new pack are not out yet, but they are sure to be much higher than those which have prevailed lately on account of these large European purchasers. It is not two weeks since Chums were sold here at \$3 per case of 4 dozen, which is 75c per dozen. One house sold over a thousand cases at this price in a week. Prices to-day for talls are:

Chums, per case	\$3.25-3.35
Pinks	4.25
Cohoes	5.75
Red Spring	6.00
Soekeyes	8.50-9.00

Cohoes and sockeyes are reported scarce at the coast, and even if the crop is a fairly large one, prices must be maintained on account of stock being small in first hands, unless, of course, the crop is extra large. At the same time, salmon is still one of the cheapest foods on the market.

ONTARIO MARKETS.

Toronto, July 29.—The grocery business continues along its usual line. Staple trade is good and in many cases it is more than good. One wholesaler, for instance, has found July a much better month than he expected and it is away ahead of May or June. June, however, was a little quiet. His reasons for this are that retailers are in the market buying goods to-day which they usually purchase in the fall of the year and which under ordinary circumstances they would have bought last fall. For instance, he is finding a lot of orders for canned salmon of different grades which have been usually ordered much earlier in the year. Trade in all kinds of canned goods has been good during the past two or three months due to the same reason. Business, however, is reported to be better in the country than in some of the large cities where many people are working on short time and short pay. These cities include principally some of the large industrial centres where men have been out of work for some time. In the country the wholesalers are not

hearing the same complaints. The same quantities of high-class luxuries are not being turned over as formerly, simply because people are living a little more economically than usual, even if their available assets are as good or better than a year ago.

It is pointed out, for instance, as an evidence of this economy, that women who, when they were flush with money, sent laundry to the laundries, whereas to-day they are doing this work at home. It is a fact, too, that the savings deposits are many million dollars in advance of a year ago and this adds further testimony to this contention. Nevertheless, general trade is good and complaints are few.

There has been a general stiffening in the canned goods market during the past few weeks due to the Holding Company of canners having been consummated. This company has not yet got down to business to determine on prices, but jobbers who are holding canned vegetables consider they are worth more to-day than they were a month or two ago. Those who laid in large supplies during the weak season, consider that they performed a good stroke of business. No doubt the fact that the retailers were buying heavily of late was due to the expected rise in this market.

SUGAR.—The sugar situation remains about the same as last week. While raws are a shade off at last report, there is no reason to think that the market here will decline. In fact, it is rather firm so far as Canada is concerned, the only bear feature being the competition among the large firms. The preserving season is on, but it is safe to say that people are not preserving fruit as they did last year and in previous years. With the sugar market over \$2 a hundred higher the reason is accounted for. People who are working on short pay scarcely feel that they have any money to devote to buying sugar at the price it is to-day, as well as fruit. Therefore, while a gradual trade is being done in sugar it is not a very extensive one.

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

DRIED FRUITS.—The pivot on which the European dried fruit situation revolves today is the Sultana raisin mar-

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ket. On account of Great Britain being at war with Turkey, there are no Sultana raisins coming through to any British possession. In fact, the blockade is so strict that few are getting out anywhere. This is having the effect of strengthening both the currant and Valencia raisin market. Into the bargain, Valencia crop is very short, one estimate being that it will be cut in half this year. High prices are therefore anticipated for the coming season. Spot stocks of both Sultanas and Valencias are short. Sultana raisins, too, is an article of great consumption—in fact, of the greatest consumption considering the world's demands in normal times. Some three or four times as many Sultana raisins are consumed in a season as Valencia, and with Valencias only half a normal crop and one-quarter of a big crop, high prices are sure to follow. Currants, too, are going to be high. Packages in which currants are shipped are up about 100 per cent., and freights are also higher. Conditions in Europe are changing on account of blockades, financial situations in various countries, methods of payment for goods, etc., and a buyer in this country never exactly knows where he is at.

The Valencia raisin estimate this year is barely 10,000 tons, whereas last year it was 20,000. In 1900 the crop was 43,000 tons, and in 1908 it was 25,000 tons. The strength in the European dried fruit market is tending to advance prices of California dried fruit. Some wholesalers are this week announcing higher prices in raisins, seeded and seedless, than have been quoted heretofore. Apricots and peaches, however, will likely be cheaper. Some of the largest buyers are getting their supplies fairly low. It is reported, too, that prunes are a good crop, but it is difficult yet to get an exact price basis.

Apricots—		
Standard, 25 lb. boxes	0 12½	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalras, choicest, per lb.	0 08½	0 09
Patras, per lb.	0 08½	0 09
Vostizas, choice	0 10	0 10½
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 25-lb. boxes	0 08½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Package dates	0 08	0 08½
Hallowees	0 07½	0 07½
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼ cent more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼ cent more.		
Raisins—		
Valencia	0 11	0 11½
Seeded, fancy, 1 lb. packets	0 09	0 10½
Seeded, choice, 1 lb. packets	0 09	0 10½
Seedl. choice, 12 oz. packets	0 09	0 10
Seedless, 16 oz. packets	0 11½	0 12
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Locally, of course, the nut situation is quiet, but there is considerable speculation as to what will be the

prices on walnuts and almonds, filberts, etc., when prices open in the fall. The general idea is that shelled walnuts will be higher as there is no cold storage in France to carry them over. All this space has been utilized by the French Government for war purposes. Tarragona almonds in the shell are expected to be a big crop and cheaper. Filberts in the shell are also expected to be cheaper on account of the lack of buying power so far as the world's markets are concerned. Nations at war will not be purchasing their usual quantities.

In Shell—		
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marboux	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	0 30	0 30
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

SPICES.—Trade in pickling spices has opened up splendidly this year. From all accounts the retailer expects considerable business in this line. Now that the pickling season and the season for making sauces, etc., is almost at hand, business in this line is expected to be even better.

Spices—		
Allspices, ground	0 10	0 10
Cassia, whole	0 21	0 21
Cassia, ground	0 14-0 16	0 21-0 22
Cinnamon, Batavia	0 27	0 27
Cloves, whole	0 28	0 28
Cloves, ground	0 18-0 22	0 28-0 30
Cream of tartar	0 25-0 35	0 45-0 50
Curry powder	0 15-0 17	0 17-0 18
Ginger, Cochin	0 15-0 17	0 17-0 18
Ginger, Jamaica, ground	0 18-0 21	0 25-0 27
Ginger, Jamaica, whole	0 18-0 21	0 25-0 27
Ginger, African, ground	0 14-0 18	0 14-0 18
Mace	0 80-1 15	0 80-1 15
Nutmegs, brown, 64s, 52s; 80s, 62s; 100s	0 18-0 20	0 18-0 20
Nutmegs, ground, bulk, 45c; 1 lb. tin	0 22-0 25	0 22-0 25
Peppers, black, ground	0 14-0 18	0 21-0 23
Peppers, black, whole	0 19-0 24	0 35-0 38
Peppers, white, ground	0 19-0 24	0 35-0 38
Peppers, white, whole	0 35-0 37	0 35-0 37
Pickling spice	0 18-0 20	0 18-0 20
Turmeric	0 18-0 20	0 18-0 20

RICE, TAPIOCA AND SAGO.—The rice market has been fairly firm of late. A Montreal firm that was quoting a certain grade of rice at \$3.58 per cwt. in the spring has advanced their quotations up to \$3.98 to-day. The price of tapioca is firm also, but there are notable changes in this market.

Rice—		
Rangeon "B", per cwt.	3 98	
Rangeon, per cwt.	3 50	4 00
Rangeon, fancy, per cwt.	5 00	
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	

BEANS.—Reports from the bean fields of Western Ontario indicate a splendid crop, providing we do not get too much rain. A surplus of moisture is hard on beans, as it lowers the quality, while some have been spoiled already, nevertheless the damage so far is not serious. Harvesting does not come on till

October and as spot stocks are pretty well exhausted, prices are firm.

Brans—
3-lb. pickers, cwt. 3 40 3 50

CANNED GOODS.

Since it was definitely known that the Holding Company of canned goods firms would be completed, prices have stiffened perceptibly. Wholesalers to-day are quoting tomatoes at from 85c to 90c per dozen, which some weeks ago were under the 80c mark. Standard peas are now quoted at from 80c to 95c and corn from about 82½ to 95c per dozen. This is a market which the trade should watch closely as it is in a changing position at the present time.

New Prices should be issued shortly on peas, strawberries, etc., and the trade is guessing as to what they will be. One man hazarded the guess that peas would open this year at about 92½ to 95c for standards, tomatoes at 95c to \$1, and corn at 92½ to 95c per dozen. It is, of course, a long time to the conclusion of the packing season on tomatoes and corn, or for that matter to the beginning of the pack. Extra sifted peas, one wholesaler heard, would open at \$1.47½ to \$1.50, as compared with \$1.35 last year. Retailers have been buying fairly heavily of late because of the low prevailing prices and the anticipated advances, and it is almost a surety that they will make some money on the purchases.

It should be understood that canned fruits do not come under the jurisdiction of the Holding Company, and will be sold independently. This company will control only the staple lines of vegetables.

Wholesalers are quoting vegetables about as follows:

Tomatoes, 3s	85	95
Peas, 2s, standard	80	95
Corn, 2s	82½	95

MANITOBA MARKETS.

WINNIPEG, July 29.—Trade at present is a weather proposition; every sunshiny day over the Canadian West makes men optimists while every wet and cold day turns the crowd into pessimists. But the remarkably strong turn-out of farmers at the Brandon Fair last week indicates that the farmers as a class are confident of the crop outlook.

Wholesalers complain that city business is dull. The fact is that trade generally has not readjusted itself to new conditions. The city population has declined since the war broke out, but there has not been a proportionate decline in retail establishments. The beginning of harvest and a steady enlistment will further reduce consumers, but the general outlook is that those who are here to stay will also be able to pay. A community that would expect 1915 to re-

CANADIAN GROCER

present a normal year would be lacking in foresight.

As regards staple lines of groceries, there is little to report. Country trade is really good, city trade dull, prices unchanged. There was never a time when the trend as to future prices seemed to exact less interest. This may be accounted for by the fact that business as wholesalers and retailers see it is rapidly becoming a matter of cash transactions and that the enormous credits of a few years ago are never likely to be repeated.

SUGAR.—The market still holds steady on an improving demand. With the advent of the blueberries, the preserving season has begun, but native fruits are a failure. Plums and peaches are going down in price, and are expected to be plentiful and cheap. Prices of sugar are more likely to go up than down.

	Per cwt. in sacks.
Sugar, Eastern—	
Standard granulated	7 05
Extra ground or icing, boxes	7 99
Extra ground or icing, bbls.	7 70
Powdered, boxes	7 70
Powdered, bbls.	7 50
Hard lump (100-lb. cases)	8 00
Montreal, yellow, bags	6 55
Sugar, Western Ontario—	
Sacks, per 100 lbs.	7 05
Halves, 50 lbs., per cwt.	7 15
Bales, 20 lbs., per cwt.	7 20
Powdered, 50s	7 45
Powdered, 25s	7 50
Icing, barrels	7 75
Icing, 50s	8 00
Icing, 25s	8 05
Cut loaf, barrels	7 85
Cut loaf, 50s	8 10
Cut loaf, 25s	8 35
Sugar, British Columbia—	
Extra standard granulated	7 00
Bar sugar, bbls.	7 15
Bar sugar, boxes	7 40
Icing sugar, bbls.	7 35
Icing sugar, boxes	7 60
H. P. lumps, 100-lb. cases	7 85
H. P. lumps, 25-lb. boxes	8 10
Yellow, in bags	6 80
Corn Syrup—	
2s. per case 2 doz.	3 75
5s. per case 1 doz.	3 15
10s. per case 1/2 doz.	3 01
20s. per case 1/4 doz.	3 02
B. C. Cane Syrup—	
2-lb. tins, 2 doz. to case, per case	3 15
5-lb. tins, 1 doz. to case, per case	3 60
10-lb. tins, 1/2 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 25
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
Molasses—	Per gal.
Barbadoes	0 55
New Orleans	0 54
Maple Syrup—	Per case.
Imperial, 1/2 gals., case 2 doz.	5 40
Imperial, 1/4 gals., 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quart, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75
Butter, No. 1 creamery, lb.	0 25

ALBERTA MARKETS (CALGARY).

By Wire.

Calgary, July 29.—B. C. apricots are arriving in large quantities at \$1.25 a crate; blackberries, \$2.25; raspberries, \$2.35; canteloupes, \$5.50. Oranges and lemons still on up-grade, being \$5.50 and \$6.25 respectively. No. 1 Ontario cheese can be bought at from 17c to 19c, jobbers being very anxious to get rid of present stocks. New B. C. potatoes are 85c bushel. An advance in creamery butter may take place within next ten days. The market is flooded with B. C. celery of splendid quality, retailing at 3-lbs. for 25c.

Fruits—		
Blackberries, crate, 24 pints	2 25	
Strawberries, crate, 24 pints	3 00	
Raspberries, crate, 24 pints	2 35	
Cherries, 8-lb. box	1 00	
Cantaloupes, crate	5 50	
Oranges, case	5 50	
Lemons, case	6 25	
General—		
Beans, small white Japan, lb.	0 06 1/2	
Beans, Soya, per lb.	0 07 1/2	
Flour, No. 1 patent, 98's	3 50	
Rolled oats, ball	3 70	
Rolled oats, 80s	3 30	
Rice, Siam, cwt.	4 00	
Potatoes, new, per bush.	0 85	
Sugar, pure cane, granulated, cwt.	7 65	
Shelled walnuts, finest halves, lb.	0 40	
Shelled walnuts, broken, lb.	0 30	
Produce and Provisions—		
Cheese, new, Ontario, large, per lb.	0 17	0 19
Butter, No. 1, dairy, lb.	0 20	
Eggs, new laid, doz.	0 20	
Lard, pure, 3s, per case	9 00	
Lard, pure, 5s, per case	8 93	
Bacon, smoked backs, per lb.	0 18 1/2	
Bacon, smoked bellies, per lb.	0 21	
Canned Goods—		
Tomatoes, 3s, standard, case	2 55	
Corn, 2s, standard, case	2 10	
Peas, 2s, standard, case	2 10	
Tomatoes, gals., case	2 00	
Apples, gals., Ontario, case	1 75	
Strawberries, 2s, Ontario, case	4 90	
Raspberries, 2s, Ontario, case	4 50	
Loabster, 1/2s, per doz.	2 65	
Salmon, finest sockeye, talls, 48x1s, per case	10 00	
Salmon, pink, talls, 48x1s, per case	4 25	
Dried Fruits—		
Evaporated apples, 50s, per lb.	0 09 1/2	
Peaches, choice, 25s, per lb.	0 07 1/2	
Apricots, choice, 25s, per lb.	0 13	
Pears, choice, 25s, per lb.	0 14	

NEW BRUNSWICK MARKETS.

By Wire.

St. John, July 29.—New vegetables are coming in good quantities, and prices are lowering. Small fruit is still scarce. Strawberries are nearly ended, price being now 11c to 14c. Grocery market is generally quiet. Molasses are very firm and slightly higher at 47 1/2c to 48c. Stocks are slight mostly, with little coming. Dealers look for even higher quotations. Rolled oats are tightening, but no change. Cream of tartar is a little easier at 52c to 55c. Local change is temporary, as supplies are scanty. Pure lard shows a slight decline to 12 3/4c and 13c. New cheese is plentiful at 15 3/4c to 16 1/2c. Eggs and butter are in good supply, with prices unchanged.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 30	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	24 50	27 50
Pork, domestic, per bbl.	25 00	27 00
Butter, dairy, per lb.	0 24	0 25
Butter, creamery, per lb.	0 27	0 28
Eggs	0 22	0 23
Lard, compound, per lb.	0 11 1/4	0 11 1/4
Lard, pure, per lb.	0 12 1/2	0 13
Cheese, new	0 15 1/4	0 16 1/2
Flour and Cereals—		
Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	7 85	
Flour, Ontario	7 15	
Rolled oats, per bbl.	7 80	
Oatmeal, standard, per bbl.	8 25	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	4 80	
Oranges, Val., case	5 80	
Potatoes, bbl.	1 35	1 45
Strawberries	0 11	0 14
Sugar—		
Standard granulated	6 80	
United Empire	6 70	
Bright yellow	6 60	
No. 1 yellow	6 30	
Paris lumps	7 60	
Lemons, Messina, box	4 80	
Beans, hand-picked, bush.	3 60	3 65
Beans, yellow eyes, per bush.	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 47 1/2	0 48
Cream of tartar, per lb., bulk	0 52	0 55
Currants	0 08 1/2	0 09
Rice, per cwt.	4 25	4 50

SASKATCHEWAN MARKETS.

By Wire.

Regina, July 29.—A great deal of damage has been done throughout the province by hail, which visited the district on Thursday last. Reports are not complete, but the storm struck many points, in some instances many thousand dollars' damage being done. Most municipalities are covered by municipal hail insurance or insurance in private companies. Crops are progressing in splendid shape, weather conditions being favorable. The Regina Exhibition is in full swing this week, and business is looking up. Market situation is little changed. Dried peaches and apricots are lower; prunes and currants firmer; and dairy butter 1 cent lower.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	
Butter, dairy, No. 1	0 15	
Cheese, per lb., large	0 16 1/2	
Eggs, new laid	0 12	0 15
Lard, 3's, per case	8 90	
Lard, 5's, per case	8 85	
Lard, 10's, per case	8 80	
Lard, 20's, each	2 90	
General—		
Beans, Ontario, per bushel	3 75	
Coffee, whole roasted, Rio	0 17	0 17 1/2
Cream of tartar, lb.	0 45	
Cocunut, lb.	0 19	
Cornmeal, ball	2 80	
Apricots, per lb.	0 12	
Evap. apples, 50's	0 08 1/2	
Flour, 98's	3 50	
Rolled oats, ball of 80 lbs.	2 93	
Rice, per cwt.	3 90	
Sugar, standard, gran., per cwt.	7 44	
Sugar, yellow, per cwt.	7 04	
Walnuts, shelled, 41c; almonds	0 41	
Canned Goods—		
Apples, gals., case	1 39	
Broken beans, 2's	2 55	
Beans, standard	2 25	
Corn, standard, per 2 dozen	2 28	
Peas, standard, per 2 dozen	2 28	
Plums, Lombard	2 15	2 28
Peaches	3 21	
Strawberries, 44.33; Strawberries	4 73	
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, 1/2's	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 60	
Fruits and Vegetables—		
Apples, fancy, box	2 25	
Grapefruit, per crate	4 50	
Sweet potatoes, per crate	4 30	
Lemons	4 25	
Oranges, Valencia	4 25	4 75
Pineapples, case	4 25	
Potatoes	1 00	
Potatoes, new	1 00	
Celery	0 10	
Preserving cherries	1 00	
Watermelons	9 00	
California Onions	0 63 1/2	
Dried Fruits—		
Currants, per lb.	0 09 1/2	
Prunes, 70-80, 25's, lb.	0 10 1/2	

The employees of the T. A. Lytle Co., Stirling Road, Toronto, held an enjoyable picnic on Saturday afternoon last at Hanlan's Point. There were a large number present and the afternoon was spent in games, races, etc., the prizes being donated by the firm.

The wholesale grocery trade of Toronto regretted very much to learn of the death this week of Edmond G. Williams, of Warren Bros., wholesale grocers, corner Queen and Portland Streets. Mr. Williams was one of the pioneer wholesalers in Toronto, being connected with Warren Bros. and Boomer years back. His death occurred at Hamilton, and his many friends in the trade deeply regret his demise, which came with more than the usual suddenness.



FRUIT AND VEGETABLES



Early Canadian Peaches Arrive

Some Domestic Plums, Too, on Toronto Market—Raspberry Season Helped by Frequent Rains—Canadian Cob Corn Appears—Old Potatoes Practically Off Market—Declines In Many Vegetables.

MONTREAL.

FRUITS.—Blackberries are a new arrival on this market, coming in 11-qt. baskets, and selling for 75c. They are big berries, of good quality. Raspberries are the feature of the market, for which dealers are getting 15 to 16c per qt. More new apples continue to arrive, \$2 being asked for bushel baskets, and 1.50 for 11-qt. baskets. Canadian yellow transparents are quoted at 40c basket. Canadian apples are being offered more and more freely, and Duchess and Astrigan should be here next week.

Late Valencias seem to be about the only oranges offering, although there are some navels on the market, but they do not keep very well. Bananas, for which there is a fair demand, are quoted at 2.00 and 2.25 large bunches. Blueberries went up this week to 16c per qt.; small baskets of 4 to 5 qts. are offered at 90c box. There is little demand for coconuts. Pineapples, of which there are only a few on the market, are high, 3.50 being asked per case. There are so many other fruits on the market, the demand is not heavy for pineapples, and few are arriving in consequence. Red currants are down to 65c per basket. New pears at 3.00-3.25 per box, are one of the features of the market—price high, being the first on the market.

Apples—		
New apples, basket	1 50	2 25
Bananas, crate	2 00	0 75
Blackberries, 11-qt. baskets	0 15	0 16
Blueberries, per qt.	1 75	4 00
Cocanuts, sack	4 00	1 00
Grapefruits, case	4 00	0 10
Grapes, Belgium hothouse, lb.	1 00	
Gooseberries	0 10	
Lemons—		
Messina, Verdelli, extra fancy, 300 size	3 25	3 50
Limes, box	1 25	
Oranges—		
Valencias, Cal., late, 126-250	4 00	4 50
Pineapples, 18-24 and 30-36	3 50	1 40
Peaches, box	3 00	3 25
Pears, new, box	3 00	0 15
Plums, box 4 baskets	0 15	0 16
Raspberries, qt.	0 05	0 05
Red currants, per basket, 11-qt.	0 10	0 10
Strawberries, per qt. cup	0 10	0 10
Cherries, 6-qt. baskets	0 40	0 50
Cherries, California, 11-qt. basket	0 80	0 90
Cantaloupes, box of 45	3 50	3 75
Apricots, box	1 75	0 80
Watermelons, each	0 40	0 50

VEGETABLES.—An important fact is that old potatoes are off the market altogether, and new potatoes are selling for 2.25-2.50 per bbl. for Americans, and

90c per bag for Canadians. The Canadians are better to eat, but are not so big. Montreal cabbages came in more plentifully and are down to 40-50c per doz. as a result. New carrots dropped to 25c per doz. bunches—a drop of 5c. Cauliflowers are down to 2.00 per doz., this being price for best; there are cheaper ones selling for 1.00-1.50. No crates of onions are offering, but there are enough of Canadian growth to supply the demand. Peas are being offered in small bags of 18-20 lbs. at 60c, and in large bags of 36 lbs. at \$1.00. Radishes are stiffening, but the demand is light. Montreal tomatoes have arrived on this market, selling 2.25 per box of 30 lbs. Celery of Canadian production is also a new arrival on the market, offered 60-75c per doz.; poorer quality is selling for 40c per doz.

Beets, new, doz. bunches	0 50	1 25
Beans, wax, Montreal, per bag	1 25	0 40
Beans, green, Montreal, per doz.	0 40	0 30
Cabbage, Montreal, per doz.	0 50	2 00
Carrots, new, doz.	0 30	0 75
Cauliflower, Canadian, doz.	2 00	0 40
Celery, Montreal, doz.	0 40	0 25
Cucumbers, fancy, doz.	0 40	0 15
Head lettuce, doz.	0 25	2 50
Curly lettuce, 4 doz.	0 15	
Mushrooms, 4 lbs., basket	2 50	
Onions—		
Montreal, doz. bunches	1 00	0 30
Parsnips, new, doz. bunches	0 30	0 15
Parsley, Canadian, doz. bunches	0 15	1 00
Peas, sack	1 00	0 50
Peppers, green, 3½-qt. baskets	0 50	0 80
Potatoes—		
Montreal, new, bag	0 80	2 25
American, new, bbl.	2 25	6 19
Radishes, doz.	0 19	0 20
Rhubarb, hothouse, doz.	0 20	0 40
Spinach, Canadian, box	0 20	1 10
Turnips, new, doz.	0 20	0 15
Tomatoes, Missisquoi, crate, 4 baskets	0 15	2 25
Tomatoes, hothouse, lb.	0 15	0 30
Tomatoes, Montreal, box	2 25	
Watercress, Canadian, doz.	0 30	

TORONTO.

FRUIT.—Early plums and white flesh peaches from the Niagara district are now being sold on the local market. The grade on the market is good, and although the supply is somewhat limited at present, dealers anticipate that within two weeks the market will be well supplied.

A prominent Toronto dealer states that the Canadian raspberries, already on the market, are the best he has seen for several seasons. The present weather is assisting this fruit in size as well as the

amount, and should it continue for another fortnight, the season should prove itself a splendid one for this particular berry.

Canadian cob corn for the first time this season was sold on the market Tuesday morning at 20c a dozen. The cob is rather small, but is nevertheless well filled. It was grown near Welland and another shipment is expected soon.

Imported blueberries, apricots and California cherries are now scarce on the local market owing to the fact that these can be purchased from Canadian growers. The general tone of the market is fair, the demand being good and the supply fairly plentiful.

Apples, new, imported	1 50	1 75
Apples, Delaware, bus.	1 50	1 50
Bananas, per bunch	1 50	0 12½
Blueberries, box	0 12½	1 25
Blueberries, 11-qt. basket	1 25	4 00
Cocanuts, sack	4 00	0 50
Cherries, Can., 11-qt. basket	0 50	0 85
Cherries, extra choice, black	0 85	1 50
Eating Cherries	1 50	0 04
Currants, red, box	0 04	0 75
Currants, black, 6-qt. basket	0 75	4 00
Cantaloupes, case	4 00	0 75
Cantaloupes, Can., 11 qt. basket	0 75	0 47
Gooseberries, small, 11-qt. basket	0 47	0 75
Gooseberries, large, 11-qt. basket	0 75	4 00
Grapefruit, Cuban, case	4 00	3 75
Grapes, Cal., case	3 75	4 50
Oranges—		
California Valencias	4 50	4 00
Lemons, new, Messina, box	4 00	3 00
Lemons, California	3 00	1 50
Limes, per 100	1 50	4 00
Musk melons, box	4 00	1 00
Peaches, Cal., box	1 00	2 50
Peaches, Georgia, 6 basket	2 50	3 00
Pears—		
California, Bartlett, box	3 00	1 25
Plums, box	1 25	0 15
Raspberries, box	0 12½	0 05
Strawberries, qt. box	0 05	0 40
Watermelon	0 40	0 60

VEGETABLES.—An all-round easier tendency is much in evidence on the local vegetable market this week. Beets, which for the past three weeks have been in great demand, are now selling slowly and as a result prices are steadily declining. As far as the potato market is concerned, Canadians this year's growth have practically the entire sale.

Canadian potatoes are little more than half the price they were last year at this season. They can readily be obtained for 60 cents per bushel as against \$1.10 in 1914. The sale of old potatoes is almost nil owing to the low price and excellent grade of the new ones.

Canadian tomatoes are outclassing the
(Continued on page 39.)



FISH AND OYSTERS



Fish Trade Not Active

Hot Weather Doesn't Help The Demand—Few Price Changes—Strength in Halibut a Feature—Fair Call for Whitefish, Herring, Eel, etc.—U.S. and Norway Tariff Prospects Interesting.

MONTREAL.

FISH AND OYSTERS.—Supplies of all kinds are sufficient in a general way to answer wants, and trade is only fair, with a tendency to indifference. It is evident that fish as a food in summer has not yet taken a firm hold of the consumer. During the hot weather season, and when meat of all kinds is selling at high prices, there should be at least twice as much fish sold as there is. It is notable that fish has been sold all through the season very low, and has been in some cases and at certain times sold under cost of production. Although there has been improvement all over the country in the way of producing and marketing fish, the same cannot be said on the consumers' part, and the trade is anxious to locate the trouble, if trouble there is. When salmon is sold for 10c wholesale, haddock at 23/4c, halibut 9c, and the profit of the retailer is added, it is a food which is at least 20 per cent. cheaper than meat, and offers quite a variety. This week there is not much change in prices, and supplies, except for some lines of lake fish, are ample for demands. A few inquiries have been received regarding new crop of pickled herrings and pickled salmon, but as far as can be learned no sales have been made yet. Reports are current that cod fishing around the Gaspé Coast and Labrador is the best experienced for many years past. Lobsters are prohibited in many districts, and what are coming in now are pound lobsters, and for this reason are a little more costly. Oysters, clams, scallops, and shell fish generally, are very quiet.

TORONTO.

FISH AND OYSTERS.—Boneless fish on Toronto markets are proving a great scarcity. Bloaters are also sharing this distinction. Nevertheless an increase in prices is not predicted owing to the poor demand. The market for sea fish is quite slow while reports state that it is active in Montreal. This grade of fish,

this season is not up to the standard and a price decrease seems probable. There is a constant demand for whitefish, eels, trout and herring, in fact, local buyers state that this grade greatly overshadows the salt fish.

According to a statement which appeared in Saturday's issue of the New York Journal of Commerce an increased tariff on salt fish may be put into effect about the middle of August between the United States and Norway. The article reads:

"The increased freight rate on salt fish which is expected to be put into effect between Norway and this country about the middle of August will probably be double the rate which is in use now, according to a report which was made yesterday.

"The price of Norway mackerel is expected to be very high this fall, partly as a result of this additional freight tariff and partly on account of the condition of the foreign market. Germany has purchased fairly heavy quantities and the Norway packers are demanding exorbitant prices for their stocks. The cost of canning the fish has been greatly increased since the opening of the war last August, the price of tin and available labor having advanced to a marked extent."

The mackerel market in New York is very strong and an advance is expected about August 1, when it seems likely jobbers will commence buying.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07 1/2-.08	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07 1/2	.08-.09
Haddies, fillets, per lb.	.10	.10
Haddies, Niobe, boneless, per lb.	.08 1/4	.10
Herring, Ciscoes, per lb.	.10	.12
St. John bloaters, 60 in box	1.10
Yarmouth bloaters, 60 in box	1.20
Smoked herrings, medium, box	.30
Smoked boneless herrings, 10-lb. box	1.20
Kipped herrings, selected, 60 in box	1.25	1.25
Smoked salmon, per lb.	.20	.12
Smoked halibut10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.13
Red, steel heads, per lb.	.12
Red, sockeyes, per lb.	.12	12-.13
Red, Cohoes or silvers, per lb.	.08-.08 1/4	.11
Pale qualla, dressed, per lb.	.07-.07 1/4	.08
Halibut, white western, large and medium, per lb.	.08 1/2-.09	.12
Halibut, eastern, chicken, per lb.	.09-.09 1/4	.12
Mackerel, bloater, per lb.	.07 1/2-.08	.09
Haddock, medium and large, lb.	.03 1/4-.04	.05
Market codfish, per lb.	.03 1/4
Steak codfish, per lb.	.04-.04 1/4	.06

Canadian soles, per lb.06
Blue fish, per lb.15-.16
Smelts09
Herrings, per 100 count	3.00
Round pike06-.05 1/4
Grass pike06

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.00	7.50
Dried hake, medium and large, 100 lb.	6.00
Dried pollock, medium and large, 100 lb.	6.00
Dressed or skinless codfish, 100-lb. case,	7.00	8.00
per lb. codfish, 2-lb. blocks, 20-lb. boxes,	0.08
Boneless codfish, 2-lb. blocks, 20-lb. boxes,	0.07
per lb.	0.12
Boneless codfish, strips, 20-lb. boxes	0.10
Shredded codfish, 12-lb. boxes, 24 cartons,	1.80
a box	0.15
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.80
Standard, bulk, gal.	1.50	1.40
Selects, per gal., solid meat	2.00
Best clams, imp. gallon	1.50
Best scallops, imp. gallon	2.00	2.25
Best prawns, imp. gallon	2.25
Best shrimps, imp. gallon	2.25
Sealed, best standards, qt. cans, each	0.40
Sealed, best select, quart cans, each	0.50

CLAMS, MUSSELS AND SHELL FISH.

CRUSTACEANS, ETC.		
Cape Cod shell oysters, per lb.	12.00
Canadian cultivated oysters, bbl.	8.00	10.00
Clams, per bbl.	7.00	8.00
Live lobsters, small	0.20	0.18
Live lobsters, medium and large, lb.	0.22	0.20
Little necks, per 100	1.25	1.50
Soft shell crabs	2.25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	13-14
Haddock, fancy, express, lb.	4-4 1/4	8
Mackerel, each	18-20	18
Steak, cod, fancy express, lb.	5 1/2-6	8
Herrings, Gaspereaux	3
Flounders	5	7
Salmon, Western	15-16
Salmon, Eastern	17-18	18

FRESH LAKE FISH.

Carp, lb.	0.07
Pike, lb.	0.07	0.07
Brook trout	0.23	0.28
Perch, lb.	0.06	0.07
Suckers, lb.	0.05	0.05
Whitefish, lb.	0.12	0.12
Herrings, lb.	0.04	0.07
Lake trout, lb.	0.10	9-10
Dressed bullheads	0.12
Eels, lb.	0.09	0.08
Frogs, medium, lb.	0.20	0.20
Frogs, large, lb.	0.35	0.45
Dore	12-13

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08 1/2-.09	.07-.08
Whitefish, small tullbees, lb.	.05 1/2-.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06 1/4	.07
Pike, round, per lb.	.05 1/4-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20.00
Salmon, Labrador, bbls., 200 lbs.	14.00
Salmon, Labrador, half bbls., 100 lbs.	7.50
Salmon, B.C., bbls.	13.00	14.00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12.00
Sea trout, Labrador, bbls., 200 lbs.	12.00
Sea trout, Labrador, half bbls., 200 lbs.	6.50	6.50
Mackerel, N.S., bbls., 200 lbs.	12.00
Mackerel, N.S., half bbls., 100 lbs.	7.00
Mackerel, N.S., pails, 20 lbs.	1.75	2.00
Herrings, Labrador, bbls.	6.00	6.25
Herrings, Labrador, half bbls.	3.25	3.25
Lake trout, 100-lb. kegs	6.00	6.00
Quebec sardines, bbls.	5.00
Tongues and sounds, per lb.	0.07 1/4
Scotch herrings, imported, half bbls.	8.00
Holland herrings, imp'd milkers, hf bbls	8.00	0.75-1.00
Holland herrings, imp'ted milkers, kegs	9.85	0.70-0.95
Holland herrings, mixed, half bbls.	7.00
Holland herrings, mixed, kegs	0.85	0.70-0.95
Lochfyne herrings, box	1.35
Turbot, bbl.	14.00
Green cod, No. 1, bbl.	9.00	10.00
Green cod, No. 2, bbl.	7.00	8.50



PRODUCE AND PROVISIONS



More Eggs From Western Canada

Toronto Gets Two Carloads—Butter Slightly Easier—Cheese Down Again—Hogs Are Easier in Price—Egg Quality Suffers From Heat—Clover Honey Advances.

MONTREAL.

PROVISIONS.—Conditions in this market are about the same as they were a week ago. Deliveries of hogs last week were not as large as for the week previous, and the tendency is for live hogs to get lower; but the demand for cured meats continues good, and prices are firm and steady. The lard situation remains the same.

Hams—		
Small, per lb.	0 20	
Medium, per lb.	0 19	
Large, per lb.	0 18	
Bacon—		
Plain, bone in	0 24	
Boneless	0 26	
Peameal	0 26	
Bacon—		
Breakfast, per lb.	0 22	
Roll	0 17	
Shoulders, bone in	0 15	
Shoulders, boneless	0 16	
Cooked Meats—		
Hams, boiled, per lb.	0 28	
Hams, roast, per lb.	0 31	
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—	Per bbl.	
Heavy short cut mess	26 00	
Heavy short cut clear	26 00	
Clear fat backs	29 00	
Clear pork	27 00	
Lard, Pure—		
Tierces, 350 lbs. net	0 12½	
Tubs, 50 lbs. net	0 13½	
Boxes, 50 lbs. net	0 12½	
Pails, wood, 20 lbs. gross	0 13	
Pails, tin, 20 lbs. gross	0 13	
Cases, 10 lbs., tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 14½	
Bricks, 1 lb. each	0 15	
Lard, Compound—		
Tierces, 375 lbs., net	0 09%	0 10
Tubs, 50 lbs., net	0 10½	
Boxes, 50 lbs., net	0 10½	
Pails, wood, 20 lbs., net	0 10½	
Pails, tin, 20 lbs., gross	0 10½	
Cases, 10-lb. tins, 60 in case	0 11½	
Cases, 3 and 5-lb. tins, 60 in case	0 11½	
Bricks, 1-lb., each	0 12½	
Hogs—		
Dressed, abattoir killed	13 50	14 00

BUTTER.—A weaker feeling developed in this market last week, and our quotations on finest creamery are down a cent per lb. Prices realized in the country last week were the lowest of the season, which fact makes the drop the most important feature of the produce market this week. There has been some inquiry from Vancouver for finest creamery and shipments made, but none from the middle west.

Butter—	
Finest creamery	0 29
Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers'	0 21

CHEESE.—A downward movement in prices was noticed last week in this

market, so that our quotations on new make are down now to 16-17c and 17-18c on Stilton. As in the case of butter, prices paid at country boards were the lowest of the season with one exception. The lower prices proved attractive to English buyers, who bought extensively towards the latter end of the week.

Cheese—		
Old make	0 22	
New make	0 16	0 17
Old specials, per lb.	0 22	
Stilton	0 17	0 18

EGGS.—There are no changes in price this week, but there is a noticeable falling off in the quality of eggs received from the country during in the past week or two on account of the warm weather. Dealers are buying on the "loss off" basis, and would like to see farmers and storekeepers in the country take better care of their eggs at a season like this. The demand for eggs is good.

Eggs, case lots—		
Stamped	0 27	
Selects	0 26	
No. 1's	0 23	
No. 2's	0 17	0 18

POULTRY.—Wholesalers are finding it hard to get more than 15c for ducklings; there are not so many coming in, but the demand is very light, which accounts for the recent drop in price. The general demand for all kinds of poultry is light. Live broilers continue to arrive freely, and are still quoted at 19c. Prices all around remain about the same as a week ago.

Poultry—		
Frozen stock—		
Large roast chicken	0 23	
Fowl, small	0 13	0 16
Turkeys, fancy	0 30	0 25
Ducks	0 18	0 18
Geese	0 12	0 15
Pigeons, pair	0 30	0 35
Fresh stock—		
Fowl, dressed	0 18	0 19
Spring broilers, dressed, pair	0 75	1 00
Squabs, pair	0 50	0 60
Live stock—		
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 16	
Turkeys	0 15	0 14
Ducks, old	0 15	
Geese	0 09	0 10
Ducklings, 3 lbs.	0 15	0 17
Broilers	0 19	0 21

HONEY.—It is rather early to talk about honey, and dealers think present prices are too high.

Receipts in Montreal.

Receipts of butter, cheese and eggs in Montreal are:

	boxes	boxes	cases
Week ending July 24, 1916....	13,811	87,633	13,588
Week ending July 25, 1914....	18,748	84,473	8,339

TORONTO.

PROVISIONS.—Local market reports on provisions for the week show no important changes. The prices of hogs, dressed and live are somewhat easier selling at \$12.00 and \$8.75 respectively. Backs, pea meal have advanced 1 cent on a steady demand. Bacon has also advanced slightly. Compound of lard shows an increase of ½ a cent.

Hams—		
Light, per lb.	0 18	0 19
Medium, per lb.	0 18	0 18½
Large, per lb.	0 14½	0 15½
Bacon—		
Plain, per lb.	0 23	0 24
Boneless, per lb.	0 25	0 26
Pea meal, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 11	0 11½
Shoulders, per lb.	0 14	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13%	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 25	0 26
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 24	0 25
Shoulders, roast, per lb.	0 24	0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	25 00	27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 12
Tubs, 50 lbs.	0 11½	0 12½
Pails	0 12	0 12½
Tins, 3 and 5 lbs., per lb.	0 12	0 12½
Bricks, 1 lb., per lb.	0 13	0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09%	0 10
Tubs, 50 lbs., per lb.	0 10½	0 10½
Pails, 20 lbs., per lb.	0 10%	0 11
Hogs—		
Dressed, per cwt.	12 00	
Live, per cwt., off cars	8 75	

BUTTER.—With the exception of fresh made creamery prints which have declined one cent there is no change to report in this market. The demand for dairy butter remains good while the creamery market has eased off in sympathy with the Montreal markets. The supply of dairy butter is slightly easier owing to the fact that considerable amounts of cream are being sent to the cheese factories.

Butter—		
Creamery prints, fresh made	0 27	0 28
Dairy prints, choice, lb.	0 22	0 24
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 19	0 21

CHEESE.—Trade on the local market is about the same as that of last week. Old cheese is now a "has-been" in local houses. New cheese is down 1 cent. Traders report that the English markets are also lower as there has been no de-

CANADIAN GROCER

mand from the war office for cheese of late.

New, large, per lb. 0 15 0 15½
New, twins, per lb. 0 15¼ 0 15¾

EGGS.—Two car loads of eggs have arrived in Toronto from Western Canada this week. Purchasers claim that the quality of eggs generally is not as good as formerly as they bear signs of excessive heat. It is altogether likely that the egg market will be kept rather low. The egg supply continues to absorb steadily. Prospects of a good fall business are evident as English markets are slightly improving. On the local market specials have advanced 1 cent while the second grade of new laids have declined the same amount.

Eggs—
Specials (in cartons) doz. 0 24 0 26
Extra (selects) 0 23 0 24
No. 1s (straight new laids)..... 0 21 0 22
No. 2 0 17 0 18
Cracked 0 16 0 17

POULTRY.—Business in the poultry trade continues quiet. There is a free supply of broilers weighing from one to three pounds. The demand for these is not as great as other years and prices will likely decrease. The duck market is fair. Old turkeys are not being sold on the market.

Poultry—

	Live.	Dressed.
Old fowl, lb.	12-14	16
Spring broilers	17-20	25-27
Turkeys	20-25	25-30
Ducklings	13-15	17-18

HONEY.—Comb honey is now off the local market. As the result of this strained clover honey has advanced ½ a cent. Buyers expect fresh honey within six weeks. The supply of buckwheat honey is limited and the new brand will not be on the market for a time.

Honey—
Buckwheat, in bbls. 0 07 0 07½
Buckwheat, in tins 0 07¼ 0 08
Strained clover 0 12¼ 0 13

WINNIPEG.

PRODUCE AND PROVISIONS.

Cured meats are a little cheaper and now the trend of the market is downwards. The hog market both east and south is on the decline and local packers are not up against any very keen competition. A decline in lard is not improbable.

Hams—
Light, per lb. 0 18
Medium, per lb. 0 17
Large, per lb. 0 14
Bacon, clear, per lb. 0 21

Bacon—
Breakfast, per lb. 0 17 0 20
Shoulders, per lb. 0 12 0 13

Dry Salt Meats—
Long clear bacon, light 0 12

Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23

Barrelled Pork—
Heavy pork, per bbl. 22 00

Lard—
Tierces 0 13¼
Tubs 6 88
Pails 2 77
Cases, 5s 8 47
Cases 8 70

BUTTER.—Creamery butter is steady. Dairy butter is firm. The production is now at its maximum point and stocks are fairly heavy. Any changes in prices from now on will be upwards.

Creamery 0 26 0 27
Best dairy 0 19 0 21
Cooking 0 12 0 15

EGGS.—Eggs are still quite plentiful and cheap. Receipts from country retailers are heavy.

Eggs—
Jobbers' prices 0 15

CHEESE.—Cheese is generally easier and declines are expected.

Cheese—
Manitoba, new 0 15
Ontario, new 0 15¼
Old cheese 0 18 0 22

POULTRY.—The poultry trade is quiet.

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

FRUIT AND VEGETABLES.

(Continued from page 36.)

imported stock and consequently it is almost an impossibility to buy an American tomato on the local market. Canadian grown can now be purchased for \$1.75 per 11-quart basket. There is a strong demand for Canadian green peas. The spinach season is practically ended.

Asparagus, Canadian, baskets	1 50
Peets, hamper, doz. bunches	0 20 0 30
Beans, wax, basket	0 40
Cabbage, new, crate	0 25 0 40
Cauliflower, hamper	1 50 1 75
Cabbage, crate	1 25
Carrots, new	0 15 0 25
Celery, doz.	0 25 0 50
Cucumbers—	
Slicing, hothouse, basket	0 75 0 90
Canadian outdoor, basket	0 50 0 60
Egg plant, doz.	1 50
Mushrooms, 6 qt. basket	1 50 1 60
Onions—	
Can., 75-lb. bags	1 25 1 50
Can., 100-lb. sacks	2 25 2 50
American	1 00 1 10
Bermudas, crate	1 20 1 30
Green onions, doz.	0 12½ 0 20
Green peppers, basket	0 60
Green peas, Can.	0 25 0 35
Potatoes, N.B., Delawares	0 65 0 60
Potatoes, Ontario, bag	0 60 0 65
Potatoes, Virginia, bbl.	2 50
Parsley, basket, 11-qt.	0 15 0 25
Radishes, doz.	0 10 0 15
Tomatoes, Canadian, 11-qt.	1 75
Tomatoes, Can. hothouse, lb.	0 14 0 16
Lettuce, leaf	0 15 0 20
Lettuce, Boston, head, small, doz.	0 50 0 60
Lettuce, Canadian, head, doz.	0 30 0 40

WINNIPEG.

FRUITS AND VEGETABLES.—Stone fruits are coming in fair quantities, but the rush is not yet. Watermelons and canteloupes are new lines but are as yet dear. Ontario cherries and gooseberries are popular lines.

Apples—
Washington 2 50
Apricots 1 35
Bananas, lb. 0 05
Cherries, per box (10 lbs.) 2 00
Lemons, Cal., case 5 50 5 50
Oranges, Valencias 5 00
Peaches 1 50
Plums, case 1 50
Raspberries 3 00
Tomatoes, Florida 1 10
Watermelons, doz. 7 50

VEGETABLES.—

Potatoes, car lots, bushel 0 60
Potatoes, small lots 0 80
Onions, Washington, sack 2 00
Onions, Australia, sack 3 00
Bermuda onions, crates 1 75

NOTHING DOING, OLD SPORT.

"I like this quaint little mountain village of yours, waiter. I suppose I can get plenty of oxygen here."

"No, sir; we've got local option."

ST. JOHN MERCHANTS HOLD PICNIC.

St. John, July 27.—(Special).—The first annual picnic held by the Retail Merchants' Association of St. John, N.B., on Thursday, July 22, proved an immense success, and probably will be made an annual feature. Upwards of 4,000 persons attended the picnic, which was held at Crystal Beach, about twelve miles up the St. John River. Two large river steamers, making hourly trips, provided adequate transportation, and the grounds were thronged with holiday-makers. Practically all the stores and wholesale houses and many of the factories and offices closed during the afternoon to give everyone an opportunity to attend. The chief speakers were Mayor Frink and Hon. Arthur Meighen, Solicitor-General of Canada, who delivered a fine recruiting speech. A recruiting officer and staff were on the grounds ready to reap the benefit of the speech and received several applications from recruits.

The refreshment department was run in the interests of the Red Cross Society, which will benefit to the extent of about \$800. A long list of sports was run off, and valuable prizes, contributed by the merchants, were presented to the winners.

The Grocers' section of the association was especially active in promoting the picnic, and nearly all the leading grocers of the city assisted on one or other of the committees.

TO MANUFACTURE BOTTLE CAPS.

The Canadian Metal Cap and Sael Company, Limited, has been incorporated with Federal charter, to manufacture what is called the "Upressit Cap" to take the place of corks, stoppers, etc., and screw tops on fruit jars. The authorized capital is \$600,000 divided into \$250,000 seven per cent. cumulative preferred shares and \$350,000 common shares. The provisional board of directors include Leslie H. Boyd, K.C., N. A. Manion, both of Montreal, and A. E. Foran of New York.

Curious Charley—"Do nuts grow on trees, father?"

Father—"They do, my son."

Curious Charley—"Then what tree does the doughnut grow on?"

Father—"The pan-try, my son."

SITUATION WANTED

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



FLOUR AND CEREALS



Flour Market Remains Steady

Arrival of Quantities of New Ontario Wheat Would Have Depressing Effect on Winter Wheat Flour—Some Millers Report Revival in Domestic Demand—Feeds Are High—Rolled Oats Firm.

MONTREAL.

FLOUR.—A message received here from an Ontario miller states that "Ontario wheat is getting scarce, and it looks like higher prices before the new crop arrives." However, reports indicate that new Ontario wheat is already coming onto the market. The opinion is held here among dealers that last year's crop is going to be scarce before long. At present the market is steady, about the same as a week ago, but little selling going on. Somewhat similar conditions exist in the Manitoba market, but ready cash counts a whole lot. Business generally is still of hand-to-mouth kind, and millers' quotations are the same as for some time past—\$7.10 first patents, \$6.60 for second patents, and \$6.40 for strong bakers'. Some Ontario millers have begun to offer new crop winter wheat for future delivery, but so far little interest has been shown by the trade.

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

CEREALS.—Rolled oats are quoted at \$3 to the wholesalers, which is a pretty low price. At the same time, the oats market is up, and consequently rolled oats are firm. July and August are usually the slackest months of the year for rolled oats, and it has surprised millers exceedingly the way business has been coming in.

Cornmeal—	Per 98-lb. sack	
Gold dust	2 45	2 50
Unbolted		2 15
Rolled Oats—		
Small lots	3 25	3 35
25 bags or more	3 15	
Packages, case		4 50
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled Wheat—	100-lb. bbls.	
Small lots		3 85
Hominy, per 98-lb. sack		2 75
Corn flour, bag		2 60
Rye flour, bag		3 20
Barley, pot		2 75

FEEDS.—There is an exceptionally good demand for all kinds of millfeeds, especially for bran and shorts, which are scarce at \$26 and \$28 respectively. Millers in Ontario have been making in-

quiries of dealers here as to chance of securing supplies. It appears that millers have too much flour on their hands for which there is little demand, and have not been grinding feeds. Wheat is too high, and flour is too low. Some millers continue to grind for feeds, accumulating more flour all the time, but there are only a few. Many are closed down for repairs, but the real reason is the heavy stock of flour on hand.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 30
Mixed chops, ton	35 00
Crushed oats, ton	40 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	35 00
Feed oats, cleaned, Manitoba, bush	0 69
Feed wheat, bag	2 30

TORONTO.

FLOUR.—During the week the flour market has shown no change in so far as quotations are concerned. Manufacturers of Manitoba wheat flour are finding domestic demand improving, due, no doubt, to the fact that dealers are getting short in supplies and are again in the market. The new Western Canada wheat will not be on the market until September, so that actual available wheat will not have much effect until then. In the meantime the wheat market may be termed a weather one—up one day and down the next as grain men view the situation.

New Ontario wheat has begun to arrive and it will no doubt have a more or less depressing effect on the winter wheat flour market. Prices should be lower.

Foreign demand is good, but on account of new U. S. flour being so cheap there is not much Canadian selling.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
First patents	7 20	7 30
Second patents	6 70	6 50
Strong bakers	6 50	6 40
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
Fancy patents	6 30	6 00
90 per cent.	6 00	5 80
Straight roller	5 80	5 60
Blended flour	5 80	5 80

CEREALS.—Prices on rolled oats and

oatmeal remain same as quoted last week; there is no indication at present of a change. The oat market is firm and if a move is made it would probably be in an upward direction. Despite the fact that the U.S. corn crop prospects are good, the corn market is firm, but cornmeal has not up to time of writing been affected.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 15 4 25
Corn flour, 98 lbs.	2 55 2 75
Cornmeal, yellow, 98 lbs.	2 25 2 40
Graham flour, 98 lbs.	3 30 3 40
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 50
Oatmeal, granulated, 98 lbs.	3 50
Peas, Canadian, boiling, bush.	2 80 2 90
Peas, split, 98 lbs.	4 75
Rolled oats, 90-lb. bags	3 15 3 35
Rolled wheat, 100-lb. bbl.	3 85 4 00
Rye flour, 98 lbs.	3 10 3 25
Whole wheat flour, 98 lbs.	3 30 3 40
Wheatlets, 98 lbs.	3 65 3 75

FEEDS.—Prices of feeds remain firm. This is caused no doubt by the fact that of late millers have not been doing as much manufacturing as usual and therefore were not turning out large quantities. Some Ontario millers have been inquiring for feeds in Quebec Province.

Mill Feeds—	Mixed cars, per ton	
Bran	25 00	26 50
Shorts	27 00	28 50
Middlings	30 00	32 00
Wheat moulee		30 00
Feed flour, per bag	1 85	1 90
Oats—		
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports		0 67

WINNIPEG.

FLOUR AND CEREALS.—This market shows no changes from a week ago.

Flour—	
Best patents, per bbl.	7 00
Bakers'	6 50
Clears	5 60
XXXX	4 90
Rolled oats, 80 lbs.	3 10
Cornmeal, 98 lbs.	2 25

T. Krolich succeeds H. Alperstein as grocer and confectioner in Winnipeg.

WOULD NOT DISCONTINUE.

MacLean Publishing Co.:
Dear Sirs,—We like the Canadian Grocer and do not want to discontinue it while we are in the grocery business, and we get some good points from its pages.

P. M. McMEEKIN,
Sault Ste. Marie, July, 1915.

Be Optimistic—

The crop outlook for the entire Dominion could not be better. Wheat and oats will be an exceptionally large yield. Harvesting will soon be in full swing.

As in former years our grain brokers will buy the choicest grains, to be used in the manufacture of our different products, such as:

TILLSON'S ROLLED OATS

A FOOD—NOT A FAD

TILLSON'S "SCOTCH" FINE CUT OATMEAL

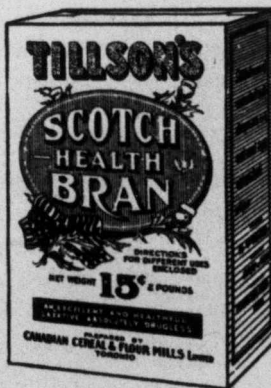
TILLSON'S "SCOTCH" HEALTH BRAN

RAINBOW FLOUR FOR BREAD AND

GOLD SEAL FLOUR FOR PASTRY

QUALITY—THEN PRICE
THAT'S TILLSON'S

We Solicit Export Business.



Write, wire or cable us for quotations. Prices always lowest consistent with the highest quality.

Canadian products made in Canada by Canadians.

Do your share.



Canadian Cereal & Flour Mills, Limited

TORONTO

CANADA

All that advertising can do for a product

all that quality, purity and cleanliness in manufacture, these qualities are most successfully combined in

L'ETOILE
(Star)
and
Hirondelle
(Swallow)

made right here in Canada from the choicest of Manitoba Hard Wheat, in the most sanitary and scrupulously clean factory you could desire. Advertised extensively the country over.

Little wonder an extensive demand has been created for these quality brands. Why not make sure the folk in your locality know you can supply them by putting in an attractive display now?

Order from your wholesaler.

C. H. Catelli, Limited
MONTREAL

AGENTS

Tees & Perse, Limited, Winnipeg
C. C. Mann, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER. WHITE SWAN SPICES AND CEREALS, LTD.

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

ROYAL BAKING POWDER.

Size	Per doz.	Bbl. lots
	Less than 10 case lots and over	
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2½-lb.	11.00	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

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

UN-NUMBERED.

100 books and over, each	0 08½
500 books to 1,000 books	0 03
For numbering 'cover and each coupon, extra per book,	¼ cent.

CEREALS.

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

DOMINION CANNERS, LIMITED.

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

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

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

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ...	4 50
Perfection, ¼-lb. tins, doz. ...	2 40
Perfection, ½-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, ¼'s, 12-lb. boxes, per lb.	0 55
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 00
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, ¼'s, 6 and 12-lb. boxes	0 27

Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 00

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



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

How is it Affecting You?



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

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



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

Note these prices:

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

ORDER NOW.

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

Here Are Some Reasons Why You Should See Our Line of *Gold Standard* CANNED FRUITS AND VEGETABLES

Before Placing Your Fall Canned Goods Order

1. Finest quality goods—solid pack.
2. Packed under our supervision.
3. Every can of Uniformly High Quality.
4. The Handsomest Label on the market and Quality behind it.
5. They bear our GOLD STANDARD LABEL—and that means our unqualified guarantee.

Our travellers have samples. Your mail orders receive the same courteous attention.

THE CODVILLE COMPANY, LIMITED
WINNIPEG BRANDON MOOSE JAW SASKATOON



Go After Summer Fish Sales Now

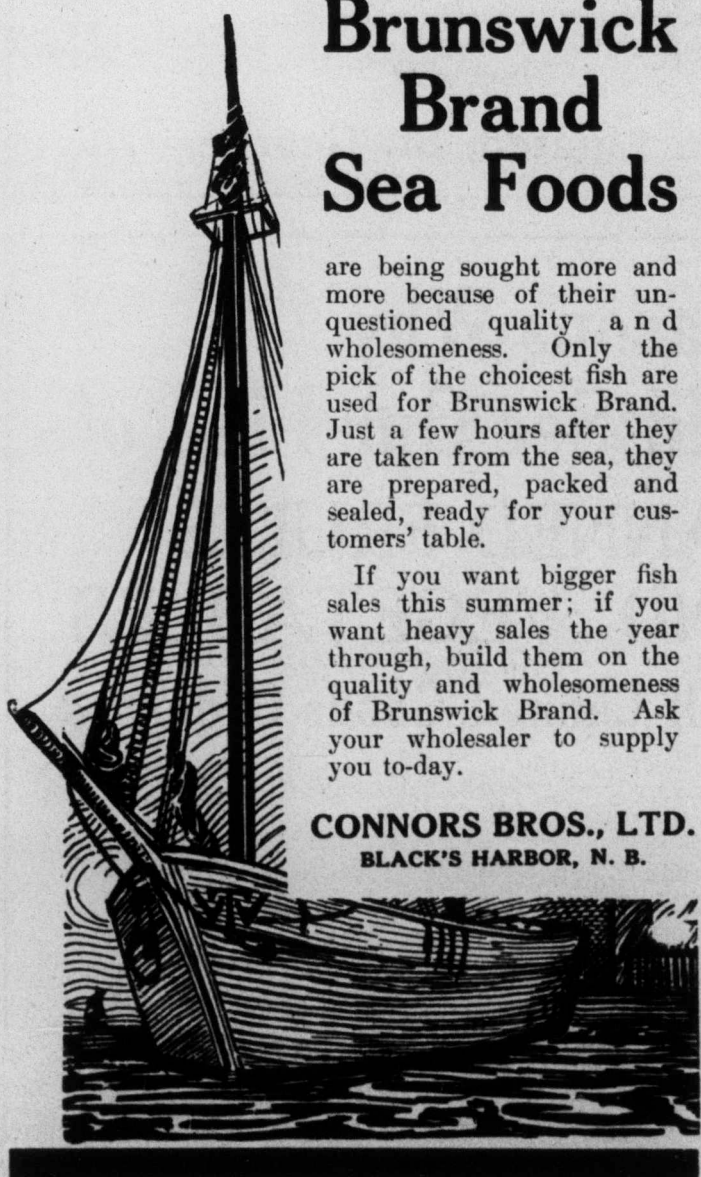
Heavy foods are being cast aside, for the time. Light, nourishing, appetizing sea foods find a strong appeal in every home.

Brunswick Brand Sea Foods

are being sought more and more because of their unquestioned quality and wholesomeness. Only the pick of the choicest fish are used for Brunswick Brand. Just a few hours after they are taken from the sea, they are prepared, packed and sealed, ready for your customers' table.

If you want bigger fish sales this summer; if you want heavy sales the year through, build them on the quality and wholesomeness of Brunswick Brand. Ask your wholesaler to supply you to-day.

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



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

JOHN P. MOTT & CO'S.

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

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

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

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 30
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

Whol. Ret.	
1s, 1/2s, B. or G.	0 25 0 30
1s, 3/4s, B. or G.	0 32 0 40
1s, 1/2s, B. or G.	0 34 0 45
1s, 3/4s, B. or G.	0 37 0 50

Coffees packed 30-50 lb. cases.

MINTO COFFEE (Bulk.)

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

FLAVORING EXTRACTS. WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE. Special Delivered Price for Canada.

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

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$15; 14s, \$37.	
Roast Beef, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.	
Bolled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.	
Jellied Veals, 1/4s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.	
Corned Beef Hash, 1/4s, \$1.50; 1s, \$2.50; 2s, \$4.25.	
Beefsteak and Onions, 1/4s, \$1.50; 1s, \$2.75; 2s, \$5.	
Cambridge Sausage, 1s, \$2.40; 2s, \$4.	
Boneless Pigs' Feet, 1/4s, \$1.50; 1s, \$2.25; 2s, \$4.25.	
Lamb's Tongues, 1/4s, \$1.90.	
Sliced Smoked Beef, tins, 1/4s, \$1.65; 1s, \$2.65.	

Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms**.

Walter Woods & Co.
HAMILTON

California

**Bartlett Pears, Peaches
and Plums**

Georgia Elberta Peaches
[6 Basket Crates

California Cantaloupes

Watermelons, New Apples in Hampers

A full supply daily of local Fruits and Vegetables.

Heaviest receivers and largest Assortment.

Your orders solicited.

White & Co., Limited
TORONTO

Wholesalers of Fancy Fruits.

Are You Interested?

In Buying a Business?
In Selling a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?

Then you should use
Canadian Grocer's Classified Ad.
Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent insertions.

5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

Canadian Grocer
143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

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

¶ Only few hundred
barrels Georgian Bay
Apples left. Rush
your order through
—NOW.

Lemon Bros.
Owen Sound, Ont.

For Your
Particular
Customers
Buy

“Aurora”

The Extra
Fancy California
Valencia Oranges

J. J. McCabe
Agent
TORONTO



Our Creed

There is nothing *too good* for our customers.

Your patronage is appreciated and we hope to keep it by deserving it.

We believe it to be "good business" to sell quality goods.

We never consider a sale complete until the customer is entirely satisfied, and our money-back guarantee permits you to return, at any time, any "White Swan" goods that are not found exactly as represented, or which prove unsatisfactory in any way.

We know our goods and want none but satisfied customers.

White Swan Spices and Cereals, Limited

156 PEARL ST., TORONTO

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
 Tongue, Ham and Veal Pate, ¼s, \$1.20.
 Ham and Veal, ½s, \$1.
 Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
 Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
 Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
 Ox Tongues, Glass, 1¼s, \$9.75; 2s, \$12.
 Mince-meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
 In Pails, 25 lbs., 8c lb.
 In Tubs, 45 lbs., 7½c lb.
 In Glass, 1s, \$2.25.
 Plum Pudding, 1s, \$2.30; 2s, \$2.80.
 Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
 Clark's Peanut Butter—Pails 24 lbs., 16c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
 Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
LAPORTE, MARTIN, LIMITED
 Montreal, Agencies.
BASIN DE VICHY WATERS.
 L'Admirable, 50 htles. litre. cs. 5 50
 Efficace 6 00
 Neptune 7 00
 San Rival 8 00
VICHY LEMONADE.
 La Savourense, 50 htles. cs. 8 00
MINERVA PURE OLIVE OIL.
 Case—
 12 litres 8 00
 12 quarts 7 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50 htles. cs. \$9 00
IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs. 6 doz. pts. doz. 1 10
 Ginger Ale, Trayders, cs. 6 doz. splits. doz. 0 90
 Club Soda, Trayders, cs. 6 doz. pts. doz. 1 00
 Club Soda, Trayders, cs. 6 doz. splits. doz. 0 90
BLACK TEAS.
 Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 Princess Blend, 50 and 30-lb. tins, lb. 0 33
JAPAN TEAS.
 H. L. ch., 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. 0 30
 Princess, cad., 5 lbs., lb. 0 25
COFFEES.
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
 Miller of Milwaukee, cs. 2 doz., cs. 4 40
 Miller of Milwaukee, brl. 8 doz., brl. 16 20
BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.
 Tierces 0 10¼
 Tubs, 60 lbs. 0 10¼
 Pails, 20 lbs. 0 10¼
 Tins, 20 lbs. 0 10¼
 Cases, 5 lbs., 12 to case .. 0 11¼
 Cases, 3 lbs., 20 to case .. 0 11¼
 Cases, 10 lbs., 6 to case .. 0 11
 F.o.b. Montreal.

MUSTARD.
COLMAN'S OR KEEN'S.
 Per doz. tins
 D. S. F., ¼-lb. \$ 1 50
 D. S. F., ½-lb. 2 68
 D. S. F., 1-lb. 5 36
 F. D., ¼-lb. 0 95
 F. D., ½-lb. 1 63
 Per jar
 Durham, 4-lb. jar 0 87
 Durham, 1-lb. jar 0 28
JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.
 White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 List Price.
SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.
 Dredge Canister 4oz. Round Pkgs.
 Allspice \$0.90 \$0.90
 Arrowroot, 4 oz. tins, 85c.
 Cayenne 0.90 0.90
 Celery Salt
 Celery Pepper
 Cinnamon 0.90 0.90
 Cinnamon, 1 oz. Fagots, 45c.
 Cloves 0.90 0.90
 Curry Powder
 Mace
 Nutmegs 0.90 ..
 " Whole, 5c. Pkgs., 45c.
 Paprika 0.90 ..
 Pepper, Black 0.90 0.90
 Pepper, White 1.10 1.10
 Pastry Spice 0.90 0.90
 Pickling Spice (Window front) 0 75
 Dozens to case 4
 Shipping weight, per case 10 lbs. 17 lbs.
WHITE SWAN LYE.
 Single cases, 4 doz. \$ 3 50
 5 case lots, 4 doz. 3 35
 Shipping weight 50 lbs. per case.
THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS.
Laundry Starches—
 Boxes. Cents
 40 lbs., Canada Laundry .. .06½
 40 lbs., boxes Canada white gloss, 1 lb. pkg.06½
 48 lbs. No. 1 white or blue, 4 lb. cartons07¼
 48 lbs. No. 1 white or blue, 3 lb. cartons07¼
 100 lbs., kegs, No. 1 white06½
 200 lbs., bbls., No. 1 white06½
 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
 48 lbs. silver gloss, in 6-lb. tin canisters08¼
 36 lbs., silver gloss, 6-lb. draw lid boxes08¼
 100 lbs., kegs, silver gloss, large crystals07¼
 28 lbs., Benson's Satin, 1-lb. cartons, chrome label07¼
 40 lbs., Benson's Enamel (cold water), per case ... 3 00
 20 lbs., Benson's Enamel (cold water), per case ... 1 50
 Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07½
 40 lbs. Canada pure corn starch (120-lb. boxes ¼c higher).
 Casco Potato Flour, 20-lb. boxes, per lb.10
BRANTFORD STARCH.
 Ontario and Quebec.
Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06½
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs.07¼
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
Lilly White Gloss—
 1-lb. fancy carton cases 30 lbs.07½
 8 in case05

In buying
KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

Quality and Service

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

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

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

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

No. 8

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

BACK TO THE SOIL

"So y'ur going to spend y'ur holidays in the country, lad. What a difference—a few years ago you were glad to go to the city to have a holiday, now you want to get out of it for the same purpose. It's just the change, of course, but you will soon begin to see the city folk begin to get back to the soil—it's in their blood and once they get tired of the hustle and bustle of the city life, the first thing they think about is to get back to the quiet life of the farm—back to the soil. If I didn't have my little plot of ground to work and a good chew

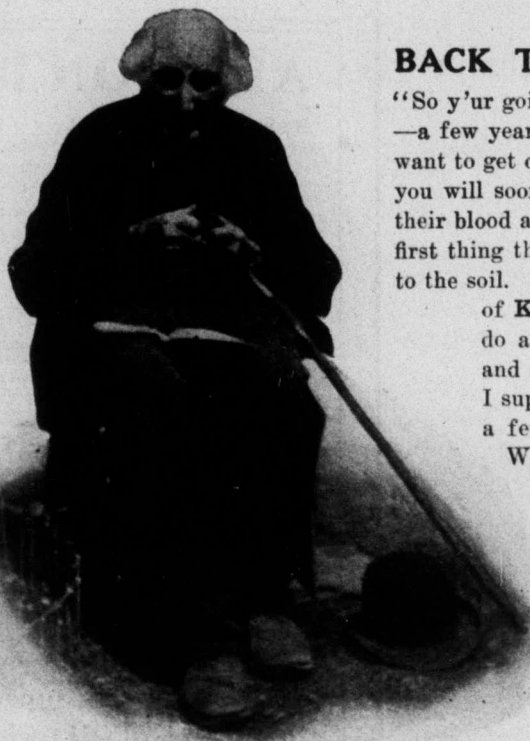
of **King George's Navy**, lad, I'd want to do as you're doing—get out of the city and live in the country.

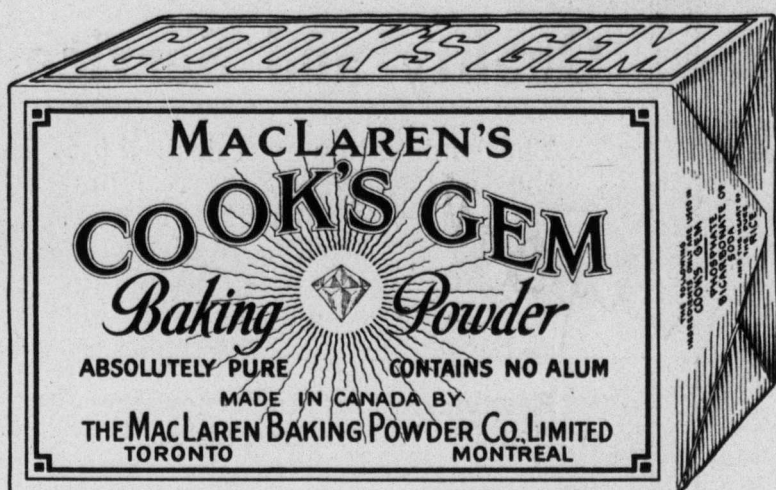
I suppose you'll take a box of cigars and a few plugs of **King George** with you? Well, so long, and have a good time."

Mr. Grocer—Don't forget the men who chew—remind them of **King George's Navy**—the tobacco with the flavor.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg





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BY
THE MACLAREN BAKING POWDER CO., LIMITED
41-45 LOMBARD STREET, TORONTO

*There is Always Room
for a
GOOD MAN!*

Canadian Grocer's Condensed Ad. Column found him the job. This is what he says:

"Thanks for advertisement in the Grocer. I am now suited and am making a start on Monday. I may say your paper is a Champion Medium for Practical Grocers, not 'shopmen,' who are wanting a berth. Rest assured I shall boom the Grocer wherever I go."

Are you wanting a job? Perhaps you have something for sale or are wanting a Clerk, a Salesman or a Manager? Among the readers of "Canadian Grocer" you will find just the man you are looking for to fill the bill.

FINE FLAVOR

for summer desserts

MAPLEINE

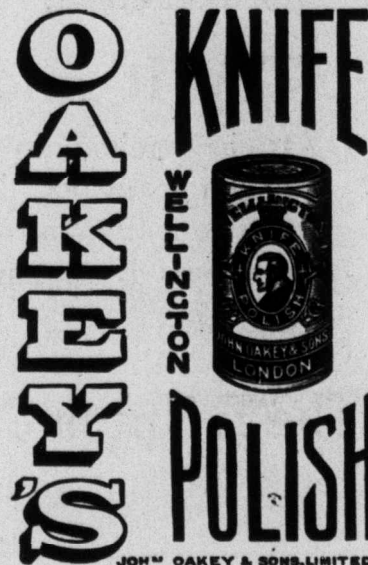
is dainty and delicious in ices, puddings, pies.

Order from

Frederick E. Robson & Co.,
25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



AGENTS

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

ALLISON COUPON BOOKS

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

HOW THEY WORK:

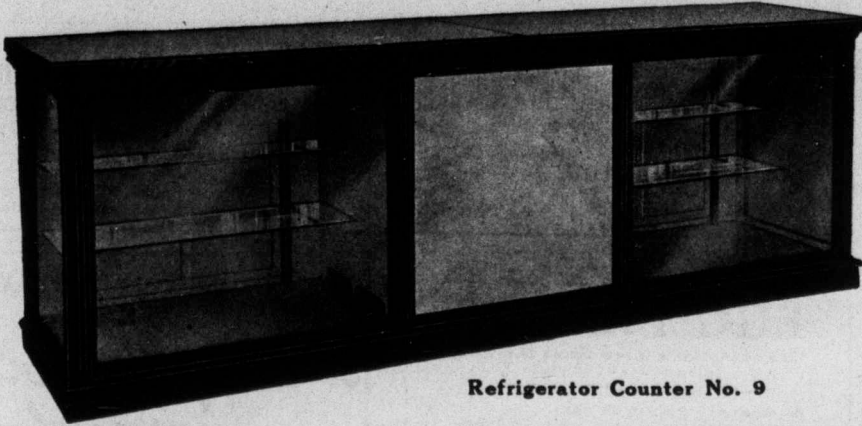
When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no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



For sale by the jobbing trade everywhere.

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

Install this Refrigerator Counter



Refrigerator Counter No. 9

Will keep your perishable goods in good condition before your customers, and will sell the goods itself.

Stock sizes, 9 ft. and 11 ft.

PRICES :

	9 ft.	11 ft.
Oak Top	\$130.00	\$160.00
Glass Top	135.00	165.00
Marble Top	145.00	175.00

Stock on hand for prompt shipment

The Walker Bin & Store Fixture Co., Limited

BERLIN ONTARIO

WESTERN AGENCIES:

VANCOUVER :—R. J. Borland, Room 611, Northwest Trust Bldg.
EDMONTON :—Edmonton Specialties Company, 113 Howard Ave.

SASKATOON :—North West Specialty Company.
WINNIPEG :—Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

OTTAWA, ONT. :—Geo. Cameron, 414 Gilmour St.

MONTREAL, QUE. :—W. S. Silcock, 33 St. Nicholas St.
ST. JOHN, N.B. :—R. R. Rankine, 110 Carmarthen St.

WHEN trade begins to boom it will be exceedingly difficult to jump in, overtake and pass the man who continued, even in times of depression, to paddle his advertising canoe.

It will require a high power campaign and lots of anxiety to do it. Even at that the persistent advertiser may beat the other fellow to it.

Buyers' Guide

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

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

ASSIGNEES AGENTS LIMITED
154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS
Book-debts are monies in the other
man's pocket. Use our special collec-
tion service—charges moderate, no col-
lection, no charge. Phone Adelaide 919.

**CHIVER'S
JAMS—JELLIES—MARMALADE**
Are guaranteed absolutely pure and of the
highest quality.
Send us your orders.
Agents:
Frank L. Benedict & Co., Montreal

EGG FILLERS
Our capacity is three times the total
Filler requirements of Canada.
PROMPT DELIVERIES
by us are therefore certain.
THE TRENT MFG. CO., LTD.
TRENTON, ONTARIO, CANADA

A SEED DEPARTMENT
will add to your profits

*Holway Langport
England*

grow and sell
SEEDS OF ALL KINDS
for Traders

Write to the actual wholesale growers for
rock-bottom prices and illustrated catalogue.

Buy well ahead to secure
LOWEST PRICES. WRITE TO-DAY

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

ST. MARC COFFEE
Gives all users entire
satisfaction.
AUGUSTIN COMTE & CO., LTD.
725 Notre Dame E. Montreal

CLASSIFIED ADVERTISING

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

Where replies come to our care to be for-
warded, 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 accom-
pany all advertisements. In no case can this
rule be overlooked. Advertisements received
without remittance cannot be acknowledged.

FOR SALE

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

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

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

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

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

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

WANTED

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

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

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

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

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

MISCELLANEOUS

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

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

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

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

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

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

RASPBERRIES

Cuthbert (Canning)

DIRECT FROM THE FARM

Write for prices

W. F. GIBSON, Vineland Sta.

Phone 5 R 5, Jordan Sta.

FOR SALE

Fancy Creamery Butter, Selected Eggs,
Fancy Dressed Poultry. Grocer Orders
our Specialty.

Mann, Laurie & Co.

Phone 1577.

London, Ont.

Books You Ought to Have

Grocer's Encyclopedia

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

1200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8 1/2 inches in size; printed on fine calendered paper and strongly bound in heavy buckram.

Price only \$10.50, Delivery Prepaid.

"The color pages alone are worth the price. Words are unable to do the work justice."—New England Grocer.

Grocery Advertising

By William Borsodi

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

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

Price \$2, Postpaid.

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

How to Buy and Sell Canned Goods

By J. A. Lea

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

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Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 Use and Expense of Samples.
 Arrangement of Samples in Salesroom.
 Employment and Training of Salesmen.
 Selling Points Applied to Canned Foods.
 A Model Business Organization.
 Advantages and Disadvantages of Private Labels.
 Advantages and Disadvantages of Packers' Labels.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.
 Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

This book contains more than 200 pages, is handsomely bound in cloth, printed in neat, clear type, on eggshell finish paper, completely indexed and well illustrated.

Price \$2.15, Postpaid.

Digest of the Mercantile Laws of Canada

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

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

Eastern Edition, Price	- - - - -	\$2.00
Special Western Edition	- - - - -	2.50

An Asset to Your Business

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

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

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

All orders payable in advance.

Store Management Complete

By Frank Farrington

Dealing in a thorough manner with all subjects relative to the capable management of the average store. It is a book that should be in the hands of every merchant and his clerk.

Thirteen Chapters, 252 pages brim full of sound business logic that can be put to practical use every working day of the year. The different subjects treated are as follows:—

The Man Himself—Where to Start—Store Arrangement—The Buying End—The Store Policy—Clerk Management—Leaks—The Store's Neighbors—Working Hours—Expenses—The Credit Business—What to Sell—Premium Giving.

Price \$1.00, Postpaid.

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

Showcard Lettering, Designing, Etc.

A practical treatise on Up-to-Date Pen and Brush Lettering, giving instruction representing many styles of lettering, position, movement, shading, spacing, designing and arrangement, with illustrations of large and small letters of each alphabet, together with a full analysis and diagram for making neat and prominent figures off-hand for price tickets, etc. Over 400 illustrations of finished show cards and price tickets are given in

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

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

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

Price \$1.00, Postpaid.

The MacLean Publishing Company, Limited

BOOK DEPARTMENT

143-153 University Ave.,

Toronto, Ontario

Send Us Your Letter Head and Get a Free Pint Bottle of Our

Vichy Lemonade

“La Savoureuse”

brand

There is no better thirst-quencher on the market to-day.

Because

it is absolutely harmless to the organs of the body.

Being natural, sparkling Vichy water from the Bassin de Vichy, and fresh lemon juice and pure cane sugar, it has all the properties of Vichy water with a *sweeter taste*.

We thought it was so good that we decided to offer no other drink to our patrons who visit us during these hot days. Our decision was right. They all enjoy this excellent thirst-quencher. They admit it! Why shouldn't they? They are experienced business men just like you, who know a good beverage when they taste it.

What we want is to convince *you* that “LA SAVOUREUSE” Vichy Lemonade is the best summer drink on the market.

That can *only* be done by letting you taste it.

So, get that bottle to-day; with our compliments.

This offer is good until the 15th of August.

LAPORTE, MARTIN, LIMITÉE

584 St. Paul Street West,

MONTREAL

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Delicious Summer Desserts

are made from

**PURE GOLD
QUICK
PUDDINGS**

*Custard
Chocolate
Tapioca*

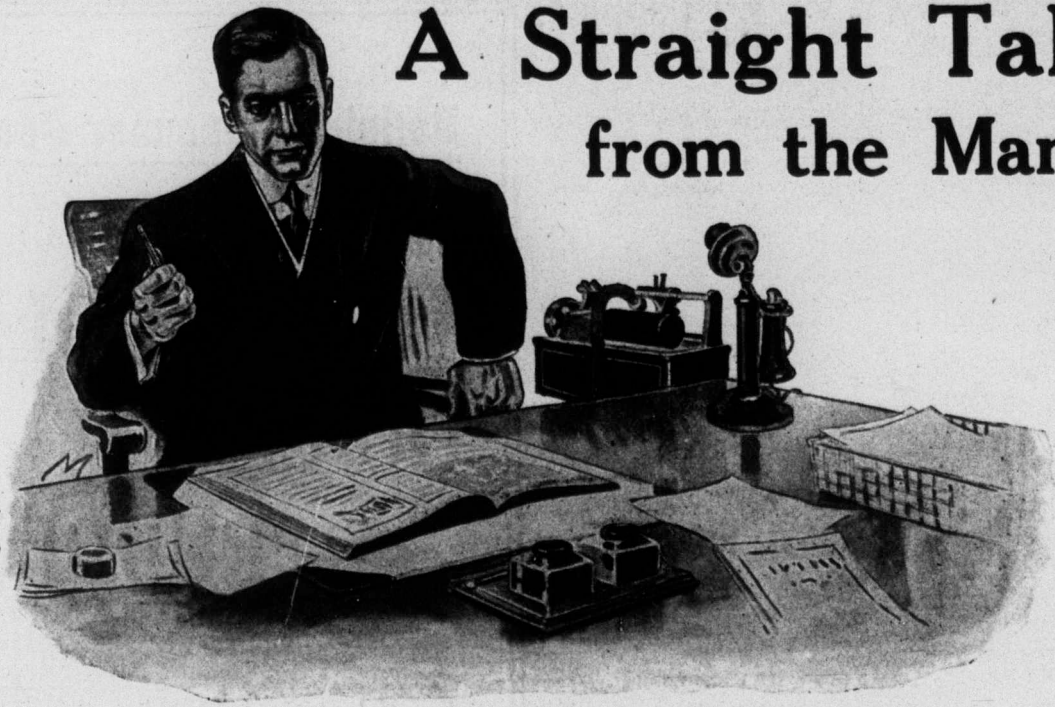


You can strongly recommend these Puddings as they are long past the experimental stage, and are used in thousands of homes all over Canada.

On receipt of a post card we will cheerfully mail a package to any grocer who would like to try it at home.

PURE GOLD MFG. CO.
LIMITED
TORONTO

A Straight Talk from the Manager



*He's
Gone a
Fishin'*

You won't see him this week, and the week after you may be wondering why he hasn't been around. If he didn't take two weeks off every summer you wouldn't know how much you miss his smiling face and glad hand, nor realize just how convenient an institution is our mutual friend the grocery traveler.

No man works harder or has to put up with more deprivations in the matter of personal comfort than the traveling salesman during fifty weeks of the year. During the next two weeks he will have a chance to get acquainted with his family, bathe the twins, mend the chicken coop, paint the back stoop, clean out the cellar, cut the lawn and eradicate the dandelions. If he is tractable he may even be permitted to plane a sliver off the pantry door, put a few shingles on a leaky back kitchen and re-wire the door bell. If time hangs heavily on his hands with this program he can always employ it usefully fitting up a set of window boxes.

That's what his wife expected. As a matter of fact, he's gone fishing and we all wish him luck.

In the meantime Canadian Grocer is holding down the job for him. Take a look through our sample case of advertisements and the chances are 10 to 1 you will find offered just what you want for your August trade.

THE MANAGER.

CANADIAN GROCER

For preserving, too, she prefers

Redpath

EXTRA GRANULATED SUGAR

because she has always found it the best. It is good business policy to suit her preference.

Canada Sugar Refining Co., Limited, Montreal



White-Cottell's
PURE MALT VINEGAR

CAMBERWELL, LONDON, ENG.

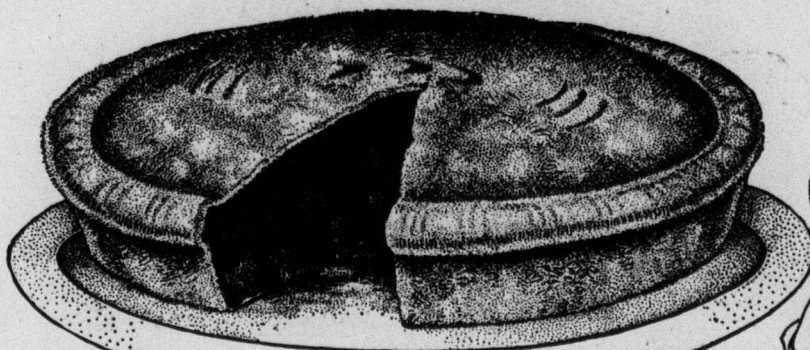
THE
PERFECT
PICKLING
VINEGAR

- ☐ Keeps its colour.
- ☐ Fully up to strength.
- ☐ Makes the Pickles nicely crisp.
- ☐ Retains its keeping qualities.
- ☐ Imparts the genuine Malt flavour and aroma.

CANADIAN AGENTS:

Nelson, Shakespeare & Watkins, Limited, Vancouver, B.C.
Ruttan, Alderson & Lound, Limited Winnipeg
L. A. Gastonquay, 60 Bedford Row Halifax, N.S.

CANADIAN GROCER



To Pry Open New Profits

The wedge of pie shown here is most excellent. Show us the woman who makes poor pies and you show us a poor consumer of flour. Her bag or barrel lasts longer than the successful pastry maker's. As a customer she does not increase your turnover as does the triumphant user of

FIVE ROSES FLOUR

NOT BLEACHED—NOT BLENDED

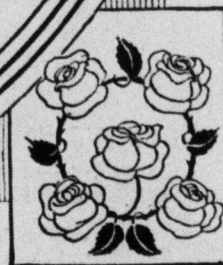
Pies and pastries are a luxury that FIVE ROSES has made a necessity in almost a million homes. A wedge from a FIVE ROSES pie opens up new profit opportunities to the wide-awake retailer. The best way to increase profits is to sell a flour that *automatically* increases your turnover—a flour that rouses every baking instinct in the ambitious housewife.

The FIVE ROSES habit is the consumer's happy march from one baking success to the next—bread, and cakes, and pastry. The index in the FIVE ROSES Cook Book gives all the delightful details. The flour that coaxes the *first-time* customer and compels the *repeat*, isn't that the flour for YOU to sell?

Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL WINNIPEG

"The House of Character"
Toronto, Ottawa, London,
St. John, N.B., Quebec, Sudbury,
Keewatin, Calgary, Vancouver,
Fort William, Medicine Hat,
Portage La Prairie
Daily Capacity 13,600 bbls.



IES and Pastries — over 40 different kinds of Pie — think of it, ye pantry pirates. And all the toothsome directions for pastry baking and crust making. That's why the famous FIVE ROSES Cook Book is the kitchen bible of almost 200,000 Made-in-Canada housewives. Daily the FIVE ROSES Advertising Department is mailing out hundreds of these 144-page baking manuals, in order that every single user may learn to use a perfect product to the best advantage. Thereby we hope to increase the turnover of every retailer who has "seen the light."