

**PAGES
MISSING**

FEATURING SELLING CAMPAIGN ON CAMP GOODS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, MAY 28, 1915

No. 22



The Sugar of Extra Quality

is the sugar which your customers will demand just as soon as Strawberries are cheap enough to make Home-made Preserves.

During the entire Preserving Season, they will continue to demand this new Cane Sugar, because of its perfect granulation and extra sweetness.

Get it now—all wholesalers can supply LANTIC SUGAR in 2 and 5-pound cartons—10, 20 and 100-pound bags — and in barrels.

ATLANTIC SUGAR REFINERIES, LIMITED

MONTREAL, QUE.

ST. JOHN, N.B.

We Sell Only
"Standard of Quality" Brands

COX'S GELATINE

Served with fresh or canned fruit, Cox's Instant Jelly Powder makes a delicious dessert.

Suggest this to your customers, they will appreciate the absolute purity of Cox's and will be delighted with the delicious flavor.—The standard for nearly a century—British made.

STOWER'S Lime Juice Cordial

is sweetened to suit the most fastidious palates. No hunting for sugar. Add water and you have the best and most wholesome summer drink. Has no musty flavor—it is the kind your customers will like.

CODOU'S Macaroni, Vermicelli, Etc.

Finest Taganrog Russian Wheat is used in the manufacture of the Codou products. The richness of flavor and tenderness make them most toothsome and satisfying. Genuine French products made by Felix Codou.

You can rely on the quality
of the lines advertised on this page

ARTHUR P. TIPPET & COMPANY
Agents **MONTREAL**

Quality Counts—Costs More—Worth It!

QUOTATIONS Subject to Change Without Notice

NOTE.—Prices named are Retailer's cost, from which a discount is allowed the Jobber.

WHITE SWAN SPICES (whole or ground). Absolutely pure, all guaranteed with Dominion Government Warranty. Price for 25 and 40 lb. Pails, and 5 and 10 lb. Boxes

Per lb.		Per lb.		Per lb.		Per lb.	
Allspice (Pimento)	0 15	Mace	1 00	Pepper, Singapore	0 36	Star, Pure Blend	0 28
Arrowroot	0 16	Marjoram	0 31	“ Penang	0 36	Moja, Compound	0 28
Bay Leaves	0 13	Mint	0 26	Pickling Spice	0 20	“ “ 1 lb. tins	0 30
Bicarb. Soda	0 04	Mustard	0 26	Poultry Dressing	0 21	English Breakfast, Com- pound	0 18
Caraway Seeds	0 16	“ Pure	0 28	Sage	0 36	English Breakfast, Com- pound, 1 lb. tins	0 20
Cassia	0 23	“ English	0 21	Saltpetre (Potash Nit- rate)	0 16	Presentation Compound, 1 lb. tins	0 27
Cayenne	0 30	“ D. S. F.	0 16	Sausage Seasoning	0 26	(A Tumbler in each tin.)	
“ Japan Chillies	0 35	“ Durham	0 13	Savory	0 26	Extracts— Per Dozen	
Celery Seed	0 35	“ Seed	0 21	Senna Leaves	0 21	White Swan—Pure 2 oz. Bottles	2 00
Celery Salt	0 25	Nutmegs	0 27	Thyme	0 26	Loyal Canadian Mixture, 2 oz. bottles	0 90
Celery Pepper	0 25	“ 60s.	0 45	Turmeric	0 16	Phoenix and White Cross, Mixture, 2 oz. bottles	0 75
Cinnamon	0 28	“ 80s.	0 31	SUNDRIES. Per			
Cloves	0 33	“ 90s.	0 29	Baking Powder— Dozen		Complete assortment of sizes.	
“ Penang	0 45	“ 100s.	0 27	White Swan, 1 lb. tins	\$2 25	Yeast Cakes—per case of 3 doz. 5c. packages	1 20
“ Zanzibar	0 33	Paprika	0 38	Loyal Canadian “	1 30	(A due bill in each case.)	
Coriander Seed	0 13	Parsley	0 41	Queen's Favorite, “	1 20	Yeast for Bakers—12½ lb. cartons. Per carton	1 25
Cream Tartar	0 39	Pastry Spice	0 25	Special Label “	1 20		
Curry Powder	0 26	Pepper, Black	0 24	Coffee, whole or ground. Per lb.			
Ginger	0 22	“ Tellicherry	0 23	White Swan, Pure Blend	0 34		
“ Jamaica	0 23	“ Singapore	0 23	“ “ 1 lb. tins	0 36		
“ Cochin	0 17	“ Penang	0 23	Orient, Pure Blend	0 32		
“ African	0 14	Pepper, White	0 36	Standard “ “	0 31		
Iceing Sugar	0 11	“ “ (Decorticated)	0 45				

Also Packed in 2, 5, 10, 30 and 50 lb. Tins.

Add 1c. for additional cost and 2c. for 1 lb. Tins

SPICES	Round	2½ oz.	Dredge	4 oz.	4 oz. Pyramid	Bottle.
	Litho.	Square	Cannister	Square		
	Dredge.	Dredge.	Round.	Dredge.	Packages.	
Allspice	\$0.75	\$0.85	\$0.90	\$1.00	\$0.90	\$1.00
Arrowroot, 4 oz. tins, 85c.						
Cayenne75	.85	.90	1.00	.90	1.00
Celery Salt						1.00
Celery Pepper						1.00
Cinnamon75	.85	.90	1.00	.90	1.00
Cinnamon, 1 oz. Fagots, 45c.						
Cloves75	.85	.90	1.00	.90	1.00
Curry Powder						1.00
Mace	2.00	2.25		2.75		2.75
Nutmegs75	.85	.90	1.00		1.00
“ Whole, 5c. Pkgs., 45c.						
Paprika75	.85	.90	1.00		1.00
Pepper, Black75	.85	.90	1.00	.90	1.00
Pepper, White90	1.00	1.10	1.20	1.10	1.20
Pastry Spice75	.85	.90	1.00	.90	1.00
Pickling Spice (Window front)75	
Dozens to case	4	4	4	4	4	4
Shipping weight per case	10 lbs.	16 lbs.	20 lbs.	20 lbs.	17 lbs.	20 lbs.

WHITE SWAN CEREALS

Diet Flour — (For Diabetes) 5 lb. bags. 1 doz. to case, weight per case 70 lbs., per case	\$4 80
Health Flour — (High-grade whole wheat) 5 lb. bags. 1 doz. to case, weight per case 70 lbs., per case	3 00
Biscuit Flour — (Self-Rising). 2 doz. to case, weight per case 70 lbs., per case	3 00
Buckwheat Flour—(Self-Rising). 3 doz. to case, weight per case 70 lbs., per case	3 00
Pancake Flour—(Self-Rising). 3 doz. to case, weight per case 70 lbs., per case	3 00
Breakfast Food—(Flaked Wheat.) 2 doz. to case, weight per case 85 lbs., per case	4 50
King's Food—(Flaked Wheat with Pre- mium.) 2 doz. to case, weight per case 95 lbs., per case	5 50
Wheat Kernels — (The Cream of Wheat.) 2 doz. to case, weight per case 65 lbs., per case	3 75
Barley Crisps—3 doz. to case, weight per case 50 lbs., per case	3 00
Flaked Rice—3 doz. to case, weight per case 50 lbs., per case	3 00
Flaked Peas—3 doz. to case, weight per case 50 lbs., per case	3 60

TERMS.—Net Cash 30 Days. Subject to Sight Draft.

FREIGHT PREPAID to any station in Canada on 5 case lots or orders comprising minimum shipping weight of 250 pounds or more.

NOTE.—Do not receipt for any shipment as being in good order until you have examined same.

Each package is checked and double checked before leaving the warehouse, and we will positively assume no responsibility for breakage, loss of goods, etc., after shipment is receipted for in good order.

Copy of each Bill of Lading is enclosed with invoice covering freight shipments, and no claim will be recognized unless accompanied by Expense Bill showing shortage.

Beware of throwing out small articles with packing material. Check contents of every case carefully.

MAIL ORDERS.—Orders received by mail are given the preference, and shipped out the same day as received, unless otherwise advised. We make a specialty of this business and you are assured of the same prompt and thorough service by correspondence just as though the order had been taken by the salesman personally.

WHITE SWAN SPICES & CEREALS, LIMITED

TORONTO, CANADA



Yes, and it's quite as cold and dry as an Arctic breeze

Provisions kept in the Arctic Refrigerator are subjected to a current of dry, cold air, which carries off all foreign odors and prevents deterioration.

Fresh fruits keep fresh much longer when kept in the Arctic Refrigerator.

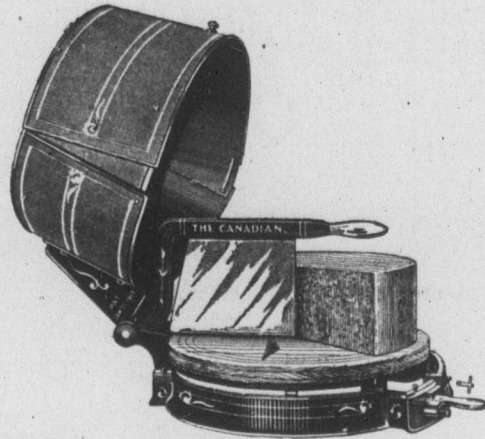
The style here shown meets every requirement of the provision man.

Send for catalog and prices.

Write to-day.

John Hillock & Co., Limited

Makers of High-Grade Refrigerators and Fish Cases
TORONTO



The CANADIAN Open.

Computing Cheese Cutter and Metal Cabinet Combination

Upon the Quality of your stock depends your ability to get new trade and hold it.

THE CANADIAN

JOBBERS—Write for Prices.

Computing Cheese Cutter Co.
Windsor, Ont.



Demand Goods Whose Security Makes Them Sell Easier

Nothing leaves your shelves as quickly as goods your customers KNOW are just as pure and fresh and choice as they look in the Jar—goods that get the public confidence and interest from the start.

It all depends on the seal.

No seal is so positive, no seal retains the purity

and freshness of the goods quite as surely as Anchor Caps.

Why be content with the poor sales of goods of doubtful quality? Demand the security of Anchor Caps on all goods you handle and insure yourself better and bigger sales.

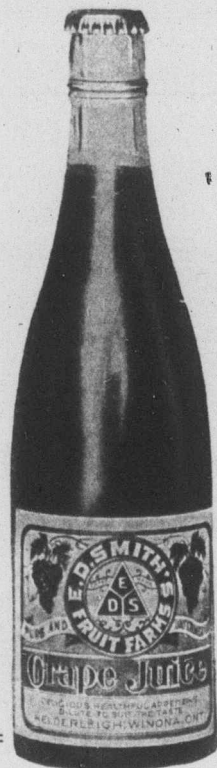
Speak to your wholesaler to-day.

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA



That luscious beverage

from Winona Vineyards

The Concord is the recognized producer of the best Grape Juice beverage, but then there are Concord and CONCORDS.

It is upon the luscious richness of the grape that the fine, full flavor of the beverage depends—this is the reason for the undeniable superiority of

E.D.S. Grape Juice

The Grapes grown in the Winona district are proven to be superior in point of flavor to any other Canadian Concord, in fact they have a country-wide reputation for their fully-matured, rich flavor.

These are the grapes and the only grapes used in this pure, delicious Canadian beverage.

E.D.S. Grape Juice is the pure Juice of the finest grapes. You should not be content to sell other brands until you have tried this one

SEND A TRIAL ORDER NOW.

E. D. SMITH & SON
LIMITED

WINONA, ONTARIO

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



Sales come easiest with goods that hold the public confidence.

No waste of words, no precious moments lost in selling the housewife, camper, picnicker any of the

BORDEN MILK PRODUCTS

Fifty-eight years of Borden purity, fifty-eight years of Borden reputation, fifty-eight years of extensive Borden advertising have so built up the public confidence in Borden Milk Products that sales are fully made before the customer enters your store.

Such confidence as this is continually creating new trade and making every prospective buyer a satisfied and regular customer.

See for yourself how this confidence will greatly strengthen and increase your sales. Display Borden's prominently in your store.

Ask your wholesaler to replenish your stock to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



A Business Convention With A Spice of Good Fellowship

The Associated Advertising Clubs of the World will hold their
Eleventh Annual Convention in Chicago from June 20 to 24

The distribution problems of the fields represented by this publication and other trade and technical journals will receive particular attention.

This convention will surpass those of previous years in size, in thoroughness, in scope and in results. The great war has broken down walls and built new ones. It has rearranged existing markets and has created new ones. The problem constantly before every wide-awake business man is, "How can I meet new conditions; how can I profit by them?"

These questions will be discussed from every one of their thousand and one angles by some of the brainiest merchandising men in the country. They will be analyzed in the broad sense in the general discussions and in detail in each of the various departmental meetings.

The convention won't be all work and no play. The lighter side of life, social frivolity, won't be neglected, but won't be overworked. Good fellowship and a spirit of jovial comradery have

always been an important part of our conventions.

There will be entertainments, shows, pageants, receptions, auto drives, lake trips, and luncheons and shopping visits to the famous State Street shops for the ladies. Bring your wife, daughters and sisters. The programme has been arranged so that visitors can combine education with recreation.

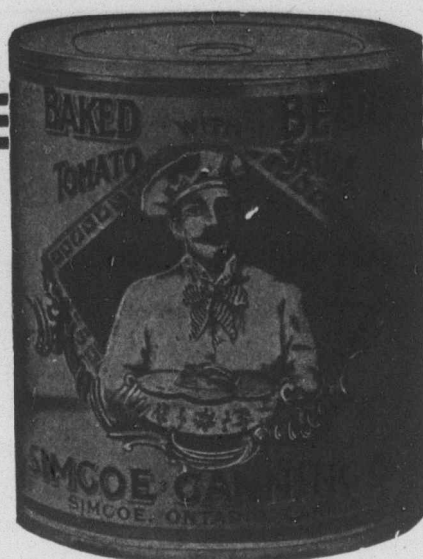
President Wilson, conditions permitting, will head a notable array of speakers. Hon. W. J. Bryan, John Fahey, Henry Watterson, George Horace Lorimer, and Arthur Brisbane will be among the others heard.

Remember the date—June 20-24, the place—Chicago, and be there.

For special information, address the Convention Bureau, Advertising Building, 123 Madison St., Chicago.

CANADIAN GROCER, 143 University Ave., TORONTO

Montreal Winnipeg Boston New York Chicago London, Eng.



Summer Sales
Come Easy
with

Simcoe Baked Beans

Make less work in the hot kitchen
—more time in the cooling, fresh air.

A delicious meal with all the nutri-
ment necessary for upbuilding the
system.

Push Simcoe Brand—the best selling
baked beans on the market.

Get your wholesaler to re-stock you
to-day.



Dominion Canners
Limited
Hamilton, Ont.

An Opportunity for the Clerk

Money Prizes for Best Examples of Sales Expansion and Methods Used to Move Out the Goods —Contest Closes on June 1—Enter it at Once.

CANADIAN GROCER wants to see every clerk a REAL salesman. Anybody can take orders that are spoken over the counter or the telephone, but it requires a clerk who knows his goods and his customer to SELL things.

We have always been interested in the making of better salesmen, and that is why we are running this contest for clerks.

Each one of you has at some time or another conducted a selling campaign on some particular line.

You have, by adopting certain selling methods, expanded sales on one or more lines of goods; or you have raised the standard of quality of certain lines of goods sold regularly to your customers.

We want you to tell the story about it in as few words as possible—but tell it fully.

Prizes will be offered as follows:—The clerk who gives the best example of the expansion of sales on any particular line of goods or associated lines will receive a cash prize of \$3. The second prize will be \$2, and the third \$1. There will, of course, be other answers suitable for publishing. These will be printed and paid for at regular space rates for correspondence. This gives everybody a chance. The contest will help every clerk who enters it, because it means the analyzing of sales and methods.

Conditions and Suggestions.

1. The articles on which sales were expanded must have been sold at regular prices, not at cut rates.
2. Each clerk may send in as many items for the contest as he may desire, but each must refer to one particular line, or associated lines, and must be written on a separate sheet of paper.
3. Answers should be confined to as brief space as possible.
4. Where possible, point out either the quantity or the value of the goods sold by adopting certain methods.
5. Answers must be in by June 1. Better send them along at once.

Each clerk has some strong evidence up his sleeve of the selling power of the staff of a retail store. He knows selling talks that have sold new goods or raised the standard of staples selling all the time; he can tell of unique display methods or a well written newspaper advertisement that has brought business; and he can point to a dozen and one little store "kinks" for expanding sales.

All replies should be addressed to The Editor, Canadian Grocer, 143-153 University Ave., Toronto. Further particulars on request.

Now Packed in Vacuum Sealed Tins

Competent Coffee Experts unanimously pronounce Gold Standard "The-Chaffless-Coffee," the finest coffee sold in Canada. The superiority of "fresh-roasted" Coffee in flavor, strength and fragrance is too obvious to require comment.

The new Vacuum Sealed Tin keeps the Coffee "FRESH" till the tin is "CUT" open by the Consumer.



1/2 Pound, 1 Pound and
2 Pound Vacuum Tins



Blended, Roasted and Packed by

THE CODVILLE CO.
LIMITED

WHOLESALE GROCERS AND MANUFACTURERS

Winnipeg Brandon Moose Jaw Saskatoon

The Trade Paper

By Elbert Hubbard

I know hundreds of high, prosperous business men, manufacturers, dealers, jobbers, craftsmen, and I cannot recall a single instance in which the mentally successful man does not read his specialized paper. He subscribes for it and he pays for it promptly.

When you subscribe for your trade paper and assimilate it, you are uplifted, inspired, given courage, pep, intellectual vim and vigor and enough trade information to make you free from the trials and tribulations which beset the man who "doesn't know."

These things all have a direct influence on the bank and mental balance.

The trade paper binds everybody in the business into a fraternity, which spells length of days, because it "serves" and its service is based on specific knowledge.

ROBINSON'S

Of BRISTOL, ENGLAND

LABELS

LITHOGRAPHED—EMBOSSD

SHOW CARDS

CUT-OUTS

Calendars for 1916

Advertising Matter of every description for
the Wholesale Merchant and Manufacturer

TEA and COFFEE BAGS

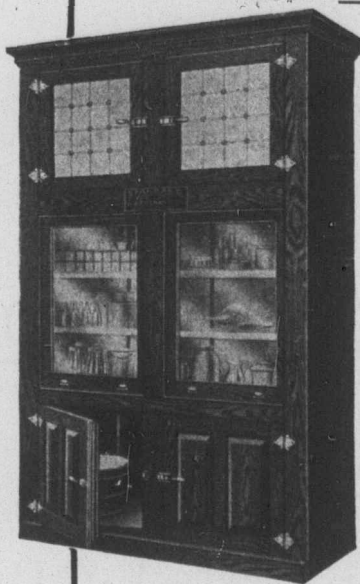
All inquiries to

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Improved Standard

Cold Dry Air Refrigerator



for

Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

SATISFACTION GUARANTEED

Send for Catalogue, Price List and Discounts

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

Shake—or Salt

To have the salt cake
in the shaker is about
as annoying as any-
thing one can imagine.
Introduce

SIFTO Table Salt



to your customers and you will find ready and continued
sale, for it has that free-running quality that never fails.
Put up in handsome germ and damp-proof packages.

Order your supply now.

The Dominion Salt Co., Limited
Sarnia, Ontario



CONFIDENCE

is won only after it is deserved,
and confidence is one of the
biggest assets in the retail busi-
ness. So well has Wonderful
Soap satisfied everyone for
years, it has attained a position
of confidence in the public
mind that is bringing steady,
dependable sales to hundreds
of grocers. How about you?

Guelph Soap Co.
Guelph, Ont.

OCEAN BLUE SELLS!

Order from your Wholesaler

HARGREAVES (CANADA,) LIMITED,
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta:
Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary
and Edmonton. For British Columbia & Yukon: Donkin,
Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

"SOVEREIGN" SALMON

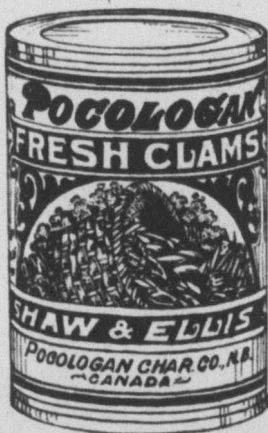


FINEST
BRITISH
COLUMBIA
SOCKEYE

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. They are, therefore, always fresh and good when put into the cans. They have the real Clam flavor. Once your customers buy these they will not be satisfied with any other.

Just what the Restaurant Trade are looking for
Your Jobber will Supply You
Shaw & Ellis, Pocologan, N.B.

AGENTS:
Montreal, R. B. Hall & Son
Ottawa, William Forbes
Quebec, A. Francois Turcotte

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

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

H. J. HEINZ COMPANY

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

The Potency of Advertising

THE AVERAGE merchant in the smaller cities and towns has but a hazy idea of the power of advertising. In a vague way he realizes that advertising may be a good thing—for the other fellow. Generally he regards it as an expense—as a luxury which he cannot afford. The big fellow, perhaps, is justified in indulging his vanity in this respect, but he—has he not been in this very location for lo! these many years? Is he not known to every man, woman and child within a radius of ever so many miles? Assuredly advertising for him, he argues, would be a needless expense.

The ad-man's answer to these and every other objection raised by the doubting merchant is that within the last few years the art, or science, or business of advertising has been developed by the expenditure of enormous sums on printer's ink, until at the present time advertising is the greatest force in the economics of business.

To-day the compelling influence of advertising plants two or three pairs of shoes where aforesaid but one pair flourished. Advertising puts a pianola into a home where a piano also abides. It turns the runabout into a touring car. It causes ten millions of people to masticate gum. For breakfast we have oranges kissed by the sun, desiccated cereals with which every child in the land is familiar, ham that certainly is, and coffee that answers to a name that you read in a thousand ads. You, Mr. Merchant, go to your store clothed from top to toe in garments that look out at you from the pages of every paper you read. You, yourself, in your business testify to the power of advertising when you buy and sell the most generally advertised goods. You, yourself, welcome any assistance which your wholesale dealer is willing to give you in exploiting your wares. But do you, yourself, exploit your wares? Adequately?

Suppose you attempted to run a boat against the current of St. Clair River from Detroit to Sarnia. Would you not see to it that besides having a seaworthy craft and a competent crew, you had a head of steam sufficient to stem the current?

The river symbolizes your business, the current is your competition; the crew your clerks. You are the captain, advertising is the motive power, and the money you spend is the pressure. And by no artifice can you drive your craft upstream at the fastest possible speed without keeping the pressure near to the popping point.

The amount a firm is justified in spending on advertising varies with the amount of business present and prospective; but every business under the light of the sun, which handles a human need, can spend, say, two per cent. of the gross receipts with a certainty of immediate or ultimate profit.

Any grocer would be willing to buy regular customers at \$10 each. They would be cheap at that price. And any grocer who will spend \$50 a year on advertising, and hasn't gained five new customers during that time, must look to his methods, his goods, or his prices for the explanation, for the fault assuredly will not lie in his advertising, if he has given it even moderate attention.

Here's another point worth noting—it is possible to spend too little on advertising. Five dollars a year spent on publicity might bring disappointing results. Fifty dollars might double itself in direct returns—while three or four hundred might be expected to be trebled in that time.

If you are a blacksmith let the owners of horses know about it. If you sell shoes say so—and keep on saying so. If you handle the wherewithal to feed or clothe people, the more you spread the news, the more grist will come to your mill.

And above all when you start to push your goods, keep your shoulder tight up against the wheel—for the public has a poor memory, and there is more commercialism, and less friendship, in business in this year of grace than there ever has been since men first began to bargain for gain.—Sarnia Canadian.

CLARK'S

Tomato Ketchup

is **MADE IN CANADA**
FROM CANADIAN PRODUCTS
BY A CANADIAN FIRM

But, Mr. Grocer, we are not
content to ask you to buy
and sell our products
solely for those reasons.

CLARK'S Tomato Ketchup

has no superior in quality, either **MADE IN CANADA** or **MADE OUT OF CANADA**,
and we do not ask exorbitant prices on
account of "quality" or "patriotic senti-
ment."

OUR GOODS ARE HIGH CLASS
OUR PRICES ARE REASONABLE
OUR REPUTATION IS YOUR GUARANTEE



That is why we say to you
BUY CLARK'S

W. CLARK



LIMITED

Montreal

Tartan
BRAND
THE SIGN OF PURITY

We have secured before the advance a very large import of famous

Phulcherra Garden Teas

These are recognized the highest type of Indian Tea, and we are offering this tea 5c. lb. below the present cost of importation. See our travellers or write for samples.

BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON

'Phones, 3596, 3597, 3598, 4656; Night 'Phone, 1807.



Have No Hesitation

in recommending to your best customer

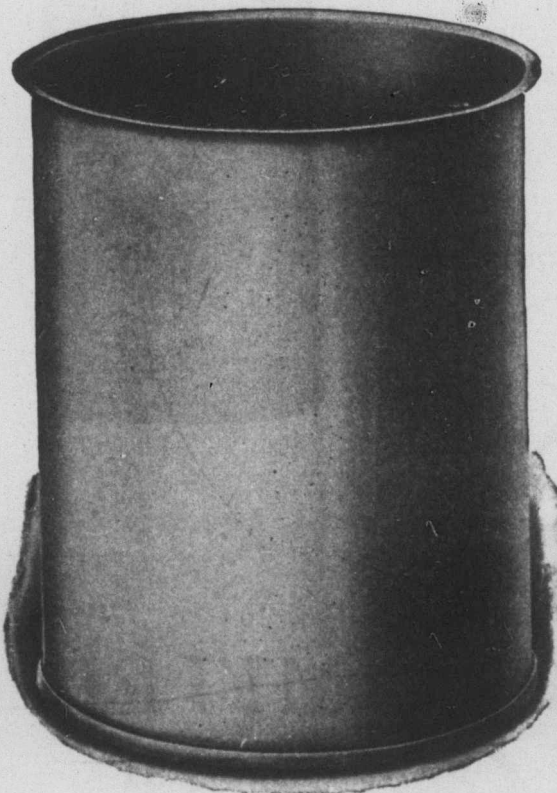
'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

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



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

St. Lawrence

Golden

The favorite, old-fashioned yellow sugar that has won first place with the trade.

A Pure Cane Sugar.



No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S

Regd Trade Mark

COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

THOS. SYMINGTON & CO.,
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



40
Cups from
one bottle

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

On the News Stands To-day

The Mad Major

There is a story told in the British trenches of an officer known as the Mad Major, who goes up and down the lines directing the British artillery where to fire to find the German batteries. And everywhere he goes he spreads a trail of death on the opposing lines—for the Mad Major is infallible. Many British successes are credited to his uncanny powers.

The legend of the Mad Major is believed in the ranks; and it will be re-counted long after the war is over. The story is told for the first time by George Eustace Pearson in the course of his latest article in MACLEAN'S MAGAZINE, "Why the Offensive is Now Ours." Mr. Pearson tells many other gripping stories of life in the trenches, and gives an insight into the viewpoint of the soldier individually and as a unit. He tells how it is that the men in the trenches no longer sing "Tipperary," but often strike up a doggerel chorus, "I want to go over the sea, where the Germans—they can't get at me, I want to go home," singing it loudly, satirically, so the Germans can hear—and then charge the opposing line with reckless abandon, even with gusto. He tells of the change in the faces of the men in the trenches: Young men have become old, aging years in weeks. They are quiet, thoughtful, grim. And he tells *why the offensive is now ours, and why we cannot fail to succeed ultimately.*

This article is the truest picture of real war yet published. It is the work of a trained writer who, instead of following the course of other war correspondents, enlisted in the ranks with the Princess Patricias, so that he could see the fighting at first hand. Don't fail to read it in the June MacLean's.

In the June Issue appears another strong war story by C. Lintern Sibley, who wrote "How the Canadian Armada was Saved."

ASK YOUR NEWSDEALERS FOR JUNE

MACLEAN'S

The MacLean Publishing Company, Limited
 143-153 University Avenue - - - TORONTO, CANADA







**A Light Broom
A Good Broom**

There is only one broom on the market that is both those things, for it has been the policy of manufacturers to make light brooms only in the cheaper grades until we brought out the

"NUGGET" BROOM

The "Nugget" is made of the best corn money can buy, and will not turn over at the tip or fall out with use. Its handle is golden yellow, handsomely finished throughout and stitched with four rows of yellow twine. Each broom bears the "Nugget" trade-mark and comes in an individual wrapper.

Every housewife will appreciate the "good, light broom."

For prices, etc., write.

**Stevens - Hepner Company
Limited**

PORT ELGIN, ONTARIO

The "Nugget" broom is only one of the famous Keystone Brand Brooms and Brushes.

**FINEST CHOICE
SALMON IS TALL**

(C/s 48) - \$1.45 doz.

**All other Grades of Salmon
at low prices**

Write, Wire or Phone at our Expense
Adelaide 867, 1057, 941

Warren Bros. & Co.

LIMITED

Queen and Portland Sts. TORONTO

Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from \$5 to \$10 per week in addition to your regular salary. We give you a practical training that is worth consideration.


Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. :- Toronto, Ont.

**Hold the Good Custom
of Smokers of Taste**

by supplying them with the tobaccos they most prefer, and find greatest satisfaction in. The excellent quality and fine flavor of Rock City Tobaccos have made them enthusiastic favorites wherever offered. Get Rock City lines for your trade, and watch it grow.



"Master Mason"
SMOKING

"Rose Quesnel"
SMOKING

"King George Navy"
CHEWING PLUG

Stock up now

ROCK CITY TOBACCO CO., LIMITED
QUEBEC and WINNIPEG

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 of 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 **Ont.**

Headquarters for Evaporated Apples and Canned Tomatoes.

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
We wish to get in touch with exporters of Raw Sugars.
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.
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

RUTTAN, ALDERSON & LOUND
LIMITED
COMMISSION BROKERS
Representing Canadian and British Houses
Agencies Solicited.
WINNIPEG. **MAN.**

BRITISH COLUMBIA.

The Campbell Brokerage Co.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street - -Vancouver, B.C.

NEWFOUNDLAND.

T. A. MACNAB & CO.
ST. JOHN'S - NEWFOUNDLAND MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest 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 food-stuff line, calling on the retail trade.
522 Board of Trade Bldg., Montreal

Want Ads.

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

Try it out.

Safe Investments

The Financial Post of Canada is the recognized authority on Canadian investments.

Each week it gives much exclusive information respecting Canadian companies; also reliable news on bond and stock issues, mining and real estate conditions.

The INVESTOR'S INFORMATION BUREAU is maintained free to subscribers and answers by letter all inquiries about investments. Write for sample copy and our subscription offer.

The Financial Post of Canada
Toronto

"The Canadian Newspaper for Investors"

QUALITY The First Consideration

The Red Rose Tea standard has always been a high one, for QUALITY has been the first consideration from the time our first package was put on the market. To-day, in the present unsettled condition of the tea market, we are, if anything, even more careful in maintaining the high standard of Red Rose Tea. The retail trade can sell Red Rose Tea with every confidence that this quality will be strictly maintained.



Catch the Eye of Your Townspeople with a "Queen Quality" Window



The pickle is queen of table relishes—**"Queen Quality"** is the queen of pickles—the inevitable result of the finest ingredients and best experience, backed by a most modern plant. The same high quality is evident in our Sweet Mixed and Chow Bulk Pickles, in pails.

English Chow Chow, in pails.

Pure Tomato Catsup, bottled or in bulk.

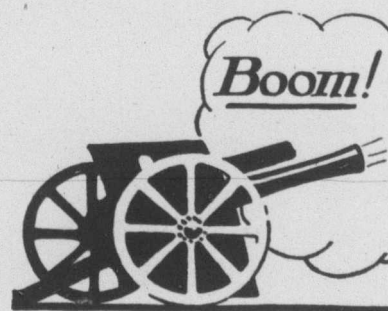
Worcester Sauce, bottled or in bulk.

Queen Quality Universal Sauce.

Put up in 10 and 20-ounce bottles.

Why not stock the line that sells and sells quickly, at a good profit?

Taylor & Pringle Co., Owen Sound, Ont.



We boom "WINDSOR" AND "REGAL" Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, "WINDSOR" AND "REGAL" are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no "cut prices" on "WINDSOR" OR "REGAL" SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited
WINDSOR, ONT.

"Windsor" : "Regal" Salt

Take Advantage of This Service

Every week we have enquiries from readers in all parts of Canada asking trade questions. CANADIAN GROCER is in a position to answer these enquiries from its wide connection with the trade in all the large Canadian centres.

Do you want to know

- The name of a manufacturer of any line?
- The Canadian agents of an imported line?
- The answer to a question of law?
- The regulations regarding any food stuff?
- The method of manufacture of any article of food?

Our services are at your disposal. As a subscriber to CANADIAN GROCER you are entitled to them.

Send in your enquiries to the

Service Dept., Canadian Grocer
143-153 University Ave., Toronto

No Dust — No Dirt — No Siftings

Nothing but pure, virgin tea-leaves and buds in

"SALADA"

TEA

The scrupulous cleanliness observed from the gardens to the sealed aluminium packets and the most improved dust-extracting machinery in our factory, combine to produce a practically dust-free tea.

In spite of the tremendously increased cost of tea, this process of dust extraction is being continued with unceasing vigilance. We could leave the dust in the tea and even add more (as is sometimes done), and thus cheapen the blend considerably, but the public rely on obtaining the finest, freshest and cleanest tea only in Salada packets, and every packet that leaves our factory shall be up to the critical standard we have set for the past 23 years.

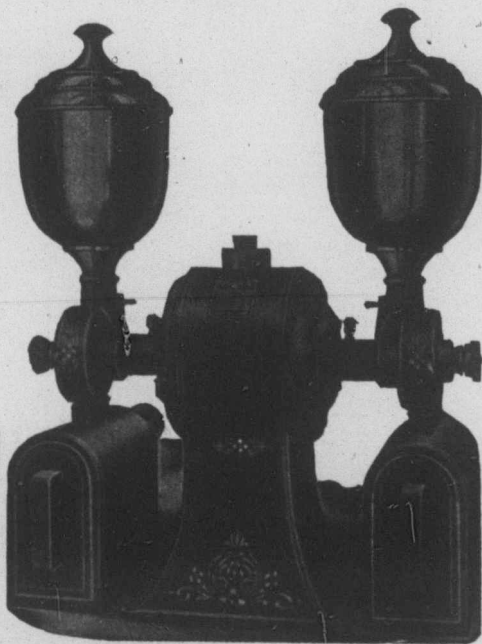
SALADA

TORONTO

MONTREAL

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. Mowburne & Co., Calgary, Alta.

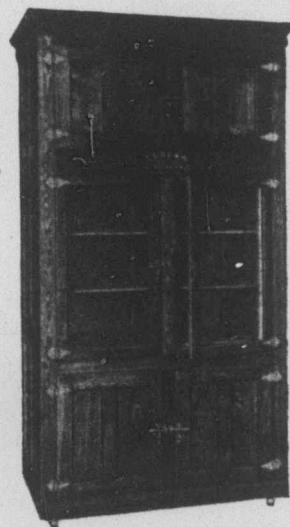
Don't Imagine You Can Keep Perishable Goods

fresh and saleable during the hot Summer days without a Eureka Refrigerator.

People will be more particular than ever this Summer regarding the freshness and purity of their purchases.

You take no risk in buying the EUREKA. Its Patented System, which has stood the test for 28 years, is backed by the maker's guarantee, and the thousands of satisfied Customers in all parts of the Dominion is a strong guarantee of itself.

It will pay you to investigate. It will cost you nothing to get our catalogue showing the various styles and sizes. There is one to suit your requirements. Write for it to-day.



Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Robinson's "Patent" Barley

WILL GET THE MOTHERS' TRADE FOR YOU

¶ There are mothers coming into your store every day who may not as yet have learned of the great merits of this food, or of its valued ally, Robinson's "Patent" Groats. Why not give every mother an equal chance by introducing these foods to her?

¶ Thousands of babies owe their lives to Robinson's "Patent" Barley. It is recognized and used by eminent physicians and in hospitals as the greatest food to-day for Infants and Invalids. Pull your stock from its secluded shelf and arrange it in an attractive display where your customers will see it. Remind every mother who comes into your store of Robinson's "Patent" Barley and "Patent" Groats.

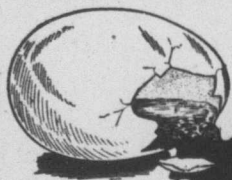
Order from Your Wholesaler if Your Stock is Low

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



Two Broken Eggs Cost *Lost Profits* Groceryman Welch \$150

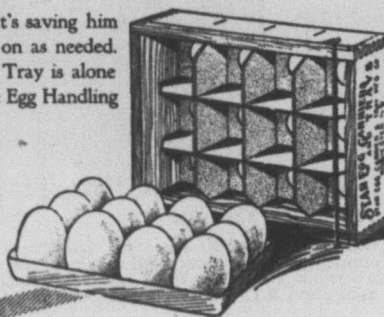


Welch was a firm believer in bags and cartons for egg delivery. You couldn't convince him otherwise. It's true they were costing him more than Carriers that absolutely insured safe delivery, but he simply wouldn't be convinced. So when Mrs. Davis phoned him her daily order—and a good sized one, Mr. Welch as usual put up the eggs in a carton. You can hardly place the blame on the delivery boy, he didn't see the stone in the road. At any event, Mrs. Davis was so thoroughly up-set when she found egg all over her Grocery order, that without a word she simply shifted her account elsewhere. That was two years ago, and Welch readily admits that the profit on her business was easily \$1.50 each week.

The Star System for Safe Egg Handling

is now one of the most valuable parts of Welch's equipment, and he—one of its biggest boosters. It's saving him time—carriers are filled by the clerks in spare time—placed in the refrigerator and the supply drawn on as needed. He has no more broken eggs—no lost profits—no complaints. And he vows that his Ad on the Tray is alone worth ten times the cost of the whole System. Our booklet tells all about the Star System for Safe Egg Handling that Welch is using. Write for it, To-day—NOW.

Star Egg Carrier & Tray Mfg. Co.
1500 Jay St., Rochester, N. Y.



CANADIAN GROCER

VOL. XXIX

TORONTO, MAY 28, 1915

No. 22

A Campaign That Sold Camp Goods

How a Maritime Grocer With Well-Laid Plans Succeeded in Creating Great Interest in Foods for the Outing Trip—Description of the Unique Window Display and a Sample of the Sales Talks of the Clerks—Importance of Getting After the Trade Early.

Written by J. R. MANTLE for Canadian Grocer.

First Articles on Summer Trade Appeared in Spring Sales Number, April 16.

J. RAYMOND, the traveler, had just returned from a trip through the Maritime Provinces. Raymond was an observing man, one who studies closely the field he covers, his prospects and their needs. That was why the firm gave him the responsible position of general salesman, with the duty of covering the entire country every year. He was the special envoy

of buying for his own table in his own home."

It should be mentioned here that Raymond travels for a house that manufactures several lines of goods suitable for campers and picnicers. No doubt that is why he took such a particular interest in a certain Maritime grocer who was conducting a campaign on

camp goods at this season of the year.

"A few retailers," he added, "had already gone in for camp goods while I was on my way up, in view of the near adgent of June. One of them told me he conducted during the season three or four of these campaigns. He had a splendidly-dressed window—it was a large window with a flat floor—and

What You Need for That Camping Trip

Now that the hot weather is here again you will soon be considering where you will spend your summer vacation. It certainly does one a lot of good to get away from the hum-drum of business and to fraternize with nature for a few weeks. But you need handy, healthy, nourishing foods. The woods, the lakes and streams give you an appetite, so let us help you select your Camping Supplies. Suggestions and advice tendered freely. Come in and look over our list and the goods. In the meantime note these few suggestions:

PORK AND BEANS—There are few foods handier and healthier than pork and beans. Our advice is to take a good supply. Per th, . . . c up to . . . c

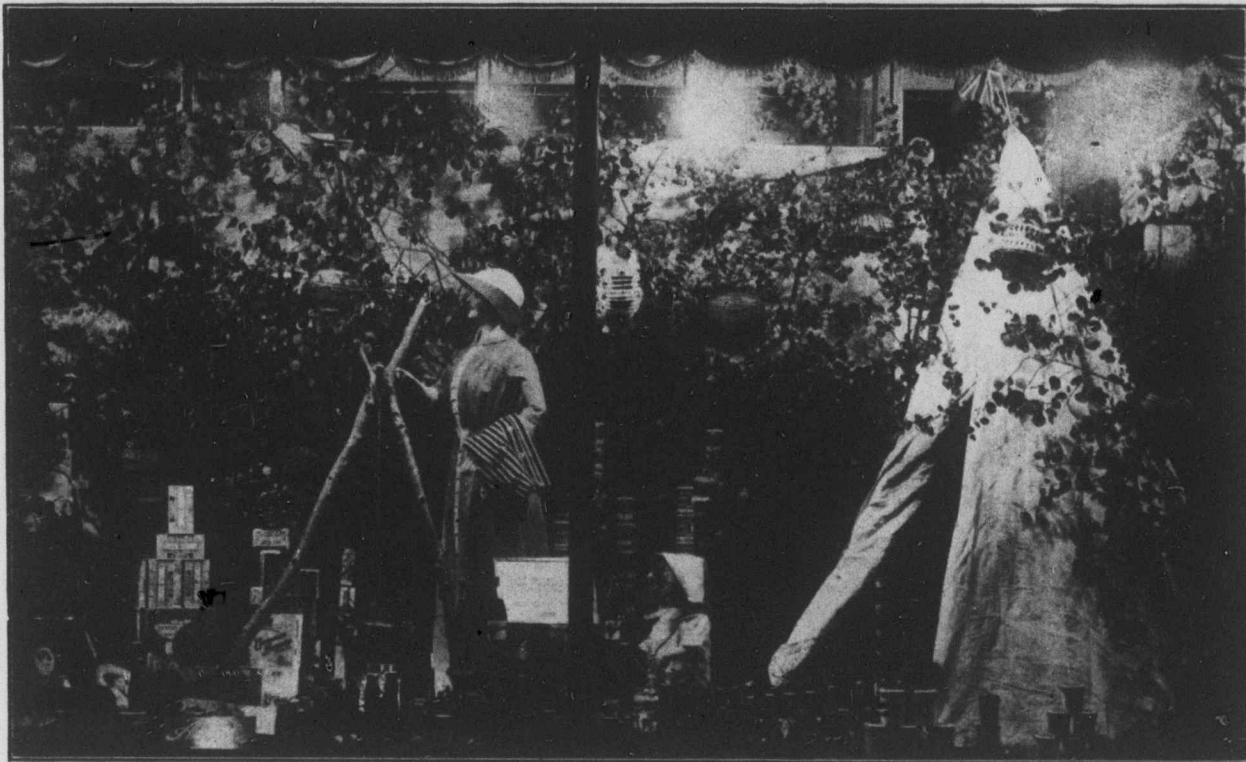
SOUPS IN PACKETS—Add some boiling water and they are all ready for use. Dozen or more varieties at . . . c per packet.

Other lines include canned tomatoes, canned peas, corn and canned soups, and all kinds of canned fruits, canned salmon, sardines and kippered herring, jams, bacon, meats in tins and glass; teas in packages, cocoa, lemon and lime juice. And don't overlook the tobacco, cigars, cigarettes and matches.

PACKED FREE IN CASES OR HAMPERS.

J. K. Brown
17 Main Street Phone 77

Suggestion for a newspaper camp goods ad. that will be appropriate next week.



A good suggestion for a camp goods window trim.

"Immediately in front of these towers was a house built of canned fruits, including peaches, strawberries, raspberries, cherries, huckleberries, plums, etc. The sides, front and rear were made by the cans being piled up on end. There was also a porch of canned goods, while the gables were constructed of smaller tins of pork and beans and flat cans of kippered herring. The roof was made of painted shingles, the chimney being a small can of pork and beans, held in place by putty. At night a red electric bulb brightened up the house attractively. It certainly made a fine exhibit.

"In front of the miniature house were short pedestals, neatly piled with such lines as kippered herring, canned soup, condensed milk and coffee, etc. Still nearer the plate glass were attractive little displays of sardines, condensed soup in packets, packet teas, tins of coffee and cocoa, little displays of fancy biscuits on an attractive plate, a few lines of high-class meats and fruits in glass, packages of tobacco, cigarettes and a box or two of cigars, nicely sliced bacon on a platter covered with parchment paper, etc.

"This, however, did not end the campaign. It was merely the beginning of it. Every time a customer came up to the counter, the salesman would ask, after getting her regular order, if any of the family were going on a camping or outing trip within the next month or so.

In many instances the replies were in the affirmative. 'Tell the boys'—or Mr. Blank, as the case may be—'to come in and look over our list when they are making their preparations. Also say that we will pack the goods for them neatly in boxes with handles on them, all ready to take with them.' 'You know,' added a clerk whom I overheard talking to a customer, 'one is apt to overlook some essential article for an outing trip, unless he can see a complete list. We have an entire list of goods which anyone could possibly want made out on sheets of paper and by running one's eye over it there is no chance of forgetting anything.'

"This was one sample of the talk which the salesman in this store gave to customers who were at all interested. It meant that no matter when the outing trip was to be made, anyone whose attention was called to the goods in this store would undoubtedly come in to see them before looking elsewhere. It was advertising, the immediate effect of which could not always be ascertained, but the proprietor told me, personally, that last year when the same thing was tried out they found a great deal of business coming in throughout the entire season for camping and outing foodstuffs.

"Another link in this chain was a large table in the store arrayed with samples of each line shown in the window, as well as a number of others. A

neatly-written showcard on this table read: 'Handy Camp Foods—Make Your Selection Here.' I forgot to say that in the window were several cards dealing with particular lines, as well as one large card on top of the centre tower of canned goods with this inscription: 'For Your Camping Trip.' This, together with the fine array of goods and the tent in one corner, made a particularly fine showing, as well as an inviting one. On each of the delivery wagons of the same store was a large showcard on either side reading: 'See Our Display of Camp Goods.' At the same time there was an advertisement running in a local paper giving lists of these goods and calling attention to the approach of the camping season. It seemed to me that the salesman, from the proprietor down to the office boy and delivery men, were full of this camping season talk. This in itself tended to get widespread attention to their goods and their campaign, and was still another link that brought the people in.

"The boxes in which they did up the goods were empty cases, with holes bored in the end, and ropes, with knots, running through for handles. In some instances simply a block of wood was nailed on to each end of the box to serve as handles. They are particular in that store in opening the cases, so that they had practically all the covers intact to replace when the case was sold with goods again."

Selling Methods of a Retailer

Importance of Personal Salesmanship, Interior and Window Display Once Again Emphasized
—Covered Outside Stand for Summer Fruits—Several Lines Concentrated Upon
on Friday and Saturday Each Week—Value of the Silent Salesman.

A PART from the usual Winter and Spring social functions, business with the retail trade in large cities like Toronto is pretty much as usual. This has been the experience with several of the large firms who in normal times have considerable trade with the wealthier classes in fancy lines for receptions, five o'clock teas and other social functions.

"While we are not selling as much of the high class lines, such as fancy cherries in bottles, fruit salads in glass, fancy jellies and the extra fancy lines of biscuits," stated W. J. Parks, Bloor St., W. Toronto, "we are selling a few of them and our staple goods trade has been splendid."

Mr. Parks who is known from an Association standpoint in Toronto and since the Grocers' Convention in London throughout Ontario, was formerly a traveling salesman. For many years he represented Todhunter & Mitchell in Toronto relinquishing his duties in that respect some five years ago to go into the grocery business. He also operates a large butcher business with a separate entrance from the street and with doors connecting it with the grocery store. This business runs into large proportions as all kinds of fresh and cured meats are handled and during the summer time it gives plenty of window space for showing vegetables in the meat window.

A Large Phone Trade

"The bulk of our trade," said Mr. Parks, "is done over the telephone. We have three telephones in the grocery department and a switchboard in the office with still another phone which can be used by the employees in the butcher department through a slide window. We feel that if we only could get the people to the store, where they could see the goods we carry, we could sell a great many more of the higher class lines. The telephone however, seems to have pretty much revolutionized the methods of the housewife in so far

as purchasing her goods are concerned."

Each week the Parks store prepares a typewritten list of a number of lines in the grocery, fish and meat departments to which they want to call the attention of their customers for Friday and Saturday buying. This list is made out on the letterhead paper of the store and copies are left lying on the counter where customers can see them; others are handy to the telephone and a couple are posted outside the store for the passerby. The windows are trimmed on Thursday night with these goods as Friday and Saturday suggestions. Mr Parks finds that by making the window up with this list and by calling customers' attention to them when the occasion arises, considerable extra business is secured. In a recent list there appeared among other lines as follows: Grape fruit, oranges, dairy butter, tuna fish, canned peas, canned tomatoes, summer vegetables for soups, marmalade, raspberry and strawberry jams, pineapples for canning (these are quoted by the dozen). Granulated sugar and tea. The meat list included smoked hams, side bacon, sausage and several lines of fresh meats. In the fish line, salmon trout and halibut were listed. The prices of course appeared in each instance, and in many cases the lines advertised were described with some appropriate adjective or phrase. For instance pineapples are listed as follows: "Choice ripe pineapples for canning." Tuna fish is described as "chicken of the Sea." This is a particularly good feature of the list as these extra

words tend to create a desire on the part of the reader to possess the goods so advertised.

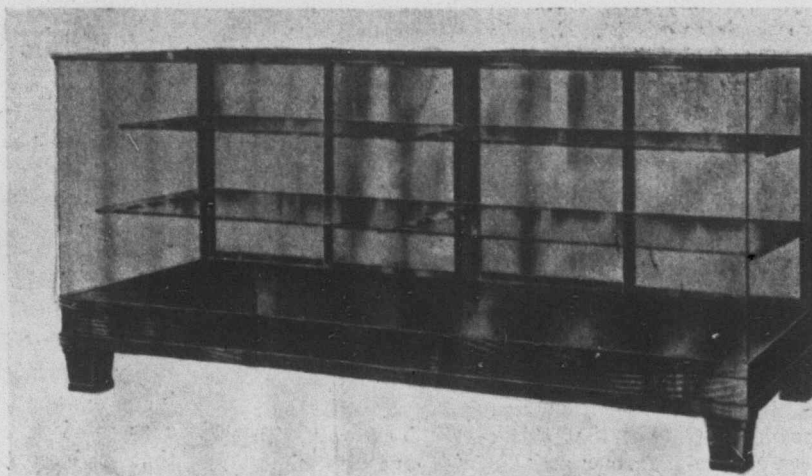
Careful in Fruit Buying

"Yes, we make a profit on fruit and vegetables," said Mr. Parks, in answer to a question. "We have of course got to be careful in buying, for a large percentage of the loss in fruits and vegetables is due to the fact that the retailer has over-bought. We know pretty well ahead what we are going to sell in a given time, and we never take a chance on getting more than we require."

In the provision window the Parks' store has a good idea for showing vegetables. The window slants down towards the plate glass, the floor being of clean, spotless marble. Flat finnanhaddie boxes are used for showing the vegetables, these being carefully cleaned and washed and lined with brown paper before the vegetables are placed in them. Two of these flat boxes are just long enough to fit nicely into the window from the plate glass to the inside when placed end to end. Some of them are nailed together. When a customer wants any vegetable in the window, all the salesman has to do is to slide the box towards him, take out the goods and replace it in the window. The floor being marble, the box slides along quite easily, and as the boxes are covered completely with the light brown paper, they cannot be seen from the street.

During the summer season Mr. Parks has a fruit display stand with a glass cover which he places at the front of the store. This cover keeps the strawberries and other fruits free from dust and dirt and at the same time allows the customers to see the goods while passing. This he finds is responsible for a great many sales. In winter time the case is used for showing fish in the Provincial Department.

In summer the fresh fish are kept in a case in the Provision Department with ice chopped around



One type of silent salesman with an all-glass top and glass shelves.

them. Fish sales amount to a considerable portion of the turnover.

"One certainly has to show the goods these days in order to sell them," said Mr. Parks. "Keep your goods under the counter and there is not much chance of there being a very big turnover in them."

"Take for instance a line like this tuna fish. A year or two ago this was little known by the consuming public. To-day we have quite an extensive trade in it simply because we have introduced it by keeping a tin or two near where the customers stand and explaining its merits after they have given their regular order. The same applies to those biscuits" (he pointed to a small sample tin of fancy biscuits on the counter). "We sell a lot of them simply because the customer sees them and when she stops to look it gives us an opportunity to exert our influence as salesman."

Two large silent salesmen occupy prominent places in this store, one of which is devoted to confectionery and

the other to high-class lines such as fruits in fancy glass, fruit salads in glass, luncheon and entertainment dainties etc. These silent salesmen are responsible for a great deal of business and give further proof to the statement that goods must be seen to be sold.

There are two cash registers in this store, one in the meat department and a large one with several drawers in the grocery store. These are operated to keep track of the day's business of each clerk but no cash is placed in them. The customer gets a ticket showing the amount of her bill and this is paid at the office. The clerk rings the amount in the cash register. "A great invention," is the way Mr. Parks designates the cash register.

Four delivery wagons are used to look after the business and one extra is kept in reserve. This dealer believes in employing good responsible men who will take an interest in their work and look after the horse and wag-

ons as if the outfit were their own. His delivery men are all married, for he believes a married man appreciates his responsibilities more than one who has not entered the "blessed state."

"Tea and coffee" he claims, "require a great deal of attention if the retailer is not to suffer losses in trade by selling poor goods. I keep my bulk tea always done up in paper bag packages, lined with parchment, the tea being packed in these bags just as soon as it arrives at the store. I do not believe in allowing loose bulk tea lying around the store even if it is in a tin. That is the reason for much loss of tea trade in stores all over the country." His coffees are kept similarly.

Mr. Parks believes thoroughly in the money-back principle if the customer finds the goods not as they were represented. "You have got to satisfy the customer," he added, "and you have got to become personally responsible for the goods you sell if you are going to hold your trade intact."

On the Watch for Selling Ideas

General Merchant Who in One Day Disposed of Eighteen Suits of Clothes Made to Order—This is an Example of Results From New Ideas—How He Interests the Farmers—Pays for Produce in Full if the Producer Desires.

GENERAL merchants who conduct a men's wear department including made-to-order suits, will be interested in the achievement of a retailer in Chesley, Ont. This is J. S. Jackson, whose stock includes dry goods, ready to wear and men's made-to-order suits, as well as boots and shoes and groceries.

Mr. Jackson is a young man who possesses a great deal of enthusiasm for his work, and is continually on the lookout for new selling ideas. Being not far into his twenties, he naturally associates with the young men of the town and country. He has the agency for a certain line of made-to-order men's suits, and it was in this line that he had one of the best selling days in the history of his store. The traveller of the concern in question had written him that he would be in Chesley on a certain date last autumn with samples of suits. Mr. Jackson took advantage of this trip by asking all his friends if they would like to see some fine suit samples. Of course the majority of them did, and on the day in question when the traveller opened his samples in the sample room of a local hotel, Mr. Jackson's forework had brought in no less than nineteen men to see them. Out of the nine-

teen he sold eighteen suits. One of these purchasers happened to be in the hotel on the day in question. He was invited in to see the samples. Although it was the first time he had been spoken to, a suit was sold him.

In the vicinity of Chesley, there are as in other places, a great many people who receive the mail-order catalogues, and Mr. Jackson has his troubles the same as everyone else. With the exception of a few lines which are usually inserted as decoys for the reader, he claims he can sell as cheaply as the mail order houses. He always keeps one of their catalogues on the counter, and whenever the question of price arises as to what an article in one of the distant stores cost, he takes the matter up right there with the customer, and he can almost invariably show him that he is not securing any advantages by buying away from home.

Pays Farmer Cash in Full if Desired

One of his methods for attracting the trade of the farmers is by paying them cash for their produce, and every cent of it if they want the money. He figures out that this goes a long way with the farmer and his wife, and he claims that the more farmers he can get into the store, the more goods he is going to sell.

On one occasion a farmer's wife came along with some produce and asked him if he would pay her cash for it. He replied that he would. A week or two later her son came back with a large basket of butter and eggs, and he traded the whole thing out with him, with the exception of 15c. These people have been customers ever since. His motto is always—"Treat the Farmers Right."

Here is an example of how co-operation between manufacturer and retailer gets business. A certain manufacturer of a prominent household line agreed with Mr. Jackson to send to each one of his customers a slip of paper which was an order on Mr. Jackson for a sample of this product. Practically every customer brought in the order and received the sample. Repeat orders have since been coming in for this line, and an exceedingly good business is the result. This particular article had been advertised previously in Canadian Grocer.

Mr. Jackson has only been in business two years, and during 1914 he had a \$500 increase over the previous year, which goes to dispel the allusion among many that business was bad in that year. It was pretty good for those who went after it strenuously.

Selling Groceries and Grocery Stores

Westmount Man Prefers to Deal in Business Rather Than Stick Behind the Counter Day In and Day Out—Builds Up a Trade and Then Sells Out—Points to Be Learned From The Conduct of His Stores.

By C. B. WALTON.

WHETHER it is better to sell groceries, or to sell grocery stores: that is the question. It was the question put to me recently by J. S. Benoit, 1379 Greene Avenue, Westmount, Montreal, Que.

He was taking an order on the 'phone when I went in, so that I know exactly how he talks to his customers. He talks in such a courteous manner one would almost believe that he was setting out to build up a good business, one that would bring in a nice income, and which could be handed down to his children, and to their children.

When he had finished speaking on the 'phone, I asked him what he had done with his other store, and he replied: "I've sold it. That's my forte." Now, the word "forte" is very much like the French word "fault," and I began to think that Mr. Benoit (who is a French-Canadian) was making a grave admission—to wit, that his worst fault was his inability to stay in one store. When he perceived that I had misunderstood him, he explained that instead of being a fault, he considered his ability to sell his old store a strong point, that, as a matter of fact, he was selling stores right along, and was making a handsome living out of it.

His record is four stores in five years, and he is now negotiating for the sale of his fifth. In business five years, he is only twenty-seven years of age, and has already accumulated some money.

Personally, I thought it was a "fault" rather than a "forte," especially for a man who was starting out in the grocery business seriously; but he whispered in my ear that he did not take it seriously; that he detested the grocery business. It was then that he asked me to answer the question which I have placed in the first line of this article, only he put it in these words: "Which would you rather do—work twelve months in a year for two thousand dollars, or work two months, make the same profit, and have a good time for the remaining ten months? Candidly, I'd rather do the latter. It's monotonous being tied down to a business, always on the job, day in, day out."

In Fine Residential District.

Whatever we may think about Mr. Benoit's methods of making money or about his antipathy to being tied down to business, one must admit that he is

Sir—I have the pleasure to inform you that I have opened a Grocery at 1379 Greene Ave., near Sherbrooke St.

I have a complete stock of choice Groceries of the very best quality which will retail at most moderate prices.

I promise my prospective clients a first-class service, having only competent and obliging clerks under my personal supervision.

I respectfully solicit your patronage and encouragement.

Yours very truly,

J. T. BENOIT,

Jan., 1915. 1379 Green Ave.

Copy of letter sent out to special list of probable customers—it was printed in script type.

unusually fortunate in being able to build business good enough to be sold in a few months at a substantial profit. You must concede that there is something to be learned from this man; that his methods must be money-getters. Heaven knows there are thousands of men who cannot even make their stores pay a good living, much less sell them at a profit.

After Mr. Benoit had told all this about his means of subsistence, I went out on to the sidewalk, and had a good look at the place to see if I could observe anything that distinguished it from any other store.

First, let it be observed that the store is located in Westmount, and that Westmount is the West End, the home of many of the elite, the Rosedale or Fort Rouge of Montreal. The store is in a block recently erected, and holds a strategic position as regards one of the best sections of the city.

Looking at it, the first impression I got was of its superior appearance. The fixtures, whatever they cost, are distinguished, and everything else seems to unite in giving the store an atmosphere of tone. In the windows are two heavy glass signs bearing the name of "Benoit," each suspended by massive gilded chains. The sign will often make or mar the good appearance of a store.

The second impression was one of

cleanliness. Dust is an enemy to the grocery business. When you can write your name on top of a show case, or anywhere else, it's time to buy a duster. Fancy anybody trying to sell spring cleaning lines in a filthy store. The floor is laid with a strip of good cocoa matting. The clerks wear white smocks, and they must have many changes, for the day I called they looked very clean.

While I was standing there, the delivery van drew up, to which I can apply the same remarks, both as regards cleanliness and quality. In the whole place there is nothing messy, and the back is as clean as the front.

Secured List of Good Families.

As Mr. Benoit's main object was to work up a clientele as quickly and as high class as possible, when he opened up early this year, he did not wait for business to walk in. Through the mercantile agencies he secured a list of families in the district who were likely to bring money to the store, and to each he mailed a letter, excellently printed in script and on good paper. Some of those who came to the store wanted credit, and, after their ratings had been examined, this was permitted if found worthy.

The question naturally occurred: "What do you do with your clerks after the store is sold and you are spending your time at Bermuda?" Mr. Benoit is jealous of his staff, and naturally is not anxious to let them wander away when a business is transferred. To avoid this, he agrees with the new proprietor to allow the clerks to remain until a new store has been opened. As the new store becomes busy, the clerks are withdrawn from the old store one at a time. When the present store was opened on Greene Avenue, Mr. Benoit was the only man behind the counter, with one driver. Inside of two months he was employing five clerks.

LONDON GROCERS' PICNIC ON JUNE 23.

The Retail Grocers' Association, of London, have decided to run their annual excursion to Detroit on Wednesday, June 23rd. It is good for two days. The principal attraction is the game between the Detroit and St. Louis American League ball clubs. Many of the grocers wanted Niagara Falls, but the majority voted for Detroit.

CANADIAN GROCER

ESTABLISHED 1886

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RESOLUTIONS OF A. LIVE WIRE.

On a recent trip that I made I noticed in a few grocery stores clerks, and in some cases the proprietor, wearing dirty aprons. I asked myself how I should like to eat the foodstuffs that these men handled, and a resolution struck me. In future there shall be no more dirty aprons in my store. I have determined to see that my clerks and myself are always attired in clean, spotless clothes, even if we have to keep a special laundress on the job all the time. There will be no more customers lost from seeing dirty linen in my store.

—A. L. W.

The Alberta Convention

THE Alberta merchants, like those in Saskatchewan, New Brunswick and Ontario, discussed some important problems at their convention in Red Deer last week, report of which appears on another page of this issue. President Gaetz in his address to the delegates demonstrated the importance of organization work when he reported that the Association had assurance from the Legislature that a Small Debts Court Act would shortly become law in that province. Questions that came up for discussion included transient traders and pedlars legislation; co-operative associations; abolition of weights and measures inspection fee; the reduction of the minimum weight of a carload of flour; seed houses treatment of the retailer; weight of shipment on the bill of lading; the selling of bankrupt stocks; fire insurance, etc. Resolutions were based on these problems and in the majority of cases were passed.

The importance of the retailer to the local community was urged by many speakers, among them being E. Michener, leader of the Opposition in the Alberta House. If what he urged was carefully read and taken to heart by those who are partial to the

mail order houses, there would be less money sent out of local communities to enrich the big retail catalogue institutions in the far-away cities.

There was another address on keeping trade at home by H. H. Gaetz, president of the Pharmaceutical Society, which bore evidence of deep thought. The key-note of his talk was struck when he said that to keep trade at home, "we must apply ourselves by efficient means to the service of our several communities, having cleared our path of every artificial obstruction."

There is food for thought in the entire report, and we commend it to our readers.

Caustic Shortage and Soap Prices.

CAUSTIC soda in dry form has been imported into Canada being used in the manufacture of soaps, lye, etc. On account of its extensive use in the manufacture of explosives, the price has gone up from 2¼ cents per pound to 3½ cents with the probability of still greater increases. In fact the probability is that in a few months if the war continues it will be unobtainable. The French Government have bought up practically all of the stocks of it in the United States from where Canada gets her supply. This shortage may mean an increase in the price of soap.

Chemical engineers tell us that caustic can be made in Canada in liquid form and be marketed at from 1¾ to 2 cents per lb. They are endeavoring to interest manufacturers in putting up plants to do this. The retailer and consumer will both be glad if this is realized as it will no doubt be a big factor in keeping down the price of soap which appears quite likely to advance.

Hold the Picnic as Usual

FROM news items in the last few issues of Canadian Grocer it will be seen that Associations in various parts of the country are making preparations for their annual outing. This is as it should be. "Business as usual" is our motto. The

merchant should not overlook the fact that he is entitled to a day off occasionally, as well as to a substantial holiday some time during the summer months. That man who thinks he can work from 6 o'clock in the morning till 10 or 11 at night every day in the week and maintain his health for any length of time is entirely wrong. His life is bound to be cut short.

Therefore, the Association which has not yet decided on its annual picnic ought to do so at once. Let the men who serve the public with the necessities of life, get out at least for one day in the year and disport themselves in the pure, fresh air, where petty jealousies, business worries and troubles are entirely forgotten and good fellowship reigns supreme. By all means hold the picnic as usual in 1915.

Why This Exemption?

HAVE the mail order houses of Canada power to change the established plans of a prominent department of the Dominion Government? Readers of this paper will remember that when Finance Minister White introduced his Budget in February, there was a special provision for war stamps. These war stamps were to be put on parcels as well as letters, but later on a memorandum was issued from the Post office Dept. at Ottawa, exempting parcels.

Why?

Can anyone submit any reason other than that the mail order houses got after the Government and practically compelled them to rescind this decision? Wouldn't it have meant a much greater expense to the mail order houses, if this decision had been maintained as originally drawn up, and wouldn't this have meant a great loss to their business? On the other hand wouldn't it have been a splendid thing for the retailer in every district throughout the country? It looks as if the mail order houses had the power of several Cabinet Ministers when it comes to getting things they want. It is a question that should be discussed by retail associations and the full facts of the case brought to light.

Parcel Post Abuses

SENATOR Hitchcock, of the United States Senate, says that the parcel post law existing in that country must be changed. He declares that the complaints concerning it are not due to the original defects of the Bill, but rather to the perversion of the Act by changes made by the Post Office Department. He points out that the Act itself provided extremely low rates for the local transportation of parcels, the intention being to permit the shipment of country produce to the towns and merchandise from the towns to the country, at the lowest possible rate. As administered by the Post Office Department, however, it has been possible for large catalog houses located in New York and Chicago to send their goods by parcel post from a local town to the country within several hundred miles of it. This, he says, has resulted in making the Post Office Department a machine for serving and developing great catalog houses at a very low cost of transportation. It tends to centralize more than ever the business of the country, to injure the country store and the business of the country town.

The Senator says that undoubtedly the Parcel Post Law must be changed in a number of particulars in order to prevent present abuses. He states

that out on the Pacific Coast it is actually possible to ship carloads of bricks by parcel post.

An Omaha Congress man further claims that the practice of catalog houses shipping their catalogs by rail to some central point and then distributing them locally by parcel post, causes an expense to the post office department that far exceeds the postage receipts therefore.

Many abuses of the system have apparently developed which were never contemplated when the bill was passed.

A Real Live Service

WITHIN the past month or six weeks there have appeared reports in this paper of three conventions of merchants in Canada. One of these was in St. John, N.B., the second in London, Ont., and the third in Saskatoon, Sask. At each of these conventions Canadian Grocer had a staff representative present, and yet these places are many miles apart; in some cases, much more than a thousand.

This goes to show the widespread character of the MacLean organization. In each case it should be said there was a different staff representative in attendance. It demonstrates the efforts of this paper to present to its readers in every part of the country real live news of what the trade is doing, thinking and talking about. The MacLean organization stands alone in this regard.

Editorial Notes

A GOOD salesman is always attentive to his customer.

. . .

LET THE LIGHT be turned on the dark corners of the store.

. . .

MANY A MAN wastes his time telling other people not to waste theirs.

. . .

A CLEAN PLATE-GLASS is an added attraction to the passing possible customer.

. . .

NOW IS THE time to figure ahead on your recreation this year—what about the weekly half-holiday this year?

. . .

HOW DOES YOUR store look to your customers? Get their perspective and probably there may be a few changes necessary.

. . .

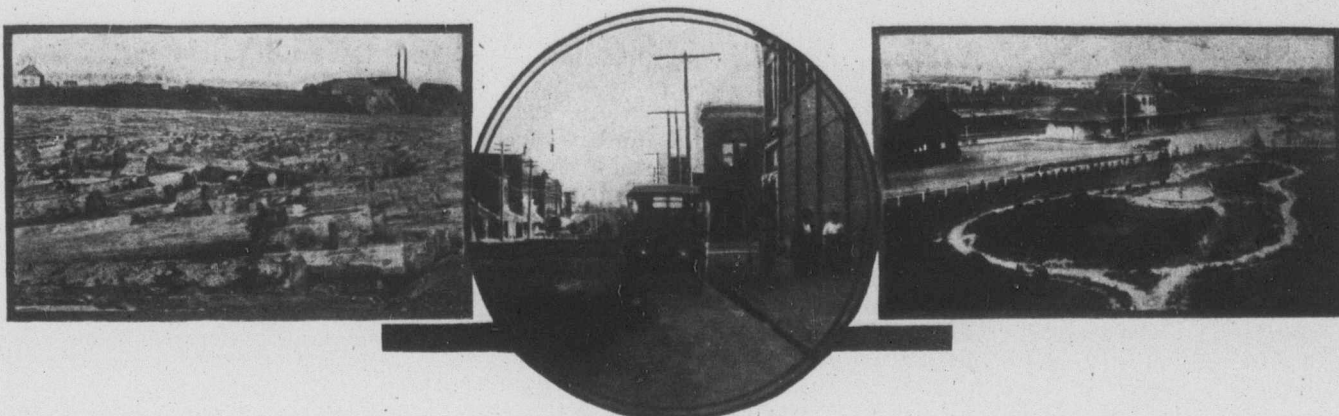
THE APPEARANCE and character of the show cards in the window have a great deal to do with the selling power of the display.

. . .

THE MORE knowledge there is in existence concerning the basis of granting credit and the handling of credit, the better for the business community, and the place to first commence an inculcation of credit knowledge is in our educational institutions.

. . .

ALWAYS LISTEN once at least to the man who brings an idea to you from outside your store. The best stories of battles, places and things have been written by people who were never there. John Howard Payne, who wrote "Home, Sweet Home," never had a home himself.



Red Deer and Vicinity Scenes.

Issues Before the Alberta Convention

Retailers in That Province Getting Through a Small Debts Court Act After Energetic Struggle—They Do Not Like the Dumping of Bankrupt Stocks on the Market for Consumers and Are Working for Change in the System—President Gaetz Urges Necessity of Trading at Home.

Special Correspondence.

RED DEER, Alta., May 26.—The second annual convention of the Alberta Board of the Retail Merchants' Association of Canada, took place at Red Deer, Alberta, on May 18, 19 and 20, Tuesday, Wednesday and Thursday at which nearly every district of the Province was represented, about fifty delegates in all being present.

Three of the much discussed questions were the Mail Order Question, Co-operative Societies, and The Disposal of Bankrupt Stocks. The general feeling was that it would be very difficult to take any very definite action in any of these cases, although the meeting gave no intimation that they would by any means give up the attempt to better these conditions as they exist in the Province at the present time. There were many other matters discussed and instructions given to the secretary to carry out the decisions arrived at.

Addresses by three Alberta men outside of the Association: E. Michener, M.L.A., and Leader of the Opposition, H. H. Gaetz, President of the Pharmaceutical Society and F. R. Freeze, secretary of the Alberta Canadian Credit Men's Association, formed a break in the regular business proceedings. This together with an automobile trip to Sylvan Lake, a summer resort west of Red Deer, made the gathering an enjoyable as well as a profitable one.

The following resolutions were presented:—

RE TRANSIENT TRADERS AND PEDDLERS.

"That this convention is desirous of bringing before the Minister of Municipalities, the question of Transient traders and peddlers with the request

that he consider and prepare an amendment to the rural municipalities Act, giving power to deal with such matters."

—Moved by A. M. Anderson, (Bawlf), and J. Miller (Stoney Plain).

The secretary explained that villages, towns and cities already had the power to impose a tax on transient traders, and peddlers.—Carried.

RE CO-OPERATIVE ASSOCIATIONS.

"That the secretary is hereby instructed to write the secretary of the Canadian Credit Men's Association thanking them for the resolutions re Co-operative Associations and expressing appreciation of same."—Moved by G. A. Smith (Innisfail), and Mr. Cruickshank (Hillcrest).

This refers to the resolutions mentioned in the President's address.—Carried.

RE SMALL DEBTS COURT ACT.

"That the president for the ensuing year shall, when elected appoint a committee (which may consist of the executive board), to draw up and submit to the Attorney General Dept., additional suggestions regarding the Small Debts Court Act now under consideration by the Government."—Moved by Mr. Greensides (Lougheed) and A. M. Anderson (Bawlf).—Carried.

The members called for a copy of the proposed act.

RE THE ABOLITION OF WEIGHTS AND MEASURES FEE.

"That this convention feels that the imposition of a fee upon the individual merchant under the Weights and Measures Ordinance is an injustice and the secretary is hereby instructed to take the matter up with the Dominion Board with a view to having such fee made a

public charge."—Moved by H. H. Gaetz (Red Deer) and Mr. Greensides (Lougheed).—Carried.

At present the merchant has to pay the Government for having his weights and measures inspected for the protection of the public.

REDUCING MINIMUM WEIGHT OF CAR LOAD OF FLOUR.

"That it is the opinion of this convention that the minimum weight of a car load lot of flour should be fixed as follows:—40,000 lbs. at the new rate or at the option of the purchaser 30,000 at the old rate."

N. B. Good of Lethbridge, explained that formerly 30,000 lbs. was the minimum, but the rate had been reduced per car and the minimum had been raised to even things up. As some of the merchants do not want such big lots and are willing to pay an increased rate and get a smaller lot, so the purpose of the resolution was to give the purchaser the option of using the old system or the new one.—Moved by Mr. Cruickshank of (Hillcrest), seconded by J. Miller of (Stony Plain).—Carried.

SEED HOUSES TREATMENT TO RETAILERS.

"That the secretary obtain further information regarding this matter and take such steps as are necessary in accordance with same in conjunction the executive." Some of the delegates claimed to be securing good treatment so resolution was laid over.

RE SHIPPERS STATING WEIGHT OF SHIPMENT ON BILL OF LADING.

"That this convention endorses the suggestion contained in letter of April

27 from the Canadian Credit Men's Association—that shippers state weight of shipment on all bills of lading."—Moved by W. T. Cote (Red Deer) and N. J. McDermid (Calgary).

RE SELLING OF BANKRUPT STOCKS.

"That the secretary take up the matter of the disposal of Bankrupt Stocks with the secretary of the Canadian Credit Men's Association."—G. A. Smith (Innisfail) and G. A. Studer (Didsbury), strongly urged that something should be done to prevent these stocks being unloaded in competition with the retail trade. The officials will go into this matter this year.

RE FIRE INSURANCE.

"That the Dominion Board be requested to take up with the Dominion insurers in obtaining redress or satisfaction from the Board of underwriters so that some means be provided to remedy this disability."—This was withdrawn.

The evening session of the first day consisted of addresses of welcome from Mayor Carswell of Red Deer, W. B. Welliver, president of the Board of Trade, and T. A. Gaetz, on behalf of the Red Deer Branch of the Retail Merchants' Association, following which came the addresses of E. Michener, H. H. Gaetz, and F. R. Freeze.

THE SELLING OF BANKRUPT STOCKS.

Following Mr. Freeze's address a discussion ensued regarding the selling by the Canadian Credit Men's Association, of bankrupt stocks and many minor misunderstandings between this Association and the retailers were cleared up. But time did not permit of as thorough an understanding as some of the delegates would have liked, and on Wednesday a resolution was passed that the secretary go more fully into this matter with Mr. Freeze at a later date.

Address of the President.

In his address, T. A. Gaetz, the President, said in part:—

"During the year we have enlarged our Association from 80 to about 135 branches—that is to say we are now represented in practically all the larger towns of the province. This organization has not been accomplished without a great deal of expense and hard work and this work has fallen largely on the secretaries. As a proof of the value of organization, let me point out to you the fact that at last we have had a Small Debts Court Act brought before the Provincial Legislature which is now before the Court of Appeal for consideration and ratification, after we are assured by the Attorney-General's department it will come again before the

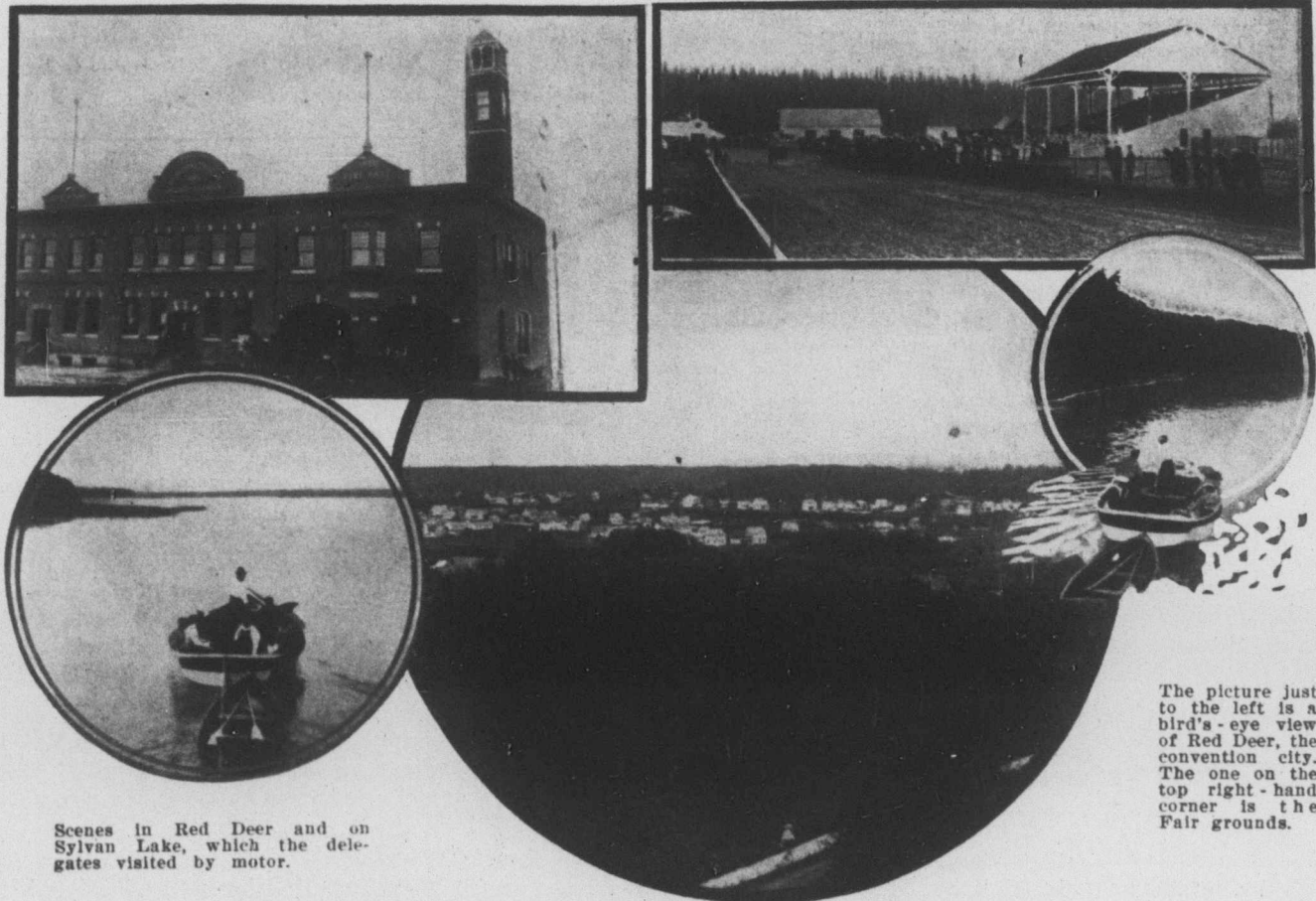
House at the next session and will be passed. We have also been successful in obtaining the passing of amendments to the Mechanics Lien Act which will prove of great benefit to the lumber, hardware and builders' supply trades.

Selling to Co-operatives.

"We have also been able to come to an understanding with the wholesale trade with regard to the selling of goods to Co-operative Associations and to consumers direct. This cannot be accomplished at one stroke but by continued united effort we will soon be able to say that all goods sold to the consumer go through the proper retail channels. Individuals could not bring about these results. Single towns or cities could not accomplish them—it is only by the unison of the whole of the province that we have been able to do what has been done.

"We have been able to assist our members by preventing them from making bad debts. Bad debts are the greatest menace to our financial standing and I think that the majority of assignments in the past have been induced by bad debts. A better condition of our accounts can be brought about by our keeping tab on our delinquent debtors and reporting them to one another. That is a matter in which the local branches

(Continued on page 31.)



Scenes in Red Deer and on Sylvan Lake, which the delegates visited by motor.

The picture just to the left is a bird's-eye view of Red Deer, the convention city. The one on the top right-hand corner is the Fair grounds.

Special Addresses at Red Deer Convention

Member of Parliament's Appreciation of the Retailer—A Valuable Asset to the Community—
Keeping the Home Trade at Home—Business is Service—Attractive Stores and
Goods Play Important Part—Financial Conditions.

E. Michener, M.L.A., and leader of the Opposition in Alberta, eulogized the retailer when he said:—

1. The retail trade builds up centres of population for the convenience of settlers.

2. Supplies through these centres make a home market and also a distributing point for farm products.

3. Creates increased values in town and farm lands.

4. Stimulates wholesale trade and manufacturing.

5. Promotes social, educational and religious advantages among the people.

6. In a general way helps to provide all modern conveniences such as telephone, electric light, water, and sewerage systems incident to a community interest.

7. Contributes to the general development of prosperity of the people of the Province at large.

Along with the cultivation of the land there necessarily grow up natural centres of trade for the convenience of the settlers, hence numerous small centres of population grow up, and principally along lines of railway transportation at strategical centres where railway lines meet, large centres of trade are established. An old principal of political science was that only the producer was an asset to a community, but it is now generally conceded that everyone that contributes something to the general good is an asset. These centres are not only a convenience for the settler to get supplies, but also as a distributing and marketing centre. The question as to the necessity of the retail trade is whether or not the consumer could get the goods cheaper from the wholesaler or manufacturer. The wholesaler saves clerical work as well as freight rates by selling in bulk lots, but if he supplied small lots the additional freight or express and clerical work would amount to as much as the retailer's legitimate profit, and at the same time he would not have the advantage to exhibit his goods when and where they are wanted as the retail stores do. The same thing applies to mail order houses—a customer seldom reaps any benefit by sending away from home for his goods.

The man who will be loyal to the interests of his community will be loyal to the wider interests of his Province and his country.

KEEPING THE TRADE AT HOME.

H. H. Gaetz, president of the Pharmaceutical Society, spoke on "Keeping Trade at Home," saying that the retail merchant who is so valuable a member to a community, and who furnishes employment and an excellent home market for farmers' products should not have his infant enterprise crushed by larger and more solidly established concerns in other communities. He questioned the utility of appealing to sentiment to keep trade at home. The ordinary retailer cannot buy direct from the manufacturer because of agreements between manufacturers and wholesalers, but the big retail concerns with which he must compete to keep trade at home are under no such disability.

"You have here in this organization an instrument capable of being made a very powerful factor if only it be made sufficiently cohesive and have the general support of Canadian retailers. Legislation should be invoked to maintain equality of opportunity; one man's dollar should be as good as another's, although as a matter of fact it is not," he said. The only force available to keep trade at home is that of attraction, and the store and the church are close parallels in this particular. The get-rich-quick impulse seems to be in the very air in this country, but experience of others teaches us that haste to acquire financial success is folly. Service is the hand-maiden of efficiency, and it is a great factor in keeping trade at home.

It was a politician and not a business man who gave currency to the epigram "Business is business"—it is nothing of the kind, and the wise merchant recognizes that business is service. "To keep trade at home we must apply ourselves, by efficient means, to the service of our several communities, having cleared our path of every artificial obstruction. Only in this way can we accomplish our aim and through it attain success."

• • •

TAKING OVER BANKRUPT STOCKS

F. R. Freeze spoke of the financial stress that has been "hitting the West more than any other part of Canada." He said that during the last year there was a total of \$35,000,000, in failures in the country, which is more than double any previous year in the history of the Dominion. "Three years ago," he declared, "capital came freely from

the Old Country, and emigrants came over. Now there is no money nor emigrants coming in. One of the principal causes of this state of affairs, is, of course the war." Mr. Freeze stated that quite a number of merchants failed because they lacked knowledge and capital. "It is not unknown to us," he said, "that estates go into the hands of assignees with debts two or three times the amount of the capital started with." It had been suggested to him by some retailers that wholesalers should take back bankrupt stocks, but this was not at all feasible. Another suggestion was that storage depots could be established and the stocks sold by travelers, but he did not think that this scheme would please the country merchants very well. Questioned by a delegate he admitted that the wholesaler was to a certain extent to blame for some of the retailers being overstocked. He suggested that the retailers themselves should buy these stocks.

The delegates generally considered this to be the best way out of the difficulty, and this was often done, but in very many cases a retailer has so much stock on hand that he is unable to handle any more.

Letters to the Editor

Editor Canadian Grocer.—When buying butter in 1 lb. blocks, we often get them under weight, and although I have often called the seller's attention to it, it remains the same.

In cutting the so-called pound in two halves, both are short of the half pound or the one may be 8 ozs., and the other 7 ozs.

Perhaps, if Canadian Grocer called attention to this, it would have some effect, for each pound block ought to be full weight because we pay for it.

RETAILER.

Why not say NO when a man who is poor pay asks for further credit? You make no money on goods not paid for.

Some customers do take up more time than they should, but you cannot let them know it without the likelihood of driving them away to stay.

Turning the Waste Paper Into Money

Experience of One Grocery Firm With Paper Baler—What it Cost to Instal and the Value He Places Upon it—One Great Advantage is That it Keeps the Store Cleaner—Paid for Itself First Year.

DURING the past couple of months several enquiries have been received by Canadian Grocer from readers in different parts of the country in regard to a baling machine for waste paper. So far as our investigations go there are not many of these machines in use, and where they are in use they are being found a very profitable investment.

One retail firm that is making good use of a paper baler for waste paper is the Robert Barron Co. of Toronto. In conversation with a Canadian Grocer representative the other day, Geo. Barron of that firm, stated that his baler was certainly a paying investment.

"We bought the baler, somewhat over a year ago," he said, "paying \$50 for it, and in the first year it easily paid for itself. What we make in the future from waste paper is clear profit. Any waste paper that is lying around the store we shove into this baler, and as soon as there is a sufficient quantity it is pressed down to leave room for more. When the baler is full, there are wires which go around it, and it is turned out in a firm compact bale. Each of these bales weighs about 100 lbs., and we have a couple of so of them every week.

"While just now the price has dropped somewhat, some months ago we were getting 30c a hundred for this paper which formerly went into the garbage barrel."

Anyone can figure out for himself just how much a retailer will get in a year from his waste paper at this rate. Two and a half bales means around 125 in a year, which at 30c would bring in the neighborhood of \$40. The first year the Barron Co. used the baler, however, they sold sufficient waste paper to pay the original cost—\$50.

Money Saved in Another Way.

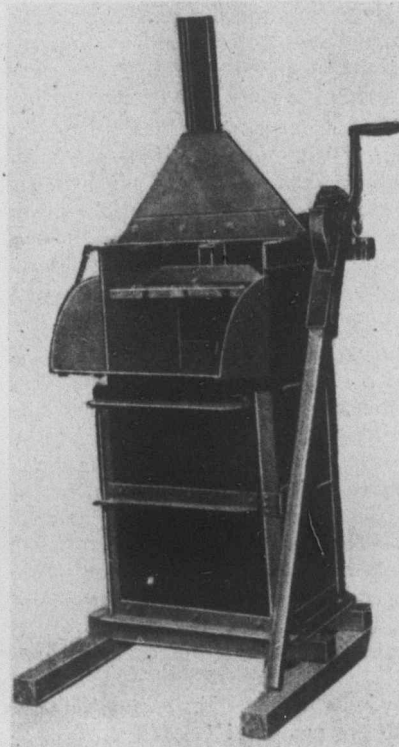
"Apart from the fact that the baler is paying for itself in this way," added Mr. Barron, "we save money in other respects. Formerly we had four or five barrels of garbage every day, the majority of which was waste paper, and we were threatened with an extra charge on account of this large quantity. The baler has eliminated that. Now one barrel will easily hold the day's garbage. Then there is the fact that you can keep the back of the store much more clean by having a certain place to put the waste paper. Instead of it being thrown in the barrel, which was usually overflowing and allowing the waste paper to tumble down the back cellar

steps every day, it is thrown into the baler, and the store is kept cleaner and with no extra trouble whatever. The same applies to the back yard. Formerly there used to be paper lying all over it, but now this is all taken care of by the baler.

"It is easily worth the money," he declared, "to keep the place clean."

There is always a good sale for waste paper among the larger junk dealers, and paper manufacturers, and while just now the market is not quite as high as usual, it will no doubt be better later on. The operation of the baler is very simple. The paper is thrown into it, and is pressed down from time to time with a flat cover operated by a lever and cog-wheels. It requires little strength to do this. The baler in the Barron store occupies a small corner about 2½ or 3 feet square off a passage way to the side door, and is not in the way of the clerks and delivery men at all.

Retail merchants who have large quantities of waste paper lying around which is thrown away from time to time, should consider carefully whether this loss could not be turned into a profit. At six dollars a ton it would only mean a little over eight tons of waste paper to pay for a \$50 machine. There are of course machines of different sizes to suit different businesses.



One type of waste paper baler being used in grocery stores.

RED DEER AND VICINITY SCENES.

(Continued from page 29.)

can make themselves effective and of great value to the themselves.

Against Mail Order Buying.

Then another great evil in our business is the mail order or catalogue house problem. We are and have been working on this question for some time, using its influence with the eastern manufacturers in getting them to refuse to supply these houses and in a great many cases we have succeeded. We for our part are doing our best at this end to educate the purchasing public to realize the folly of sending their money out of the province instead of supporting their home town. We are trying to show them that the value of their farms or property depends upon the progress of the adjacent town, and that the progress of the town depends upon the financial stability of the retail merchant. He is the backbone of the community. We are trying to get the Legislature to realize the enormous drain that these mail order houses are on the resources of the province. We are endeavoring to obtain an amendment to the Municipalities Act, so that local authorities will have power to deal with the matter.

"When we realize that the orders and cash sent out of each town district is equivalent to an extra store doing a cash business of upwards of sixty thousand dollars a year it is appalling and yet individually we can do nothing much to prevent it except to educate our home public to support their home district. Any effort to keep this trade where it belongs deserves the support of every retail merchant of the province, it affects every one of us.

"Another trouble we have is the disposal of bankrupt and assigned stocks. We are hoping to come to an understanding with wholesalers re this."

Treasurer N. J. McDermid (Calgary), presented the financial statement. Secretary W. H. Andrews (Calgary), in his report said that he had recently attended the convention of the Saskatchewan Board at Saskatoon and that he had obtained authority from the Dominion Board through their President, B. W. Ziemann to go ahead and organize British Columbia and form a joint Board with Alberta until such times as British Columbia could maintain itself.

All three reports were adopted. A hearty vote of thanks was tendered the Red Deer members for their kindness in arranging the auto trip to Sylvan Lake.

On the Mercantile Firing Line

Address on Salesmanship by Professor Neystrom Before the Saskatchewan R.M.A. Convention
—How Ideas Get Into Peoples' Minds—How Sales Have Been Lost.

SO much has been said and written of salesmanship—so varied have been the angles from which the subject has been treated, that dealers perhaps become impatient at times, feeling the men who write and speak are theorists, not men who have seen service on the mercantile firing line. No such feeling prevailed when Paul H. Neystrom, Professor of Political Economy at the University Minnesota, finished his address at Tuesday evening's session of the Saskatchewan convention. Having served in a general store himself, Prof. Neystrom knows the practical side. He spoke of the psychology of selling, it is true—but it was very practical psychology. As he said: "The main thing is to bring your customer to know what you know about your goods. You want the customer to appreciate the goods as you do. This is the great problem of salesmanship."

There must in every business be buying, accounting, advertising, window dressing—but all these things are to the end that goods may be sold. And the success in this selling depends not only on the employer, but "on John and Mary who serve behind the counter."

Salesmanship in Schools.

To make sure that John and Mary do good work they must be trained. Prof. Neystrom spoke of classes in salesmanship operated in some stores; threw out the suggestion that some phases of the subject might well be taught in the public and high schools; then proceeded to his main theme—a straightforward explanation of the manner in which the knowledge the salesman possesses of his goods may best be brought home to the customer, so that to this customer will come the desire to possess.

When considering salesmanship, Dr. Neystrom asserted, psychology must of necessity come under scrutiny. The word sounds forbidding, yet psychology simply deals with the question of how ideas get into people's minds, and how they work after they get in. Salesmanship is closely connected, for it is simply getting the right idea into someone's mind, and having it work right when it gets there.

How the mind, or the brain, is reached by nerves, conveying sensation from nose, eye, ear, fingers and tongue, was outlined; then in detail Dr. Neystrom proceeded to indicate the ways in which the right sensations—the purchase compelling sensations—could be sent along

these sense nerves by the skilful salesman; how not only one sense, but all the senses, should be played upon to effect the desired end: a purchase.

People are not alike. Some learn more through the eye than through the ear; some just the reverse. But, as a matter of proven fact, more learn more by the sense of touch than they learn through the eyes or ears. Some have ears and hear not; eyes and see not; but all seem possessed of a touch sense which conveys knowledge. Touch helps out all the other senses. The child knows its value. All should. Sight may prove deceptive; touch seldom or never does.

"You'll see what I mean," continued the speaker, "if you have two counters, one with goods in easy reach, one with the goods behind glass. You will find the counter where the goods can be felt by far the more popular.

How a Sale Was Lost.

"I remember," he proceeded, "seeing a salesman explain a kitchen utensil. He explained it well, and three times the woman reached out, unconsciously almost, to take hold of the article. Three times the clerk, without any discourtesy, kept the utensil in his own hands. He was interested in his talk, but when it was over the woman went out. Three opportunities to let her learn through her sense of touch as well as her sense of hearing the clerk had let pass.

"Mail order houses," said Dr. Neystrom, "can not appeal through the sense of touch. This is a big loss, and one which they feel, for, as the advertising manager of the Sears Roebuck Company said to me: 'We write descriptions so those who read will imagine how things feel.'"

In a St. Paul hotel Dr. Neystrom had heard a salesman for the National Cash Register of Dayton explain a new telephone register to a department store dealer. Several times the dealer reached out to make some connection, but always the eager salesman anticipated his wish. The merchant seemed impressed, but left without placing an order. Then the vice-president of the Dayton Company, who had been at the back of the room with Dr. Neystrom, laid his hand on his salesman's shoulder and said: "Why the devil didn't you let him handle the machine!"

The man had missed making his appeal through the sense of touch.

This is a big point in selling shoes. If possible get the shoe on before it is inspected. If it feels right, that goes a long way toward making it look right. So with clothing—yet here the clerk should say how well this fits. Make the point through the feeling, the appearance and the assurance. "Handle the articles," advised the speaker, "as if you appreciated them. That brings sales."

Touch and Life Insurance.

A life insurance agent accounted for his success by saying he carried always some cards bearing a few facts about his policies. One of these he would give his prospect. Thus he secured the co-operation of the sense of vision in conveying the impression he desired to the mind, and at least he prevented the sense of touch from working on foreign things.

The Poker Face.

Clearly the speaker made another point, that every idea which enters a customer's mind tends to be expressed. Something will be said of the goods, or by some—perhaps slight—facial movement. Approval or disapproval or disinterest will certainly be evidenced. The best sales people are those who are able to read these expressions. It is not easy. Many strive to hide their feelings. You buyers acquire a poker face for presentation to the commercial travelers, yet often the expression can be read.

Never is it possible to be sure of what will satisfy a customer. Customers are different at different times. But start off, get the right expression, then follow along that line.

Also important is getting the prospective buyer in the right frame of mind. "One salesman," Prof. Neystrom declared, "always begins his work with a question to which the customer can not give other than an affirmative answer. He gets him in a yes saying habit."

Get some opinion from your customer whatever you do, urged the speaker, if you can't in any other way make a statement, and say "Don't you think so?"

Colors Make Men Smoke.

Proceeding, were related, the experiments made by various firms, which have seemed to indicate that even the painting of a store has an effect on the volume of purchases. The late president of the United Cigar Company, was a great believer in this. "Why," he once

(Continued on page 41.)



THRO' OTHER SPECTACLES



The Ad. That Pays

From the Tradesman, Omaha.

When the attention of your customer or possible patron is attracted to your ad. in glancing at the paper, as she is about to do her dishes, and when she sits down to peruse it, letting the water cool off, then you have an ad. that is going to get results. General advertising is not going to do this. It has to be specific. It has to be seasonable. It has to be so gotten up that it will attract her attention in the first place, then hold it, and lastly create in her a desire for it. A mere announcement run in slightly different form in each issue, stating that John Jones is a reliable dealer, and has the best of everything at reasonable prices, will not have much effect. Instead make the headline of the ad. bear on something that she is apt to want at that season of the year. Then follow it up with a short snappy description of the articles, maybe only two or three words for each, and the price. The successful retailer's ad. must be up to date. It must boost something that the reader will want right away at that time. Otherwise it is money largely thrown away.

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The Jitney Grocer—Next?

From Interstate Grocer, St. Louis, Mo.

The "jitney" grocery store has arrived, according to advices from Milwaukee, Wis., where what is claimed to be the first exclusively 5 and 10-cent grocery store is shortly to be opened. Nothing will be sold at the store over 10 cents at retail and all goods are in sacks, bottles, cans, cartons or boxes. The establishment is to be conducted on the "cash with order—no delivery system," and no perishable goods of any kind will be handled.

If the initial venture is successful, it is the intention of the promoters to establish a chain of these stores, starting with Milwaukee and eventually covering the whole United States. It is understood that it is not the intention to cut prices, but that the stores will handle only articles found in the ordinary grocery store that sell regularly at 5 and 10 cents.

Just what advantage will accrue to the consumer through trading at the "jitney" store is not apparent, however, if prices on standard goods are not to be slashed. Certainly, people are

not going out of their way to trade at this store, paying cash and carrying the goods home, when they can get the same goods at their regular grocer's, have them charged if necessary and delivered.

• • •

Those War Orders

From the Canper, Chicago, Ill.

Evidently there is a very general impression that canned foods figure rather extensively in the much discussed "war orders" being placed in the United States by the European belligerents. The "Boston News Bureau," a financial journal of importance, declares that "The expenditures for wheat, provisions, canned goods, etc., are entirely additional and no other word than stupendous can be applied to the facts."

So far as canned goods are concerned, the "Boston News Bureau" is decidedly off regarding its facts, for to date only a negligible quantity of canned foods, aside from meats and some salmon, has been bought by the warring powers. Exports of canned meats have been materially increased by the war, and Great Britain has bought moderate quantities comparatively, of canned salmon, also a few sardines, and that's the extent of the "war orders" to date. In other kinds of canned fish, and in canned vegetables and fruits, the additional business which can be credited to the war hasn't amounted to a drop in the bucket, nor does it appear likely to.

On the other hand, the war has been the direct cause of shrinkage in our canned food exports, for example, lobsters. Aside from the items mentioned, "war orders" for canned foods are almost entirely mythical. Cannerymen of tomatoes and peas would be most grateful for "stupendous," or even fair sized orders from the allies, or anybody else, but the chances of getting them appear exceedingly slim.

• • •

The Over-weight System

From Irish Grocer, Belfast.

That form of competition and of advertisement which consists in giving, or in purporting to give, a greater amount of goods than the customer pays for, is becoming felt as a nuisance in several branches of the trade. At the annual Conference of the Off-License Holders' Association the system of giving what

is called "the long pull" has been strongly condemned. It began in an honest and well-meant endeavor to secure that the customer got the full measure of what he paid for, by giving a little extra, but competition has made it a form of advertising, and it has become a tax and a nuisance to traders. Another system equally to be condemned is the overweight system. It differs from the "long pull" system in that it trades on the credulity of the uneducated public, for, incredible as it may seem, we presume that there are some people who actually suppose that they are getting a bargain when they pay the price of 1½ lb. of some article and are sold 1 lb. and "given" a ½ lb. overweight, and who would feel that there was something less satisfactory in avowedly buying and paying for 1½ lb. The difficulty lies not in seeing that the system is a bad one whatever way one looks at it, but in finding a remedy for it. Two kinds of remedy have been suggested. It has been said that proceedings might be taken against a trader selling overweight, on the ground that he has by doing so offended against the Merchandise Marks Act by giving a false trade description to the goods; we greatly doubt whether a sale of the kind involves the giving of any false trade description of the article sold, the falsity lies in saying that a present is being given of another article, and it is the description of that other article which is false; at the same time it may be that such a sale is an offence against the law, and if so there is an easy means of putting an end to a nuisance. Another suggestion has been made that a law might be passed prohibiting such sales; this we think is a mistaken idea: traders have quite enough statutes to remember to obey without any new ones. The proper remedy is by the action of trade associations, who by the united efforts of their members could put an end, if not to the whole system, at all events to the more flagrant abuse of it.



TO COBOURG ON JUNE 23.

The Toronto Grocers' Section of the Retail Merchants' Association have definitely decided to picnic at Cobourg this year on June 23 (Wednesday). The steamship Turbinia has been secured for the occasion and there will be no other excursion on board that day.



THE CLERKS' PAGE



Maxims from Salesmanship Talk

Harry Fogelman of Chicago gave a talk on "Salesmanship" at a luncheon in Windsor, Ont., given to the grocers of the district by the Neal Bread Co.

In the course of a forceful address Mr. Fogelman laid great stress on the necessity for organization and the marshalling of all forces that go to make a success of the grocery business. But the advice he gave was not only applicable to the grocers but to all business men desirous of building up their institutions. Following are a few pointers in his talk:—

"An institution is no stronger than the weakest employe."

"No transaction is a just transaction unless it is profitable for both parties."

"Service is all that any institution has for sale."

"The customer is king immediately he puts his foot across the threshold."

"Anyone can give away goods but it takes a salesman to sell goods at a profit."

"The best advertiser is the wagging tongue of the satisfied customer."

• • •

Montreal Grocery Clerks' Picnic.

The Montreal Grocery Clerks' Union will hold its annual picnic at Ste. Rose on the 9th of June; trains will leave Place Viger station at 9 a.m. and 12.30 p.m. A splendid program of sports has been prepared and over \$600 worth of prizes will be given to the winners of the different contests, a baseball game between a Montreal team, and one of Ste. Rose will be played on the picnic ground and an orchestra has been engaged for the dancing contest.

The Union has to-day 517 members employed in grocery stores in Montreal. Members out of work are requested to send their name and address to 109 Ontario East, Tel. 1121, where demands for reliable clerks are constantly coming in. One of the prizes will be a year's subscription to "Canadian Grocer," given by the management.

• • •

A Pencil Problem.

Dear Sir,—There is another problem for your clerks' page. A teacher sends a boy to the store for lead pencils. The clerk tells him the prices are as follows:

"This line is two for one cent; these

here are two cents each, and these are two for five cents."

The boy wants twenty pencils for twenty cents, and some of each kind. Figure it out.
Chapeau, Ont.

Some Practical Advice

A prominent association worker was visiting a man who had not taken so vital an interest.

"I pay my \$5. The Association has it and that's about all they want from me, isn't it?"

"My dear sir," was the reply, "look at that clock on your desk. Do you put it there and expect it to run itself without winding?"

The non-worker hesitated only an instant.

"You're right," he said, extending his hand to the other. "From now on I am an active worker in your cause."

He has been as good as his word.

• • •

Don't let the unimportant little tasks accumulate until they overwhelm you. Keep those things done right up to the minute all the time.

WHAT WOULD YOU DO?

A woman sends to your store for a can of salmon. When the salmon arrived she opens the tin and comes to the conclusion that it is not good and returns it to your store. You test it personally, and find that the salmon is absolutely good, that there is nothing at all wrong with it. Probably the color is off but it is one of the cheaper grades. You carefully point this out to the customer who still refuses to take it. What would you do? Would you take back the goods or would you judiciously insist on the customer keeping the tin that has been opened?

This is an actual case in the experience of a certain Canadian retail dealer, who wants to know what others would have done if they had had the same experience. Please send your answer to The Editor, Canadian Grocer, 143-153 University Ave., Toronto, as early as possible.

THE ENCYCLOPEDIA

TIME REQUIRED FOR DIGESTION.

The table following gives the average time employed in the digestion of the foods named, according to one authority on the subject. No absolute deductions can be made from the figures, but foods which take longer than four hours for the process are generally undesirable, except in limited quantities.

	Hours.	Min.
Apples (raw)	1	25
Apples (stewed)	1	35
Beans (boiled)	2	30
Beans (puree)	1	30
Beef (lean, rare, roasted)	3	00
Beef (stewed)	2	45
Beef, fresh, salted (boiled)	2	45
Beef, old salted (boiled)	6	00
Beefsteak (grilled)	3	00
Beets (boiled)	3	45
Bread	3	30
Butter (melted)	3	30
Bread and butter with coffee	3	45
Cabbage (boiled)	4	30
Chicken (boiled)	2	00
Chicken (fricasseed)	2	45
Chicken (roasted)	4	00
Cheese (old)	3	30
Duck (roasted)	4	00
Eel (roasted)	6	00
Eggs, fresh (raw)	2	00
Eggs, fresh (whipped raw)	1	30
Eggs, fresh (soft boiled)	3	00
Eggs, fresh (hard boiled)	4	00
Eggs, fresh (scrambled)	3	00
Fish (other than fat varieties boiled)	1	30
Fish (other than fat varieties fried)	3	00
Hashed meat (warmed)	2	30
Liver (calf's, fried or sauteed)	2	30
Liver (beef, fried or sauteed)	3	00
Lamb (grilled)	2	30
Lentils (boiled)	2	30
Milk (raw)	2	15
Milk (boiled)	2	00
Mutton (boiled or broiled)	3	00
Mutton (lean roasted)	3	15
Oysters (raw)	2	55
Oysters (stewed)	3	30
Onions (stewed)	3	30
Peas (boiled)	2	30
Pig, suckling (roasted)	2	30
Pork, fat (roasted)	5	15
Pork, salt (boiled)	3	15
Potatoes (baked)	2	30
Potatoes (boiled)	3	30
Rice (boiled)	1	00
Sausage, fresh (grilled)	3	30
Spinach (stewed)	1	30
Salmon, fresh (boiled)	1	30
Turkey (roasted or boiled)	2	30
Turnips (boiled)	3	30
Veal (roasted)	4	30

CATALOGUES AND BOOKLETS.

Canadian Grocer is in receipt of a book on spices giving their botanical origin, their chemical composition and commercial uses. The author is Joseph K. Jank, of St. Louis, Mo. This book goes carefully into the various spices, herbs, leaves, seeds, etc., telling where they are grown, information about their manufacture, what they contain, the standards existing in the United States on each, and a great deal other valuable information. Any one interested in spices will find this book a valuable one.



CURRENT NEWS OF WEEK



Quebec and Maritime Province

H. A. Smith, general merchant, Brome, Que., has sold his stock to G. M. Owens.

The Made in Canada Grocery has registered in Montreal; also the modern Gun Supply Co.

Glasier D. Currie recently opened a grocery store at 201 Aberdeen St., Fredericton, N. B.

The People's Exchange Limited, general merchants, Ayers Cliff, Que., have obtained a charter.

The West India Company have moved their offices from the St. Nicholas Building, Montreal, to 428-429 Corristine Bldg.

Lt.-Col. Gunn, O.C. of the 24th. Victoria Rifles, and president of Gunns Limited, has arrived safely in England with his troops.

A small store owned by Madame Bergeron, at 1552 Bordeaux street, Montreal, was considerably damaged by fire on Friday night last.

William C. Christmas, importer, St. Nicholas Bldg., Montreal, has been confined to his bed for several days, but is now on the job again.

Harry S. Boright, who kept a general store at Sutton, Que., until compelled by failing health to relinquish it, died on Sunday, May 9, aged 58.

Zephirin Hebert., president of Hudon, Hebert & Co., Ltd., Montreal, has spent considerable time of late in the interests of the Red Cross Society.

Ontario

Harvie & Co., grocer, Toronto, are succeeded by R. Beattie.

P. J. McDonald has opened a grocery store in Port Arthur, Ont.,

Berlin, Ont., merchants will close at 5 p.m. five days a week in July and August.

B. W. Carr, grocer, Sarnia, Ont., has put in a handsome new front to his store.

Fred Foster for many years with J. D. Mills, grocer, Sarnia, Ont., has gone into business for himself, in rear of the old store.

Harry J. Neal, bread manufacturer, Sarnia, Windsor and London, entertained the grocers of Sarnia to a banquet at the Northern Hotel on Friday evening last.

The ratepayers of Goderich, Ont., carried a by-law to assist the North American Chemical Co., Ltd., to extend

their salt plant here by granting exemption from taxation and by furnishing electric power free of charge.

Merchants of Watford, Ont., have decided to close on Wednesday afternoon, during June, July and August.

Oshawa, Ont., merchants will observe a Thursday half-holiday during June, July and August and first two weeks in September.

The Bridgeburg Ont. Retail Merchants Association has been formed with the following officers: president, J. A. Yeo; first vice-pres., John T. James second vice-pres., W. M. Hogg; secretary, C. W. Vahey; treasurer, R. A. Land. The association decided to affiliate with the Ontario branch of the association.

The annual report of the Tuckett Tobacco Company, Limited, of Hamilton, Ont., for the fiscal year ended March 31 last, shows profits for the year of \$142,794, as against \$214,325 the previous year, a decrease of \$71,530, or about 33 per cent. Preferred dividends took \$140,000. The report, of course, covered eight months of war period.

By a slow-burning fire that gave the fire department considerable difficulty the Dover street flour warehouse in Chatham, Ont., of the Canada Flour Mills Co. was badly damaged. The exact loss may not be known until a few days. The 3000 or more barrels of flour the building is said to have contained, are thought to have been badly damaged.

The business section of Crystal Beach village near Welland, Ont., was practically wiped out by fire early this morning. Damage estimated \$150,000 resulted. The fire apparently had its origin in the unoccupied living apartments over the Rodgers Grocery store, spread over the entire building and in less than an hour had consumed more than a dozen places of business.

G. W. Lankin, a general merchant in Utterson, Ont., was injured somewhat seriously last week, by the over turning of his car. He was driving in the vicinity of Raymond with his accountant, E. E. Smith; John Mann of the Standard Chemical Co., and Wm. McFadgen of Stratford, when the car suddenly left the road, over-turning. All the occupants except Mr. Lankin were thrown clear, but the latter was pinned beneath the machine, and when extric-

ated, was found to be badly bruised, and injured internally. He was driven to his home in Utterson, where he has been compelled to keep to his bed.

The Retail Merchants' Association, Ontario branch, have completed the publication of a book on delinquents in that Province. During the past few years the Association has come in contact with this class of the public through their credit reporting system. While a great many accounts have been collected by this system and a great many thousands of dollars gotten in by the retailers, which were previously difficult to get at, yet there are many who still persist in allowing their account to run along. The officials of the Association have used every discretion in the publication of this book, the names of the delinquents being carefully listed. The book is being sent out free to all members.

Western Canada

A. R. Paterson, grocer, Winnipeg, is succeeded by Charles Bros.

Wright & Co., grocers, Minnedosa, Man., are succeeded by A. P. Swift.

Whites Grocery, Winnipeg, is succeeded by Nimens & Wilson.

Merchants in Gladstone, Man., will close Wednesday afternoon in June, July and August.

Rocanville, Sask., merchants will close Thursday afternoon in June, July and August.

The Vancouver Grocers' Annual Picnic will take place on June 23 to Bowen Island. The committee have already commenced to make arrangements for what is expected to be a record holiday.

H. B. Chipman, formerly with the Winnipeg commission firm of Ruttan & Chipman, was one of those Canadians wounded in the recent engagement in France. Mr. Ruttan, head of Ruttan, Alderson & Lound went through this same engagement but came out unscathed.

Campbell Jarratt, has been appointed Provincial Secretary of the Manitoba Retail Merchants' Association. The new executive of the Board for the ensuing year is as follows:—C. F. Rannard, president; J. H. Treleaven, first vice-president; W. A. Templeton, second vice-president; T. A. Connell, treasurer; F. W. Lambert was also appointed auditor.

Canned Salmon Selling; Pepper Higher

Sugar Market is Strong in New York—Big Buying From England and France—No Tea Auctions This Week—Cream of Tartar and White Pepper Have Advanced—Peaches Lower—Valencias and Currants Higher.

Office of Publication, Toronto, May 27.

IN both the Montreal and the Toronto markets this week one of the big features is the strong undertone to the market for live and dressed hogs. This advancing movement has been noticeable now for some weeks and Canadian Grocer about one month ago prophesied considerably higher prices on live hogs. Live stuff is now up 25 to 35 cents per hundred pounds, and dressed has advanced 50 cents. The cause of this sharp advance is primarily the exceptionally large export business doing in all kinds of smoked and cured meats. The supplies of hogs coming forward are fair, but by no means large enough to look after the requirements of the trade for this export business. The remarkable strength of the hog market is reflected, too in the market for smoked and cured meat and, as the price schedules show, these are up $\frac{1}{2}$ c per pound this week. We think they will go higher in the near future, because there is so much business for export account.

Quotations on lard are advanced this week by $\frac{1}{2}$ c for pure. The demand continues large and sales are easily made at the higher figures quoted in our market report. Compound remains firm, but does not advance. The increase in the price of pure lard is sympathetic to the strength of the hog market in general, and the meat market in particular.

As we go to press butter has dropped still more, and creamery, fresh made, now sells 1 to 2c less than a week ago to the trade, and other grades are correspondingly lower. There is a lot of butter coming. The pastures are in such fine shape and the flow of milk is so good that decreases in price of butter are not unexpected. Cheese, however, remains extraordinarily high, chiefly on account of the excessive exports. About 44,000 boxes went out last week as against 5,300 boxes one year ago. This proportion has been maintained each week for some time now, and therefore domestic trade gets little attention, at any rate, at a reasonable figure. Cheese is now higher than we have ever known it, and we see no immediate outlook for lower prices. Doubtless a lot of the people who are making butter would make cheese if they had the facilities—and at the same time make money.

Further to our report on the sugar situation last week, announcement has been made of the purchase from U. S. refineries of something like twenty-two million pounds of granulated sugar by the French Government. The price paid was \$4.65 cents in bond. The transaction amounted to a little over one million dollars. Moreover, there were inquiries for another forty-five million pounds of granulated sugar for which the refiners were asking 4.70 cents. A week ago negotiations were concluded for the sale of sixty-seven million lb. of raw sugar to the United Kingdom, which was valued at two and a half million dollars, and the sale of twenty-seven million pounds of granulated valued at one million two hundred thousand pounds. Last week, therefore, the sales of sugar from the United States aggregate one hundred and sixteen million pounds, and the total value is something like four million eight hundred thousand dollars. This very naturally strengthens up the New York market and the Canadian market follows suit. It is not unlikely that we shall see higher prices shortly, unless local competition is sufficiently strong to offset this.

QUEBEC MARKETS.

Montreal, May 27.—One would naturally expect that war between Italy would have a serious effect on the market. It was expected that the wheat market would take a flop, and it did, but

not so much as it would had not some bad crop news arrived from the United States. Other lines that will be affected are wines, and alimentary pastes. Higher prices and scarcity are also expected in certain spices and bird seed. It is

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Flour market very quiet.
Markets little unchanged.
Rolled oats quiet.
Effect of Italy slight.

FISH AND OYSTERS—

Salmon scarce.
Halibut in good supply.
Lobsters down again.
Brook trout quiet.

FRUIT AND VEGETABLES—

Apples getting scarcer.
Pineapples up slightly.
No change in lemons yet.
American cherries arriving.
Tomatoes drop 50c crate.
Cabbages down to \$3.00 doz.
Asparagus jumped to \$3.00 doz.

PROVISIONS AND PRODUCE—

Butter market weaker.
Cheese prices higher even.
Live fowl quoted lower.
Provision prices advance.
Egg market is easier.

GENERAL GROCERIES—

Sugar market quiet.
Imported rices still high.
Sage likely to be scarcer.
Bean market quiet.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Wheat easier and lower.
Flour business quiet.
Little doing in cereals.
Mill feeds dull.

FISH AND OYSTERS—

Large clams selling.
Some frozen whitefish still left.
Frogs legs make a hit.
Eels getting good business.
General trade good.

PRODUCE AND PROVISIONS—

Hog prices up.
Big export demand.
Butter prices lower.
Cheese levels still advancing.
Egg storing eases up.
Big demand for broilers.

FRUIT AND VEGETABLES—

Asparagus higher.
Cucumbers easier and quiet.
Good demand for grape fruit.
Strawberries sell well.
Late valencias oranges in.

GENERAL GROCERIES—

No tea auctions this week.
Sugar stronger; may be higher.
Spices show advance.
Dried peaches cheaper.
Small demand for summer lines.

probable, as Italy is fighting on the side of the Allies, that supplies will come through easily so long as bottoms are plentiful.

As was expected, a decline took place in the price of butter, but not as much as was expected. There was a decline of 2c per lb., and a further decline is anticipated by Saturday.

SUGAR.—The market remains about the same as a week ago. Prices of Montreal refined are unchanged. Raws are still selling from $3\frac{7}{8}$ c to 3 15-16c, as they were last week. Europe has been

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in the New York market buying heavily of refined. Business in Montreal is quiet, but a better demand is expected as soon as the fresh fruits arrive. Strawberries, which are the first to arrive, are getting fairly cheap.

Extra Granulated Sugars—	Pet 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 90
Yellow Sugars—	
No. 3	6 50
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 50
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.—This is a sort of between-seasons, and prices are strong. Importers are receiving inquiries from all over Canada, showing that the scarcity of teas is general. Stocks are getting low, and little importation is taking place. Those dealers who refused to come into the markets four months ago when these high prices were seen to be coming, are now coming in, and are paying higher prices still. They are not to be blamed, as on two previous occasions they were caught. When the war broke out, for fear of scarcity, the trade bought heavily; there was a slight easing off in the market shortly afterwards. When the budget was about to come down, the trade bought heavily again; there was no tax on tea. There was a warning three or four months ago; this time what was feared has come to pass. For ordinary Pekoes and Pekoe Souchongs, which retailers formerly paid 25c for, importers are now paying 26c to 27c, buying a thousand chests at a time.

DRIED FRUITS.—Seasonable lines, like currants and Sultanas, which sell all the year round, are in good demand. Unseasonable lines, such as prunes, figs, dates and table raisins, are quiet, and stocks are getting low, otherwise prices would decline. Dealers are pleased their stocks are getting low.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 50-lb. boxes		0 08
Apples, choice winter, 25-lb. boxes		0 08½
Apricots		0 11½
Nectarines, choice		0 11½
Peaches, choice		0 07½
Pears, choice		0 13½
DRIED FRUITS.		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose		0 07½
Amalias, 1-lb. pkgs.		0 08
Filiatras, fine, loose, new		0 07
Filiatras, packages, new		0 08
Vostizras, loose		0 09
Dates—		
Dromedary, package stock, per pkg.		0 09
Fardis, choicest		0 12½
Hallowee, loose		0 08
Hallowee, 1-lb. pkgs.		0 07½
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.		0 14
7 crown, 12 lb. boxes, fancy, layer, lb.		0 14
6 crown, 12 lb. boxes, fancy, layer, lb.		0 13½
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 09½
90 to 100, in 25-lb. boxes, faced	0 09

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60
Muscateles, loose, 3 crown, lb.	0 09
Sultana, loose	0 10
Sultana, 1-lb. pkgs.	0 11½
Valencia, selected	0 08½
Valencia, 4-cr. layer	0 09
Cal. seedless, 16 oz.	0 11
Seedless, 12 oz.	0 09
Fancy seeded, 16 oz.	0 10
Choice seeded, 16 oz.	0 09½

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

RICE.—British imported rices are not being offered yet. Patnas, as stated before, are out of sight. Things are getting worse in England, if anything. Steamers arriving are held up for weeks before being able to secure a berth to discharge. The goods seem to be there to sell, but dealers can give no date of shipment, and the price is too high anyhow.

Rangoon Rices—		Per cwt.
Rangoon "B"		3 70
"C.G."		3 60
India bright		3 85
Lustre		3 95
Fancy Rices—		Per cwt.
Imperial Glace		5 60
Sparkle		5 70
Crystal		5 85
Ice drips		5 90
Snow		5 70
Polished		4 85
Pearl		5 05

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna—		Per lb.
Bags, 224 lbs.		0 06 0 06½
Half bags, 112 lbs.		0 05½ 0 06
Quarter bags, 56 lbs.		0 05 0 05½
Velvet head Carolina		0 08½ 0 10½
Sago, brown		0 05½ 0 07
Tapioca—		
Pearl, lb.		0 06½ 0 07
Seed, lb.		0 06½ 0 07

MOLASSES.—A local broker offers a dollar for every barrel of molasses that can be bought for less than 40c. A few lots have been sold recently, but most of the trade are waiting. The question is, "Who is going to win out—the planters or the Montreal wholesalers?" Sugar is high, and it would seem that the high prices being asked for molasses are warranted. Dealers state that retailers who bought in car loads last year will this year buy only four or five puncheons.

Barbadoes Molasses—		Prices for Island of Montreal.	
Puncheons	.45	Fancy.	Choice.
Barrels	.48		
Half barrels	.50		

For outside territories prices range about 2c lower for fancy; nothing for choice.

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., 3½c; ¼ bbls., 4c; ¼ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	1 46
Cases, 2 lb. tins, 2 doz. in case	2 65
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ¼ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85

Maple Syrups—	
New, pure, per 8½ 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 10 0 12

COFFEE.—Things are inclined to be flat, everybody buying from hand-to-mouth, nobody buying more than for immediate requirements. Prospects are for a good crop, which is keeping prices low.

Coffee, Roasted—	
Bogotas	0 26 0 30
Jamaica	0 21 0 22
Java	0 31 0 35
Moricao	0 22 0 25
Mexican	0 27 0 28
Mocha	0 33 0 36

Rio	0 15	0 17
Santos	0 21	0 23
Chisury, per lb.	0 10	0 12

NUTS.—The market is quiet and no changes are recorded. The only line in nuts which seems to be moving at all is peanuts.

Almonds, Tara	0 16	0 18
Grenoble, new	0 14	0 16
Marbots, new, per lb.	0 32	0 32
Shelled walnuts, new, per lb.	0 33	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 28	0 28
Sicily alberta	0 13	0 14
Filberts, shelled	0 28	0 28
Pecans, large	0 18	0 18
Brazils, new	0 12½	0 12½
Peanuts, No. 1, 12½c; No. 2	0 11½	0 11½
Peanuts, No. 3	0 10	0 10

SPICES.—Things are about as badly tied up as they ever were. Spices are coming through, but they are dear. Gingers are dancing about. With Italy in the war, it looks as though sage will shortly be almost unprocurable. It has advanced 400 per cent. already.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 78-1 05	0 31
Cayenne pepper	0 30	1 05-1 21	0 36
Cloves	0 41	1 21-1 31	0 48
Cream tartar—6c.			
Ginger, Cochina	0 18-0 24		
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 20	1 00-1 15	0 30
Nutmegs	0 40	1 08-1 28	0 75
Pepper, black	0 25	0 90-1 00	0 31
Pepper, white	0 34	1 15-1 30	0 40
Pastry spice	0 23	0 95-1 20	0 31
Pickling spice	0 16	0 85-1 00	0 30-0 35
Turmeric	0 21-0 23		

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

Cardamom seed, per lb., bulk	3 00	3 00
Caraway—		
Canadian		0 13
Dutch		0 15 0 16
Cinnamon, China, lb.		0 20
Mustard seed, bulk		0 19 0 23
Celery seed, bulk		0 36 0 46
Cayenne chillies		0 35
Shredded cocoanut, in pails		0 19½

DRIED VEGETABLES.—Beans are being neglected for the time being. Everybody seems to have some stocks. They seem to be fairly strongly held in the West by the farmers. Dealers here seem to have enough, and are content to wait, as this is not the time for buying beans. They may be a little higher in the fall, but dealers do not mind paying a little more if they are saved the expense of carrying them. Peas are pretty well cleaned up.

Beans—	
Canadian, 3-lb. pickers, per bushel	3 00 3 30
Yellow, per bushel	3 20
Yellow eyes, per bushel	3 25
Lima, per lb.	0 07½ 0 08
Peas, white soup, per bushel	2 95 3 00
Peas, split, bag, 35 lbs.	5 25
Barley, pot, per bag	3 00
Barley, pearl	4 50

CANNED GOODS.—Recently a Montreal retailer bought, and paid cash for 5,000 cases of tomatoes, for which he paid 67c per doz. to an independent canner. He later disposed of these to other retailers at a price lower than that being paid by the wholesalers themselves, and made a profit on them. Canned goods are rather quiet, apart from the retail trade and dealers, neither wholesale nor retail, are inclined to make contracts for the future.

The market for canned salmon remains about the same. Chums are firmer than they were, and the price of cohoes is being better maintained than it was two weeks ago. This is the re-

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sult of a number of cheap parcels having been taken up on the British Columbia market.

The market on canned lobsters is reported to have firmed slightly, although this information is taken with a grain of salt by certain members of the trade. This is expected to stiffen up the price of live and boiled lobsters. Packers, it is reported, will not deliver or take more orders at opening prices. Lobsters are quite a favorite article of food at this time of year, and it is evident that more and more are being used.

For some years past lobsters have been considered such a luxury, it was considered only a suitable article of food for the moneyed class. Since the fall in prices, lobsters have come to be classed as a general article of food again, and as such it has been quite a success. In the Montreal market, the consumption has increased fully twenty to twenty-five per cent. according to good estimates.

ONTARIO MARKETS.

Toronto, May 26.—May 24th has come and gone and instead of panting in summer heat we are shivering at time of writing in a sort of hot-and-cold atmosphere. This is bad for the grocery trade and is undoubtedly holding back sales of lines which by this time ought to be in full swing. Fruits seems to be about the only thing that are coming into their own irrespective of weather, and for all fruits there is a good sale. The crop of strawberries is very good, the demand large, and the price suitably moderate. Vegetables are slower, but root stuff has been slow for the past month or more.

On general, groceries peculiarly adaptable for summer, orders are tardy. Jellies, custards and the like are taking comparatively few orders. Summer drinks, which had a good week a couple of weeks ago, have fallen off again. Fly-killers and the like hang on the walls and shelves of the wholesalers' warehouses—and they hang there: they are not getting into the retailers' hands as yet. There are two lines which are moving, however. Oatmeal and heavy breakfast foods are being sold less, while lighter cereals are looming larger and larger as summer months come on. Secondly, the trade in cooked meats is good, and indeed, demand has been heavy enough to be partially if not wholly instrumental in putting up the prices, as we show in our provision market report.

Canned salmon is moving a little more freely. It has been somewhat of a white elephant during the winter but at advantageous prices jobbers are selling a lot of salmon these days. Apparently the retail trade has sold out what it had in

the fall, and finding itself short handed is buying again. This is said to be general all over the province. Other lines of canned fish are getting a little business too. Tomatoes, corn, peas and the like, however, are still rather slow, except from retailer to consumer.

There is an increasingly good demand for the non-poisonous match, and we imagine the trade is getting rid of such stocks as they had before January 1st of the old kind rather sooner than was anticipated. At any rate, wholesalers report good sales of the new matches, and a distinct improvement during the last two weeks or so.

Trade generally is good. The war situation, at this writing, certainly looks more hopeful. Hope deferred, in the case of Italy's entrance into the war, was justified last week; the best state of affairs exists governmentally in Britain; Russia is coming back into its own, and all-round the situation is felt to be cheery. This is reflected in the business feeling of the country. There is certainly less unemployment in the country now than there was a month ago—by a big margin—and money is reported to be easier. Collections, wholesalers agree, are "not too bad," taking them generally, and have improved some in the large cities where they were in none too good shape. Retailers are daily growing more confident, and though the Lusitania outrage put a crimp in order-taking, it has proved to be only temporary and to be more than offset by the general confidence felt in the war situation. One jobber, following Mark Tapley, insists upon being optimistic and points out that no matter how bad business might be, "it might have been worse." This is a good slogan and, accompanied by the necessary getting-out-and-hustling, it will be efficacious in securing to a still greater extent permanent improvement in the commercial organism of the country.

SUGAR.—The market is considerably firmer, following that in New York, and higher prices are said to be in the offing. This is largely due to the large buying which has been done by Great Britain and France for immediate or early shipment. This buying is not necessarily through, either, and the market tone is remarkably firm in consequence. We give some important figures in connection with the foreign purchasing in our summary on another page this week. These may be supplemented by the statement that from April 15th to May 24th one hundred thousand tons of American granulated sugar were sold to England and France. Great Britain bought 30,000 tons for June and July delivery, at \$3.75 f.o.b. Cuba. Raws are very active, says a cable of yesterday's date, and there were sales at 4.89; sales for June were made at 5.02. In view of these condi-

tions, we think we shall see higher prices. There is a strong feeling along that line in New York.

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 Sugar—	
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 (2½ to case)	8 11
Cartons (5 to case)	8 11
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.	

TEA.—There have been no auctions in Colombo or Calcutta or London this week. Monday was Whit Monday and the next holiday will not be till June 1. On that date Calcutta sales will open and it looks at present as if levels would be very high. Bulk teas are said to be selling comparatively slowly in Canada, because, prior to the introduction of the Budget, the retail trade bought heavily, fearing a tax. There seems to be a preponderance of Indias being sold. Demand, however, of any sort of bulk tea is not excessive at present. Recent price changes in package teas do not seem to have interfered with buying to any material extent.

DRIED FRUITS.—Evaporated apples are slightly firmer this week. There is somewhat of a revival in demand for them and we quote 8 to 8½c. Stocks of currants in the hands of retailers are light and there has been some buying. Filiatras are a little firmer and we have advanced our quotation by half a cent. It is improbable that there are any 7c Filiatras on the market. Generally the currant market is firmer. Primary markets have a stronger tone at present. Prunes are dull again. Activity in futures has flickered out, and spot stocks are nil. At the coast the feeling is considerably easier. There is no export buying and domestic feeling over the border is easy. Peaches are down a cent, and at that demand is small. Valencia raisins have stiffened and there is quite a call for these. We alter our quotations to 10-10½c. General business continues quiet.

Apricots—	
Standard, 25 lb. boxes	0 13 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 13 0 22
Currants—	
Filiatras, per lb.	0 07½ 0 08
Amalas, choicest, per lb.	0 08 0 08½
Patras, per lb.	0 08½ 0 09
Vostinas, choice	0 09½ 0 10
Cleaned, ¼ cent more.	
Dates—	
Fards, choicest, 12-lb. boxes @....	0 09½ 0 10
Fards, choicest, 60-lb. boxes @....	0 09 0 09½
Package dates	0 08 0 08½
Hallowees	0 07½ 0 07¾

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Prunes—		
30-40s, California, 25 lb. boxes	0 14 1/2	0 15
40-50s, 25 lb. boxes	0 12 1/2	0 13 1/2
50-60s, 25 lb. boxes	0 12	0 12 1/2
60-70s, 50 lb. boxes	0 10 1/2	0 11 1/2
70-80s, 50 lb. boxes	0 08	0 09 1/2
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07 1/2	0 08
25-lb. boxes, 1/4c more.		

Peaches—		
Choice, 50-lb. boxes	0 07	0 07 1/2
25-lb. boxes 1/4c more.		

Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10 1/2
Seeded, fancy, 1 lb. packets	0 10 1/2	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10 1/4
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 15 oz. packets	0 10 1/2	0 11
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Primary markets have a stronger tone on shelled walnuts, but there is no price change to record. Demand here for all nuts is more and more limited, except possibly in case of peanuts. In them the summer demand is beginning to make itself felt. We quote 11 to 11 1/2c. Almonds have only a limited demand. Such activity as there was in Brazils has flickered out. All is still in the nut market.

In Shell—		
Almonds, Tarragons	0 17 1/2	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12 1/2	0 13 1/2
Peanuts, hand-picked, roasted	0 11	0 11 1/4
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 32	0 37
Filberts	0 35	0 36
Peanuts	0 11	0 11 1/4
Pecans	0 55	0 60
Walnuts	0 34	0 38

COFFEES.—Rios and Santos have firmed up some, as also has Maracaibo. Demand is only average, however, and New York market is none too firm. Buying, such as there is, is distinctly hand to mouth. Mochas are doing better business than there has been seen in them for some time. Stocks on most coffees are none too heavy and were the demand greater market tone would be firmer.

Coffee—		
Standard Old Govt. Java	0 35	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucaramanga	0 30	0 32
Mexican	0 30	0 32
Maracaibo	0 28	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Obicory	0 14	0 14

SPICES.—Cream of tartar is in big demand and stocks held are light. These two facts coupled together are responsible for an advance in price in the primary market of about 10/2 a cwt. We quote 33 to 35 cents now. Shortage of freights is the fundamental cause of it. There are not enough bottoms to bring the stuff over. Price here is firmer, but was not advanced as yet. White peppers, however, are higher, and we quote them 33 to 35 cents, which is an increase of 2c. Here again the stuff is held up because of lack of freights.

Spices—		
Allspices, ground	0 10	0 15
Allspices, whole	0 10	0 15
Cassia, whole	0 21	0 25
Cassia, ground	0 14	0 16
Cinnamon, Batavia	0 25	0 33
Cloves, whole	0 18	0 22
Cloves, ground	0 18	0 22
Cream of tartar	0 25	0 40

Curry powder	0 35	0 35
Ginger, Cochin	0 15	0 17
Ginger, Jamaica, ground	0 18	0 21
Ginger, Jamaica, whole	0 25	0 28
Ginger, African, ground	0 18	0 21
Mace	0 20	0 25
Nutmegs, brown, 54s, 52c; 50s, 42c; 100s	0 20	0 25
Nutmegs, ground, bulk, 46c; 1 lb. tins	0 20	0 25
Pastry spice	0 22	0 25
Peppers, black, ground	0 14	0 18
Peppers, black, whole	0 20	0 22
Peppers, white, ground	0 19	0 24
Peppers, white, whole	0 30	0 33
Pickling spice	0 15	0 15
Turmeric	0 15	0 20

RICE AND TAPIOCA.—There is no price change to record, and little of especial interest. A consistently good demand exists for both rice and tapioca. Sago has been getting good business.

Rice—		
Rangoon "B," per cwt.	3 45	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	
Patna, fancy	0 07 1/2	0 09
Tapioca—		
Pearl, per lb.	0 06	0 07 1/2
Seed, per lb.	0 06	0 07 1/2
Sago, brown, per lb.	0 05 1/2	0 06 1/2

MANITOBA MARKETS.

Winnipeg, May 27.—The recent rains have undoubtedly done a great deal to increase confidence. There now seems every prospect of a good crop and as a result a greater freedom in buying is generally apparent. Wholesalers, indeed, report sales satisfactory, with canned goods especially in demand. It seems evident that dealers have formed the opinion that a number of canned goods lines are lower now than conditions warrant. On the Eastern market there has already been a strengthening in this line, and in Manitoba there has come a corresponding strengthening. From present indications, indeed, it would seem retailers can hardly go wrong in anticipating their wants in these goods, and placing their orders immediately. A heavy export demand in some lines is to some extent causing the stronger feeling in the East, but there seem other causes, namely the holding company which is in the course of formation. In view of all conditions there seems every likelihood that the market will go higher than at present.

SUGAR.—Little or no change is noted here. New York raws are going higher all the time and Canadian sugar holds firm at the present prices. While an advance in sugar is looked for, it is at the present time exceedingly difficult to predict anything with regard to this market. Sugar prices also remain at quotations which have held for some time. The season for syrup is well on and only limited quantities are selling.

Sugar, Eastern—		
Standard granulated	6 95	
Extra ground or icing, boxes	7 50	
Extra ground or icing, bbls.	7 60	
Powdered, boxes	7 60	
Powdered, bbls.	7 40	
Hard lump (100-lb. cases)	7 90	
Montreal yellow, bags	6 55	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	6 95	
Halves, 50 lbs., per cwt.	7 05	
Bales, 20 lbs., per cwt.	7 10	
Powdered, barrels	7 35	
Powdered, 50's	7 70	
Powdered, 25's	7 80	
Icing, barrels	7 65	
Icing, 25s	7 90	
Icing, 50s	7 95	
Out loaf, barrels	7 75	

Out loaf, 50s	8 00
Out loaf, 25s	8 25
Sugar, British Columbia—	
Extra standard granulated	6 95
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 65
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 30
H. P. lumps, 25-lb. boxes	8 15
Yellow, in bags	6 65

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 15
10s, per case 1/2 doz.	3 61
20s, per case 1/4 doz.	3 88

B. C. Cane Syrups—	
2-lb. tins, 3 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 35

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	
Barbadoes	Per gal. 6 50
New Orleans	Per case. 9 24
Maple Syrups—	
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gal., 1 doz.	6 65
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Few changes have been struck during the week. Apricots have moved up somewhat, also some lines of raisins. Choice 25-lb. boxes of peaches, however, are quoted a little lower than a week ago. There seems every likelihood that prunes will be somewhat easier. It is expected there will come a gradual falling off until the new crop come on in September. A larger stock is available than was at first supposed to exist, and this, coupled with the certainty that the new crop will open at a considerably lower price than that now quoted, is expected to result in a decline in the market. Evaporated apples will likely advance very shortly. Probably by the 1st of June they will be quoted at 8 1/2c.

Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 08 1/2
Apricots, choice, 10's	0 14 1/2
Apricots, standard, 25's	0 12
Currants—	
Dry clean	0 07 1/2
Washed	0 08 1/2
1 lb. package	0 08 1/2
2 lb. package	0 17 1/2
Vostizzas, bulk	0 10

Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25

Peaches—	
Standard, 25-lb. boxes	0 07 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2

Raisins, Muscatalis—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08 1/2

Raisins, Valentias—	
Fine selected	2 50
Four crown layers, F.O.S.	2 35
Choice, seeded, lb.	0 11 1/2
Fancy seeded, lb.	0 11
12-oz. packages, fancy	0 08 1/2
12-oz. packages, choice	0 08 1/2

Raisins, Sultanias—	
Corinthian Giants	0 13 1/2
Superfine	0 12 1/2
Fine	0 10 1/2
Fine	0 10 1/2

Prunes, in 25-lb. boxes—	
90 to 100	0 08 1/2
70 to 80	0 08 1/2
60 to 70	0 09 1/2
50 to 60	0 11
40 to 50	0 11 1/2

Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
5-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 13
3-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 5 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 25-lb. bags	0 07 0 07 1/2

RICE AND TAPIOCA.—For some little time it has been indicated that tapioca would continue its upward movement until a price in the neighborhood of 7c is touched. Events seem to make this

CANADIAN GROCER

course more than ever certain. During the past week, in fact, tapioca has advanced, being now quoted from 5 3/4 to 6c. In rice there are only slight changes, Siam having advanced, being quoted now at 3 7/8 to 4c.

Rice and Tapioca—

No. 1 Japan, per lb.	0 04 1/2	0 04 1/2
No. 2 Japan, per lb.	0 03 1/2	0 04 1/2
Siam, per lb.	0 07	0 07 1/2
Patna, per lb.	0 08 1/2	0 08 1/2
Carolina, per lb.	0 08 1/2	0 08 1/2
Sago pearl, per lb.	0 06 1/2	0 06 1/2
Tapioca, pearl, per lb.	0 06 1/2	0 06 1/2

NUTS.—No change in prices here. Rather curtailed demand is usual at this season.

Nuts—

Brazil, new stock	0 15
Tarragon almonds	0 19
Peanuts, roasted Jumbos	0 12 1/2
Peanuts, choice	0 16
Pecans	0 22
Marbot walnuts	0 14 1/2
Sicily almonds	0 14 1/2
Shelled almonds	0 41
Shelled walnuts	0 41

WINNIPEG.

VEGETABLES.—Demand here is not what had been expected, still there seems a tendency on part of many to refrain from buying anything which may be considered a luxury. Asparagus is still being quoted at from \$2.50 to \$5. Cauliflower is practically off the market. Head lettuce is still being sold, but has risen in price, being now quoted at \$1.25 per dozen. Bermuda onions from Texas have made their appearance, being quoted at 4c per lb. For them there is a very strong demand. Rhubarb brought in from Minnesota is much more plentiful now, the price having dropped 1 1/2c, making quotations 2c.

Asparagus—

Minnesota, per case (about 20 lbs.)	2 50
California, per case (about 25-35 lbs.)	5 00
Celery, Florida (about 4 doz. to case)	4 00
Texas cabbages	0 04 1/2
Head lettuce, per doz.	1 25
Leaf lettuce, doz.	0 40

Onions—

Bermudas, Texas, per lb.	0 04
Oregon, 100-lb. sacks	3 25
Potatoes, new, Louisiana, per lb.	0 08
Parsley, per doz. bunches	0 50
Rhubarb, Minnesota, per lb.	0 02
Sweet potatoes, per lb.	0 06
Spinach, Washington, 20-lb. crate	1 75
Tomatoes, Florida, per case	6 00
Honey, comb, per case (24 sections)	5 50
Green peas, California, per lb.	0 15
Carrots and beets, Mississippi, doz. behs.	1 00

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, May 27.—Local strawberries are arriving, and are now superior to imported. Local millers have reduced flour 20c per barrel last Saturday. Holiday retail trade was good; also wholesale. Lard is up 15c, and beans advanced half a cent a lb. Canned apples, sixes, are up 12c.

PRODUCE AND PROVISIONS.

Butter, creamery, per lb.	0 35
New Zealand cubes	0 35 1/2
New Zealand brick	0 36
Cheese, per lb., large	0 21

EGGS—

Local fresh	25 c
Extra selected	21 c
Vancouver Island	25 c
Lard, 3's, per case	3 75
Lard, 5's, per case	3 67
Lard, 10's, per case	3 60
Lard, 20's, each	3 06

GENERAL.

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	0 6 1/2 c
Beans, Lytton	0 6 1/2 c
Cream of tartar, lb.	50 c

Cocunut, lb.	18 1/2 c
Cornmeal, ball	\$3 00
Evap. Apples, 50's	0 6 1/2 c
Flour, 49's, bbl.	8 55
Lemons, box	3 75
Potatoes, per ton	4 25
Rolled Oats, ball of 80 lbs.	20 00
Onions, lb.	3 85
Oranges, box	0 2 1/2 c
Rice, 50's, sack	2 75
Rice, standard, gran., per cwt.	1 90
Sugar, standard, gran., per cwt.	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

CANNED GOODS.

Apples, gals. 6case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 30
Peaches, 2 1/2's, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.

Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.

Apricots, per lb., 13 1/2c; Apples, lb.	0 6 1/2 c
Currants, per lb., 0 8 1/2c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	0 6 1/2 c
Peaches, per lb.	0 7 c
White Figs, per lb.	0 6 c

ALBERTA MARKETS.

By Wire.

Edmonton, May 27.—Edmonton business continues good. Flour is down, but decline in prices is not general, only two millers having notified the trade. Cheapest grades are off the market, supply being exhausted. Lards show increased firmness, and smoked meats have considerably advanced over last month. There is a splendid sale for jam, both pure and compound. Cheese is higher. Butter—Creamery is down to 35c; and there is no dairy on market. Japan beans are higher. Potatoes are 65c to 70c.

Produce and Provisions—

Cheese, per lb., old	0 21 1/2
Cheese, new, lb.	0 19 1/2
Butter, creamery, per lb.	0 35
Lard, pure, 3's, per case	3 90
Lard, pure, 5's, per case	3 85
Lard, 10's, per case	3 80
Lard, pure, 20's, each	2 83

General—

Beans, Ontario, per bushel	3 75
Beans, Japan, per bush.	3 90
Coffee, whole roasted, Rio	0 15
Evaporated apples, 50's	0 08
Potatoes, per bush.	0 65
Rolled oats, 20's, 32c; 40's	1 83
Rolled oats, ball, 34; 80's	3 60
Flour, 98's	3 96
Rice, per cwt.	3 85
Sugar, standard gran., per cwt.	7 55
Sugar, yellow, per cwt.	7 15

Canned Goods—

Apples, gals., case	1 60
Corn, standard, per two dozen	2 00
Peas, standard, 2 dozen	2 10
Plums, Lombard	2 20
Peaches	3 25
Strawberries, 34.45; raspberries	4 00
Tomatoes, standard, per dozen	2 50
Salmon, sockeye, 4 doz. talls, case, 1s	7 80
Cheese, 1's, \$5.75; humpbacks, 1's	4 35

Fruits—

Lemons	4 50
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NEW BRUNSWICK MARKETS.

By Wire.

St. John, May 27.—Holiday business was good. Fine weather helped to make a big week-end trade. General prospects are encouraging, with markets not much changed. There has been no alteration in sugar except a slight local reduction in one brand, due to competitive features. Market is strong, but dealers are not expecting higher quotations in near future. Beans are quite plentiful, yellow eyes being lower at \$3.50-3.60. New cheese is again higher at 19c to 19 1/2c. Large quantities are being sold in Up-

per Canada for army purposes. Butter is slightly easier, with supplies better. Eggs are plentiful.

Produce and Provisions—

Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	26 00	27 00
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	25 00	28 75
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 27	0 28
Butter, creamery, per lb.	0 31	0 32
Eggs	0 19	0 20
Lard, compound, per lb.	0 11 1/2	0 11 1/2
Lard, pure, per lb.	0 13	0 13 1/2
Cheese, new	0 19	0 19 1/2

Flour and Cereals—

Cornmeal, gran.	5 75
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	9 05
Flour, Ontario	8 50
Rolled oats, per bbl.	7 75
Oatmeal, standard, per bbl.	8 25

Fresh Fruits and Vegetables—

Lemons, Messina, box	7 60
Oranges, Val., case	4 00
Potatoes, bbl.	1 35
1 46	

Sugar—

Standard granulated	6 80
United Empire	6 70
Bright yellow	6 60
No. 1 yellow	6 50
Paris lumps	7 60
Lemons, Messina, box	7 60
Beans, hand-picked, bush.	3 45
Beans, yellow eyes, per bush.	3 50
Canned pork and beans, per case	2 60
Molasses, Barbadoes, gal.	0 39 1/2
Cream of tartar, per lb., bulk	0 40
Currants	0 08 1/2
Rice, per cwt.	4 00
4 25	

FINANCE MINISTER ONCE A MERCHANT.

Edward Brown Holds Important Post in the New Manitoba Cabinet.

(From The Financial Post.)

MANITOBA'S new administration has before it a splendid opportunity. Assuming that the financial position of the Province is not as good as it ought to be and that reports with respect to it are accurate, the situation presents to the new administration an excellent opportunity of immediately earning the confidence of the investing and business public. In the opinion of The Financial Post, the wealth of that Province and its ability to take care of all its obligations, if its affairs are reasonably well administered, is unquestionable. Of course, if expenditures are to be continued on the same scale as during the years of expansion trouble will result. The responsibility of indicating how the current resources of the province can be handled so as to take care of current obligations rests with the Minister of Finance, Mr. Edward Brown. He has had an exceptionally good training for the position. He first came into the public eye through his success as a merchant, and subsequently gave attention to land and finance. Invariably he has been successful. Mr. Brown's first duty as Provincial Treasurer in Manitoba will be to cut down the expense of administration without impairing its efficiency. We have no doubt but that this can be done. He has started out in practical fashion by appointing a reputable firm of auditors to report to him upon conditions as they exist. Hitherto, we believe, it has been the practice to hand this work over to some political hanger-on. When the report is available, Mr. Brown will be

able to do exactly as other large undertakings in the Dominion have done and that is to cut down expenses. Our railway systems have done so drastically as have many undertakings not so much in the public eye. It is only by this rigid economy that the expense of maintaining our men at the front can be borne and only by such measures can we take care of our current obligations. We have no hesitation in prophesying embarrassment to any government or any financial or industrial undertaking of more than local importance that does not at the present juncture pursue a policy of the strictest economy. Politicians are strongly tempted to be liberal with public money. That tendency is at present too evident in the case of many Governments in the Dominion and also many municipalities. We trust that the new administration in Manitoba will strike new and desirable ground by giving the Dominion an example of economy and efficiency.

QUEBEC'S MAPLE INDUSTRY.

Quebec, May 27.—Though the sugaring season in the Province of Quebec is a comparatively short one, lasting about a month, it is interesting, and perhaps surprising, to know that the sugar crop is worth more than the fruit crop.

Due to the Provincial Government, which has established schools and sent lecturers to various parts of the province, the farmers have come to the conclusion that pure maple sugar, made by modern methods, is far more marketable than the inferior article.

The result of the Government's energies has been that the sugar crop of the Province of Quebec is valued at \$1,680,393, while the fruit crop is only worth about \$1,469,537.

This year, as on former occasions, Dominion Day, July 1st, will be the day for the advertising of Quebec's maple sugar. On that day 25,000 little pieces of sugar, accompanied by pamphlets, will be distributed on the trains in the United States and Canada, the big hotels of the continent and in London and Paris, as well as on the transatlantic steamers from Canada and the United States.

C. M. A. FORMS NEW COMPANY

In preparation for a period of reconstruction in Europe following the war, the Canadian Manufacturers' Association has formed the preliminary directorate of an organization to be known as the Export Association of Canada, Limited, to be capitalized at \$500,000, and for which a charter will be secured from the Government at once. The Government, the railways, and banks have agreed to co-operate.

ON THE MERCANTILE FIRING LINE.

(Continued from page 32.)

said, "Our red, black, white and gold colors make men smoke."

A more important consideration, however, is the store approach.

"Don't have a bad step," it was urged. "It will keep some people out. Worse, it will bring some in with a little load of irritation. They will hardly understand this themselves, but your sales will suffer. Then have the departments clearly defined. Don't have everything jumbled together. That repels sales.

Emphatically it was stated that customers get ideas which either help or hinder buying from the appearance, the mannerisms, the general attitude of the clerks serving them. How a clerk walks, talks and dresses all help or hinder the selling of goods. These things, therefore, should receive attention just as much as should counter or window display.

There should be nothing about a sales person's dress that sticks out, demanding attention. That can be taken as a general rule. Jewelry hurts more sales than you imagine.

The importance of the voice in salesmanship, especially in the growing work of telephone salesmanship, received a good deal of attention from Dr. Neystrom. "The voice with the smile wins," he said. Then he proceeded to give a few suggestions for keeping an ear that smiles at the other end of the wire. Talk right into the machine, one inch from the mouthpiece. Remember it is your voice alone which is carrying impressions. You cannot help out your meaning with facial expression or gesture. Remember the vowel sounds travel easily by phone, but the consonant sounds are hard to transmit. Speak distinctly always and be courteous and patient.

Doctors have said that one person in seven is possessed of a bad breath. This is too bad for many reasons. It is fatal to salesmanship. There is a story Dr. Neystrom continued of a clerk whose breath was very bad, but whose employer, for fear of causing pain, forbore mentioning the fact, until chagrined one day at seeing a lady turn away almost in disgust. When advised of the state of affairs—told he must improve his breath or seek a new position—the clerk was greatly disturbed. That night he attempted to blame his wife.

"Why didn't you tell me?" he asked. "Why," she said, "I thought all men's breaths smelled like that."

These, concluded the speaker, are a few practical and at the same time scientific suggestions. I believe that if you apply these—make your clerks apply them—if you couple them up with the

information you are getting from your trade papers and magazines, that you will get splendid results.

Remember salesmanship is simply telling what you know of your goods so that you will make the right impression; but everything about you, about your clerk, about your store does something to convey impressions—and those which are not for you are against you.

BURN THE M. O. CATALOGUE.

(From Nokomis Times, Sask.)

The post offices have been flooded with price-lists and catalogues sent from various houses. These houses send to you cheap, flashy catalogues quoting, presumably, low-priced goods. They solicit your business, offer you, according to the catalogues, great bargains; but how many times have you been disappointed in these cheap, mail order purchases? How many times have goods been of poorer quality than the goods you buy at home for the same prices?

Your local dealer advertises in the local paper; does the mail order house patronize the paper that you receive?

Who puts up the money for improvements, the merchant or the mail order house? The merchant puts up the money, and the mail order house only sends more of its cheap catalogues into the merchant's territory to draw away his trade.

The local dealer is always foremost when it comes to the improvement of your community. How many times have you gone to your local dealer when you wanted to improve or beautify your town? Did you ever write to a mail order house for donations towards improvements?

The merchant pays taxes in your district to help defray expenses and thus lightens the burden on your shoulders. The mail order house pay taxes in a community hundreds of miles away from where you live and you receive no benefit. Trade with the home merchants who advertise. Read the ads. in this issue and see who helps support the paper you are reading.

W. C. Miller, head of the organization department of the Retail Merchants' Association, Ontario branch was in Collingwood, Ont., last week assisting in the organization of the branch there. Officers have been elected including Mr. Patterson as president and Mr. Orr as secretary. Stayner and Creemore have also been visited by organizers of the Association and there are branches in each of these places. This week Messrs. Maher and Doyle are in Peterboro, Ont., on organization work for the Retail Merchants' Association.



FRUIT AND VEGETABLES



Late Valencias on the Market

Cucumbers Lower: Mushrooms Higher—Root Vegetables Are Still Slow Sellers—Big Demand For Grape Fruit—California Late Valencia Oranges Are on the Market—Navels and Lemons Firm—Strawberries Very Plentiful—Asparagus Advances Sharply.

MONTREAL

FRUITS.—About the only apples being offered to the trade now are Spies, No. 2's are worth 5.50; No. 1's are selling around 6.50-7.00. There are also a few Ben Davis offering around \$5. Bananas are still high. Cocoanuts are up slightly, bringing 4.50-5.00 per sack 100 size. Grapefruit took a fearful jump recently, and are still scarce. Hot-house grapes are the only ones being offered the trade, and are bringing around \$1.00 per lb. Pineapples which were too plentiful last week, have advanced to \$2.50; last week they were \$2.00. Strawberries have declined little if any; quart cups are quoted at 14c, and pints are 8½c. American cherries are arriving, but no Canadian ones yet. They are quoted at \$2.50 per box, and very few in a box. A few dealers are bringing pears in, but there are none offered on the market. Limes remain at \$1.50 per box. No change is noted in lemon quotations on account of the war, but it would not be surprising to see this market affected at an early date for this reason. There is slight advance in Mexican oranges, but Californias remain about the same.

Apples—	
Ben Davis, No. 1, bbl.	5 00
Spies, No. 1, bbl.	6 50
Bananas, crate	2 25
Cocoanuts, sack	4 00
Grapefruit, case	4 00
Grapes, Belgium hothouse, lb.	1 00
Lemons—	
Messina, Verdell, extra fancy, 300 size	3 50
Limes, box	1 50
Oranges—	
Cal. Seedlings, 96-126-150-176-200-216-250-288-324	3 50
Sorrento, 200-300 size box	3 25
Mexican, 126-150-176	3 25
Pineapples, 18-24 and 30-36	2 50
Strawberries, per pint cup	0 08
Cherries, American, box	2 50

VEGETABLES.—Business opened up briskly in all lines of fruit and vegetables this week. The feature of the vegetable market was a decline in several lines, including tomatoes, cucumbers and cabbage. Tomatoes dropped 50c per crate, and are now quoted at \$3.50-\$4.00; last week they were \$4.00-4.50. Cucumbers declined 75c per basket, and are quoted now at \$3.00. Cabbages are down to \$3.00 per crate. The reason

for these declines is that crops are much better with the arrival of warmer weather in America. Car lot supplies are now arriving more freely. Asparagus jumped to \$3.00 per doz. bunches this week on account of a scarcity and heavy demand. Slightly cool weather in Montreal made it difficult to grow asparagus last week. New potatoes advanced during the week, but are likely to be down again this week. Sweet potatoes are scarce, and no demand for them. Rhubarb is down again to 20-25c per doz. No American cress now being offered, as there is enough Canadian to supply the demand.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz.	1 30	0 25
Beets, bag	3 50	3 50
Beans, wax, basket	3 50	3 00
Beans, green, basket	3 00	1 00
Cabbage, new, bbl.	1 00	2 00
Carrots, bag	1 00	3 00
Carrots, new, doz.	2 00	0 10
Cauliflower, Canadian, doz.	3 00	2 25
Cucumbers, fancy, basket 6 doz.	3 00	1 75
Celery, Florida, crate	0 10	2 00
Horseradish, Canadian, lb.	2 25	2 00
Head lettuce, per box, 3 to 4 doz.	1 50	2 00
Curly lettuce, per box, 3 to 4 doz.	1 50	2 00
Mushrooms, 4 lbs., basket	2 00	2 00
Onions—		
Bermuda, 50 lb. crate	2 00	0 25
Parsnips, new, bunch	0 25	0 35
Parsley, Canadian, doz. bunches	0 35	0 75
Peppers, green, 3¼-qt. basket	0 75	0 55
Potatoes—		
Montreal, bag	0 55	0 65
Green Mountain	0 65	7 00
New, bbl.	7 00	2 75
Potatoes, sweet, Jersey, hpr.	2 75	0 75
Radishes, doz.	0 75	0 20
Rhubarb, hothouse, doz.	0 20	2 25
Rhubarb, American, in bbls.	2 25	0 75
Spinach, American, in bbls.	2 25	3 50
Turnips, bag	0 75	4 00
Tomatoes, Florida, crate	3 50	0 30
Watercress, Canadian, doz.	4 00	0 30

TORONTO.

FRUIT.—There are no price changes worth mentioning in the fruit market this week, though business is good in most lines. The holidays proved a big selling time, and retailers are certainly placing orders which are larger in bulk and extent and even more in number than was the case eight or nine months ago. Late Valencias are in now and are selling for \$3.75 to \$4. Navels are firm at levels which have obtained for some time. Lemons are firm at \$3.25 to \$3.50. Strawberries, which fluctuate a good deal, sell in quart boxes for 14c or thereabouts. They are very plentiful and price will drop down rather than

advance. Pineapples at \$2.50 to \$3 find a ready sale. Bananas which are a very good line nowadays sell at all prices. Standard levels seem to be anywhere from \$1.50 to \$2.25. Grapefruit is firm at \$3 to \$4. This is good stuff and there is a big demand for it, and ever-increasing demand. Price is firm. Apples show little change. Spies are about the only thing left and they are firm at old prices.

Apples—		
Spies, box	4 50	5 50
Bananas, per bunch	1 75	2 00
Cocoanuts, sack	1 50	2 25
Grapefruit	4 00	4 25
Grapefruit	3 00	4 00
Oranges—		
California navels	3 00	4 00
Lemons, Messina	3 25	3 50
Lemons, California	3 25	3 50
Limes, per 100	1 00	1 00
Pears—		
California, box	3 25	3 25
Pineapples, Porto Rico, case	2 50	3 00
Strawberries, qt. box	0 14	0 16

VEGETABLES.—Asparagus went up latter part of last week and is firm at anywhere from \$1.50 to \$2. There is a big demand for it, and the stuff is fresh and very nice. Beans have been rather dull this last day or two. There is no price change. Canadian cabbage finds a ready sale at 50 to 75 a dozen. Carrots and turnips are more or less unchanged. Business in these lines is not brisk. Turnips, of which there does not appear to be a too good supply, are worth 35 to 50 cents, and they are firm at that, notwithstanding the somewhat meager business. Cucumbers are down this week and we quote \$1.50, which is quite a drop. Mushrooms are again higher at 90 cents as an outside price. Florida and Bermuda potatoes are all higher and very firm. We quote them by the barrel. Tomatoes are getting lots of call at \$4.50 to \$5. Leaf lettuce and parsnips are finding an increasing sale as the hot weather comes along. Root stuff is still very slow. Rhubarb sells only fairly well. Florida celery is getting lots of business. Business was very good over the holiday, and with the exception of root stuff, keeps up well.

Asparagus, Canadian	1 50	2 00
Beets, Canadian, bag	0 30	0 40
Beets, American	0 30	0 75

(Continued on page 45.)



FISH AND OYSTERS



Frogs' Legs Selling Well

Particularly to Hotels—Little Frozen Stuff, Though Some White Fish Still Held—Mackerel Moving Briskly—Large Clams at \$2.00 — General Holiday Business Good.

MONTREAL.

FISH AND OYSTERS.—Lots of fish is going in to consumption this week on account of the three fast days; but, apart from that fact, there is no doubt that people are appreciating more the value of fish food. When fresh meats are so costly, and prospects so poor for a change, it seems natural that fish should be more popular. Supplies are coming in pretty well. Salmon are scarce, particularly from the West, where it should be plentiful at this season. From the East there have been a few arrivals of salmon, but these have sold at exorbitant prices—35-40c. Halibut is in good supply from the West, but rather scarce from the East. The ice is still interfering a good deal with fish operations in the East. Arrivals are not so large as would be expected. Lobsters are still arriving very freely, and are selling lower—13-14c. Lake fish, such as pickerel and pike, are not too plentiful, and prices are holding well. Brook trout is not over plentiful, but the demand has certainly not been up to last year's level; the price is low—24c per lb. In smoked, boneless, salted and canned fish, the demand is steady at firm prices.

TORONTO.

FISH AND OYSTERS.—There is little frozen stuff left now. A little whitefish still remains, being kept, doubtless, for emergency in case of a scarcity of whitefish. The only thing in the clams and oyster line is the sale of clams. These are moving very well, and large clams are quoted at \$2 a hundred. Fresh sea-caught mackerel is in now, and is proving a good seller. It comes from New York chiefly, and is selling at 12c. Little necks are moving briskly at \$1.25 to \$1.50. Western salmon is down a nickel in price, and is a little slow at time of writing. Lobster is also down a nickel, selling for 30c. The stuff is very fine. Eels are moving well at 8c. There is a big hotel trade in them right now. Smoked lines have their usual quota of business, haddies and herrings all being bought in large quantities. Lake stuff

does not alter much in price. Trout and whitefish divide the popularity. There is a lot of trout selling at present. Flounders are worth 9c; some are going a trifle cheaper, but 9c seems to be average price. There is a big demand, particularly from the hotel trade, for frogs' legs at 50c. Fish men say there is better business in these than ever before. Generally, trade is good, and the holiday proved a business-getter.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb, new cured	.07½-.08	.06-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, fillets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	.10
Herring, Ciscoe, per lb.	.10	.10
St. John bladders, 100 in box	.110	1.20
Yarmouth bladders, 60 in box	.20	1.27
Smoked herrings, medium, box	.30	...
Smoked boneless herrings, 19-lb. box	1.10	...
Kipper herrings, selected, 60 in box	1.80	1.35-1.60
Smoked salmon, per lb.	.25	.23
Smoked halibut20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	.19
Red, Cohoes or silvers, per lb.	.08-.08½	.18
Pale, qualla, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut, eastern chicken, per lb.	.09-.09½	.10
Mackerel, bloater, per lb.	.07½-.08	.08
Haddock, medium and large, lb.	.08½-.09	.10-.12
Market codfish, per lb.	.05½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.06	.06
Blue fish, per lb.	.15-.16	...
Smelts	.09	.12-.20
Herrings, per 100 count	3 00	...
Round pike	.05-.5½	...
Grass pike	.05	.06½

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 25	6 00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	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	2 50
Best clams, imp. gallon	1 30	...
Best scollops, 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 bbl.	11 00	...
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small, lb.	0 14	0 30
Live lobsters, medium and large, lb.	0 17	...
Little necks, per 100	1 25	1 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11	0 12
Haddock, fancy, express, lb.	4½	5
Mackerel, lb.	...	0 12
Steak, cod, fancy express, lb.	5½	6
Herrings, Gasperaux	2	0 08
Flounders	6	0 08
Salmon, Western	0 30	0 30
Salmon, Eastern	0 45	...

FRESH LAKE FISH.

Carp, lb.	0 06	...
Pike, lb.	0 07	0 10
Brook Trout	0 24	0 28
Perch, lb.	0 06	0 10
Suckers, lb.	0 05	0 07
Whitefish, lb.	0 11	0 15
Herrings, lb.	0 04	0 08
Lake trout, lb.	0 10	0 10
Dressed bullheads	0 10	...
Eels, lb.	...	0 08

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	.08½-.09	.09
White fish, small tullibees, per lb.	.05½-.06	.07
Lake trout, large and medium, lb.	.09	.12
Dore, dress or round, lb.	.08	.08-.10
Pike, dressed and headless, lb.	.06	.06½
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	...
Salmon, Labrador, bbls, 300 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 lb.	12 00	...
Sea trout, Labrador, bbls, 300 lb.	12 00	...
Sea trout, Labrador, half bbls, 100 lb.	6 50	6 80
Mackerel, N.S., bbls, 200 lb.	12 00	...
Mackerel, N.S., half bbls, 100 lb.	7 00	...
Mackerel, N.S., pails, 30 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.	6 00	...
Quebec sardines, half bbls.	3 00	...
Tongues and sounds, per lb.	0 07½	...
Scottish herrings, imported, half bbls.	8 00	...
Holland herrings, imp'ted milkers, hf bbls	8 00	...
Holland herrings, imp'ted milkers, kegs.	0 95	0 75-1 00
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	10 00
Green cod, No. 1, bbl.	10 00	10 00
Green cod, No. 2, bbl.	8 00	8 00

WINNIPEG.

FISH.—Fresh fish from Ontario lakes are now in, and good demand is being felt. This demand, of course, has reduced call for fresh halibut and salmon. Lake whitefish, pickerel and trout are all expected to decline in price by next week. The present quotations are those which have to be asked for the first stock which comes on, but as the fishermen get heavier catches they will be able to sell at lower prices. By next week it is probable prices will be down 1c.

Oysters, of course, are off the market now—have been since the first of the month.

Fish—	
New fresh jackfish	0 05
Fresh whitefish	0 10
Fresh pickerel	0 09
Fresh trout	0 12
Gold eyes	0 03½
Halibut	0 09
Salmon	0 15
Fresh cod	0 10
Haddies	0 09
Haddies, fillets	0 12½
Bloaters, box	1 80
Kippers, per box	1 75

The old wooden money drawer comes about as near being a check on your cash as a paper safety valve would come to being of use on an engine.



PRODUCE AND PROVISIONS



Advancing Market for Hogs

Cheese Prices Still Going up—No Let-up to Soaring Tendency—Big Export Demand—Good Drop in Butter Levels—Eggs a Cent Easier—Storing Eases Up—Higher Prices on Lard—Cooked Meats Selling Well.

MONTREAL

PROVISIONS.—The live hog market scored a further advance of 25-35c and dressed hogs went up 50c this week, resulting in a firmer market for hams, bacon and lard. In view of this, our quotations on several lines have been advanced. These include an advance of 1c on all hams, also breakfast bacon. Boiled and roast hams are also up a cent. The reason for this stronger market is a big demand for export. Further advances are not unlikely.

Hams—		
Small, per lb.	0 19	
Medium, per lb.	0 18½	
Large, per lb.	0 17	
Bacon—		
Plain, bone in	0 21	0 22
Boneless		0 24
Peameal		0 24
Bacon—		
Breakfast, per lb.	0 21	
Roll	0 16	
Shoulders, bone in	0 14	
Shoulders, boneless	0 15	
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 28	0 29
Shoulders, boiled	0 25	
Shoulders, roasted	0 26	
Dry Salt Meats—		
Long clear bacon, 60-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
Barrelled Pork—		
Heavy short cut mess	Per bbl.	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	13	
Pails, wood, 20 lbs., gross	0 13½	
Pails, tin, 20 lbs., gross	0 13½	
Cases, 10-lb. tins, 60 in case	0 13½	
Cases, 3 and 5-lb. tins, 60 in case	0 14½	
Bricks, 1 lb., each	0 15½	
Lard, Compound—		
Tierces, 375 lbs., net	0 09½	0 10
Tubs, 50 lbs., net	0 10½	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 75	14 25

BUTTER.—Receipts were down this week, but despite this fact, market was considerably easier, supply being greater than the demand. Falling off in demand can be attributed to the fact that the trade is waiting for lower prices before buying. Wholesalers reduced their quotation to 31c, for finest creamery, which is likely to be down to 30c by this week end. This means that the butter has declined 2c during the past week.

Butter—	
Finest creamery	0 30
Dairy prints	0 25

Dairy, solids	0 23
Separator prints	0 23
Bakers'	0 21

CHEESE.—Early this week the market was still very high, the price for old make, of which there is a little left, has reached a record figure—22c—while new cheese is still quoted at 20c. The quality of the latter is poor, and when the trade will pay 20c for this cheese, the market must certainly be strong. A slightly weaker feeling was seen in the market last week, and it is not believed that prices can remain where they are very long.

EGGS.—Receipts are large, amounting to 18,337 cases, and the market in the country is decidedly easier, 18-18½c being buying prices. A number of cold storage operators report that they are pretty well filled up, so that it looks as though there will be plenty of eggs for everybody, unless a big export demand picks up. Considerably lower prices are expected in a week or so. Some sections of the country are showing considerable loss in bad eggs. It is interesting to note that the wholesale trade here are buying eggs on the "loss off" basis, that is, stores must refund to dealers value for all bad eggs received in shipments. Dealers emphasize the fact that after June 1, roosters should be killed off, or kept out of the flock, resulting in non fertile eggs, which keep better.

Eggs, case lots—	
Stamped	0 24
Selects	0 23
No. 1's	0 22

HONEY.—Both buckwheat and clover honey are being offered, but there is not a good trade going, as the public are waiting the arrival of fresh fruit.

Honey—	
Buckwheat, in bbls.	0 08½
Buckwheat, 60 lb. tins	0 09
Buckwheat, 10 lb. tins	0 10
White clover, bbl.	0 11½
White clover, large tins	0 12
White clover, small tins	0 12

POULTRY.—The Jewish holidays of two weeks ago were a disappointment as far as the wholesale poultry houses were concerned. Jewish merchants

went to the country and bought their stock, getting it at a much lower price than that being quoted by the wholesalers. The result was the market came down suddenly on live fowl, and the demand now is very small. They are asking around 17c for all sizes. Dress fowl is quoted at 15-17c all sizes. Little demand for live geese, which are bringing 10-12c. Same applies to live ducks, which are quoted at 20-22c. People are waiting for new ducks. Green ducks (American) are bring 22c dead. Turkeys are quoted 22-25c, and a few live are arriving at 16c lb. Small demand for pigeons. American squabs are bringing \$5.00 per doz.

Fresh Stock—		Live.	Dressed.
Fowl, 5 lbs. and over	17	15-18	
Fowl, small	17	13-16	
Spring chicken		23-25	
Turkeys, fancy		20-25	
Ducks		20-22	16-18
Geese	10-12	13-15	
Pigeons, pair		30-35	
Squab pigeons, pair	50	60	

TORONTO.

PROVISIONS.—Pure lard is up a quarter of a cent all round, and is very firm at that. Compound is unchanged. Shoulders of bacon show a slight firming up, and we shorten our range of prices by half a cent. There is a big demand right now for cooked meats. This is a summery line, and trade is coming right along. Dressed hogs are very firm, and we quote them at \$13 to \$13.50. All pork products are remarkably stiff.

Hams—		
Light, per lb.	0 18	0 18½
Medium, per lb.	0 17½	0 18
Large, per lb.	0 15	0 15½
Bacon—		
Plain, per lb.	0 21	0 22
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 25	0 25
Bacon—		
Breakfast, per lb.	0 18	0 22
Roll, per lb.	0 14	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½	0 14
Cooked Meats—		
Hams, boiled, per lb.	0 24	0 25
Hams, roast, per lb.	0 25	0 26
Shoulders, boiled, per lb.	0 22	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 00
Lard—Pure—		
Tierces, 400 lbs., per lb.	0 12	0 12½
Tubs, 60 lbs.	0 13½	0 14½
Pails	0 13½	0 14
Tins, 3 and 5 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 14½	0 15

CANADIAN GROCER

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09	0 09½
Tubs, 50 lbs., per lb.	0 09½	0 10
Palls, 20 lbs., per lb.	0 10	0 10½
Hogs—		
Dressed, per cwt.	13 00	13 50

BUTTER.—Butter is considerably easier, and most of our prices are down this week a couple of cents. The Eastern Townships market dropped 3c. on Saturday last, and the general tone is much easier. The make is large, pastures are fine, and the flow of milk good. A lot of factories which can't make cheese—no matter how much they would like to—have to make butter, and the supply is plentiful enough to cope with demand and still leave an easy tone to the market.

Butter—		
Creamery prints, fresh made, lb.	0 30	0 32
Creamery prints, storage, lb.	0 29	0 31
Separator prints, lb.	0 25	0 27
Dairy prints, choice, lb.	0 24	0 26
Dairy solids, lb.	0 21	0 23
Bakers', lb.	0 21	0 22

CHEESE.—Once more we record an advance in cheese prices. If there is any old cheese, in the large, it is as high as 22 cents. Old twins are correspondingly advanced, and new large is up to 20c to 20¼c. The export demand is so big that, though there is undoubtedly a lot of cheese coming in now, there isn't enough to make an easy market. Domestic demand is good, but if export were lighter, domestic call would not make for present high levels.

Cheese—		
Old large, per lb.	0 21	0 22
Old twins, per lb.	0 21½	0 22½
New large, per lb.	0 20	0 20½
New twins, per lb.	0 20½	0 21½

EGGS.—Prices are again easier, and we quote new-laid at 21c to 22c; in cartons a cent to a couple higher. Big demand for storage doesn't cut as much ice just at present, storage having eased up a little. There is still a big general demand, however, but the supply is large enough to offset it.

Eggs—		
New laid, in cartons, per doz.	0 23	0 24
New laid, per doz.	0 21	0 22
Cracked eggs, per doz.	0 18	0 19

POULTRY.—The demand for broilers still keeps up. Live, they are worth 40c to 50c, but they must be up to weight, a pound and a half to two and a half. Half pound stuff is no good at all. Other poultry is quiet. Alas! they that were chickens are now fowl; and there is not much call for them. Ducks and turkeys are pretty dull; now and then an old gobbler straggles in, but not often.

Poultry—	Live.	Dressed.
Chickens	0 12—0 14	0 17—0 20
Fowl	0 12—0 14	0 14—0 16
Ducks	0 10—0 12	0 16—0 18
Turkeys	0 15—0 16	0 20—0 28

WINNIPEG.

PRODUCE.—For cured meats and lards there is the usual demand. No changes in price have been struck.

Cured Meats—		
Hams, per lb.	0 13	0 19
Shoulders, per lb.	0 18½	0 15
Bacon, per lb.	0 17½	0 18½
Long clear, D.S., per lb.	0 11½	
Mess pork, bbl.		22 00
Lard—		
Tierces	0 13½	
Tubs	6 88	
Palls	2 77	
Cases, 50	8 47	
Cases	8 70	

BUTTER.—Receipts of creamery butter are light and hardly any dairy is coming on market. With coming of warmer weather it is expected receipts will become somewhat heavier, but prices will not drop materially because of influence cheese is having on this market. The high price being offered for this product in the east is resulting in more cheese being made and less butter. It seems likely, indeed, that the East will come on this market. If this is the case high prices are sure to hold, for at the present time the Western butter market is practically bare. Supplies will for some little time be used up almost as they arrive. It seems, indeed, that less butter will be available for cold storage, and the chances of high prices being enforced this fall and winter are very great.

Butter—		
Creamery, Manitoba	0 30	0 32
Dairy	0 27	0 31
Cooking	0 22	0 23

CHEESE.—Market is firm. Still there is a big export demand and it may be expected that there will be big shipments to Europe. Prices are steady at the recent high figures.

Cheese—		
New, large	0 20	0 20
New, twins	0 20½	0 21

EGGS.—The condition here is weak. Large numbers of eggs are coming. Quality of these is going off, but this is not so important since much of the big storage requirements have already been looked after. Hot weather eggs are beginning to appear and with them has been noted an increase in the number of rots. Two weeks ago the percentage of rots was one-half of one per cent. It has now risen to two-thirds of one per cent. Prices of eggs range from 10 to 20c. These prices may go still lower.

Eggs, new laid, doz. (candled)	0 19
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POULTRY.—Stocks of this line are light and orders also light at the present time.

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 42.)

Beans, green, hamper	2 25	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, crate	3 25	3 50
Carrots, bag	0 50	0 75
Carrots, American	0 50	0 75
Cucumbers—		
Slicing, hothouse, dozen	1 50	
Florida, hampers	3 00	3 25
Celery, Florida	2 25	3 25
Mushrooms, per lb.	0 60	0 90
Water cress, 11-qt. basket	0 50	1 00
Onions—		
Spanish, big crate	4 25	4 50
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 50	2 75
Egyptian, crate	4 75	5 00
Bermudas, crate	1 75	2 00
Green peppers, basket	0 75	0 75
Potatoes, Delaware	0 65	0 70
Potatoes, Canadian, bag	0 60	0 65
Potatoes, Florida, new, bbl.	8 25	8 50
Potatoes, new, Bermudas, bbl.	10 00	12 00
Parsley, basket, 11-qt.	0 30	0 35
Parsley, American	0 20	0 25
Tomatoes, hothouse, lb.	0 20	0 25
Tomatoes, Florida, crate	4 00	4 75
Turnips, bag	0 35	0 50
Lettuce, leaf	0 20	0 30

Lettuce, Boston, head, small	3 00	4 00
Parsnips, Canadian, bag	0 50	0 65
Rhubarb, hothouse	0 60	0 75
Rhubarb, outside	0 25	0 30
Spinach, bushel		1 50

WINNIPEG.

FRUIT AND VEGETABLES.—The weather seems to have been against the fruit men. Almost every week-end there comes a cold spell which does a great deal to interfere with the demand. In spite of this a fair call is being felt, both from the country and city. Such staple lines as oranges, however, are somewhat off.

The week has seen several price changes. Apples are again up, Washingtons being quoted from \$2.25 to \$3.25. Bananas have risen somewhat, now being quoted at 5c. Lemons, too, continue their upward course, the present quotation being \$5.25. Further rises in this line are to be expected. California navel oranges are now quoted at \$4.25. Pineapples, on the other hand, have decreased, present quotations per case being \$4.50. In strawberries there has been a big drop. These are coming in more plentifully and general quotation is \$2.75. There is some speculation as to what will happen with lemons now that Italy has entered the war. It seems quite possible there would result a scarcity of ships for freight purposes which would interfere with exportation of lemons. The present supply of lemons on the market is exceedingly low, and anything which will further interference with deliveries will mean very much higher prices.

Apples—		
Washington	2 25	3 25
E. C., box apples		1 50
Bananas, lb.		0 05
Cranberries, case		2 75
Cocoanuts, doz.		1 00
Grape fruit	3 25	4 00
California		5 25
Oranges, California navels		4 25
Pineapples, per case		4 50
Car express, per crate		2 75

TO SALESMEN

We want salesmen now calling on Grocers, Druggists and Confectioners to sell our well-advertised line of high-grade cigars as a side line on commission basis. State territory covered and references first letter.

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Book-debts are money in the other man's pocket. We are good collectors of past due accounts—consult us—charges moderate.

Phone Adel. 919.



FLOUR AND CEREALS



Flour Quiet; Wheat Easier

Entrance of Italy Into War Acts as Bear Influence—Flour Business Dull—Export Trade Slow—No Strength to Any Market—Some Demand for Split Peas.

MONTREAL.

FLOUR.—There is so little trade passing in flour, and so little happening in market, it is difficult to say anything. It is even hard to offer any predictions as to when this quietness is liable to come to an end. Prices remain same, while trade in flour has been the smallest during past week of any this year. Dealers in winter wheat flour have noted during past six months an increasing demand for ear lots as compared with the demand for small lots. They have figured out that business for small lots is going to the big millers who put up flour in seven, nine and twenty-four-pound bags. During the present period of quietness, when every cent almost has to be accounted for, the housewife is buying these smaller bags in preference to 98-lb. bags, say. There is good reason to believe this, too, because of the high prices prevailing. If market had been low, there would have been an advantage in buying 98-lb. bags, but now that the market is high, and liable to decline, the demand turns to smaller quantities. There is a strong undertone to Ontario quotations, and not a surplus of flour being offered. It was thought that the entrance of Italy into the fight would have had a depressing effect on wheat market. Perhaps it would have done so had not news arrived at same time of some poor crops in United States, which counteracted the other news. Wheat, as a matter of fact, did ease off a little, but it was slight compared with the importance of Italy going to war on the side of the Allies.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50
Flour in cotton sacks, 10 cents per barrel more.	

Winter Wheat Flour—	Car	Small
	lots.	lots.
Fancy patents	7 55	7 75
90 per cent., in wood	7 00	7 25
90 per cent., in bags	3 00	3 25

CEREALS.—The market for rolled oats remains in about the same position as for several weeks past. Prices are the same, and the demand is quiet. There is a fairly active demand for export.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50
Unbolted	2 25

Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	4 75
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 90
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00
Barley, pot	2 70

FLOUR.—Higher prices being paid for dairy produce is said to be helping the demand for feeds, but the demand has certainly fallen fairly flat, since the early spring rains brought up a splendid crop of grass. The market is helped by the fact that supplies are falling off, as production has dropped off since the falling off in demand.

Mill Feeds—	Per ton
Bran	25 00
Shorts	25 00
Middlings	30 00
Wheat moulee	30 00
Feed flour, bag	2 85
Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 85
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush	0 75
Feed wheat, bag	2 35

TORONTO.

FLOUR.—All prices remain unchanged. Business is slow, and the holiday this week made it slower. There is good trade to be had in export—occasionally. Buyers over there still can't see our prices, and don't feel inclined to buy except when spurred by real need. Domestic business is tight. Wheat is easier just now. Italy's entering the war has been a weapon for the bears who see a hope of a shortened cut to the opening of the Dardanelles. Prices are, therefore, lower. May wheat is quoted, at time of writing, at \$1.54 $\frac{1}{4}$, which is several cents lower than two or three weeks ago. Deferred months' wheat is lower in sympathy. A great deal will depend, we imagine, on the next couple of weeks, which, if Italy's entrance should make an immediate change in the war situation, will be productive, probably, of still lower levels.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
First patents	8 20	8 00
Second patents	7 70	7 50
Strong bakers	7 50	7 40
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small	Car
	lots.	lots.
	per bbl.	per bbl.
Fancy patents	7 40	7 30

90 per cent.	7 20	7 00
Straight roller	7 00	6 80
Blended flour	7 00	7 00

CEREALS.—There is little strength to anything; rolled oats have weakened again. There do not appear to be buyers. Either purchasers are well stocked or else, seeing what they think is a weakening tone, they look for lower prices. Barleys are easier too. There is some business going in split peas.

Barley, pearl, 98 lbs.	6 00
Buckwheat grits, 98 lbs.	4 25
Corn flour, 98 lbs.	3 00
Cornmeal, yellow, 98 lbs.	2 25
Graham flour, 98 lbs.	3 70
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 82 $\frac{1}{2}$
Oatmeal, granulated, 98 lbs.	3 82 $\frac{1}{2}$
Peas, Canadian, boiling, bush	2 90
Peas, split, 98 lbs.	6 25
Rolled oats, 90-lb. bags	3 35
Rolled wheat, 100-lb. bbl.	3 85
Rye flour, 98 lbs.	3 10
Whole wheat flour, 98 lbs.	3 75
Wheatlets, 98 lbs.	4 00

MILL FEEDS.—Demand is slower for most lines. Bran has lost its strength and there is little call. The grass is in excellent shape and as that improves, the call for feeds slackens.

Mill Feeds—	Mixed cars, per ton
Bran	25 00
Shorts	25 00
Middlings	30 00
Wheat moulee	30 00
Feed flour, per bag	1 85

Oats—

No. 3, Ontario, outside points	0 65	0 61
No. 3, C.W., bay ports		0 67

WINNIPEG.

FLOUR AND CEREAL.—During the week there has come a decline in the price of flour, this now being quoted over the three prairie provinces at \$7.70 for best patents. The decline is due, of course, to a somewhat easier tone on wheat market, which commenced immediately after the Lusitania was sunk. That the change did not come into effect immediately seems to have been because millers were holding off to see if the downward movement was merely temporary. Flour has, however, been holding steady at something under \$1.60. In consequence the reduction has been struck. There has been no change whatever in oat market.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 70
Second patents	7 40
Low grades	5 60
Rolled oats, 80's	7 00
Standard oatmeal, 98 lbs.	6 15
Cornmeal, 98's	3 80

MORE ALLIES

are being added to the side of liberty and freedom. The love of right and justice fill our hearts with loyalty to our flag.

RALLY AROUND OUR SCOTCHMAN

QUALITY —
THEN
PRICE.
THAT'S
TILLSON'S



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BY DEALING
WITH CANADIAN
AND ALLY
FIRMS

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TILLSON'S "SCOTCH" Fine Cut OATMEAL

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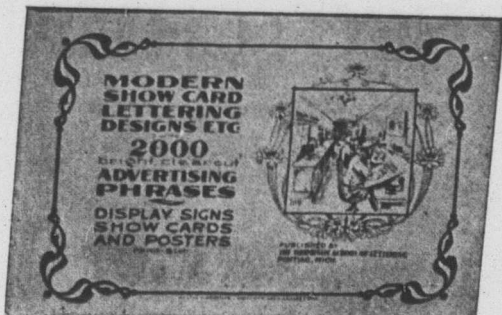
WRITE US FOR QUOTATIONS. WE HAVE ALWAYS A CLEAN, FRESH STOCK OF CEREALS AND FLOUR

CANADIAN CEREAL & FLOUR MILLS, LIMITED, TORONTO

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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.	65
6 oz. Tins, 4 doz. to case, weight 25 lbs.	90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 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

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs. ...	2 25
No. 1 (25c size), 2 doz. cs. ...	2 30
No. 10 (20c size), 4 doz. cs. ...	1 80
No. 10 (20c size), 2 doz. cs. ...	1 85
No. 8 (15c size), 4 doz. cs. ...	1 30
No. 2 (10c size), 6 doz. cs. ...	0 80
No. 2 (10c size), 3 doz. cs. ...	0 85
No. 3 (5c size), 4 doz. cs. ...	0 45

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Bbl. lots	
	Less than 10 case lots	10 cases 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
2 1/4-lb.	11.60	11.55
3-lb.	13.60	13.55
5-lb.	22.35	21.60

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

FOREST CITY BAKING POWDER.

6-oz. tins	\$0 75
12-oz. tins	1 25
16-oz. tins	1 75

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 03 1/2
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, 1/4 cent.

CEREALS.

WHITE SWAN 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

	Per case
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
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

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 85
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, 1/2-lb. tins, doz. ...	2 40
Perfection, 3/4-lb. tins, doz. ...	1 25
Perfection, 10c size, doz. ...	0 90
Perfection, 5-lb. tins, per lb. ...	0 35
Soluble bulk, No. 1, lb.	0 20
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, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35

The Dusty Summer Time Is Your Opportunity

Nearly every one of your customers uses an O-Cedar Polish Mop. During the Summer she will want the easiest way to keep the house free from dust. The easiest way is the

O-Cedar Polish Way

(Made-in-Canada)

She will use the polish for renewing her mop from time to time, and she will use it for running over her furniture. Be sure and have a big stock on hand as the demand will be big and steady.

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Channell Chemical Co., Limited
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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

ORDER NOW.

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



Help Your Customers Get the Benefit of This Important Change

Pick up any CANE wash board. Feel how strong, durable and well-made it is. Notice the extra quality of material—the best Belgian zinc for the metal work, the choicest selected Canadian white wood for the wood-work. You'll quickly acknowledge it the most dependable wash board on the market—the best buy for your customers.

But change the zinc plate to ALUMINUM and you'll have the finest, most serviceable wash board the world has produced.

That sums up fully the change in CANE Wash Boards you can now offer your customers—and without cost.

War has raised the price of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We have therefore placed our factory in a position to equip our standard brands of wash boards with Aluminum instead of zinc face to any who desire them—WITHOUT ADDITIONAL COST.

Of course aluminum is a much better material. Less liable to crack, split or carry defects that will tear the clothing. Easier to keep clean and its brighter appearance makes it an article that will sell easier.

Just tell your customers you are in a position to supply, at their request, the well-known CANE models with aluminum instead of zinc face. Point out to them the extra advantages. They're sure to appreciate them at once. Speak to them to-day and write us for trial shipment.

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Sanitary Packages

Gives you a strong hold on your patrons—satisfies the most discriminating, pleases the economical.

With this package the salt shaker is easily filled, the salt never becomes caked or wet.

Supply your trade with the Pure Salt — Purity Salt, in the Sanitary packages or cotton bags.

Show the new package.

The
WESTERN SALT CO. LIMITED
COURTRIGHT,
ONT.

Diamond, 8's, 6 and 12-lb. boxes	0 29	Peerless Brand, Hotel, each, 2 doz.	4 25
Diamond, 8's and 7's, 6 and 12-lb. boxes	0 26	Jersey Brand, Hotel, each, 2 doz.	4 25
Diamond, 1/4's, 6 and 12-lb. boxes	0 27	St. Charles Brand, gallons, each, 1/2 doz.	4 75
Icings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 doz. in box, per doz.	1 00	"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
Chocolate Confections, Per lb.		"Regal" Coffee and Milk, each, 2 doz.	4 50
Maple buds, 5-lb. boxes ...	0 57	"Reindeer" Cocoa and Milk, each, 2 doz.	4 80
Milk medallions, 5-lb. boxes ...	0 37	COFFEE.	
Chocolate wafers, No. 1, 5-lb. boxes	0 31	WHITE SWAN SPICES AND CEREALS, LTD.	
Chocolate wafers, No. 2, 5-lb. boxes	0 26	WHITE SWAN.	
Nonparell wafers, No. 1, 5-lb. boxes	0 31	1 lb. tins, 4 doz. to case, weight 80 lbs.	36
Nonparell wafers, No. 2, 5-lb. boxes	0 26	1 lb. tins, 2 doz. to case, weight 35 lbs.	
Chocolate ginger, 5-lb. boxes	0 31	Add one-half cent per pound to the above.	
Milk chocolate wafers, 5-lb. boxes	0 37	ENGLISH BREAKFAST COFFEE.	
Coffee drops, 5-lb. boxes ...	0 37	1/2 lb. tins, 2 doz. to case, weight 22 lbs.	22
Lunch bars, 5-lb. boxes ...	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs.	20
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36	MOJA.	
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85	1/2 lb. tins, 2 doz. to case, weight 22 lbs.	32
Nut milk chocolate, 1/2's, 6-lb. boxes, lb.	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs.	30
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37	2 lb. tins, 1 doz. to case, weight 40 lbs.	30
Nut milk chocolate, 5c bars, 24 bars, per box	0 85	PRESENTATION COFFEE.	
Almond nut bars, 24 bars, per box	0 85	A Handsome Tumbler in Each Tin.	

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Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; 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.

Elite, 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 50
Navy chocolate, 1/4's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/4's ..	0 24
Plain choice chocolate li- quors	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.	\$8 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	6 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 50
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.	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.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20
MOJA.	
1/2 lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30
PRESENTATION COFFEE.	
A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	
MINTO BROS.	
MELAGAMA COFFEE.	
Whol. Ret'l.	
1s, 1 1/2s, Grd.	25 30
1s, 1 1/2s, B. & G.	32 40
1s only, B. & G.	35 45
1s, 1/2s, B. & G.	38 50
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.	
MINTO COFFEE (Bulk).	
M. Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	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 05
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.	
Per doz.	
1 1/2-oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50.	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 75
Gallons, each, retail each \$20	17 15
GELATINE.	
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 90
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz.	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz.	1 10

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

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C. H. Cole, 33 Front East, Toronto.

Manitoba and Saskatchewan. Alberta.

Richards & Brown, Ltd., James St., Winnipeg.

Campbell, Wilson & Horne, Ltd., Calgary.

Campbell, Wilson & Horne, Ltd., Lethbridge.

Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon.

Kelly, Douglas & Co., Ltd., Vancouver.

Kelly, Douglas & Co., Ltd., Victoria.

Kelly, Douglas & Co., Ltd., New Westminster.

Kelly, Douglas & Co., Ltd., Prince Rupert.

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Strawberries

now coming from Delaware and Virginia. We are large Direct Importers. Always have the goods and right price.

Florida Cucumbers

now arriving in Car Lots.

**Pineapples, Tomatoes, Etc.
Late Valencia Oranges.**

WHITE & CO.

Wholesale Fruits and Fish

TORONTO

Branch at Hamilton.

**Your Waste Paper
A Valuable Asset**



**Sell It For
Cash**

by baling it in a
**Climax Steel
Baler**

A saving of only 5c a day pays an annual dividend of over 50% on this machine. It also reduces your fire risks and keeps your place clean and neat.

"Made in Canada."

Patent applied for

USE IT TEN DAYS FREE

Write for particulars

Climax Baler Co., Hamilton, Ont.

COIN PURSES

(Our new penny piece)

**NIGHT STICKS
WHISTLES
FLEXIBLE STICKS
CIGARETTES**

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

**Everything in Licorice for Grocer,
Druggist and Confectioner**

MADE IN CANADA

**National Licorice Company
MONTREAL**

"Made in Canada"

Brooms of Quality
to introduce our
CANADA LINE

Please note the following

Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

Walter Woods & Co.
HAMILTON

IN THE FRUIT SEASON

The housewife would almost as soon be without sugar or potatoes as not to have

Parowax

always on hand. For sealing preserves, jams and jellies, Parowax is a staple.

Parowax is also largely used for loosening dirt when washing clothes. Women like it because it makes washing easy, and does away with all the hard rubbing.

Our advertising this year will again stir up a good demand for Parowax. Be ready for it. Put up in ¼-lb. cakes, packed 4 in a carton, 20, 40 or 100 cartons in a case.

MADE IN CANADA



THE IMPERIAL OIL COMPANY

Limited
BRANCHES IN ALL CITIES



**BOAR'S HEAD LARD
COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces	0 10%
Tubs, 60 lbs.	0 10%
Palls, 20 lbs.	0 10%
Tins, 20 lbs.	0 10%
Cases, 3 lbs., 20 to case ..	0 11%
Cases, 5 lbs., 12 to case ..	0 11%
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

Ham, 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.

**SOAP AND WASHING
POWDERS.**

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

5-case lots (delivered), \$4.16 each with 20 bars of Quick Naptha as a free premium.

FELS NAPHTHA.

Prices—Ontario and Quebec:	
Less than 5 cases	\$ 5 90
Five cases or more	4 95

WHITE SWAN LYE.

Single cases, 4 doz.	\$ 3 50
5 case lots, 4 doz.	3 55

Shipping weight 50 lbs. per case.

THE CANADA STARCH CO.,
LTD., EDWARDSBURG

BRANDS and

BRANTFORD BRANDS.

Laundry Starches—	
Boxes, Cents.	
40 lbs., Canada Laundry ..	.06%
40 lbs., boxes Canada white gloss, 1 lb. pkg.06%
48 lbs. No. 1 white or blue, 4 lb. cartons07%
48 lbs. No. 1 white or blue, 3 lb. cartons07%
100 lbs., kegs, No. 1 white	.06%
200 lbs., bbls., No. 1 white	.06%
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07%
48 lbs. silver gloss, in 6-lb. tin canisters08%
36 lbs., silver gloss 6-lb. draw lid boxes08%
100 lbs., kegs, silver gloss, large crystals07%
28 lbs., Benson's Satin, 1-lb. cartons, chrome label07%

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 corn07%
40 lbs. Canada pure corn starch06%
(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.06%

First Quality White Laundry—

3-lb. canisters, ca. of 48 lbs.	.07%
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%

Lily White Gloss—

1-lb. fancy carton cases 30 lbs.07%
8 in case08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case08%

Kegs, extra large crystals, 100 lbs.07%
--	------

Canadian Electric Starch—

Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60

Culinary Starches—

Challenge Prepared Corn—

1-lb. pkts., boxes of 40 lbs.	.06%
Brantford Prepared Corn—	
1-lb. pkts. boxes of 40 lbs.	.07%
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07%
(20-lb. boxes ¼c higher than 40's)	

OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.

UPTON'S CLOVER HONEY

—
Have you seen our
new package?
—

Write us for price list.

The T. Upton Co., Limited
ST. CATHARINES

Factories at Hamilton and St. Catharines

Arriving This Week

FRESH CARS

Fancy Havana Pines

18s, 24s, 30s.

Fancy Southern Strawberries

Fancy Jamaica Bananas

Fancy Tomatoes

Peters Pack. Very Fine Quality.

Also

1 Car Fancy Texas Onions.

White Wax and Yellow.

Best Goods at Lowest Possible Prices.

—
THE HOUSE OF QUALITY
—

Hugh Walker & Son

GUELPH

and

NORTH BAY

TEA

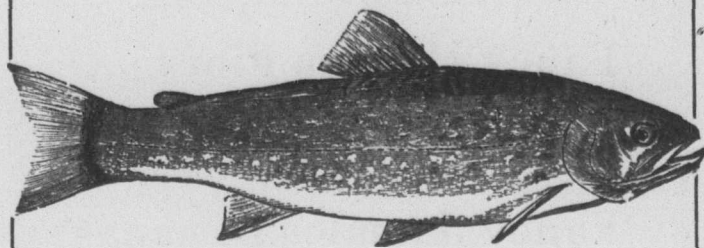
Both the China and Japan markets are now open — Japan on about the same basis as last year, but quotations from Hankow on Congous are extremely high, and Russian buyers seem to be willing to pay any price. It looks as though there was no relief in sight for Black Teas; in fact, everything is pointing to further advances, and as we have already pointed out several times, we think it would be wise to anticipate your wants for some little time to come and buy now while the opportunity is open to secure desirable teas at moderate prices.

John Duncan & Co.

Established 1866

MONTREAL

Caught in Canadian Waters
by Canadian Fishermen



Processed
and Packed by
Canadians.

Transported
by Canadian
Companies.

Everything is Canadian between
your Customer's table and the
waters of "Old Atlantic" that yield
the delicious

Brunswick Brand Sea Foods

There's no better fish in the world than those
obtained in the Canadian waters of the Atlantic;
no better facilities for packing them than are at
our disposal in our sanitary sea foods plant.

In short "Brunswick" Brand Sea Foods are of
a quality which Canadians are proud to own,
and best of all, they represent an entirely Cana-
dian product.

Stock up with Brunswick Brand 1/4 Oil Sar-
dines, Kippered Herrings, Herrings in Tomato
Sauce, Finnan Haddies (oval and round tins),
Clams and Scallops. Satisfy the masses of
Canadians and give employment to Canadians.

ORDER TO-DAY.

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



COW BRAND BAKING SOLA

In boxes only.
Packed as follows:
5c packages (96) \$ 3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 30 } Packages, Mixed 3 30
1/2 lb. 60 }

SYRUP.

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

2-lb. tins, 2 doz. in case ... \$2 65
5-lb. tins, 1 doz. in case ... 3 00
10-lb. tins, 1/2 doz. in case... 2 90
20-lb. tins, 1/4 doz. in case... 2 85
Barrels, 700 lbs. 3 1/2
Half barrels, 350 lbs. 4
Quarter barrels, 175 lbs. 4 1/2
Pails, 38 1/2 lbs. 1 95
Pails, 25 lbs. each 1 40

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 3 00
5-lb. tins, 1 doz. in case ... 3 35
10-lb. tins, 1/2 doz. in case... 3 25
20-lb. tins, 1/4 doz. in case... 3 20
(5, 10 and 20-lb. tins have wire handles.)

ST. LAWRENCE SUGAR REFG. CO.

Crystal Diamond Brand Cane Syrup.
2-lb. tins, 2 doz. in case... \$2 65
Barrels 0 03 1/2
1/2 barrels 0 04

CANNED HADDIES, "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.
Cases, 4 doz. each, flats, per case \$5 40
Cases, 4 doz. each, ovals, per case 5 40

INFANTS' FOOD.

Robinson's patent barley, 1/2 lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, 1/2-lb. tins, \$1.25; 1-lb. tins, \$2.25.

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case... 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.
2s. Tins, 2 doz. to case.
Quebec, per case \$1 85
Ontario, per case 1 30
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70

DOMOLCO BRAND.

2s. Tins, 2 doz. to case.
Quebec and Ontario, per case 2 85
Manitoba, per case 3 40
Saskatchewan, per case 3 05
Alberta, per case ... 3 75
British Columbia, per case. 2 40
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles, 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz. cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints 3 25
Cases of 3 doz., 1/4 pints .. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale. R't'l.

Brown Label, 1s and 1/2s	.33	.40
Blue Label, 1s, 1/2s, 1/4s, and 1/8s	.40	.50
Red Label, 1s and 1/2s	.46	.60
Gold Label, 1/2s	.54	.70

ORANGE MARMALADE.

"BANNER BRAND" PURE

FRUIT PRODUCTS.

JAMS AND JELLIES.

2's	\$ 2 15
4's	0 35
5's	0 42
7's	0 60
30's, wood	0 08
12-oz. glass jar	1 15
Tumbler, glass	0 95

MARMALADE.

2's, per doz.	\$ 2 30
4's, per pail	0 40
5's, per pail	0 45
7's, per pail	0 65
30's, wood, lb.	0 08 1/2
12-oz. glass jar, doz.	1 20
Tumbler, glass, doz.	1 00

Prices subject to change without notice.

MINTO BROS., Limited,
Toronto.

We pack in 60 and 100-lb. cases
All delivered prices.

MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or 1/2s	0 20	0 35
Green Label, 1s, 1/2s, 1/4s	0 32	0 40
Blue Label, 1s, 1/2s, 1/4s	0 37	0 50
Yellow Label, 1s, 1/2s, 1/4s	0 42	0 60
Purple Label, 1/2s only	0 55	0 80
Gold Label, 1/2s only	0 70	1 00

MINTO TEA.

	Whol.	Ret.
Green Bag	0 20	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

YEAST.

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

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

Black Watch, 8s, butts 9 lbs., boxes 6 lbs.	\$0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 49
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, 1/2 butts, 9 lbs.	0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes 5 1/2 lbs.	0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0 65
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0 66
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 67
Empire, 7s and 14s, caddies 15 lbs., 1/4 caddies, 6 lbs.	0 56
Great West, pouches, 9s	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89

Nearly half a century and still the favorite.

You know the old proverb about **the new broom sweeping clean**; it's a true one too, and can be applied to a great many things, but not so with T & B Myrtle Cut Tobacco.

Fifty years is a long time, yet for nearly that length of time this real man's tobacco has remained the favorite with the veteran smoker—the man who does not care where he buys it, and whose family trade is a good thing to have.

You should see that dad's weekly supply is included in the Grocery list.

Order "Myrtle Cut" from your Wholesaler.

Tuckett Limited
HAMILTON, ONT.



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 manu-
facturer, the clerk and the travel-
ler, 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.

The Best Pack of
California
Valencias

AURORA

A 1

MARS

Now on the market. Ask
your Wholesaler.

J. J. McCabe

AGENT

Toronto

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

THEY ARE GOOD
OLD STAND-BYS
**Baker's Cocoa
and Chocolate**



are always in
demand, sell
easily and are
thoroughly re-
liable. You
have no selling
troubles with
them.

Trade-mark on every
genuine package

Registered
Trade-Mark

MADE ONLY BY
Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

When writing advertisers kindly men-
tion having seen the advertisement in
this paper.

SUCHARD'S COCOA
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents 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

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



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more
than all other means combined. Absolutely Sanitary.

More than five
million families
annually testify to
their superiority.

For twenty years
the standard of
clean, wholesome,
natural, sun-cured,
seedless raisins.



May be purchased
from any wholesale
grocer in Canada.

Canadian Agents:
Nicholson & Bain,
Winnipeg, Edmonton,
Saskatoon, Regina.

Eugene Moore,
Toronto.

**Universal Importing
Company,**
Montreal.

11 x 22 six-color display card
mailed on application.

Always sold in this package.

AMERICAN VINEYARD COMPANY, Growers and Packers

CANADIAN GROCER

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE—A GROCERY, FLOUR AND feed business in a good town. Corner store. Stock and fixtures \$3,500. A bargain. Apply to Box 88, Canadian Grocer, Toronto. 52015

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61116

GROCERY AND PROVISION BUSINESS FOR sale in thriving Ontario town. Well established; good location. Stock about \$3,500. Turnover \$22,500 a year. Write Box 92, Canadian Grocer, Toronto.

WANTED

AGENCIES WANTED FOR STAPLE ARTICLES for first-class man with connection in the Ottawa Valley. Write Box 90, Canadian Grocer, Toronto.

GROCERY MAN, FIFTEEN YEARS' EXPERIENCE, open for position June 1st. Write Box 89, Canadian Grocer, Toronto.

WANTED—SITUATION IN GROCERY STORE as branch manager or assistant. Thoroughly experienced. Office work, tea-taster. Box 86, Canadian Grocer, Toronto. (0)

WANTED—AN EXPERIENCED CLERK FOR General store. One who can speak English and French preferable. First-class references required. Apply Box 113, Comber, Ont.

EXPERIENCED SALESMAN OPEN FOR situation as agent or manager of branch in grocers' specialties, etc., for Maritime Provinces. Good traveller and salesman. Understands clerical work. Willing to accept moderate salary until ability proved. Good references. Address J. H., Post Office Box 3009, 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 Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED—A SITUATION AS MANAGER OR clerk in grocery and provision store, town or country. I am a first class window and shop dresser, bookkeeper, ticket writer and can command good business at soliciting. Salary moderate, good references. Box 91, Canadian Grocer, Toronto.

TRAVELLER, HAVING GOOD CONNECTION with grocery, feed and confectionery trade in Halifax and district, and able to furnish first-class references, will be pleased to hear from any manufacturer desiring representation in the territory mentioned. Address Traveller, Canadian Grocer. (43015)

MISCELLANEOUS

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. Several 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 employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

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

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (1f)

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to MacLean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Canada.

A SEED DEPARTMENT

will add to your profits

*Kelway 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

A want ad. in this paper will

bring replies from all

parts of Canada.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto

We Call on Your Customers

Through the Magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

Order from

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

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

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

SHARPENING

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

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

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.

The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

"COW BRAND" Baking Soda

*Over Seventy Years the
Leading Household Requisite*

For trade satisfaction and profit there is no line of Baking Soda quite so good as **Cow Brand**.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited

Manufacturers

MONTREAL



BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

**SOLD BY
ALL
JOBBER**

The most popular of all Summer Beverages



Orangeade

In the warm summer days, nothing in your store sells quite as quickly as Sterling Orangeade.

Its sparkling golden glow makes the lips smack with desire.

Its refreshing goodness satisfies and invigorates.

Its lingering flavor brings them back for more.

The margin of profit is so good and the sales so steady, it will pay you well to get Sterling Brand Orangeade into your store now. Write to-day.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto

Watch the Watch Dates

You saw it? in the last week's issue of the Grocer, how we are giving during 30 days (From May 15th to June 15th) as special premium

LADY'S OR GENTLEMAN'S FINE GUN METAL WATCHES

These open face watches are of best Gun Metal with eleven-jeweled movements, double dust-proof back cover and are absolutely guaranteed for one year.

This week a five case order for any of the following *Quality Products* (assorted or of one kind) brings one by return mail.

GROUP NO. 2.

A. DELOR & CIE.—CLARETS—

Medoc, 12 Bottles	\$4.00
St. Julien, 12 Bottles	4.50
St. Estephe, 12 Bottles	5.00
Pontet Canet, 12 Bottles	6.00

DIEZ HERMANOS—PORTS—

Doctor's Special, 12 Bottles	\$11.00
Braganza, 12 Bottles	10.00
Minerva, 12 Bottles	8.00
Manuel Tosta, 12 Bottles	6.50

MORIN PERE & FILS—BURGUNDIES—

Macon, 12 Bottles	\$ 6.00
Chablis, 12 Bottles	6.50
Chambertin, 12 Bottles	11.00
Sparkling Red, 12 Bottles	13.50

A. DELOR & CIE.—SAUTERNES—

Graves, 12 Bottles	\$ 4.00
Sauternes, 12 Bottles	4.50
Haut Sauternes, 12 Bottles	8.00
Chateau Yonem, 12 Bottles	21.00

DIEZ HERMANOS—SHERRIES—

Favorito, 12 Bottles	\$10.00
Amontillado, 12 Bottles	8.50
Oloroso, 12 Bottles	8.00
Para Consaerar, 12 Bottles	7.00

"CARDINAL" CHAMPAGNE—

CASES OR BASKETS—

12 Bottles.....	\$12.50	6 Bottles.....	\$6.50
24 1/2 Bottles.....	13.50	12 1/2 Bottles.....	7.00
48 1/4 Bottles.....	14.50	12 1/4 Bottles.....	4.00

For all wines except champagne \$1.00 per case extra for pint bottles.

TERMS: Net 30 days. Freight prepaid to all points west of Quebec, and east of Toronto. Allowance to these points on orders going farther.

Remember this offer is only good until June 15th. Make up your order now, and watch the Postman for the best watch ever given, as a premium to the Grocers of Canada.

FILL OUT AND SEND THIS COUPON NOW!

LAPORTE, MARTIN, LIMITÉE

568 St-Paul

Tel. Main 3766

Montreal

Fill in coupon with your order—tear off and mail to us. YOU WILL RECEIVE THE WATCH BY RETURN MAIL.

Messrs. Laporte, Martin, Limitee, 568 St. Paul, Montreal..

Please fill my order for the following goods in accordance with your offer:

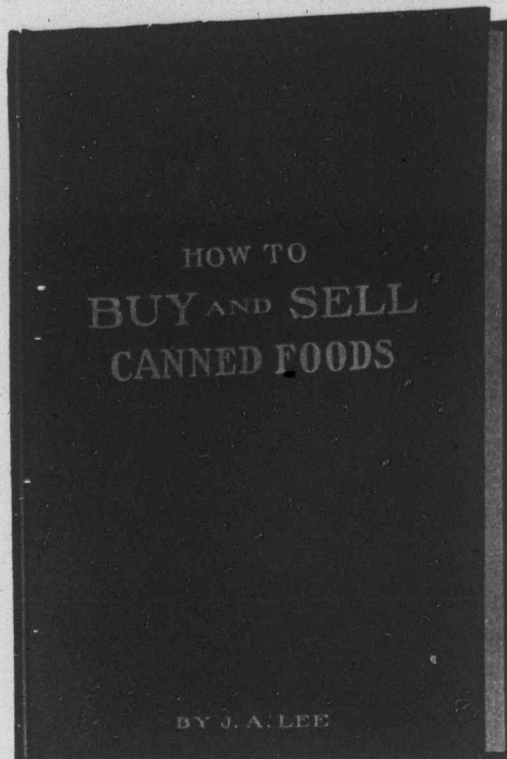
.....

Name Address.....

N.B.—Specify whether a Lady's or Gentleman's watch is wanted.

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A Practical Text-Book of the Canning Trade

it was written by a practical man for practical men and intended to help all distributors of canned foods.

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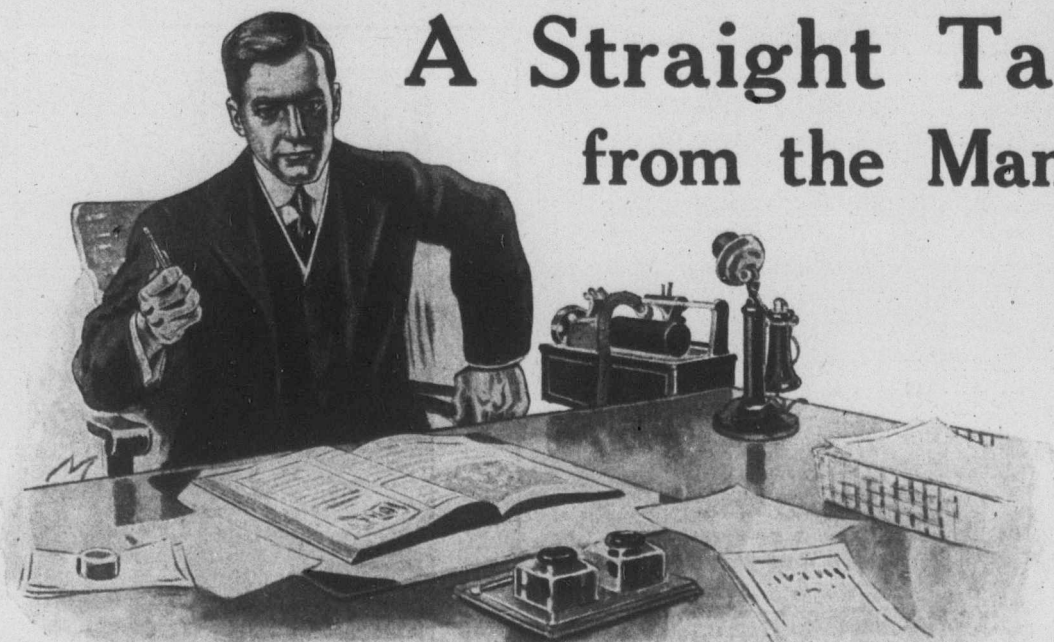
Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 Use and Expense of Samples.
 Arrangement of Samples in Salesroom.
 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, Pears, Peas, Pine-apple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Straw-berries, 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 per copy, postage paid.

The MacLean Publishing Co., Limited

Book Department
 143-153 University Ave. TORONTO

A Straight Talk from the Manager



Train Your Clerks to Read the Advertisements

ONE day last week one of our Editors visited a retail store in Western Ontario, and watched a clerk lose six sales in the course of half an hour.

¶ That clerk was not efficient, and indeed, there are few salesmen in any line whose efficiency cannot be increased, under proper direction.

¶ Your store will make more money for you if you will get your clerks into the habit of reading Canadian Grocer news and advertising pages every week. They will pick up many hints on how to sell the goods you have in stock, or to book orders for goods that you can secure by express or fast freight, with the minimum of delay.

¶ The clerk who studies Canadian Grocer regularly will rapidly acquire a knowledge of salesmanship and goods he has to sell which will make him a more valuable man to you, and it is no disparagement of the Editorial pages, to say that the advertisements will give him some of his most profitable lessons.

“Say, Mrs. Smith, have You ever tried Dr. Cassell’s Tablets for Nervous Headaches?”



No woman can take objection to a straight-to-the-point question like this, and you will find that nine women out of ten will be interested right—“off the bat,” for this ailment is a very common one, caused, as you know, from devitalized or disordered nerves.

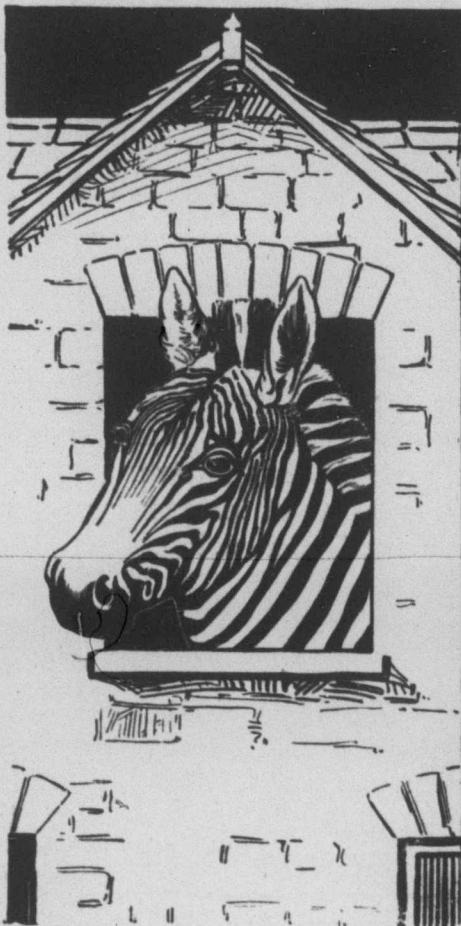
For over 30 years Dr. Cassell’s Tablets have proved themselves most efficient in curing all nervous troubles in old and young—Now we are popularizing them in Canada by extensive newspaper publicity. Keep a package handy and call everybody’s attention to them.

Show them in display on your counter.

They are Worth 50% Profit to You—Send for Trial Order!

Dr. Cassell’s Medicine Co., Ltd., Manchester, Eng.

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



In all Households they use—

ZEBRA

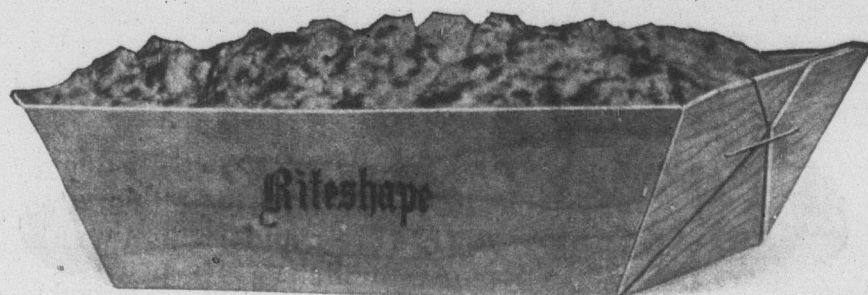
7 o'clock. Look in at the window of a well-appointed home at 7 o'clock in the morning and you will find ZEBRA installed there.

ZEBRA polishes the stove so easily, and the stove looks so nice and keeps so nice where ZEBRA is used. There are five compelling reasons why *you* should stock ZEBRA—

1. Customers know what they are buying.
2. It sells quickly.
3. The name ZEBRA stands for quality.
4. They come back with repeat orders.
5. You make more sales.

RECKITTS (OVER SEA), LTD., 122, Wellington St. W., Toronto

$\frac{1}{2}$ to 10
THE BIG LINE THE BEST LINE



Genuine Sugar Maple

MANY conscientious retailers feel that they must put a sheet of waxed or parchment paper in the bottom of a butter dish or food tray before they put food into the dish. Such a precaution is a wise one in many cases. Some butter dishes are made from materials of doubtful purity or materials which soften and disintegrate under action of oil or moisture.

You do not need to use a paper lining in the Riteshape dish. You are spared the expense and trouble of this sanitary precaution when you are dispensing bulk foods in Riteshapes. Every Riteshape dish is made from genuine sugar maple. Every dish is sterilized in heated retorts. No contamination of this pure product is possible in manufacture. Riteshapes are so packed that they reach you in all their original purity. Food control officials are agreed that nothing can be more sanitary than the surface of this perfect dish. It does not soften under juices or oils of food. It is stronger wet than dry. It is serviceable and attractive under any conditions of temperature or delivery. Order in some Riteshapes to-day. They are ready for delivery by hundreds of Canadian jobbers.

ASK ONE ABOUT IT OR WRITE

THE OVAL WOOD DISH COMPANY

Delta, Ohio, U.S.A.