

**PAGES
MISSING**

TRADE MARK NUMBER

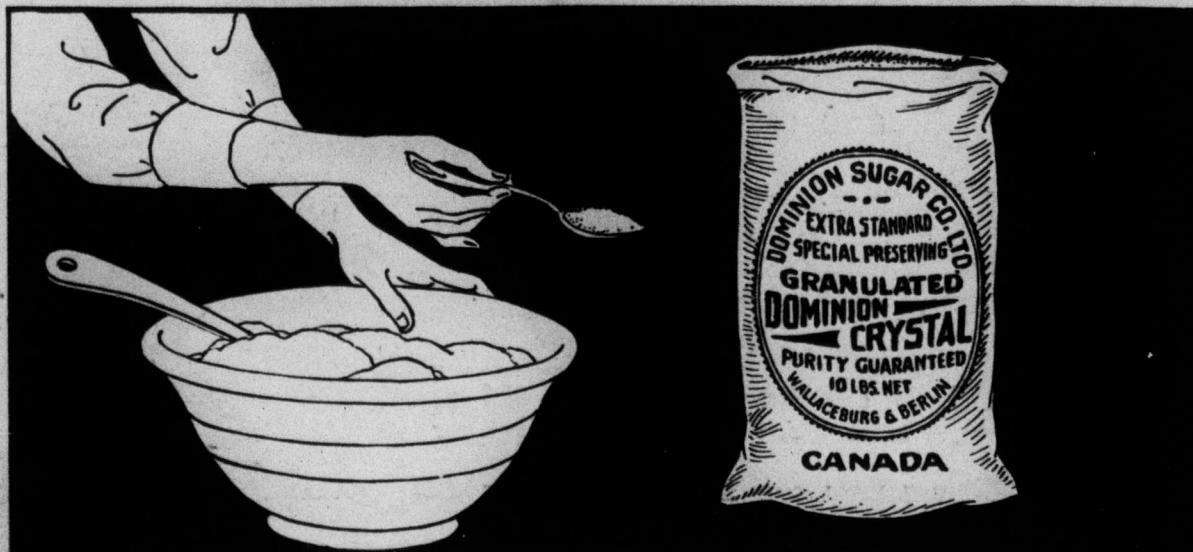
CANADIAN GROCER

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

Vol. XXX

PUBLICATION OFFICE: TORONTO, JUNE 30th, 1916

No. 26



In Thousands of Canadian Kitchens

there are women who have learned to appreciate the difference there is in Sugars—women who express a distinct preference for

**Dominion Crystal
Sugar**

That's how it is that in the majority of grocery stores this is the featured sugar. It's the brand the grocer likes to handle, because he knows it's the kind his customers like to use.

This is the only sugar that may rightly be called "Canadian from the ground up." We do import the finest of raw cane sugar and refine it. But our pride is in the product we make from Canadian sugar beets—its use is dictated by good judgment as well as by patriotism. There is none better.

**Dominion Sugar Company
LIMITED**
Factories at Wallaceburg and Berlin

What's In A Name?

Trade-marks are valuable according to the reputation of the product they stand for and according to the responsibility and reliability of the manufacturer who makes and sells the product. The name

O-Cedar Polish

(Made in Canada)

stands for highest quality and fair dealing. O-Cedar Products are a necessity in every household and are backed, absolutely by the manufacturer's guarantee of "Satisfaction or Money Back." O-Cedar is a paying investment for the dealer.



To-day Is the Day You Should Place
That Order With Your Jobber

CHANNELL CHEMICAL CO., LIMITED, TORONTO, CANADA



TRADE MARK VALUE

It pays the Merchant to handle goods bearing the TRADE MARK of the Manufacturer

SELL YOUR CUSTOMERS

PURITY FLOUR

bearing the TRADE MARK that means something
when applied to FLOUR



WESTERN CANADA FLOUR
MILLS COMPANY, Limited

Millers to the People



The Seal of Approval



*The
Guarantee
of
Coffee
Satisfaction*

Packed by Chase & Sanborn, endorsed by the
dealer and approved by the customer.

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

The Battle Creek Toasted Corn Flake Co., Ltd., of London, Canada



have made a national reputation for their Corn Flakes.

The TRADE MARK of our beautiful SWEET-HEART is a guarantee of quality.

Our large and effective advertising is a guarantee of quick sales.



Grocers who load their shelves with imitations and substitutes are only working trouble and loss for themselves.

Kellogg's Toasted Corn Flakes bring quick sales, fair profits and pleased customers.

*Why bother with others? Our
only product, made in Lon-
don, Canada.*

Battle Creek Toasted Corn Flake Co., Ltd.
LONDON, CANADA

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

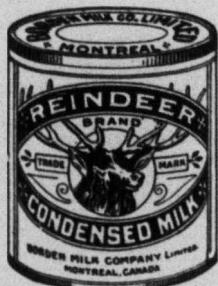
The name "Borden" on milk products is a hallmark of quality



And the fact that Borden's "Eagle Brand" has given unqualified satisfaction to the public since 1857 is a pretty reliable indication of the quality record which milk products bearing the Borden name have everywhere established.



The big demand for Borden's is always worth catering to, particularly during the Summer months, when the milk problem (that fruitful source of worry) is entirely solved by these palatable milk products.



Keep a display constantly before your customers. Suggest Borden's to the Summer shopper. Customer-satisfaction and repeat sales are assured.

Begin to-day.



Borden Milk Company, Limited

Leaders of Quality
MONTREAL

Branch Office, No. 2 Arcade Bldg.
VANCOUVER, B.C.

Appearance Anchor Caps Security

make for big profits

You, Mr. Dealer, are fully alive to the serious loss that leaking jars entail, with their spoiled labels and general messy appearance. And you know, too, how direct the relation is between this kind of goods and dissatisfied customers.

Why not eliminate this condition entirely by insisting on

Anchor Caps

being supplied on your bottled goods? If you have not yet tried out these reliable seals, examine them now and be convinced. **ANCHOR CAPS** add not only to the security but also in no small measure to the appearance of any glass containers.

ANCHOR CAPS are used by practically all the prominent Canadian packers on all varieties of bottles, jars and tumblers, and with equal success in sealing all food products from the lightest preserve to the strongest pickle.

Up-to-date dealers everywhere have recognized the added selling value of **Anchor Caps** and find it profitable to feature bottled goods sealed with these dependable seals.

When you begin pushing goods bearing **Anchor Caps** you will find the profits direct and lasting. Wholesalers supply them on any line of bottled goods whatever.



ANCHOR CAP AND
CLOSURE CORPOR-
ATION of CANADA
LIMITED



Sudbury Street West
Foot Dovercourt Road
TORONTO, Canada

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

THIS CAN HOLDS PICNIC-TIME PROFITS FOR YOU

NOW that the good people are getting out in the parks and woods, suggest the convenience of "*Canada First*" Milk.

For the lunch basket, for coffee or tea, for fruits, for baby.

Use from the can.

No bottle to break—Handy.

Don't run out of stock.

Be prepared.

We are.

See Government Bulletin No. 305, page 5, Table II for comparison.



**AYLMER CONDENSED
MILK COMPANY,
AYLMER, ONT.**

SALES HELPS
AYLMER CONDENSED MILK CO., LTD.
Gentlemen:—
Send me Free Sales Helps.
Name
Address

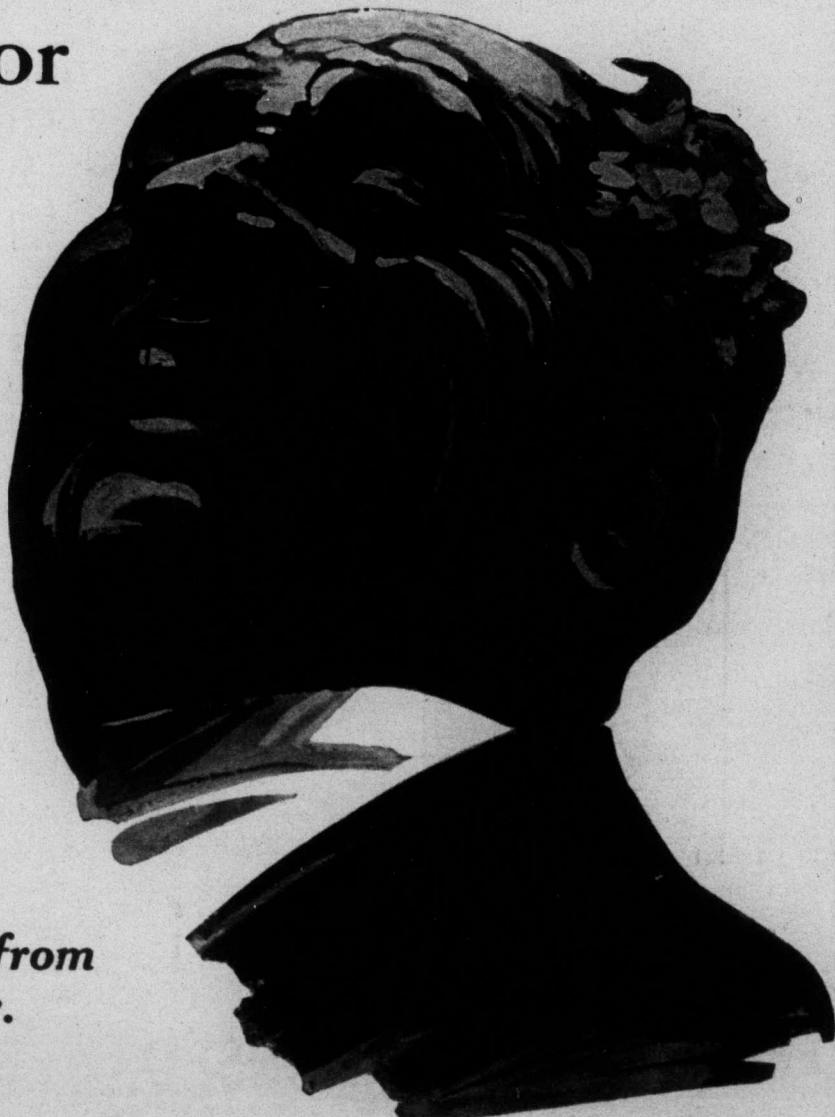
WAGSTAFFES'

New Season's Strawberry Jam 1916

now ready for
delivery

This Strawberry Jam
of Wagstaffes' is
always de luxe.

*Mr. Grocer, order from
your wholesaler.*



WAGSTAFFE LIMITED
HAMILTON, CANADA

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

Selling Power



to a tradesman is one of the most important attributes of the goods he buys.

CLARK'S PORK AND BEANS

have the quality that satisfies, have the name that guarantees and have the popularity which makes sure sales.



ORDER NOW.

W. CLARK, Limited, Montreal



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

Selected
Fruits

Furnivall's

FINE
FRUIT
PURE JAM

Pure Cane
Sugar

the brand that's a guarantee of the highest quality

When you sell your customers jam, bearing the Furnivall brand, you are selling them jam, the purity and wholesomeness of which will create still more confidence in you and whatever goods you sell.

No other jam takes with the trade quite as well as Furnivall's. Made from the very choicest selected fruits and the best of pure Cane Sugar, the care and cleanliness in preserving give it an irresistible flavor that wins over the most particular.

Folks just can't resist Furnivall's, as you'll know by the steady, continued sales once you begin to feature these popular jams. Keep Furnivall's well to the front in window and counter displays.

Your wholesaler will supply you with it in gold-lined tins or glass jars. Write him now.



**NEW SEASON'S STRAWBERRY JAM
NOW READY**

FURNIVALL-NEW, LIMITED
HAMILTON **CANADA**

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S. A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg—W. L. Mackenzie Co., Limited. Calgary, Alta.—MacLaren Imperial Cheese Co., Limited. Edmonton, Alta.—Central Brokerage Co.

**Give your Customers the
"Big Value" line—Babbitt's
Cleanser**

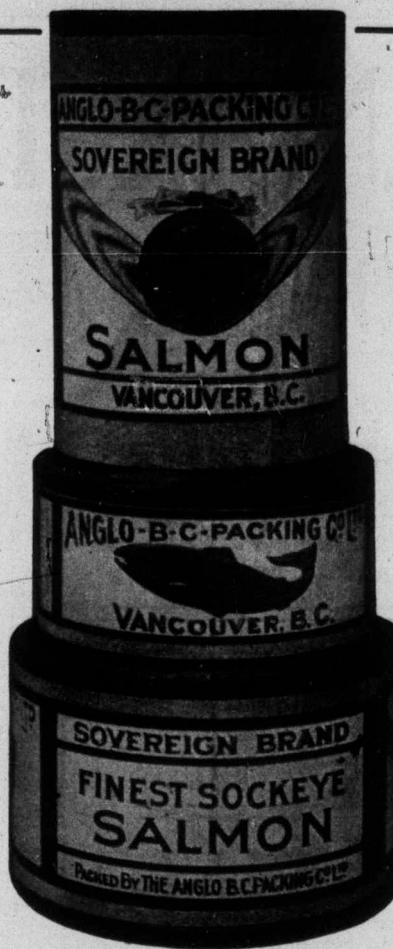


Full weight can of the best Cleanser on the market, and retails for 5c.

Shows you a good profit, and being an active seller on account of the low price, it is a desirable line to keep to the front.

Sole Distributing Agents

WM. H. DUNN Limited, Montreal
DUNN-HORTOP, Limited, Toronto



**In your Locality
are many
Dogs and Cage Birds**

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

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

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

SPRATT'S Deposits in CANADA are:-
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:-
SPRATT'S PATENT Ltd., 24-26, Fenchurch Street, London, England.

Your regular customers will thank you for introducing them to

**OCEAN
BLUE**

Its quality appeals strongly to those from whom you expect to draw the great proportion of your trade.

Order from your Wholesaler.

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

Western Agents:
For Manitoba
O. F. Lightcap,
Winnipeg. For
British Columbia
and Yukon
Oréden &
Avery, Rooms 5
and 6 Jones
Block, 407 Hastings
Street, West, Vancouver



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



New Factory, Toronto, Canada

K
R
U
M
B
L
E
S

Copyrighted Canada, 1916

"MORE KRUMBLES"! *A strong, new repeater for the Grocer*

It is with pleasure that we announce to the trade the completion of our new factory in Toronto, equipped with the most approved machinery for the production of **KRUMBLES** and other cereal foods originated by the Kellogg Toasted Corn Flake Company of Battle Creek, Michigan.

The erection of this factory has made it possible to supply **KRUMBLES** to the trade to retail now at 10 cents a package.

The demand for **KRUMBLES** has steadily increased since introduced to the Canadian people at the higher price, and the reduction of price will have a stimulating effect.

It is something you can feature, with the full confidence that **KRUMBLES** means repeat sales and a steadily growing trade.

KRUMBLES is destined to be one of the solid staples of your business.

We are extending the **KRUMBLES** advertising campaign in the newspapers as fast as we can supply **KRUMBLES** to new and wider territories.

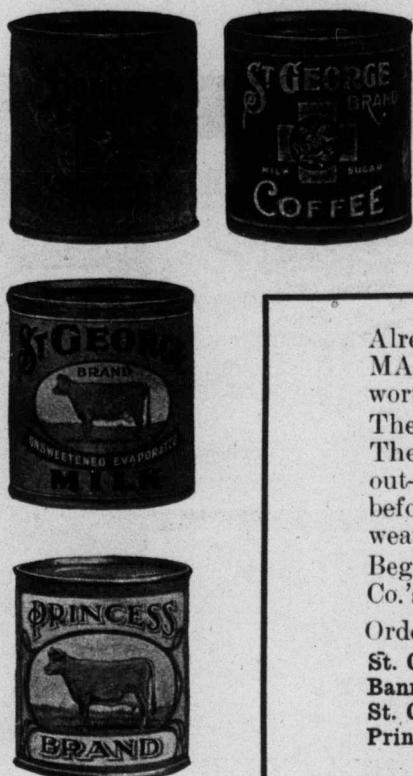
Look for the signature on every package.
KRUMBLES—sealed WAXTITE—retails for **10c**

W. K. Kellogg Cereal Co., Toronto

K
R
U
M
B
L
E
S



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



They'll keep the cash register ringing during the hot days

Already firmly established in the estimation of the buying public, MALCOLM'S MILK PRODUCTS will be an ideal line to feature for worth-while Summer selling.

They are splendidly appetizing and delightfully sweet and wholesome. The ease with which they are prepared render them very suitable for all out-door occasions during the Summer months. By bringing this point before your customer's notice you will reap many extra dollars of hot weather trade.

Begin to-day by making up a strong display of Malcolm Condensing Co.'s Goods.

Order from the following:

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

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

The brand of dependable products

Shirriff's

Are You a Shirriff Dealer?

No enterprising grocer can afford to omit the Shirriff lines from his displays. Every product bearing the name "Shirriff" is a leader and quality through and through. Stock up with the goods the housewife prefers.

The word "SHIRRIFF'S" has been long recognized as a hallmark of genuine quality, and dealers the country over find SHIRRIFF'S PRODUCTS dependable sales producers, possessing those qualities that win the approval of the most discriminating, turning first sales into steady, profitable repeat business.

IMPERIAL EXTRACT COMPANY
TORONTO

Western Representative: H. F. Ritchie & Co., Limited, Toronto. Montreal: W. S. Silecock.
Quebec City: Albert Dunn. Maritime Provinces: W. H. L. Usher, Halifax. Hamilton
City: A. A. Adams.



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



"FORCE" Strawberries and Cream!

Folks---it's the most delicious breakfast in the world.

"FORCE"

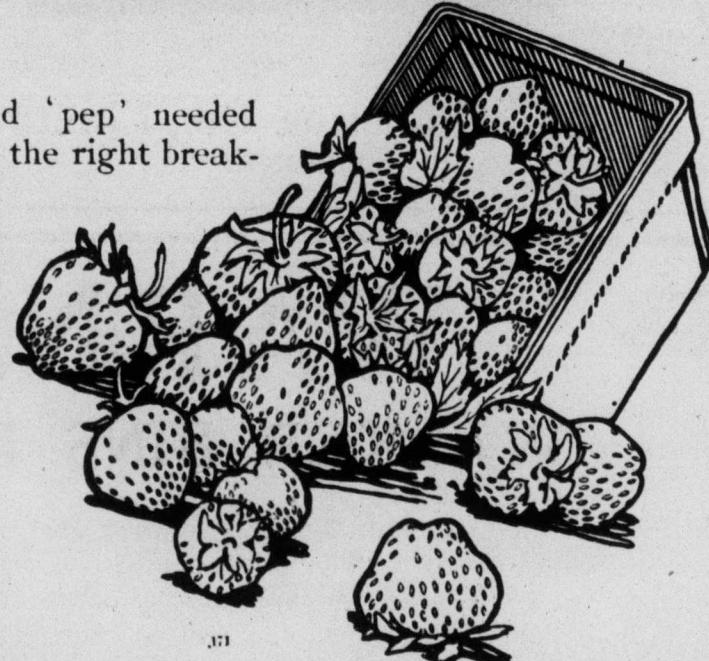
Sunny Jim says:

"Just a little more snap and 'pep' needed these hot mornings? Get it with the right breakfast. 'FORCE,' rich flakes of wheat cooked with malt, and strawberries and cream. Ready in a minute. Full of the rich nourishment of whole wheat. Full of stimulating fruit juices. You need and enjoy them. Kiddies do, too."

Have "FORCE" and Strawberries and cream on your breakfast table to-morrow morning. Great!

Price 15c---worth it.

Made by The H-O Company, Hamilton,
and Sold by good Grocers everywhere



THIS is a miniature of one of our snappy, timely newspaper advertisements that our grocer friends say are having a good effect on their "FORCE" trade. You'll notice that the old public favorite, "Sunny Jim," is on the job again. We are running big 50 and 33-inch advertisements in the best newspapers, and there is no doubt that a window or counter display of "FORCE" will pay very handsomely at this time. If you will write us, The H-O Company, Hamilton, Ont., we'll be glad to send you special window display material. Of course, all jobbers stock "FORCE."

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

Phone Nos. 3595, 3596, 3597, 3598, 4656

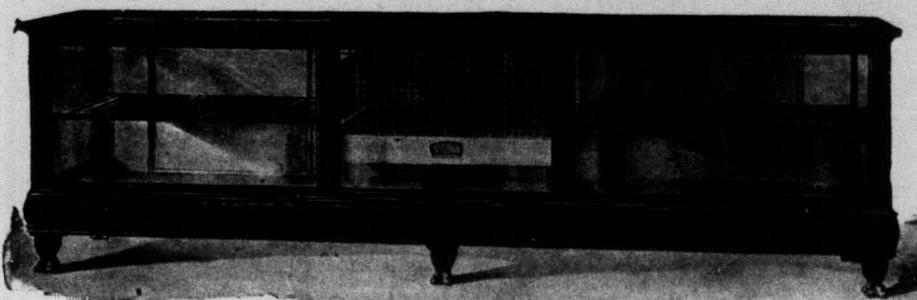
The brand of top-notch quality and satisfaction-giving

There are no more attractively packed goods on the Canadian market to-day than those bearing the Tartan Trade-Mark. And the quality is such that first customers invariably come back again, giving the dealer that increased turnover which means worth-while profits and real business expansion.

We can supply you with highest grade Canned Vegetable, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocer's Sundries. The quality is there and is backed by our own guarantee.

Prompt, satisfactory service. Write to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



John Hillock & Co., Limited
TORONTO

*Instal an Arctic
Silent Salesman
to-day and note increase
in your sales*

Quick sales are always very necessary where perishable goods are concerned, therefore the reason for displaying them in an Arctic Silent Salesman—always cold and easily cleaned—the most attractive sales pulling store fixture obtainable.

Whatever your refrigerator requirements we can fit you out from the Arctic line. Send to-day for the Arctic catalog and learn all about these reliable refrigerators.



WARNING WALKER BINS PATENTED



Many unscrupulous manufacturers induce grocers to install "just as good" imitations or otherwise of Walker Patented Bin Fixtures. The owners of the Patent are under contract to protect their patents by prosecution of all infringements, action being taken against both the user and manufacturer. Every action entered to date has been settled voluntarily or by action of the Courts in favor of the Patentees. There are a number of cases pending action in B.C., Alberta, Ontario and Montreal, owing to the chief prosecuting solicitor being overseas on duty with the British General Staff.

Buy the genuine, and get the service you expect. Imitations are usually found to work badly, poorly made, and are sold at very little less than you can get fixtures properly designed and made up. If you spend even a few hundred dollars on such an outfit and are obliged in a few months or years even to pay cost of an action and either a heavy royalty or are obliged to remove and discontinue the use of the infringing bin fixtures, or both at the option of the court, you make a poor investment.

Send your floor plan to any of our agents or to the Head Office.

The Walker Bin & Store Fixture Co., Limited
Berlin, - Canada

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

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

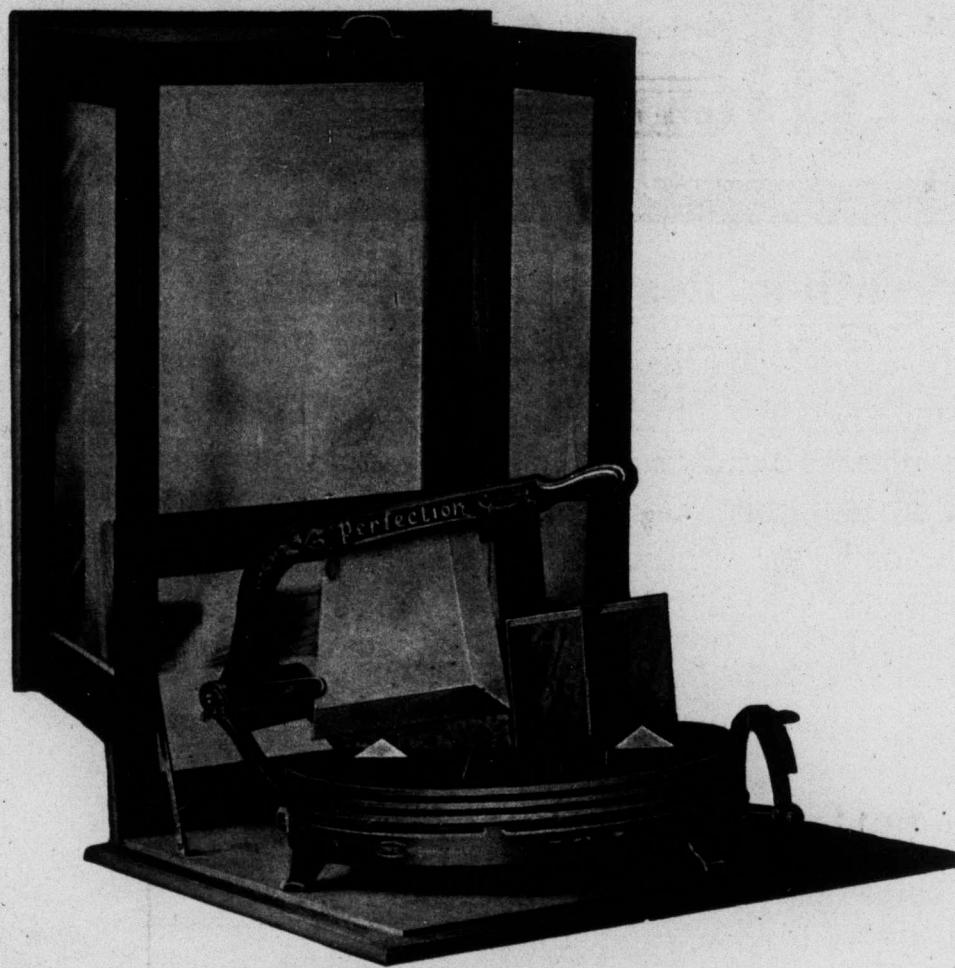
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



A REAL PROFIT-SAVER

Write for Prices and Terms.

WE HAVE SPECIAL COMBINATION PRICES
WITH CABINETS AND PEDESTALS.

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

BUY IT NOW.

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

BUY IT NOW.

American Computing
Company

HAMILTON, ONT.

Serve Your Customers Right in "Riteshape"



Hot Weather Tests the Package

Hot days wilt fresh foods and liquefy the oily ones. Then it is up to the package to do two things. To protect the food and preserve its freshness. To carry it safely without undue absorption and waste. **Riteshapes** alone fill the bill completely. Wood is a poor conductor of heat. It is a fact that ice cream in a wooden dish will stay hard and firm long after the same quantity has melted in a dish made from other materials.

The **Riteshape** is made from genuine sugar maple. It keeps food cool, sweet and fresh.

The waste of food in soft dishes during hot months is heavy.

It is physically impossible for the **Riteshape** to waste or contaminate food that may become soft within it.

Best hot weather service means **Riteshape**.

Get **Riteshapes** from most Canada jobbers.

Ask

VICTORIA PAPER & TWINE COMPANY
MONTREAL TORONTO

THE OVAL WOOD DISH CO., Manufacturers.
DELTA, OHIO, U.S.A.



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

Do You Know All That Happens In Your Store?



DO YOU keep a permanent record of every transaction and avoid mistakes and losses? Can you refer back to **every** sale, to cash payments, to credit transactions, to receipts on account? Are you able to settle cash disputes with customers in a convincing yet amicable way, or to remove temptation from your clerks, increase their efficiency, by forcing them to record correctly the amount of every sale? Do you give every customer a printed unchargeable receipt?

A National Cash Register Will Do This For You—

Efficiency,—profitable handling of business—will come into your store with a National Cash Register. It is a machine—therefore always on duty—untiring, faithful, accurate, asking no share of the profits. It takes the burden of detail and worry off your mind, gives quick service to your customers, furnishes satisfactory evidence about each single transaction to everyone interested.

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

TORONTO

ONTARIO

**Use the
Coupon**

Please
send me
information
about your long
line of 1916 models.

Name

Address

**The National Cash Register
Company of Canada, Limited**
Toronto, Ontario

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

Hobart

HOBART built the electric coffee mill for the grocer. **HOBART** built the electric meat chopper for the butcher. And they both built a reputation for **HOBART**.

Experiments are expensive—ask the man who didn't buy a **HOBART**.

HOBARTS make good and make money.

Van Berkel Slicers pay for themselves as they go. It's the number of slices that pleases customers.

AGENTS:

H. N. COCKBURN
93 Prince William Street
ST. JOHN, N.B.
BLACKWELL & LANDRY
4 St. Lawrence Boulevard
MONTREAL, P.Q.

RYAN BROTHERS
110 James Street East
WINNIPEG, MAN.
E. S. CHAMBERS
424 Cordova Street
VANCOUVER, B.C.

The Hobart Manufacturing Company
105 CHURCH ST. TORONTO



Get the Eureka Catalog NOW

Don't wait till that ice box or unreliable refrigerator has eaten a hole in your profits large enough to buy a really dependable one. Write to-day for the Eureka catalog and pick out the model best suited for your requirements. And remember, there is a record of thirty years' success behind Eureka Refrigerators.

Every new and up-to-date refrigeration idea is embodied in the Eureka. Get the Catalog now and read all about the only refrigerator that you can afford to instal.

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

**Eureka Refrigerator Company
LIMITED**

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

Freeman's Dry Air Refrigerator

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

This Interior View

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

Price list and catalogue free and mailed to any address.

Manufactured by the

W. A. FREEMAN CO., LIMITED
HAMILTON, CANADA

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

MADE IN

CANADA



*the trade-mark that makes
bigger business and satisfied
customers*

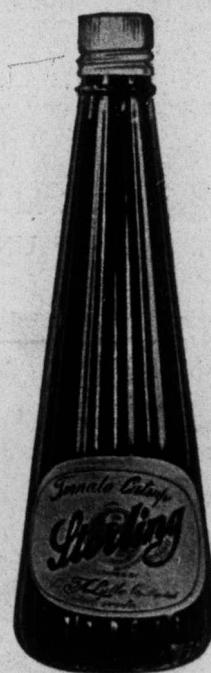
Pushing the sales of Sterling Brand products is one sure way of securing that customer's confidence which is the foundation of bigger business and better profits. You need not hesitate to recommend any product bearing the STERLING brand. It is as high-grade and as dependable as experts, working under the most ideal conditions, can make it.

Whether it be Pickles, Catsups, Relishes, Summer Drinks, etc., STERLING Brand offers you a superior quality, a freshness and a palate-pleasing flavor not surpassed by any others on the market.

Every STERLING product is Canadian made through and through—made by Canadian labor, and backed by Canadian capital. In selling STERLING products you not only secure better business for yourself, but you are encouraging Canadian enterprise and helping to put the Made-in-Canada idea on a quality basis.

A trial shipment of STERLING lines will be the first step on the road to a larger turnover. Write now and ask about our snappy Summer - selling drinks, Raspberry Vinegar, Orangeade, Lemon Sour, Fruit Syrup, every flavor, cherry, raspberry, pineapple, etc. Unfermented Wine.

T. A. LYITLE CO., LIMITED
STERLING ROAD TORONTO



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

"Hae ye heard whit ma auld mither's positit tae me?
 It fair makes me homesick," says Private McPhee.
 "And whit did she send yet?" says Private McPhun,
 As he cockit his rifle and bleezed at a Hun.
 "A haggis! A HAGGIS!" says Private McPhee,
 "The bravest big haggis I ever did see.
 And think! It's the morn when fond memory turns
 The haggis and whiskey,—the Birthday o' Burns
 We mean find a dram; then we'll ca' in the rest
 O' the lads and we'll ha'e a Burns' Nicht wi' the best."

IN the July issue of MacLean's Magazine appears a poem by Robert W. Service, "The Haggis of Private McPhee," which bids fair to prove the most popular piece of verse that the war has produced. Forceful, humorous, written in the swinging measure that distinguishes all of Service's work, this story of the efforts of two braw Scotch soldiers to hold a Burns festival in the trenches will give you a thrill as well as a smile.

Robert W. Service and Rudyard Kipling are the most successful poets, from a commercial standpoint, that the age has produced. Their poems sell the world over. Kipling's "Gunga Din," and Service's "The Shooting of Dan McGrew" are recited everywhere. This is a notable distinction for a young Canadian. Despite the fact that he is just on the threshold of his career, Robert W. Service, with his "Songs of a Sourdough," has made for himself a place in the esteem of the public that no other poet, with the exception of Kipling, has ever enjoyed.

And, when it is said that "The Haggis of Private McPhee" is one of the finest pieces of verse that he has produced, it will be recognized that this is something you cannot afford to miss.

The July issue is distinguished also by contributions from the following famous Canadian writers:

Arthur Stringer, Agnes C. Laut, Nellie McClung, Arthur E. McFarlane, Anna Chapin Ray and others.

On Sale at All News Stands for 15 cents or \$1.50 a Year.

MacLean's Magazine

THE MACLEAN PUBLISHING CO., LIMITED
 143-153 UNIVERSITY AVENUE, TORONTO, ONTARIO



The Trade Mark Which We Think Is One of the Happiest and Most Pleasing of Any Used in Our Country

Everyone loves the rose, and especially the beautiful red rose, and we are sure the success of our business has in no small degree been the result of our fortunate selection of the pleasing name "Red Rose," the integral part of which is the word "Rose," as our trade mark for tea, coffee and other articles. Coupled with this our slogan "is good tea" has practically assumed the status and importance of a trade mark and this phrase, we believe, too, has been a happy and fortunate selection.

The expression Red Rose Tea "is good tea" contains no coined or manufactured words, no foreign or other words difficult to understand or remember, but is composed entirely of the simplest words in our language, pleasing and easy to remember, which in our opinion have much to do with the continued success of any trade mark or slogan.

T. H. Estabrooks Company
LIMITED

Robinson's "Patent" Barley and Robinson's "Patent" Groats

Your customers know Robinson's "Patent" Barley and "Patent" Groats—they know that the reputation of these nutritious foods is based upon quality and satisfaction giving.

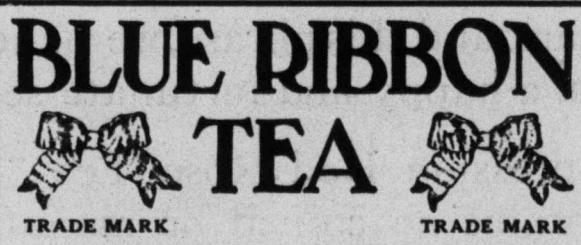
You can start better business coming your way by keeping Robinson's "Patent" Barley and "Patent" Groats always to the front.

Begin to-day. Ask your wholesaler.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO



THE MOST WIDELY-KNOWN TRADE MARK IN WESTERN CANADA

is the famous "Blue Ribbon" trade mark of

Blue Ribbon Tea

Blue Ribbon Coffee

Blue Ribbon Spices

Blue Ribbon Extracts

Blue Ribbon Baking Powder **Blue Ribbon Jelly Powders**

The manufacturers of these popular products do more than put their trade mark on their goods; they also guarantee them to be satisfactory in every respect.

Confidence in the quality of their goods cannot go further than that. The enormous sales of Blue Ribbon show that this confidence is justified. Always remember when you see Blue Ribbon Tea or any other Blue Ribbon article that the famous trade mark is your guarantee of best quality.

Blue Ribbon, Limited

WINNIPEG

CALGARY

EDMONTON

VANCOUVER

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

CANADIAN GROCER

VOL. XXX

TORONTO, JUNE 30, 1916

No. 26

"Trade Marks Help to Sell Goods"

This is the General Opinion of a Large Majority of Grocers—Assistance to the Grocers by the Brands Which Infer High Standard—Show Cards and Knowledge of Origin of Trade Marks Help—Some Interesting Ideas.

Special to Canadian Grocer by Twenty-five Grocers.

MANY of our readers have expressed curiosity from time to time as to the origin of certain trade marks, branded names, and slogans which came on foodstuffs and allied lines. In connection with this, Canadian Grocer decided to get information direct from grocers themselves, the men who are actually doing the work, and who sell trade mark lines, as to whether pushing such lines is valuable. With this in mind, a letter was sent out to grocers from coast to coast asking them their opinion about goods with trade marks and brands.

In this letter there were four questions asked:

No. 1—Does it pay to push trade marks or branded goods, and why?

No. 2—Is the margin of profit on these generally satisfactory?

No. 3—Are the show cards and literature of branded goods valuable to you?

No. 4—Would familiarity with origin of trade marks and branded names assist you and your clerks in selling the goods, and why?

Majority of answers to these queries show the trade to be overwhelmingly in favor of pushing trade mark or branded goods. Below we print the letters as they came from the grocers whose opinions were asked.

Fuller & McMeekin, Prince Rupert, B.C.—It pays to push trade-mark goods, because the people know what you are pushing. Yes, the margin of profit is generally satisfactory. I find manufactured show cards and literature valuable. To question No. 4 the answer is yes.

John Hills, Midnight Lake, Sask.—I find it does pay to push trade-mark goods, and people generally decide on a particular brand or trade-mark, and are disappointed if they can't get it. Generally speaking, the margin of profit is satisfactory, but on some lines it is too small. I should imagine that show cards and literature would be valuable, but have never received any to date which were sufficiently effective to draw attention. With regard to the origin of trade-marks, I do not know, but I think it would be interesting to be able to explain the same to customers to get them interested in the goods.

Jones, Graham & O'Brien, Fort Saskatchewan, Alta.—It pays to push trade-mark goods, because, being as a rule well advertised, they sell easily. A firm which has a reputation almost always keeps its goods up to the standard. The margin of profit in most cases is satisfactory. The cards and literature being sent by manufacturers are of fair value. With regard to familiarity with origins of trade-marks, I would say that in selling goods one needs this information to use as a talking point.

C. A. Baldwin, Cabri, Sask.—In some lines it pays to push trade-mark goods. The margin of profit is usually too little. The show cards and literature and so on are mostly valuable. I believe that familiarity with origin of trade-marks would help us to sell goods.

W. J. Moore, Avonhurst, Sask.—Yes, branded goods generally give satisfaction and increased business. The margin of profit on the majority of lines is satisfactory. Show cards and literature are certainly valuable. The greatest trouble with them is that we do not get enough of them. With regard to familiarity with origin of trade-marks, yes, if a clerk made a study of same, he would take an interest in them and be able to talk intelligently about them. In our experience with trade-marked goods, we find that they give us the best satisfaction and our customers nearly always demand branded goods. There are very few lines we push that we will not stand behind and absolutely guarantee. We also find that it certainly pays the packer to put nothing but the very best quality stuff under his trade-mark, even if he has to charge a slightly higher price. We handle quite a few lines of one concern's goods here, including their mustard which is of a very inferior quality, and the majority of customers who have used this mustard are now prejudiced against other goods that are put up under this trade-mark.

O. H. Milton, Timmins, Ont.—Yes, it pays to push trade-marked goods, if the goods are well advertised in papers and the wholesalers treat all buyers on the same platform. The margin of profit is satisfactory when persistent advertising is done. Not otherwise. Show cards and literature are of little value, and I prefer them to be enclosed with the article and then they are more sure of being read. With regard to familiarity with origin of trade-mark helping sales, I don't think so. The general public need quality at a fair price. Other folks' stories are too long to tell, and I would rather have help study window trimming and percentage than the origin of trade-marks. I was trained with one of the largest firms in London, England, and pretty show cards or books were not allowed to be distributed around the store. If any advertiser desires space to mention his goods he is allowed a name 3 ft. high, 3 ft. 6 in. wide,

which is charged for on the basis of one year's agreement. The rent was taken before frame was allowed to be filled. These frames were all around the top shelf of the grocery and provision and candy department, and were certainly an interesting collection. Not one was allowed to exhibit until they had been established five years. The system was carried out as far as possible with every department, and I do not remember any advertising of any firm's goods unless they paid directly for it. This latter clause refers both to price list and newspaper work.

Cornwall & Co., Rockport, Ont.—Yes, it pays to push trade-mark goods; when our customers find a brand that is any good, they ask for it by its name. The margin of profit is generally satisfactory. Yes, show cards help. Familiarity with the origin of trade-marks should help us in selling goods.

Benson & French, St. Catharines, Ont.—Sometimes it pays to push branded goods, but on many articles the profits are insufficient. Until the manufacturer who does not allow a fair profit recognizes the fact that the retailer has got to live, he will not get much sympathy. The whole trouble with the trade is that too many go into the business knowing little about it. In the grocery business it is advisable to start from the bottom. Show cards sent by manufacturers are useful if they are short and to the point and not too large. Familiarity with trade-marks is not of much use. If the trade were protected by fair profits so as to attract the bright young man into the business, the grocery business would reach a higher plane. If grocers would cooperate for their mutual interest instead of giving half their profits away in premiums, this business would also be more satisfactory.

Sherwood Livingston, Port Dalhousie, Ont.—In some cases it pays to push trade-marked goods if the standard is maintained. The profit is not generally satisfactory. Show cards help if they are attractive.

A. G. Bain & Co., Hamilton, Ont.—Generally speaking we push trade-marked goods. The margin of profit is not generally satisfactory. Show-cards are not as rule helpful. Yes, origin of trade-marks and definition of name are bound to interest the customer.

W. A. McMurray, Gilmour, Ont.—If the margin of profit is right, the quality is usually satisfactory on branded goods. Usually, at first, the margin of profit is satisfactory. Manufacturers always lessen the profit as soon as they see the demand from the public will force the retailer to stock their goods. Familiarity with the origin of trade-marks occasionally helps.

J. B. Harding, Thorndale, Ont.—Yes, it pays to push trade-mark goods; if the article has merit it does not require the same force to sell it. Show cards at times are helpful, not always. Familiarity with the origin of trade-marks would give talking points.

June 30, 1916.

S. W. Miller, Holmesville, Ont.—Yes, when inferior brands of the same line of goods are on the market, it gives you an extra lever if you know the brand when selling. The margin of profit is generally satisfactory. Show cards don't help much unless you know something about the goods yourself. Regarding the origin of trade-marks, some information in regard to goods that you could make use of would help.

A. E. Reeder, Brantford, Ont.—Trade-marks on some articles don't help much in selling them. The margin of profit is usually satisfactory. Show cards help to keep the goods before the public eye. In some cases, familiarity with the origin of trade marks and brand of names would help to sell the article.

N. Howden, Watford, Ont.—Where there is a fair profit, it pays to push trade-marked goods. Margin of profit is not always satisfactory. Show cards are valuable. It might help if we were familiar with the origin of trade-marks.

A. D. Norris, Mimico Beach, Ont.—Yes, it pays to push trade-mark goods because the maker's name or the registered trade-mark generally shows the goods to be of an A.I. quality. Margin of profit on some lines is fair, and some better than others. Show cards when displayed are of mutual benefit to both. Familiarity with the origin of trade-marks is helpful, because I believe in salesmen knowing something about the article they sell.

O. E. Sheets, Toronto.—Yes, it pays to push trade-marked goods, as the manufacturers will usually stand behind them. The margin of profit is generally satisfactory. Show cards and literature help. With regard to familiarity and origin of trade-marks, the more informa-

tion I can gather about the goods, the more I can sell.

A. C. Penney, Toronto.—I do not think it pays to push trade-mark goods and it is nearly always on such goods that the cutters try to get in. As a rule the margin of profit is satisfactory, as no wrapping is required, or used for order trade. Certainly familiarity with the origin of trade-marks would help. One never gets to know too much about the origin and it is nice to know all about the goods.

R. Dawson, Toronto.—Yes, providing the standard of quality and finish is maintained as in several famous lines, it pays to push trade-mark goods as they are extensively advertised by catchy advertisements. They usually possess the merit claimed for them. There is invariably a fair margin of profit allowed for the retailer. Show cards and literature help, undoubtedly. Many are veritable works of art, and ingeniously gotten up. Everything in connection with the merchandising of goods which is not only interesting but also educating, should be valuable towards making efficient salesmen.

P. Connell & Son, Peterboro, Ont.—It pays to push trade-mark goods, particularly if you specialize on a brand or brands not handled by everybody in the trade. In a great many cases, the margin is too close. For window dressing, show cards and literature are valuable. The more knowledge you have of goods and their manufacture, the more you can talk about them.

A. E. Fairbairn, Ottawa South, Ont.—Yes, it pays to push trade-mark goods and particularly if the brand is not available for other dealers in your locality. The customer comes to you for repeats. Your profit is generally sat-

isfactory. Show cards are mostly valuable; we prefer the mailing system. We do not think familiarity with the origin of trade-marks would assist much.

Dean & Lacey, Sherbrooke, Que.—No, it does not pay to push trade-marked goods, as a general rule, because the margin of profit on many is so small they are handled at a loss. The manufacturer in these cases reaps all there is in it. Show cards are not to any extent valuable.

C. O. Simard, Quebec City, Quebec.—It pays to push trade-mark goods. Margin of profit is generally satisfactory. Show cards all help. Familiarity with origin of trade-marks would help.

M. T. J. McKee, Richmond, Que.—Yes, because trade-mark goods are usually of superior quality, and being well advertised they are easily sold. In a great many cases the profits are not as large on trade-marks or standard goods, but the quality is satisfactory. Repeat orders come often and sales are easily made. Some of the advertising matter is valuable, but a percentage of it we consider absolutely useless. Yes, with good information at hand, sales are more easily made.

Ira E. D. Woodside, Margate, P.E.I.—Yes, it pays to sell trade-marked goods because they are in sanitary packages, and sales are made through looks as well as contents to customers. Margin of profit is sometimes satisfactory, but not always. It is all in the buying. Show cards are valuable. They assist in making sales of goods of their representation. Familiarity with origin of trade-mark would help in some cases only, as some customers look for quality and more for trade-marks or brands.

Registering a Trade Mark at Ottawa

Cost is \$35 to \$40. Including Patent Attorney's Fees—"Special" Trade Marks for One Line, "General" Covering Everything—Injunctions Issued Where Priority is Proved.

Written for Canadian Grocer by a Patent Attorney.

THREE are two kinds of registrations or copyrights that apply to trade marks, the one for "special" lines, the other a "general" one. A special trade mark is the exclusive right given to a firm to use that special name or brand or device of any kind for one line of goods.

A general trade mark is the right given to a firm to use its name or trade mark or brand exclusively for any number of goods which it may turn out or handle, and at the same time prevents any other firm from using this name. No other firm could use this name even if it wished to apply it to goods that were not turned out by the firm to whom the privilege had been granted.

\$35 or \$40 for Registering

It is easy of course to understand that these general trade marks and registrations are more difficult to secure than the special ones.

The cost of registering these trade marks with the Dominion Government under the Patent Branch of the Department of Agriculture is quite moderate, \$35 for a separate, \$40 for a general. The government cost is \$25 and \$30 re-

spectively and a patent attorney is usually paid about \$10 for his work. Of course when a drawing has to be made, as in the case of machinery or special devices, the cost is added to this, but all the clerical work is covered by the \$10 charge of the attorney. The special trade mark is good for 25 years, when it has to be renewed for a similar period at the same cost, but the general trade mark is good for all time.

Priority in Use May Break Registration

The government department is very strict in connection with the registration of trade marks. As a rule priority decides which firm shall have the right to a certain trade mark. I mean by that that if a firm shows that they have been using a certain trade mark for some time, say for a few years, and have built up a business on the basis of that, and that the public is familiar with that trade mark, that it helps to sell the goods, but unfortunately they have omitted to have it registered, no other firm even if it applied first, is allowed to retain a copyright on this name. Even if the second firm secure a registration and the first firm brings its case before a court it nearly always happens that if

they can prove priority in use an injunction is issued against the use of their trade mark by the second firm. Thus, the court can rescind the action of the department.

Search Under Both Heads

When a search is made at Ottawa it is not difficult to find out whether a name has been used before, as all trade marks or brands are tabulated under two headings, one special and one general.

Where Foreign Firm Can Get Injunction

In the case of United States and British firms, many of them of course register their name in Canada, but where this is not done and a Canadian firm appropriates the brand name, it is usually a simple matter for the outside firm to get an injunction by showing that their brand has become well known and they have gone to some expense in obtaining publicity for it and that they would suffer a hardship by the use of it by a Canadian firm. There would be no objection in regard to making use, however, of a trade mark or brand that has been used for one line of goods and adapting it to another line.

As a rule it is well for firms to have

an out-of-the-way name for trade marks, as this makes it easier for them to get registration and there is less likelihood of this name being confused when used for other lines of goods. The department usually refuses registration on an

ordinary firm name such as "Thompson," when a single name only is used. The position they take, of course, is that any other Mr. Thompson might claim the right to give the brand "Thompson" to the same line of goods if he were

manufacturing them, and the department would have little to say against his claim. On this account it would be usual in that case to use an initial or some other name with this, or better, not to use the name at all.

A Buyer in Carload Quantities

Flour, Clover Seed, Sugar and Even Clothes' Pins by the Car Come Under the Purchasing Eye of Napanee Grocer—Well Filled Warehouses—Method of Trading in Butter and Eggs With the Farmer—Sample of Courtesy and Service That Retains Custom.

Written for Canadian Grocer by H. H. Black.

BUYING goods by the carload is the prerogative or practice of the jobber rather than the retailer. But Kimmerly's of Napanee, Ont., yield in no respect to the wholesaler in a belief in the efficacy of the Big Order idea. They buy flour by the carload; and seed by the carload; sugar by the carload, and even clothes pins by the carload.

Back of the main section of the store is a room filled to the ceiling with timothy, sugar and flour. Back of this again is another, and the second door up is another store, with nothing but flour and feed in it, a development or a by-product of the grocery.

It needs no telling that a business like this is not dependent upon town trade. It draws from a wide countryside, and all the more extended is this by reason of a location of some forty years and the big scale of operations carried on. Of course this is not written to actually suggest that every grocer purchase goods mentioned above by the car load. There must be considerable buying power behind such a method; a merchant must be in position to occasionally stand a loss, and he must be an exceedingly close student of markets, supply and demand. Many do not care to take the chances and prefer the regular day to day profits.

The "trading" between themselves and their customers is also extensive. They buy large quantities of eggs and butter, but as there are good buying connections in the district established by commission men they limit transactions in apples to what they require in their own business.

In taking in eggs payment usually is made on the basis of one cent more if "traded out", except when the market drops fairly low. In this case they pay the same cash figure as trading. The eggs are in turn shipped to a produce house on a flat rate basis.

A good proportion of the butter is

sent to a biscuit manufacturer, where a contra account is kept.

Obliging Their Customers

One of the most noticeable points about the relations of this store to its customers is the obliging spirit that is shown by Mr. Kimmerly himself, his sister and his son, who take a very active part in the business.

Not only was there courtesy usually accompanied by a smile of welcome, but such little acts or suggestions of service that mark a modern development in the retail business. One of these is in the way of giving cash for butter and eggs, cheerfully, without even an implied protest. So often is this request met by some stores—if not with a refusal—at least with a tone of voice or expressman, that suggests to the customer that she is taking an unwarranted step—almost showing lack of confidence in venturing to spend part or the whole of the cash "coming to her" outside the store that bought her produce.

Perhaps this feature of a grocer's relation to his farm trade has the closest parallel in a dry goods business where a merchant pays out cash when goods are returned, declining to "keep a string on a customer" by forcing her to accept a "due" bill, good not for cash but for an equivalent in goods at the store. The one exception in Mr. Kimmerly's practice of giving cash (at a discount of one cent a pound or dozen, of course) is when the store is overloaded with butter on a weak market. Then it is suggested—but not insisted—that they would prefer to have it traded out.

Such matters as looking after other parcels for farmers' wives, meeting the rig that has stopped in front of the store promptly, as well as quick service in waiting upon customers, are a few of the cardinal points that ensure a store popularity, and hold and increase its business.

Just an incident by way of illustration that happened when the writer was in the store recently. A farmer's wife came in and said that a cocoanut package was missing from the goods she ordered at the store.

"Oh, I'm sorry, I'll get it for you." was the reply, and at the same time Miss Kimmerly looked up the sale in the Day Book or Blotter in which are entered all the day's transactions. She soon found it, with the Cocoanut (10 cents' worth) checked off.

"It's checked off so some one else must have received it," she informed the customer, but there was no hesitation; she went on putting it up and in a moment it was in the customer's hands. Not from the first was there any suggestion that the customer was mistaken, and—quite as important though not the invariable practice in stores,—she told the customer that she would give her some more, before she had looked up the sale. But, she also took care to consult the record to show the customer that the omission was not the result of ordinary carelessness, that the order was down, and even checked off. The fault lay in the final collection of the goods. And, lastly, the customer would appreciate the immediate acceptance of her "complaint" all the more when she learned that the store was losing, probably, the first package.

The incident is a common one, and is given only to indicate how from beginning to end the customer's feelings were given first consideration.

That old saw will bear one other repetition: "A pleased customer is a store's best asset."

—————
Wm. Treble, who travelled for the past thirty years for Scandrett Bros., liquor and grocery dealers, London, Ont., has resigned his position. "Billy" is on a trip through Western branches.

A Window Featuring Trade Mark Goods

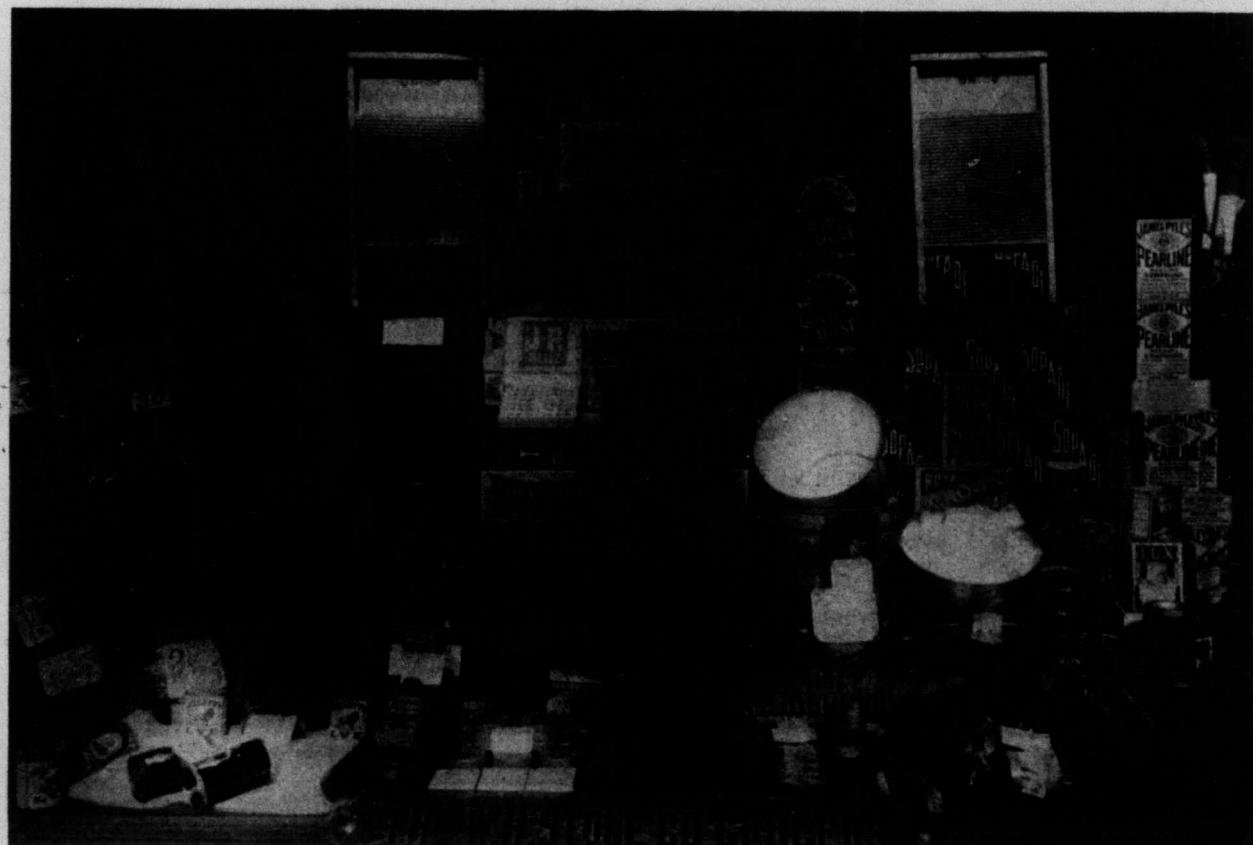
This Was Shown During the House-Cleaning Season by W. H. Stone Co.,
Winnipeg Grocers—A Display That Will Appeal to the Housewife Because the Brand Names Are Familiar to Her.

THE accompanying window fits in well with the trade-mark idea featured in this issue. This is a display shown some time ago in the store of the W. H. Stone Co., grocers, of Winnipeg, Man. In this are a great many house-cleaning lines and the trimmer has featured several trade-marks, apparently with the idea of impressing them on the minds of the consumer and of connecting up goods sold in this particular store with

lines already known to the general public.

The lines featured in this display include washing powder, Naptha soap, various cleansing powders, liquids for bleaching, lye, varnish, window cleaning soap, stove blackening, furniture polish, soap of different kinds, wash boards, washing soda, brushes, whisks, etc.

The trade-mark on practically all these lines can be readily seen from the sidewalk.



A recent window display of the W. H. Stone Co., Winnipeg, in which trade-marks on housecleaning lines are well featured.



A neatly arranged display shown recently by The Crompton Grocery (James Bros.) Brantford, Ont., in which trade-marks are featured.

Trade Marks in Pure Food Display

A Trim That Bristled With Branded Goods Shown Recently by The Crompton Grocery, Brantford— Displays Changed Every Week—A Choice of Windows.

HERE we have an attractive window display also featuring trademark goods, shown by the Crompton Grocery, Brantford, Ont., operated by James Bros.

One of the aims of the management is to keep goods of the best quality, a special endeavor being made to secure only pure foods. To this end the firm recently made the accompanying display and termed it Pure Food Week. Their large window was attractively arrayed with many of the articles they were placing before the public for that particular week. These window displays have been one of the advertising

features of this firm's publicity campaign. The large windows lend themselves to artistic decoration. In the hands of an expert window dresser they have harbored most attractive and business-getting displays. James Bros. change from one window to another in the Crompton store and by this means the display is moved around and always makes an appeal to the passing people to stop and look. They realize that it is not "the same old window they saw before," for it is now in a different position and they stop to see what new articles it may contain. The window is changed every week and in this way is kept a "live" one.

June 30, 1916.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.
**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, Vice-President.
H. V. TYRRELL, General Manager.

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

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

OFFICES:

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

UNITED STATES— New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. Cleveland—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN— London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, JUNE 30, 1916

No. 26

TRADE-MARKS—AND THE GROCER

THIS Issue is a Trade-Mark Number. A considerable part of it is taken up by a consideration, from various angles, of the question of trade-marks and brands. "Registering a Trade-Mark" goes into the question of how one desirous of so doing would set about his task. "Trade-Mark Worth a Million Dollars a Letter" shows the enormous financial value trade-marks have attained in our time. Two window displays featuring trade-marked and branded goods show the use two grocers have made of them. All these articles and displays are important, but perhaps the most important of all are the actual experiences of twenty-five grocers in handling branded goods given under the caption "Trade-Marks Help to Sell Goods."

That title records briefly the view of the majority of the men whom we quote. Their reasons are interesting. In the view of one, "people know what you are pushing," when a grocer handles branded goods. This seems to sum up fairly well the thought of most grocers in this connection. "A firm which has a reputataion always keeps its goods up to a standard," is the saying of another.

The grocery trade perhaps more than any other single trade has gone in for brands and trade-marks. It is fitting then that readers of this paper should find out all about trade-marks; it is fitting that they know it and how to profit by it. The various articles in this issue will make these points plain.

OUR CANADIAN-FRENCH TRADE

THAT there will be opportunities after the war for trading with France on a scale unknown before to Canadians, is the opinion of an importer in Paris, set out in an article on another page under the caption, "A Splendid Opportunity in France." This article points out the reasons for his belief, and urges Canadians to prepare to take advantage of the exceptional post-war circumstances.

The words of M. Chouillou in regard to necessary changes in our trading manners are blunt, but they are true. If Canadian houses are going to develop business with the continent they must radically alter their methods. M. Chouillou shows the alterations needful. Not the least

important is that the Canadian manufacturer should send as a traveler to France one who can speak French. Simple and palpable requisite as this detail would seem, it is a fact that, at present, many of our manufacturers are represented on the continent by Canadians who speak English and have a phrase-dictionary acquaintance only with the language of the country in which they are trying to build up business.

What M. Chouillou says as to agencies is also well worth studying. His article will repay serious consideration on the part of every manufacturer of foodstuffs, not only those he mentions, but other and kindred lines as well.

A RECORD BERRY CROP

THIS year, barring accidents, we are to have a record crop of strawberries in Ontario. Reports indicate that most centres will do well. One, Clarkson, will market no less than a million boxes of strawberries if all the boxes ordered are filled. The height of the season is expected to be the end of this month, and, given heat and sunshine, the full crop of a million boxes from Clarkson is practically assured.

The full fruition period is this year about ten days later than usual. This is partially due to the inclement weather, which, at this writing, shows signs—by its absence—of giving place to the sunshine and heat needed. Clarkson hopes to ship four and five carloads of berries a day. One grower alone has seven acres under cultivation. Good for Clarkson!

EDITORIALS IN BRIEF

THE BUSY man is the happy man.
 * * *

SUCCESS IS not luck. It's pluck.
 * * *

POSITIVE action grows: negative dies.
 * * *

THE HARD worker is the big winner.
 * * *

TO WORK well is better than to work swiftly.
 * * *

DON'T NURSE grievances: create enthusiasms.

A Splendid Opportunity in France

Chances for Canadian Manufacturers and Merchants Will Develop After the War.

THE following letter has been received from C. A. Chouillou, of C. A. Chouillou & Cie, of Paris, France. M. Chouillou was in Montreal some years ago and so has an intimate knowledge of trade conditions in Canada, so that his criticisms and suggestions should have double weight.

Considering that over 20 millions of inhabitants only in France and Belgium have had their cities, properties, buildings and homes destroyed systematically by the enemies, it will be necessary to proceed to the reconstruction and the reorganization of the towns, factories, homes.

It is evident there will be for the up-to-date merchant and manufacturer an exceptional opportunity to find new markets for their goods and wares.

In view of securing not only present but future business the Canadians will have to modify their ways of doing business and to comply a little more than they have so far to the tastes and customs of their new buyers.

* At present, Canadians are taking advantage of the situation selling their goods at high prices F.O.B. shipping points and asking payment cash by irrevocable banker's credit against bills of lading when they do not ask payment in advance of shipment.

This may be well and good as long as the war will last, but it will not last forever; and it might be wise to consider the question of business after the war, which is in our mind the most interesting to cater for.

What will be the goods most wanted after the war for the reconstruction of the devastated countries, and which may lead to a considerable amount of business?

In the first place, portable houses of all descriptions for the reconstruction of homes, schools, churches, farm buildings, barns, chicken houses, etc.

Roofing material of all description, metal, paper, asbestos, railway material and supplies, ties, rolling stock, locomotives; office furniture, house furniture, especially dining and bed room heating and kitchen stoves, kitchen utensils; hardware and anything metal will be required; labor-saving machinery and hand tools of all descriptions for carpenters, metal workers; road machinery; agricultural implements, tractors; All kinds of machinery for the cotton and woollen industries; canned meats, vegetables, lobsters, salmon, etc.

The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

He must, for instance, sample his goods freely, send travellers speaking the language of the country or appoint local agents to show and advertise same.

Many Canadian firms are willing to confer their agencies, but nine times out of ten they want the agent to buy the samples necessary to do business.

Naturally, very few agents accept, as they do not want to crowd their rooms with samples, which may be eventually of no value or upon which they would lose heavily: thus, eating part of their commissions, which are the only remuneration for their work.

Canadians, who are as a rule flush with their selling off at home, are on the contrary mean and stingy with their representatives abroad. This would lead to the impression that they do not care much for export business unless they can secure it without any trouble or sacrifice or in view to relieve the home market of a surplus production.

A great number of firms—and this is due to the ignorance or neglect of their mail department—post their letters with a 2-cent instead of a 5-cent postage stamp, causing to the receiver an expense for insufficient postage.

Through lack of knowledge of foreign languages Canadians have in the past used German agents almost entirely in Europe, and those agents, according to their custom, have been taking advantage of this state of affairs to favor competing German industries to the detriment of Canadian trade.

If it is wanted to do business with France, let it be understood that it must be through our own men or through French travellers or representatives well conversant with French and Canadian methods and customs.

Canadian firms are also inclined on account of the language to give the control of the sale of their goods for Europe to an English firm.

It is in our mind a mistake to have a "Sole" European representative to take care of your business interests all over Europe. Languages, economical conditions and customs are so different between countries in Europe that it is impossible for an English agent for instance to look after your interests in Spain or Greece, as it would be for a French representative to take care of your business in Holland or Sweden.

If you care to do business in the different countries of Europe have a "Sole" representative in each of them and keep in direct touch with him.

The information you will get concerning the requirements and needs will be far more accurate and reliable than if they come through a third party unfamiliar with the trade of that country and customers.

Those remarks can equally be applied to European firms which give their sole agencies to American firms in New York, ignoring, it seems, absolutely, the importance of Canada, and therefore the necessity of an independent and direct Canadian agency.

The commercial and political interests are so different in the two countries, although close neighbors, that an American agent cannot work satisfactorily our Canadian market.

It is to be hoped that Canadian firms will change their ways and deal in the future direct with France for the greater benefit of all concerned.

Trade Mark Worth \$1,000,000 a Letter

President of Large Corporation Stated Their Trade Mark Was of That Value — American Tobacco Company's Trade Marks Valued at \$45,000,000, One-fifth of Total Assets
—Right to Trade Mark Dates Back Only 50 Years.

"I WOULD rather have a celebrated trade mark than a million-dollar plant," a well known captain of industry is reported to have said. A manufacturer of jewelry and gold and silver ware, in a suit to prevent the infringement of one of his best known marks, testified that this particular mark was worth \$2,000,000 in money. The president of another well-known corporation, in a speech at a celebration of its success, made the statement that each letter of one of its word marks was worth \$1,000,000. The value of the trade marks of the American Tobacco Company, as shown by the dissolution proceedings in the United States Supreme Court, was estimated at \$45,000,000. The entire assets of the trust was worth \$227,000,000. That is one-fifth of the assets of this great corporation were considered as being in the trade marks. That its marks were so valuable is not surprising, for it had been the policy in the formation of that organization never to take in a competitor unless he had a valuable mark to identify his goods.

Cities Even Recognize Value

The recognition of the great value of a trade mark has within recent years led not only traders, but cities and states to adopt a mark, which, if not strictly a trade mark, indicates that the goods bearing it came from a particular locality, or were made by a certain people. Some years ago five hundred Irish manufacturers adopted a mark to indicate goods manufactured in Ireland. This association has been very successful. A great number of new members have joined and many fraudulent users of the mark have been prosecuted. The City of San Francisco has adopted as its mark a representation of the sun setting in the sea with the name of the city underneath. South Dakota has adopted a shield, across the face of which is a reproduction of the State and the words: "Made in South Dakota." Iowa has adopted two concentric circles with the words "Made in Iowa" in the outer circle, and the head of a hawk on a wheel enclosed in the inner circle.

Definition of Trade Mark

The term "trade mark" denotes a distinctive mark or device showing that the article to which it is affixed is manufactured or sold by a certain house or firm. By recent statutes a trade mark must consist of or contain at least one of the following essential particulars:

What the Canadian Government Deems to be Trade Marks

The following extracts from the Canadian statutes bearing on Trade Marks from the "Act Respecting Trade Marks and Industrial Designs" is of interest from a Canadian standpoint:

"5. All marks, names, labels, brands, packages or other business devices which are adopted for use by any person in his trade, business, occupation or calling, for the purpose of distinguishing any manufacture, product or article of any description manufactured, produced, compounded, packed or offered for sale by him, applied in any manner whatever either to such manufacture, product or article, or to any package, parcel, case, box or other vessel or receptacle of any description whatsoever containing the same, shall, for the purposes of this Act, be considered and known as trade marks."

"16. A general trade mark once registered and destined to be the sign in trade of the proprietor thereof, shall endure without limitation."

"17. A specific trade mark, when registered, shall endure for the term of twenty-five years, but may be renewed before the expiration of the said term by the proprietor thereof, or by his legal representative, for another term of twenty-five years, and so on from time to time; but every such renewal shall be registered before the expiration of the current term of twenty-five years."

1. A name of an individual or firm printed, impressed, or woven in some particular and distinctive manner.

2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.

3. A distinctive device, mark, brand, heading, label or ticket.

4. An invented word or words.

5. A word or words having no reference to the character or quality of the goods, and not being a geographical name.

Fraudulent Infringement a Criminal Offence

No action can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. But fraudulent infringement is a criminal offence, punishable with fine and imprisonment, beside forfeiture of the goods in respect of which the offence has been committed. Foreign goods bearing a trade mark in use in the United Kingdom may not be imported unless the trade mark is accompanied with a definite indication of the country in which the goods were produced. As the right to a trade mark is always the exclusive right to use it in connection with a particular class of goods, it can be assigned or transmitted only in connection with the good-will of

the business concerned in making those goods. It is determinable with that good-will.

Right Dates Back Only 50 Years

Though it has been the custom from earliest times for merchants to distinguish the goods of their own manufacture from those of their rivals by affixing to them some special symbol or device, by way of trade mark, it is only since a comparatively recent date that an exclusive right to a particular trade mark has come to be recognized by the courts as property capable of being legally protected against infringement. It is only within the last fifty years that this right has obtained statutory recognition, and the use of trade marks been made the subject of legislative enactment.

This is all the more surprising in view of the early attention bestowed by the Legislature upon two other important species of "intellectual" property, viz., patents and literary copyright. More than a hundred years after the famous Statute of Monopolies (1624) and eight years after the passing of the first Copyright Act (1734) we find Lord Hardwicke, the then Lord Chancellor of the United Kingdom, refusing to grant an injunction at the suit of a maker of playing cards to restrain the defendant from manufacturing and selling cards bearing the counterfeit of the plaintiff's

mark. He did so on the ground, among others, that he knew of no instance of the granting of an injunction to restrain one trader from using the same mark as another. He held that to impose such restraint would be fraught with mischievous consequences. This observation, however, he qualified by the remark that if it were done with fraudulent design or to draw away customers from the rival trader, whose mark is thus appropriated, that might be sufficient to maintain an action.

In the earliest authentic instance of a successful attempt to restrain trade mark piracy the case of *Sykes vs. Sykes* in 1824, fraud was made the basis of the action. Deceit and fraudulent misrepresentation were causes of action well known to the common law. This was presumably the form of action most nearly suited to the circumstance of this case. If the merchant, despoiled of his trade mark, could not bring his grievance under the head of fraud, there was no other form of action available at common law.

The Courts of Chancery also exercised a concurrent jurisdiction in cases of this kind. Their ability to grant an injunction restraining the continuance of a fraud proved a very valuable supplement to the award of damages—the only form of redress obtainable at that time in the common law courts. But even the Chancery judges for a time retained the doctrine that fraudulent intention was a necessary ingredient in an action for infringement of trade mark, and refused to grant an injunction unless the plaintiff first proved his case in the common law courts.

Toilsome Determination of Right

Gradually, however, the view gained ground that the owner of a trade mark has a genuine proprietary interest in his mark, which he is entitled to have protected against invasion and infringement like any other right of property. The case of *Millington vs. Fox*, decided in 1834, definitely established the principle that a trader has a good right of action against any person who wrongfully assumes his trade mark, even in the absence of proof of fraudulent intent. The decision in this case signalizes the full recognition, at least in Chancery courts, of trade marks as property capable of legal protection.

The fusion of the principles of common law and equity, effected by the Judicature Act of 1873, brought the common law courts into line with the Chancery. From that date the plaintiff was no longer required to prove fraud, but merely that the "get up" of the defendant's goods actually did mislead, or was calculated to mislead, the public into believing them to be the goods of the plaintiff's manufacture.

Means of Protection Provided

To provide adequate means for the protection of the trade mark there was passed the Merchandise Marks Act of 1862, and later the Trade Marks Registration Act of 1875. The Trade Marks Registration Act of 1875 introduced a new era in the history of trade mark law. The principles which it formulated have in the main been adhered to up to the present day. It was designed to afford protection to the trader on the one hand, and to the public on the other, against the abuse of trade mark rights.

A register of trade marks was established and placed under the control of the Commissioner, afterwards the Comptroller of Patents. Registration was not obligatory, but it was made a condition precedent to the bringing of an action for infringement of trade mark. After five years, registration was treated as conclusive evidence of the registered owner's title to his trade mark. In the interest of the public, on the other hand, the Act required the publication of all registered trade marks and their definite appropriation to certain classes of goods, so that any member of the public might know, by inspecting the register, the precise features and scope of any particular trade mark for which an exclusive right of use was claimed. The Patents, Designs and Trade Marks Act of 1883 expressly barred the use of geographical names and words describing or commending the quality of goods "Bovril" was allowed to pass muster, but a word such as "Triticumina," as applied to wheatmeal bread and biscuits, was rejected as descriptive.

Meaning of Trade Mark

By the Trade Marks Act of 1905 a trade mark was defined by statute of the British Parliament as:

"A mark used or proposed to be used upon or in connection with goods for the purpose of indicating that they are the goods of the proprietor of such trade mark by virtue of manufacture, selection, certification, dealing with or offering for sale."

A trade mark is not in any sense a guarantee of quality. It warrants neither excellence nor uniformity. But the manufacturer, ever mindful of the value of having his trade mark associated with these qualities, as a rule strives to have his goods known because of their excellence and uniformity.

WANTS MANITOBA RETAILERS EXCLUDED

On Friday, June 16, the Manitoba Board of the Retail Merchants' Association interviewed Hon. T. H. Johnston, Minister of Public Works regarding the Workmen's Compensation Act. The present Act is modelled largely after the Ontario Act, but does not exclude retail merchants by special clauses

as does the Ontario Act. E. M. Trowern presented the reasons why retail merchants should be excluded as there were practically no accidents incidental to retail business.

Mr. Trowern, while in Winnipeg, met the present officers of the Manitoba Board and the Winnipeg Branch, together with the past officers of both branches of the association on Friday, June 9, at the St. Charles Hotel, Winnipeg, when he reviewed the history of the Retail Merchants' Association of Canada, also outlining the work of the Association in securing the following legislation:—The Trading Stamp Act; the Gold and Silver Act; the Fraudulent Advertising Act; the incorporation of the Association; the prevention of special privileges being granted to co-operative stores, and the work of the association in framing the Ontario Assessment Act.

SOME NOVEL FLOURS

(From the Toronto Star Weekly)

Of course we are well acquainted with wheat, whole wheat, graham, gluten, bran, rye, barley, corn, buckwheat, and rice flour, all of which have become more perfect products through the enforcement of pure food laws; but modern science has gone further and brought into practical use a number of new vegetable, nut, and fruit flours which take us a step beyond the ordinary into the realm of high class cookery and open for approval many new and unusual food combinations.

The various new flours include flour made from bananas, chestnuts, string beans, lima beans, haricot beans, yellow peas, green peas, potatoes, lentils, mixed vegetables, and cassava root.

The banana flour makes delicious cake layers to be laid up with fresh banana filling. The chestnut flour makes an acceptable substitute for the real chestnuts if one is too busy or in too great a hurry to bother with the nuts themselves. The potato flour will be found very satisfactory in the making of potato pancakes, Irish potato shortcake, or any sauce in which potato plays a part. The lentil and bean flours make excellent muffins, waffles, and quick breakfast breads, and they are very popular to use in varying the cream soups for nursery use. The cassava flour is especially adapted to the making of sweet dishes.

SOUNDS ITS PRAISES TO OTHERS

The MacLean Pub. Co.,

Gentlemen:—"Canadian Grocer" is a boon, very helpful and efficient. I never forget to speak its praises to other merchants.

M. PACE.

*Sherbrooke, Que.,
June 24, 1916.*

June 30, 1916.



THE CLERKS' PAGE



The Man Who Knew It All

By E. A. Hughes

YOU and I and the fellow in the next flat know him: he has a defiant, challenging mien, he has a quick tongue which leaps to answer ere a criticism has left the lips of its utterer; nobody can ever teach him anything; no one can suggest, advise or differ from him: he is the Man Who Knows it All. In common but expressive parlance, his head is swollen.

I knew one of his kind who worked in a grocery store. He was not chief clerk, but he thought he should have been. He would have been long before the time I write of, if only he had addressed himself to his work and his customers with a little seasoning of modesty and humility once in a while. Instead of that he made bad friend after bad friend simply because—he knew it all. He was indeed, at times, positively offensive over it. For instance a woman would come into a store and ask for a particular line of soap. Maybe the store didn't keep it. The course to pursue, in that event, was to say so nicely, suggest some other, and if the other wouldn't do, say a polite "Good morning". But our friend with the enlarged headpiece had a different manner. When the lady asked for the soap, he said, "Oh, we don't stock that."

"Oh" was the short reply.

"No", went the other, getting in his opinion right away, "It's very poor stuff. Doesn't give satisfaction. It's watery. Not worth buying. You couldn't get the value out of it."

Now I maintain that that was a foolish sort of reply to make to any customer. The customer is there to be satisfied whether with a particular line of goods or one of equal quality, and the grocer is there somehow to get her trade. Was that the sort of way to get it?

Apparently not, for the lady snapped very quickly "Young man, I know whether that soap gives satisfaction or not. I've tried it. I know I can get the value out of it."

Nettled, Mr. Know-it-all tried still to carry off the honors of the conflict but he only got deeper into the hole. He

began what should never be begun between customer and merchant, under circumstances of this kind, at any rate; an argument.

"Well," said he, throwing out his chest, "I know what I'm talking about. You can't get satisfaction out of that soap. We should lose trade rather than get it, if anyone bought the stuff. Therefore, we don't handle it." Then, as if to clinch the thing, he said, "I know!"

But this time he had caught a Tartar and his argumentativeness was coming to the ground.

"That's the trouble with young men like you," said madam, witheringly. "You probably know as much about housekeeping as Billy Sunday does about grammar. Were you ever married?"

Know-it-all was startled into a reply. "No" he said.

"Some girl should be thanking her stars that she's not got you", came the woman sharply. "You'd be a fine peacemaker in a house. Henry Ford would have nothing on you as a maker and keeper of the peace. But listen, young man"—here Madam began to go at it hammer and tongs; meanwhile the rest of the boys were roaring with laughter. "Don't be so opinionated. If you know so much you'll be positively encyclopaedic by the time you're forty. Have opinions if you like, but don't try to thrust them down my throat, at all events. They'll be coughed up again."

After she'd gone the boss walked over to the clerk whose red face betrayed his embarrassment at being thus licked.

"What's the matter, Denton?" he asked.

Know-it-all Denton said never a word for a time. Then he explained as best he could, for himself and his part in the scrap.

"I suppose," said the Boss, seeing through it, "it's another case of that confounded omniscience of yours. Once more, I guess, you knew it all, eh?"

"I knew what I was talking about," said Denton, refusing to give in, and

holding to his ground with a tenacity worthy a better cause. "I knew what I was talking about. That soap won't give satisfaction. I told her so. I maintain it", he ended defiantly.

"But it may give her satisfaction. You don't know. She may be pleased with it. We don't think much of it, it's true but she may have proven it to be all right. And anyway why thrust your opinions upon the woman? Use a bit of tact my boy. Tact. Tact!"

Later on after luncheon, one of the fellows, a practical joker, brought over a copy of the encyclopaedia, volume "Sh to Tr". It was open at a certain page, and inside was a bit of paper, marked. "See Tact".

Well, he may get better as he gets older. It's to be hoped he does. Omniscience never got anywhere yet, if it was offensive.

SERVICE DEPARTMENT

Auburn, Ont., June 15, 1916.
MacLean Publishing Co.,
Toronto.

Gentlemen,—

Kindly give me the address of firms where I could buy honey cans.

And oblige,

W. T. RIDDELL.

Editor's Note.—We have written Mr. Riddell direct.

* * *

Orillia, June 21, 1916.

Canadian Grocer,
Toronto.

Dear Sirs,—

Kindly send us names of firms handling waste and baled paper.

And oblige,

Yours truly,

KANE & KANE, LTD.

Editorial Note.—This information has been forwarded direct.

* * *

The Editor of the Service Dept.,
Canadian Grocer.

Dear Sirs.—Will you please give us the names of the manufacturers packing candied peels in Canada, and oblige.

LA CIE C. C. GENEST &
FILS, LTEE.

Sherbrooke, Que.

Editorial Note.—This information has been forwarded to the writer.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

Sir Thomas Tait, the new vice-president of the Atlantic Sugar Refineries, has already distinguished himself by his valuable work as chairman of the Citizen's Recruiting Association in Montreal.

The flags of St. Lambert were at half mast one day last week when the news was received that Pte. Smith, a former employee of Graham & Hunter, grocers, on Victoria Ave., had been killed in action.

About 30 gallons of maple syrup was gathered in Lachute in response to an appeal made by the Red Cross Society for this syrup, to divide among wounded Canadian soldiers in France and England and will be shipped in a few days.

Mr. Jos. Picard, manager of the Rock City Tobacco Co., of Quebec, who was elected president of the Provincial Federation of Boards of Trade at the annual meeting held in Sorel is one of the Ancient Capital's most progressive and enterprising citizens. Mr. Picard, who is an immediate past president of the Quebec Board of Trade, at all times takes a lively interest in the welfare and progress of Quebec, and his election as head of the provincial organization is a source of gratification to his fellow citizens.

B. Trudel manager of the tea department of Chaput Fils et Cie, Montreal, has gone out West as far as Fort William for his firm.

A committee representing the Dry Goods, Hardware and Grocery Associations of the Montreal Board of Trade went to Ottawa on Tuesday to interview the Minister of Customs in regard to the advancing duties on imports that are based on value at time of receipt in this country.

J. A. Marven, of Moncton, N.B., biscuit manufacturers have purchased the property in Moncton owned by the Dominion Textile Company, with the exception of the machinery used for the manufacture of cotton. The property includes some five or six acres of land and large brick buildings with power, lighting, fire protection plant, and two houses. An important item of the property is a reservoir 100 by 165 feet, with a capacity of 1,000,000 gallons. The floor space of the new factory will be about a million feet. Alterations are to be made immediately, and the late owners will vacate the premises. The deal is regarded as one of the largest real estate transactions in the Maritimes in recent years.

Ontario

E. R. Newans of London, has sold to Nelson Bilyea.

R. H. Banks, grocer of Toronto, has sold to Robert Black.

J. & A. Morris of Hamilton, groceries and meats, has sold to James Reil.

The Standard Milk Products, Ltd., is negotiating for the purchase of the old Simeoe brewery in Barrie, and if present plans mature Barrie will have a condensed milk factory early in October.

W. Y. Coleclough, Toronto, representing Richard Wheen & Sons, Ltd., soap manufacturers, London, Eng., has gone to Montreal, where he sails on Saturday on the "Ascania" for the Old Country to visit his principals.

The death occurred in Chatham of W. P. Scarff, Secretary-Treasurer of the Chatham Packing Company, after an illness of ten days. He was born in Guelph and has lived in Chatham for two years. He was formerly connected with the Nelson Morris Company in Chicago and Calgary.

A call has come to the Boy Scouts of Toronto to help pick the fruit in the district of Clarkson. The call is going to be answered. This is one of the activities in which the boys who are not old enough to don khaki can help the empire, and they are responding splendidly.

Western Canada

N. Piner, of St. James, Man., grocer, is succeeded by Kluner and Fannenbaum.

Sam Hearn of Winnipeg, Man., is succeeded by D. B. Sanderson.

W. Gallagher, for several years manager of W. R. Megaw's grocery department in Vernon, B.C., is now a member of the 158th, Vancouver battalion.

H. J. Watson, manager of the Swift Current Grocery Co., Swift Current, Sask., returned last week, after spending a few weeks' vacation in the West.

H. B. Elford, who covers northern Manitoba and Saskatchewan territory for the Purity Flour Mills, is taking a well-earned rest and renewing acquaintances in Winnipeg.

Harvey Shaw, manager of the Northwest Biscuit Company, Edmonton, left last week for Chicago, where he will attend the Biscuit Manufacturers' convention.

The new auto delivery of Hallonquist Bros., of Weyburn, Sask., has attracted considerable attention and gives a decidedly city appearance to the firm's

business. The van was the work of the Weyburn Motor Co.

Len Larkin has closed up his grocery, fruit and confectionery business in Carman, Man., and has removed to Homewood, where he will keep a general store.

Norman Alexander, of the Swift Current Grocery Co., Sask., left for Weyburn to take over the position of credit manager of the Weyburn Grocery Co.

J. A. MacFarlane, Grocer, London, Ont., has just returned from the Presbyterian General Assembly at Winnipeg, where he was a delegate. He has been gone almost a month.

Another wholesale grocery will open in Swift Current on July 1. The MacDonald-Crawford Co., Ltd., has secured a warehouse site there. This makes the fourth wholesale grocery in Swift Current.

J. A. Maclean, formerly traveling the Soo and main line west of Moose Jaw for the Rex Fruit Co., Ltd., has been appointed manager of the Kerrobert Mercantile Co., Ltd., of Kerrobert, Sask., wholesale fruits, vegetables, etc.

The new company of the Western Canners, Ltd., have concluded a deal for the purchase of the cannery at Penticton and Kelowna, and will operate them both this season. The Occidental Fruit Company will also put up a pack of tomatoes, having leased the idle cannery at Okanagan Centre.

J. E. MacFarlane, general manager of the Western Canada Flour Mills Co., was in Toronto during the week after having paid a visit to the Pacific Coast. During his sojourn in the East, he will visit Ottawa, Montreal and St. John, N.B., where the firm has branches. It is expected that Mr. MacFarlane will move his family to Winnipeg and make that city his home.

Important changes have taken place in the management of the wholesale establishment known as the Weyburn Grocery Co., Weyburn, Sask., and this week these changes are announced. Previously the grocery and fruit departments have been carried under one and the same management, but hereafter there will be a manager for each of these departments. Mr. E. Miller, of Regina, having been appointed in the grocery end and Mr. F. B. Mitchell, to the fruit end. A change has also been made in the office staff, Mr. N. Alexander, of Swift Current being recently appointed credit manager.

June 30, 1916.

Canned Goods, Beans and Currants Higher

Exceptional Strength of Currants Witnessed by New Opening Prices—Beans in Very Strong Position—Teas of Poor Quality Coming—Canned Vegetables Very Firm and Likely to be Higher—Some Minor Spice Changes.

Office of Publication, Toronto, June 28, 1916.

A FEATURE of the market about which everybody seems to be concerned is the very strong situation of white beans. There has been an advance in these this week which is chiefly based upon the fact that the old crop of beans is not likely to last out until the new crop comes. As the trade know, beans have been a very scarce commodity ever since the last crop. Farmers never bothered to harvest them but preferred to devote their time to other lines which perhaps sold more profitably. For months beans have been very scarce and the market has seen a succession of advances with never a decline. Despite the fact that Japanese beans relieved the tension a little by supplying Western Canada, Ontario beans were, nevertheless, quite insufficient for the demand and grocers had to pay considerably more this year than ever before. Instead of coming sometime early in October it will probably not arrive until November and the period between the end of the old crop and the beginning of the new, late as the latter will be, will be a period of tightness and additional strength, so far as prices are concerned. There will, it is thought, be an actual stringency in beans and prices will be materially advanced between this and four months hence. For the present, wholesalers and retailers alike, are much concerned with the problem and an advance to the trade was registered this week.

There have been further advances in currants, amounting to about 2c. These have been on the part of wholesalers who are now buying at advanced prices, although for some weeks they have been selling at the price at which they were actually buying. The currant market, extraordinarily strong last year, is again gaining firmness, partially due to the Greek position among nations, and partially to a wretched crop in Greece, and it is not unlikely that we shall have, as Fall and Winter draw near, a repetition of last year's market trend.

Canned goods are advancing steadily. Most vegetables, tomatoes, peas, corn and wax, green and string beans are all slightly ahead this week. These advances are by wholesalers and are largely the outcome of desire on the part of the wholesalers to protect themselves, because little business appears to be pressing just at present. However, the feeling is, as has been reflected in these columns from time to time, that canned vegetables are in for a period of prolonged strength, due to the labor market, the demand for exports, the poor weather which has very vitally affected them all and particularly tomatoes, and the high price of tins.

Advances have also been registered this week on such lines as imported sardines and also on Canadian sardines. Poor quality Norwegians are considerably higher per case at the opening price this year than last, and are actually higher now than first-class goods were. This is largely the effect of the international situation. Britain is buying as much as she can of Norwegian goods to prevent the same reaching Germany, irrespective of any particular demand in Britain for them at the present time, which is one more example of the effect upon foodstuffs of the policy of blockade.

by anxiety about crops. This is now restricting buying of country merchants, who are showing more caution than was evident in the free buying of the early part of season. Prospect of Mexican war is attracting attention of the most thoughtful in its relation to trend of prices here. Weather is improving, and

Quebec Markets

Montreal, June 29.—Grocery trade has begun to develop usual mid-season dullness, which has been further increased

MARKETS IN BRIEF

QUEBEC MARKETS.

FLOUR AND CEREALS—
Flour weak.
Feeds very weak.

FISH AND OYSTERS—
Fish lines firming.
Frogs' legs arriving.

PRODUCE AND PROVISIONS—
Hogs 2c firmer.
Smoked lines active.
Pork products firming.
Eggs up 2c.

FRUIT AND VEGETABLES—
Berries firmer.
California fruit sales held up.
Cabbages up.
Beans and tomatoes decline.

GENERAL MARKETS—
Sugar firming.
Sweeping advance in canned vegetables and sardines.
Shelled walnuts up 1c.
Smoking and chewing tobacco down 2 cents.

ONTARIO MARKETS.

FLOUR AND CEREALS—
Dull flour situation.
No change in cereals.
All feeds weak.

PRODUCE AND PROVISIONS—
Bacon up a cent.
Hogs rising again.
Butter at high levels.
Eggs up again.

FISH AND OYSTERS—
Mackerel is plentiful.
All sea fish well.
Frogs' legs in demand.

FRUIT AND VEGETABLES—
Valencia sweets selling.
Canadian celery here.
Mint a new arrival.
Canadian cherries selling.
Many price declines.

GENERAL GROCERIES—
Poor quality teas.
Beans very high.
Sugar waking up.
No change in molasses.
Canned goods advancing.
Currants getting higher.

MANITOBA MARKETS.

FLOUR AND CEREALS—
First patents still \$6.60 bbl.
Domestic business quiet.
Flour should move in July.
Cereals and feeds both quiet.

FISH AND POULTRY—
Fresh salmon drops to 16c.
Fresh lake trout holds at 12c.
Fowl declines to 15c lb.
Broilers expected at 25c lb.

PRODUCE AND PROVISIONS—
Hogs advancing again.
Big demand locally and outside.
No change in meats or lard.
No. 1 creamery firm at 29c.
Good stock dairy brings 24c.
Quality of eggs falling off.
Price of eggs unchanged—25-26c.
No activity in cheese.

FRUIT AND VEGETABLES—
Strawberries, 24 pts., still \$4.
Mississippi tomatoes down to \$1.50.
Only a fair demand for cherries.
Lemons and oranges up 50c case.
Peaches and apricots decline.
Cantaloupes down to 7¢ crate.

GENERAL GROCERIES—
Further advance in canned goods.
Tomatoes, corn, beans, peas, all up.
Sugar holding at \$8.80; raw firm.
Further changes in Clark's prices.
Rice market slightly easier.
Dried peaches and apricots up.

result is seen in an improved fruit and vegetable situation, which is, however, still unsatisfactory owing to the delay in development of low range of prices and consequent small consumption for time of year. Export freight rates have made further declines and stimulated export lines, notably flour and rolled oats, in spite of which a temporary surplus of bottoms developed, but as evidence of the fact that this is only temporary, it is noted that the British Government is reported to be engaged in securing ship charters three years ahead.

Flour and feed lines are weak, with declines imminent in the latter; fish lines are developing strength, as are hogs and pork products. Eggs are not only higher, but active and very firm, and vegetables are declining in proportion as the weather becomes more suited to market conditions. Sugar has recovered to extent of being once more on firm basis, following lengthy period of uncertainty. Currants have advanced to trade now that wholesalers are buying at recent advance. Canned vegetable lines have been advanced all round by both canners and wholesalers, as protective measure apparently, and sardines have also advanced. Interest is centred on great scarcity of white beans on this market. Canadian package goods continue to feel effect of scarcity and advancing cost of imported goods, as in case of Canadian-made preserves, which have advanced 1/2c per lb., and paper bags are scheduled for a further advance. Declines of importance have occurred in case of 1/2c drop in French castile soap and 2c lb. in one concern's chewing and smoking tobacco, the latter to take effect July 3.

SUGAR.—Prices are unchanged locally, but firmer tone and increased activity is noted following more reassuring reports from New York, so that unsettled condition prevailing for past month has disappeared. Best business of month occurred in early part of this week, and, although opinion is non-committal as to likelihood of advances it is felt that possibility of a decline has been reduced. Cuban raws on New York market have stiffened up to 5 3/8c and 5 7-16c, with 5 1/2c commonly asked in place of 5 1/4c, as previously, and number of centrals grinding in Cuba is down to 17. New York refiners are at \$7.65 in place of previous adherence on part of some interests to \$7.30 under restricted conditions. Recent statistics on production, exports and stocks place sugar in strong position for time being.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags		8 20
20 lb. bags		8 30
2 and 5-lb. bags		8 50
Extra Ground Sugars—		
Barrels		8 65
50 lb. boxes		8 75
25 lb. boxes		8 95
Yellow Sugars—		
No. 1, 100 lb. bags		7 80
Dark yellow, 100 lb. bags		7 80
Bright yellow, bbls. only, cwt.		8 05
Powdered Sugars—		
Barrels		8 35

60 lb. boxes	8 55
25 lb. boxes	8 75
Paris Lumps—	
100 lb. boxes	8 80
50 lb. boxes	8 90
25 lb. boxes	9 10
Crystal Diamonds—	
Barrels	8 80
100 lb. boxes	8 90
50 lb. boxes	9 00
25 lb. boxes	9 20
Cartons	9 45
Half cartons	10 15
Crystal Dominos, cartons	9 65

MOLASSES AND SYRUPS.—There are no developments of importance to report in regard to either price or supplies. The strength of the former continue to be firmly maintained, and the arrival of the latter to consist of irregular shipments of small lots that only partially satisfy the needs of the moment. Arrival of full cargo is looked for at any time now, after which for a short time considerable activity is expected while the supply lasts.

Corn and cane syrups are unchanged in price and active demand, which has characterized them since development of molasses shortage some months ago, and starch products continue to move freely at unchanged prices.

	Fancy	Choice	
Barbados Molasses—		Island of Montreal	
Puncheons	0 59	0 51	
Barrels	0 62	0 54	
Half barrels	0 64	0 56	
For outside territories prices range about 3c lower.			
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices."			
No discounts will be given.			
Corn Syrups—			
Barrels, per lb. 3 1/4c; 1/4 bbls. 4c; 1/2 bbls.	0 04 1/4		
Pails, 83 1/3 lbs. \$1.95; 25 lbs.	1 40		
Cases, 2 lb. tins, 2 doz. in case	2 55		
Cases, 5 lb. tins, 1 doz. in case	3 00		
Cases, 10 lb. tins, 1/2 doz. in case	2 90		
Cases, 20 lb. tins, 1/4 doz. in case	2 85		
Cane Syrups—			
Barrels, Ib. 53 1/4c; 1/4 bbls.	0 05 1/4		
Cases, 2 lb. tins, 2 doz. in case	4 30		

DRIED FRUITS.—Currants have been advanced from 1c to 2 1/2c by wholesalers following exhaustion of stocks bought at old prices, so that recent cable advances now rule throughout, and loose Filiatras are 14c and package goods 15c per lb., and a good demand is reported in both currants and raisins, with wholesalers advancing directly they come in contact with new range of prices in their buying. Other prices remain unchanged, with firmness well maintained in all lines except prunes, in which some importers report that they have used bookings on ground that decline is expected by them. Coast prices continue to be subject of interest, outcome of which is still held to be uncertain.

	Per lb.
Apples, choice winter, 25-lb. boxes	0 09 1/4
Apples, choice winter, 50-lb. boxes	0 09
Apricots	0 14
Nectarines, choice	0 11 1/4
Peaches, choice	0 08
Pears, choice	0 13 1/4

DRIED FRUITS.

Candied Peels—	0 24	0 25
Citron	0 24	0 21
Lemon	0 20	0 19
Orange	0 19	0 20

Currents—		
Filiatras, fine, loose, new		0 14
Filiatras, packages, new		0 15

Dates—		
Dromedary, package stock, old, 1-lb. pkg.		0 10
Paris, choicest		0 12 1/4
Hallowee, loose, new		0 09 1/4
Hallowee, 1-lb. pkgs.		0 09

Figs—		
Red crown, 12-lb. boxes, fancy, layer, lb.		0 12
Marlboro, 12-lb. boxes, fancy, layer, lb.		0 12
Marlboro, 12-lb. boxes, fancy, layer, lb.		0 11 1/4
1lb. glove boxes, each		0 12
Cal. bricks, 10 oz.		0 09 1/4
Cal. bricks, 16 oz.		0 10

Cal. layers	0 10	0 11
Cal. fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11	0 12
40 to 50, in 25-lb. boxes, faced	0 10	0 10 1/2
50 to 60, in 25-lb. boxes, faced	0 10	0 10
60 to 70, in 25-lb. boxes, faced	0 09	0 09 1/2
70 to 80, in 25-lb. boxes, faced	0 09	0 09
80 to 90, in 25-lb. boxes, faced	0 08	0 08 1/2
90 to 100, in 25-lb. boxes, faced	0 08	0 08

Raisins—
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster..... 3 75
Muscatels, loose, 3-crown, lb. 0 09
Muscatels, 4-crown, lb. 0 09 1/2
Cal. seedless, 16 oz. 0 12 1/2
Fancy seeded, 16 oz. pkgs. 0 11
Choice seeded, 16 oz. pkgs. 0 10 1/2
Valencias, selected 0 11
Valencias, 4-crown layers 0 11 1/2
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.

SPICES.—Prices remain unchanged, as do other factors of interest, excepting that dullness is apparent, both locally and in New York, and reports from latter place indicate that, although prices are fairly well maintained, there is no trade passing.

5 and 10-lb. boxes.	1/4-lb. pkgs.	1/4-lb. tins
Allspice	—0 16	0 09
Cassia	—0 27	0 35
Cayenne pepper	—0 28	0 35
Cloves	0 30—0 32	0 30
Cream tartar—55 to 67c.		
Cinnamon, per lb., 35c.		
Ginger, Cochinchina	—0 25	0 31
Ginger, Jamaica	—0 28	0 29
Mace	—0 30	1 00
Nutmegs	0 45—0 45	0 45
Peppers, black	—0 22	0 25
Peppers, white	—0 35	0 37
Pastry spice	—0 22	0 20
Pickling spice	0 16—0 18	
Turmeric	0 21—0 23	
Lower prices for pails, boxes or bairlers when delivery can be secured.		
Cardamom seed, per lb., bulk		2 00
Caraway—		
Canadian		0 13
Dutch		0 22
Cinnamon, China, lb.		0 14 1/2
Mustard seed, bulk		0 19
Celery seed, bulk		0 36
Shredded coconut, in pails		0 21
Pimento, whole		12 15

RICE AND TAPIOCA.—Prices continue to be unchanged, although there is no diminution of the feeling that they are not in keeping with position of this line on the market, and tone is decidedly optimistic as to eventful outcome. Increase in demand is noted, and one firm reports moving 1,000 100-lb. bags last week.

	Per cwt.
Rangoon Rices—	
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50

Fancy Rices—	
Mandarin, Patna	4 80
Pearl	5 10
Imperial Glace	5 80
Sparkle	6 46
Crystal	5 70
Snow	5 30

Ice drops	5 40
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
Imported Patna—	
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 05 1/2
Quarter bags	0 05 1/4
Velvet head Carolina	0 08
Sago, brown	0 06 1/2

Tapioca—	
Pearl, lb.	0 11
Seed, lb.	0 10 1/2

DRIED VEGETABLES.—There is no lessening of the keen interest in beans, which are now quoted at \$4.80 as the minimum price for white beans, the scarcity of which on this market has become matter of universal comment. It is thought that old crop will have been so completely absorbed by time new arrives on market that there will be little, if any, easing of prices in consequence. Inferior quality stuff continues to be in

June 30, 1916.

evidence, but without any demand. Peas are quiet and unchanged in price.

Beans—	
Canadian, 3-lb. pickers, per bushel.....	4 80
Canadian, hand-picked	5 35
Canadian, 5-lb. pickers	4 60
Yellow eyes, per bushel	4 70
Lima, per lb.	0 06
Peas, white soup, per bushel	3 25
Peas, split, bag 96 lbs.	6 25
Barley, pot, per bag	3 25
Barley, pearl, lb.	0 04½
Peas, white soup, per bushel	0 06

TEA.—Ruling factors of market are unchanged with prices well maintained on a quiet market, although undertone shows weakness based on reports of importing conditions, which appear to have improved. Japan market is as firm as ever, with season just getting well started and supplies beginning to come forward. Some interest is being shown in probable effect of U. S. Mexican war on Canadian tea trade in event of war taxes across the border.

COFFEE.—There are no new developments to note and prices remain unchanged, with a normal volume of trade passing and supplies coming forward in ample quantity for all requirements. A certain amount of sales at reduced prices occur, but not in sufficient quantity to disturb market. Market inclines to weakness at primary points, but there is very little doing one way or the other, while some indication of probable extent of European demand is waited on.

Coffee, Roasted—	
Bogotá, lb.	0 27
Jamaica, lb.	0 22
Java, lb.	0 33
Maracaibo, lb.	0 22
Mexican, lb.	0 27
Mocha, lb.	0 33
Rio, lb.	0 18½
Santos, lb.	0 21
Chicory, lb.	0 12
Chicory, lb.	0 14

NUTS.—Shelled walnuts have advanced 1c, and are now 34c to 35c per lb. to trade, and further advances have occurred abroad, but none reported here yet on part of importers, although feeling is very firm, especially in view of fact that wholesalers are now pretty well booked up for fall delivery of both walnuts and almonds, a fact that is taken to indicate that declines are improbable and advances possible. There has been a falling off in business lately, following an unusually heavy volume for some time past, and supplies are reported low in New York and almost negligible here.

Almonds, Tara, new	
Grenobles	0 16
Marbotts	0 16
Marbotts	0 13½
Shelled walnuts, new, per lb.	0 34
Shelled almonds, 28-lb. boxes, per lb.	0 40
Sicily filberts	0 15½
Filberts, shelled	0 35
Pecans, large	0 19
Brazils, new	0 15
Peanuts, American, roasted	0 09
Peanuts, American, roasted	0 12½

CANNED GOODS.—Advances have been general this week on part of all holders of canned lines from canners to wholesalers, with the following results: Wax, green, and all string beans have advanced 5c, and are now 97½c per doz.; corn, 5c to 97½c; tomatoes, 7½c to \$1.20 in 3's, and 35c to \$3.60 in gallons. Canners' advances consisted of 2½c on peas, beans and corn; 5c on 3-lb. tomatoes, and 25c on gallon sizes spot on own stock, and they claim prospects very poor for their own pack. Independ-

dents, however, are reported to hold 100,000 cases peas, and from 75,000 to 100,000 cases corn, although low in tomatoes, several large lots of which have changed hands here during last two weeks at around \$1.10, Montreal, but Canner's price now exceeds this, and is \$1.10 and \$1.12½ factory. Advances appear to be of protective nature, as comparatively little business was passing and scarcely any at all now. Reports of California fruits reflect very firm tone, and feeling in pineapples is decidedly firm as result of switching of growers to cane in preference to using sugar for preserving purposes at prevailing prices, and shippers are reported 400,000 cases pines oversold.

Canadian sardines are up to \$3.75 per case, and all imported lines have advanced 25 per cent., irrespective of country of origin. Poor quality Norwegians have opened up \$4 per case higher than old price of first-class goods, and Brislings show added firmness, so that there is a tendency on market to encourage advance in retailer's selling. British buying of all classes of Norwegian goods, to prevent their reaching Germany, irrespective of any demand in Britain for them, has resulted in artificial firmness of all lines. Winter herring that formerly sold for 5 kroner per barrel now sells at 85, and second-hand empty barrels are now worth double what full barrels were a year ago.

are materially lower and if, as was urged, these and their highness were the reason for bad export business, latter should now be good. It isn't any thing to write home about, however, for cable bids on flour from would-be British purchasers cannot see our prices. Nevertheless the market has a fairly firm undertone for this time of the year.

We direct special attention this week to the sugar, beans, and dried fruits market. All have noteworthy features.

SUGAR.—There is a firmer situation now in New York. Raws are up three sixteenths for July delivery, higher than that for September, while immediate delivery is up ¼. Refiners show disposition to harden. Purchases of raws are being made right along. Locally there is little change. We share, in some sort, the new strength of the New York market, but there is no special added demand such as has been looked for. It is said that as the berry season approaches demand will strengthen considerably. One man on the street gave it as his opinion that when quotations do move it will be up, and not down. Meanwhile basis remains unchanged.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	8 26
20 lb. bags	8 36
10 lb. bags	8 41
2 and 5-lb. cartons	8 41
Nova Scotia refined, 100-lb. bags	8 16
New Brunswick refined, 100-lb. bags	8 11
Extra Ground Sugars—	
Barrels	8 26
50 lb. boxes	8 66
25 lb. boxes	8 96
Powdered Sugars—	
Barrels	8 36
25 lb. boxes	8 66
Crystal Diamonds—	
Barrels	9 61
100 lb. boxes	9 81
50 lb. boxes	9 01
Cartons (20 to case)	9 86
Cartons (50 to case)	10 26
Crystal Dominos, carton	10 21
Paraffin Lumps—	
100 lb. boxes	8 91
50 lb. boxes	9 11
25 lb. boxes	9 11
Yellow Sugars—	
No. 1	7 56
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES.—There is nothing new in this line to report. No declines in price have occurred. The market retains all of its strength, due largely to the scarcity of shipping between West Indies and here. Even Canadian ports are little better off in the matter of stocks. West Indies and other shippers are distributing what exports they can get over, a little on each order, as was reported last week. Demand for munition purposes keeps up, and is one more factor in the question of high prices on molasses.

Corn and cane syrups remain unchanged, with ordinary amount of business passing.

Corn Syrups—	
Barrels, per lb., 4c; ¼ bbls., 4½c; ½ bbls....	0 04½
Pails, 36½ lbs., \$1.95; 25 lbs.	1 50
Cases, 2 lb. tins, 2 doz. in case	2 75
Cases, 5 lb. tins, 1 doz. in case	3 15
Cases, 10 lb. tins, ½ doz. in case	3 05
Cases, 20 lb. tins, ¼ doz. in case	3 00
Cane Syrups—	
Barrels, lb., 5½c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 50

Ontario Markets

Toronto, June 29.—The produce and provision market is worth special study this week. Most items have changed their position during the week. Firstly, there is a pronounced strength in hogs. Live hogs are quoted higher again and there is a feeling that we shall see a return to the advancing market of a few weeks ago. Export conditions are said to be again booming up as a factor and domestic trading is very considerable. Pure lard basis is slightly higher. Hams are all up about a full cent. Cooked meats are much firmer. In their case it is partially a question of a hot weather demand. The general firmness of hog products is also an item of course.

New laid eggs are higher again. A good deal of storing has been going on, and it is largely a reason. Also the cold and unseasonable weather which obtained till a few days ago kept up a big consumer demand and hot weather would alter both conditions.

The flour market is weak, perhaps uncertain is a better word, ocean freights

Molasses—		
Fancy, gallon	0 60	0 65
West India	0 38	0 40

DRIED FRUITS.—The high spot in this market is certainly currants. Once more these are advancing, and heavily at that. Quotations below cover new levels. New crop (1916) opened at 50/- and speedily touched 53/6. It is higher than that at present. Filiatras are worth around 55/-, that is the class of goods which Canada takes, this country being notorious for its choice of best grades. It appears that a bug has been getting in its work on the vines, and has done much damage in this way to this year's crop. In addition there has been an overwhelming demand from France for currants for wine and spirits purposes, even the inferior grades—usually kept by Greece herself—having been requisitioned. Prices are at present high, and it is regarded everywhere as certain that we shall see very high levels on new crop currants this year. Trade will remember that currants they are at present getting are old crop ones. There is not likely to be a great advance in them. New crop stuff, however, will open at a high figure, in all probability.

Prunes, peaches, apricots and so forth show little change from recently reported conditions.

Apples, evaporated, per lb.	0 08%
Apricots—	
Std., 25's, faced	0 12
Choice, 25's, faced	0 15
Extra choice, 25's, faced	0 16
Fancy, 25's, faced	0 17
Candied Peels—	
Lemon	0 18
Orange	0 18
Citron	0 23%
Currants—	
Filiatras, per lb.	0 15
Patras, per lb.	0 15
Vostiznas, choice	0 16
Cleaned, ½ cent more.	
Dates—	
Fards, choicest, 12-lb. boxes	0 08%
Fards, choicest, 60-lb. boxes	0 09
Pa.-chage dates	0 10
Halloweens	0 08%
Prunes—	
30-40, California, 25-lb. boxes	0 13
40-60, 25-lb. boxes	0 10%
50-70, 25-lb. boxes	0 08%
60-70, 50-lb. boxes	0 08%
70-90, 50-lb. boxes	0 08%
80-90, 60-lb. boxes	0 08%
90-100, 60-lb. boxes	0 08%
25-lb. boxes, ¼ cent more.	
Peaches—	
Choice, 50-lb. boxes	0 08%
Std., 60-lb. boxes	0 08
Choice, 25 lbs., faced	0 09
Extra choice, 25 lbs., faced	0 09%
Fancy, 25 lbs., faced	0 10
Raisins—	
Valencia, Cal.	0 09
Seeded, fancy, 1 lb. packets	0 10%
Seeded, choice, 1 lb. packets	0 10%
Seeded, choice, 12 oz.	0 09
Seedless, 16 oz. packets	0 13
Seedless, 12 oz. packets	0 11
Raspberries, black, dried, 25-lb. boxes	0 40

TEAS.—No cables are yet to hand as to the London auction of Ceylon teas this week. Market news of that kind, therefore, cannot be given. Chief feature of interest in tea circles continues to be the poorness of quality of stuff coming along. The weather conditions in Ceylon have enabled the planters to pluck what they wanted, and poor quality teas are the result.

Locally, as to trade conditions there

is nothing new to report. Supply and demand show no unusual feature.

NUTS.—A little business is stirring in walnuts, shelled stuff, and also in shelled almonds. Nuts, however, are an unseasonable line, and have little to attract at the moment, beyond ordinary hand-to-mouth demand necessary for the store's equipment.

In Shell—	Per lb.
Almonds, Tarragona	0 15% 0 16½
Brazils, medium, new	0 16 0 18
Brazils, large, washed, new	0 20 0 22
Chestnuts, peck	1 75 2 00
Filberts, Sicily, bags 110 lbs.	0 14 0 14½
Peanuts, Jumbos, roasted	0 13½ 0 14½
Peanuts, hand-picked, roasted	0 11 0 11½
Peanuts, fancy, roasted	0 09 0 10
Pecans	0 17 0 18
Walnuts, Grenoble	0 14% 0 15½
Walnuts, Bordeaux	0 11 0 12
Walnuts, Marbott	0 12% 0 13½
Shelled—	
Almonds	0 40 0 42
Filberts	0 35
Peanuts	0 11 0 11½
Pecans	0 60 0 65
Walnuts, new, halves	0 35 0 37
Broken	0 31 0 32

BEANS.—The trade is more or less good with the situation in which white beans are at the moment. There have been further advances and choice primes are up as high as \$4.50 and \$4.70. Hand picked are also much higher at \$5.00. Virtually no seeding on new crop has been done, and crop will be both short and late. The lateness will be the disturbing factor, inasmuch as present prices on old crop stuff are high enough in all conscience. By October they may be expected to have reached the sky. Split peas are a little easier and we quote \$5.00 therefor.

Beans, choice primes, bush.	4 60	4 70
Beans, hand-picked, bushel		5 00
Peas, blue, bushel	3 50	3 60
Split, lb.		5 00

SPICES.—There have been minor advances notably in caraway seed and cream of tartar. These are now quoted on different basis. Situation in latter line is very strong, with slender stocks in hand in this market, and none too heavy ones in New York. We quote 4½ to 5½c. Mustard seed is quite firm at 25c, a high point.

There would likely be some disturbance in prices should the rumor turn into fact that the British Government is to put a tax on exports from all British dominions exporting spices. Straits Settlements and India would feel it equally.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 20	0 17-0 19
Allspice, whole		0 15
Arrowroot		0 15-0 20
Bay leaves		0 20
Bicarb. soda		3½c
Caraway seeds		0 30
Cassia, whole		0 25-0 32
Cassia, ground	0 16-0 18	0 25-0 34
Cayenne		0 30-0 35
Cayenne, Jap. chillies		0 40
Celery seed		0 15-0 20
Celery salt		0 20-0 35
Celery pepper		0 20-0 35
Cinnamon, Batavia		0 30-0 40
Gloves, whole		0 40-0 45
Gloves, ground	0 18-0 22	0 35-0 45
Coriander seed		0 12-0 13
Cream of tartar	0 25-0 30	0 35-0 55
Curry powder		0 30-0 35
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole		0 25-0 30
Ginger, African, ground		0 14-0 18
Mace		0 35-1 00
Mustard, pure		0 25-0 30
Mustard seed		0 25-0 25
Nutmegs, brown, 6ds, 55c; 8ds,		0 35-0 40
45c; 10ds		

Nutmegs, ground, bulk, 30-35c;	0 37-0 42
Pastry spice	0 25-0 30
Paprika	0 35-0 40
Peppers, black, ground	0 14-0 18
Peppers, black, whole	0 24-0 29
Peppers, white, ground	0 19-0 24
Peppers, white, whole	0 30-0 35
Pickling spice	0 18-0 23
Sage	0 45-0 50
Saltpetre (chill)	0 10
Thyme	0 26
Turmeric	0 20-0 22

RICE AND TAPIOCA.—There is no change either in price or condition at the moment. Supply and demand continue to dovetail, without any undue strain either way. Stocks are of average weight, and call for them is usual trade demand at this season of the year.

Rice—	
Rangoon "B," per cwt.	4 50
Rangoon "OC," per cwt.	4 40
Rangoon, fancy, per cwt.	4 38
Patna, fancy	0 07% 0 09

Tapioca—

Pearl, per lb.	0 11
Seed, per lb.	0 10

CANNED GOODS.—There have been advances in canned vegetables during the last few days, putting corn, peas and tomatoes on the following bases; tomatoes, \$1.30; corn, \$1.05; peas, \$1.00. Advances are being made by the wholesale trade to retailers, some to equal advance of canners, some not. It is largely a matter of stocks. No new feature enters the situation, but it looks as though canned goods will be uniformly high this year.

Manitoba Markets

Winnipeg, June 29.—New prices have been named on Silverside's herrings in pails and barrels for Aug.-Sept. pack. They are practically the same as last year, as it is expected the catch will be just as big. During the past two years a new departure has been made by Canadian packers in order to secure the trade which formerly went to Holland. They are putting them up in 10 lb. kegs, which has resulted in an enormous increase in sales.

Reports continue to come in of higher prices on jams. It is stated that further advances are being made by Canadian manufacturers in the east on pure fruit jams amounting to 4c per pail. This was made necessary on account of the high cost of sugar and tins. Advances are also announced in canned meats. Clark's corn beef, roast beef and sliced smoked have advanced a little more than 15 per cent. This firm announced a slight advance on their pork and beans a week ago. Smith's gallon ketchup has advanced to \$6.75 per dozen. Imperial table syrup has advanced, quarts \$7.15; ½ gallons \$7.15; and gallons \$6.90 per case. New and higher quotations are announced on currants.

The time is not far away when the retail merchant will be compelled to pay higher for his canned goods. An ad-

vance has taken place in the primary market of 10c per case on tomatoes, and 5c per case on peas, beans and corn. While it is a fact that most Winnipeg houses are pretty well supplied with canned goods, they are continually running short of various lines and are compelled to buy at present high prices prevailing in the primary market. Particularly fruits. As this goes on, wholesalers will gradually advance their quotations.

SUGAR.—The price of standard granulated remains at \$8.80. Domestic refined business both here and in the United States has been quiet during the past week, but there has been an increasing demand for raw sugar caused by heavy export sales to Europe. As these sales have been made at a rather high figure, it is not likely that American refiners will reduce the price of domestic as long as they can get big prices for export. Reports arriving from Cuba indicate that the position is strong. There is nothing in sight at the moment to indicate any material reduction in the cost of raw sugar. There has been little warm weather either in Canada or the United States. When it does come, the increase in demand for refined sugar will bring refiners into the market for further supplies of raws, which is expected to advance the price to a higher level.

Sugar, Eastern—

	in sacks. Per cwt.
Standard granulated	8 40
Extra ground or icing, boxes	9 65
Extra ground or icing, bbls.	9 35
Powdered, boxes	9 45
Powdered, bbls.	9 25
Hard lump (100-lb. case)	9 75
Montreal yellow, bags	8 40
Sugar, Western Ontario—	
Sacks, per 100 lbs.	8 75
Halves, 90 lbs., per cwt.	8 85
Bales, 20 lbs., per cwt.	8 85
Powdered, 50s	9 40
Powdered, 5s	9 65
Icing, barrels	9 40
Icing, 50s	9 60
Cut loaf, barrels	9 70
Cut loaf, 50s	9 90
Cut loaf, 25s	9 95
Sugar, British Columbia—	
Extra standard granulated	8 80
Bar sugar, bbls.	9 25
Bar sugar, boxes, 50s	9 35
Icing sugar, bbls.	9 35
Icing sugar, boxes, 50s	9 65
H. P. lumps, 100-lb. cases	9 75
H. P. lumps, 25-lb. boxes	9 95
Yellow, in bags	8 40

SYRUPS.—There is no change in cane or corn syrup. Molasses continues strong, and trouble is experienced getting supplies both of Barbadoes and West Indies.

	Per gal.
2s, per case 2 doz.	2 88
5s, per case 1 doz.	3 23
10s, per case, 1/2 doz.	3 11
20s, per case 1/2 doz.	3 12
1/4 barrels, by the lb.	4 65
B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case.	4 65
5-lb. tins, 1 doz. to case, per case.	4 75
10-lb. tins, 1/4 doz. to case, per case.	4 45
20-lb. tins, 3 tins to case, per case.	4 35
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 5c case higher.)	
Molasses—	
Barbadoes, 1/2 bbls., per gal.	0 65
New Orleans, 1/2 bbls., per gal.	0 28
New Orleans, tins, 24 x 2 lb. case. \$2.30; 24 x 3 lb. case. \$3; 12 x 5 lb. \$2.60; 6 x 10 lb. \$2.55.	

DRIED FRUITS.—A feature to this market is a report that when prices are named on raisins for Aug.-Sept. shipment, they will be lower. This is the

feeling in Winnipeg, and the reason given is the desire of the Association to bring about keener competition with independent companies. Prices on new crop raisins are not expected for three weeks or more, and it is impossible to foretell at this distance what the Association is likely to do. Currants continue very high, and are practically unobtainable. The crop is of very poor quality. The effect is felt locally, and wholesalers are raising quotations. One wholesaler announces the price of 13 1/2c per lb. on dry cleaned Filiatras; 14 1/2c on dry cleaned Vostizzas. Peaches are still high, and there is no question but that they will go higher now that the Association has taken control. Apricots are also advancing, and are reported up a cent per pound in the primary market. Other lines are fluctuating. Jobbers state that prunes are going to be higher, as growers state that supplies warrant it, being very limited.

Dried Fruits—	
Evaporated apples, choice, 50's	0 07 1/2
Evaporated apples, choice, 25's	0 08
Pears, choice, 25's	0 12 1/2
Apricots, choice, 25's	0 14 1/2
Apricots, choice, 10's	0 15 1/2
Peaches—	
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Currants—	
Filiatras, dry cleaned	0 13 1/2
Vostizzas, dry cleaned	0 14 1/2
1 lb. package Amalias	0 14 1/2
2 lb. package	0 29
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 12-oz. pkgs.	0 08 1/2
Raisins, California—	
16 oz. fancy, seeded	0 16 1/2
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08 1/2
12 oz. choice, seeded	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Sultanas—	
California, 50's, fancy bleached	0 16 1/2
California, 25's, fancy bleached	0 17
16-oz. pkgs.	0 17 1/2
Raisins, Cal. Valencias—	
25-lb. boxes	0 09
50-lb. boxes	0 09 1/2
Prunes—	
90 to 100, 25s	0 07 1/2
80 to 90, 25s	0 07 1/2
70 to 80, 25s	0 06 1/2
60 to 70, 25s	0 06
50 to 60, 25s	0 05 1/2
40 to 50, 25s	0 10 1/2
Peels—	
Orange, 1lb.	0 18 1/2
Lemon, 1lb.	0 18
Citron, 1lb.	0 21 1/2

DRIED VEGETABLES.—While the quality of beans being consumed is comparatively small, the scarcity of good beans is keeping the market very high.

It is reported that an advance of 40c per bushel has taken place in Michigan.

Beans—	
White beans, hand-picked, bushel.	4 75
White beans, 5-lb. pickers, bushel.	4 30
California Lima Beans—	
30-lb. sacks	0 07 1/2
Barley—	
Pot, per sack, 98 lbs.	3 20
Pearl, per sack, 98 lbs.	4 30
Peas—	
Split peas, stck., 98 lbs.	5 50
Whole peas, bushel	3 30

RICE AND TAPIOCA.—The market on rice if anything is a little easier, but not sufficient to affect local quotations. The retail trade were advised last week that the market on tapioca and sago was on the decline, but jobbers' prices will not be changed for several months, as most of them purchased when the market was high.

Rice and Tapioca—	
No. 1 Japan, per lb., 100-lb. bags	0 05 1/2
No. 2 Japan, per lb., 100-lb. bags	0 04 1/2
Siam, per lb., 100-lb. bags	0 04 1/2
Patna, per lb., 100-lb. bag	0 07 1/2
Carolina, per lb., 100-lb. sacks	0 08 1/2
Sago, pearl, sacks, per lb.	0 08
Tapioca, pearl	0 08 1/2

COFFEE.—During the last ten days the Rio market has been a little easier, but not sufficient to effect prices here, which considering the basis of cost, should be higher. The Rio market while not easy now, continues on about the same level as for the past ten days.

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

TEA.—The market continues very high. Some of the local houses have large stocks which enable them to supply their customers at comparatively low figures. When these stocks show signs of depletion, there is liable to be a further advance on package teas. Some houses are just waiting for someone to take the lead.

CANNED GOODS.—Report was received here this week that tomatoes had advanced 10c per case in the East, and 10c per case on peas, corn and beans. Despite these continual advances, most of the local jobbers are still selling canned goods at low figures; in some cases lower than they can be brought in. There is no doubt that the wholesalers will advance quotations before long.

A local jobber who was asked what action he intended taking considering the rising cost of canned goods, stated that he had been making slight advances here and there of 5c, but very soon it would be necessary for him and all wholesalers to make gradual advances on all their lines. He stated there was considerable buying by wholesalers going on, as some of their lines were getting low, particularly fruits. As they continue to replenish their stocks, their prices to the retailer must go up.

The canned goods market in the East has a firm tone due to weather conditions. All old crop fruits are practically cleaned up in first hands. For some time advances have been going into effect on canned meats. A week ago Clarks announced a slight advance in pork and beans. Advances are announced this week on corn beef, roast beef and slice smoked amounting to a little more than 15 per cent. Jobbers' quotations on roast beef and corn beef to-day are \$3.35 per doz. for 1's, and \$6.50 per doz. for 2's.

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, June 28.—Business is brisk, there being a large volume of merchandise moving north. Markets show few changes. Considerable advance is shown in toilet soaps; manufacturers of

laundry soaps seem unable to keep up demand. Canned meats and pork and beans advance slightly. Produce coming in freely. Eggs, \$7 a case. No. 1 butter is worth 22c. Notwithstanding high prices asked, currants sold in this territory at 13½c a pound. Little or no business is being done in future dried fruits, jobbers preferring to take same stand as packers in endeavor to induce grower in naming reasonable prices.

General—

Beans, small white Japan, lb.	0 06
Flour, No. 1 patent, 90's	3 40
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	3 00
Rolled oats, 90's	2 69
Rice, Siam, cwt.	3 90
Potatoes, local, per bush.	0 50
Sago and tapioca, lb.	0 10
Sugar, pure cane, granulated, cwt.	9 35
Shelled walnuts, finest halves, lb.	0 38
Shelled walnuts, broken, lb.	0 28

Produce and Provisions—

Cheese, No. 1, Ontario, large, per lb.	0 19
Butter, creamy, lb.	0 20
Butter, No. 1, dairy, lb.	0 19
Lard, pure, 5s, per case	10 30
Bacon, smoked backs, per lb.	0 23½
Bacon, smoked bellies, per lb.	0 24
Lard, pure, 3s, per case	10 36
Eggs, new laid, per doz.	0 22
Eggs, case	7 00

Canned Goods—

Tomatoes, 3s, standard, case	3 10
Tomatoes, gala, case	2 25
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 45
Apples, gala, Ontario, case	1 95
Raspberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	9 65
Salmon, finest sockeye, tails, 48x1s, ca.	4 25
Salmon, pink, tails, 48x1s, per case.	3 00
Lobster, 4s, per doz.	0 13½

Dried Fruits—

Curants, lb.	0 10
Evaporated apples, 50's, per lb.	0 07½
Peaches, choice, 25s, per lb.	0 15
Apricots, choice, 25s, per lb.	0 14
Pears, choice, 25s, per lb.	0 07½
Prunes, 90-100	0 15
Sultana raisins, Cal., extra fancy	0 10

Fruits and Vegetables—

Apples, No. 1, box	2 60
Apples, cooking, box	1 75
Bananas, lb.	0 05
Grapefruit, Florida, case	4 75
Oranges, navels, case	3 75
Onions, B.C., ton	25 00
Lemons, case	4 60
Strawberries, 20 baskets, Cal.	3 50
Strawberries, Louisiana	3 35
Rhubarb, 40 lbs.	1 50

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, June 28.—Not many changes to report since last week. Ontario cheese is being quoted as low as 19¾c. A tie-up in the mountains caused quite a shortage of fruit, and city is almost bare of sugar before line was cleared Saturday. Currants in bulk are offering at 15c; pound packages at 13c to 14½c would seem to be better value than bulk. Strawberries arriving in large quantities. B. C. brand, \$2.50 to \$2.75. Cantaloupes are \$6 a case; new beets and carrots at 4c; turnips at 3c, and onions and cabbage at 5½c a pound.

General—

Beans, small white Japan, lb.	0 06½
Flour, No. 1 patent, 90's	3 40
Molasses, extra fancy, gal.	0 75
Rolled oats, ball	3 00
Rolled oats, 90's	3 05
Rice, Siam, cwt.	4 50
Potatoes, local, per bush.	0 75
Sago and tapioca, lb.	0 10
Sugar, pure cane, granulated, cwt.	9 25
Shelled walnuts, finest halves, lb.	0 48
Shelled walnuts, broken, lb.	0 30

Produce and Provisions—

Cheese, No. 1, Ontario, large, per lb.	0 19%
Butter, creamy, lb.	0 20
Butter, No. 1, dairy, lb.	0 25
Lard, pure, 5s, per case	10 30
Bacon, smoked backs, per lb.	0 25
Bacon, smoked bellies, per lb.	0 26
Lard, pure, 3s, per case	10 50
Eggs, new laid	9 00

Canned Goods—

Tomatoes, 3s, standard, case	3 70
Corn, 2s, standard, case	2 95
Peas, 2s, standard, case	2 45

CANADIAN GROCER

Tomatoes, gala, case	2 35
Apples, gala, Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 50
Raspberries, 2s, Ontario, case	10 00
Salmon, finest sockeye, tails, 48x1s, ca.	4 50
Salmon, pink, tails, 48x1s, per case.	3 00
Lobster, 4s, per doz.	3 00

Dried Fruits—	
Curants, lb.	0 15
Evaporated apples, 50s, per lb.	0 10
Peaches, choice, 25s, per lb.	0 07½
Apricots, choice, 25s, per lb.	0 17½
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 08
Sultana raisins, Cal., extra fancy	0 15
Manchurian shelled walnuts	0 30

Fresh Fruits and Vegetables—	
Oranges, Val., box	4 25
Lemons, box	5 50

No. 1 yellow	7 85
Paris lumps	9 25
Beans, white, per bush.	4 80
Molasses, Barbadoes, gal.	0 55
Cream of tartar, per lb., bulk	0 51
Currants	0 14½
Pork and beans, case	3 40
Rice, per cwt.	5 25

HONOR ROLL

Pte. William James Patterson.—Pte. William James Patterson, reported wounded and missing, was a student of Macdonald College, Ste. Anne de Bellevue. He enlisted in one of the universities companies of reinforcements, and is nineteen years of age. He was educated at Westmount Academy, and his father is the senior member of the John A. Patterson Company, tea merchants, of 72 York street, Westmount, Montreal.

Pte. Hugh C. Cameron.—Pte. Hugh C. Cameron, reported wounded in the right leg, is in St. John's Hospital, France. He was formerly employed by the Imperial Tobacco Company, and is twenty years of age. His parents reside at 2100 Waverley street, Montreal, and he has a brother serving at the front.

Blake Lilly.—Blake Lilly, a former resident of St. Thomas, was killed in action recently. He was a son of the late James Lilly, who after the family moved to Oakland, Ind., conducted a grocery business on Ross street. The Oakland Review gives the following account of his death:

"Blake Lilly would have been twenty-three years old last Saturday, having been born June 17, 1893, at St. Thomas, Ont."

John Edwards.—Pte John Edwards, attached to Machine Gun Squad, No. 2 Company, 43rd Battalion, C.E.F. was wounded in the severe fighting on the Ypres front, May 22. Mr. Edwards' home is Indian Head, Sask., and before enlisting he was salesman for H. G. Smith Ltd., Regina, Sask.

Fire on June 21, seriously damaged the general store of Delong & May at Reston, Man.

Donald H. Bain of the Donald H. Bain & Co., commission brokers, successors to Nicholson & Bain, Winnipeg, is returning next week from a trip to the coast. Mr. Bain attended the convention of the Canadian Credit Men's Association, and while at the coast visited several points both in Canadian and American territory. While he was out West he visited all the firm's branches.

NEW BRUNSWICK MARKETS

By Wire

St. John, June 28.—Sugar is firmer but no change. Corned beef is \$3.35 to \$3.60. Eggs firmer at 25c and 26c. Cheese 18c to 18½c. White beans at \$4.80 to \$5.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22
Bacon, roll, per lb.	0 17
Beef, corned, 1s	2 90
Pork, American clear, per bbl.	31 00
Butter, dairy, per lb.	0 25
Butter, creamy, per lb.	0 30
Eggs, new laid, per doz.	0 25
Lard, pure, lb.	0 18½
Cheese	0 18

Flour and Cereals—

Cornmeal, gran.	6 35
Cornmeal, ordinary	1 85
Flour, Manitoba, per bbl.	7 35
Flour, Ontario	6 60
Flour, buckwheat, western, 50-lb. bag	3 80
Rolled oats, per bbl.	6 25

Fresh Fruits and Vegetables—

Apples, box	3 00
Lemons, Messina, box	4 00
Lemons, Cal., box	5 00
Oranges, Cal., case	4 00
Potatoes, bbls.	2 75

Sugar—	
Standard granulated	8 25
United Empire	8 15
Bright yellow	8 05

June 30, 1916.



FRUIT AND VEGETABLES

New Strawberries and Cherries Among Offerings

Lots of New Lines Coming—Mint Makes Its Appearance—New Potatoes Down and Bringing Down Price of Old, Too—Oranges Off Color—Asparagus Getting to England

MONTREAL

FRUIT.—Market is in a slightly unsettled condition owing to delay in establishment of good consuming demand as result of backward weather, so that sale of some lines, has been held up to counteract the tendency toward declines in lines thus effected, California fruits having been the chief sufferer in this respect as prices are still proving a little too high for general use. Oranges are easier and lemons firming up with warmer weather, prices for good strong stock of the latter in particular being well maintained. Grapefruit are very scarce at \$7 per box, and supply of pineapples on market is limited to one car just received so that supplies are very scarce although prices remain the same as large supplies are expected for next week. Strawberries are firmer, recent sales having been made at as high as 16c to trade as American berries have been finished and Canadian are not yet fully established on market although ample supplies are promised for next week. Bananas are firmer at \$2.50 in big bunches; cantaloupes are down to \$6.50 per crate, and expect to go lower by end of week when large supplies are expected and limes have declined 25c, and are now \$1.25 per box.

Apricots, 4 basket crate	3 00
Bananas, bunches	2 50
Cantaloupes, per crate	6 50
Cherries	2 50
Grapefruit, 46-54-64-80-96	7 00
 Lemons—	
California	3 25
Verdellis	5 00
Messina, 300 size, box	4 50
 Oranges—	
Valencias, late	4 75
Jamaica, 196-200-216	2 50
Porto Rico, 126-150-200-258	2 50
Plums, 4 basket crate	3 00
Peaches	3 25
Pineapples, 18-24 and 30-36	2 50
Strawberries, Maryland, box	0 13
Strawberries, Delaware, box	0 13
Limes, per box	1 25

VEGETABLES.—A general and steady improvement continues to occur as a result of the improved weather and the plentiful supplies that are coming forward in most lines. Erratic weather of past few weeks, however, has left some ill-effects as in case of cabbages which advanced from \$1.50 to \$2.75 per bbl and in case of best quality Norfolk to \$4 per bbl, although lower prices are expected for next week. Old beets and carrots are up, the former to \$2, and

the latter to \$1 per bag on account of great scarcity, particularly in case of former. New beets have declined \$1 per doz. bunches, and both wax and green beans have declined 75c, and are now \$2.50 per basket. Boston head lettuce, new carrots in baskets, imported cauliflower in crates, oyster plant and Montreal onions have all disappeared from market and the latter have been replaced by Egyptian onions. New parsley is on market at 75c per doz. Potato market is firm with a good demand for old stock and sales of new beginning to increase with further decline in price which is now \$5.50 per bbl. Tomatoes are firm and 10c lower at \$1.40 per crate.

Beets, bag

2 00

Beets, new, per doz. bchs, Montreal

1 00

Beans, wax, N.Y., per basket

2 50

Beans, green, N.Y., per basket

2 50

Cabbage, Norfolk, bbl

3 75

Carrots, bag

4 00

Carrots, new, per doz. bchs

1 00

Cauliflower, Montreal

0 30

Celery, green top

2 75

Celery, Wash, per doz.

3 00

Cucumbers, hamper

1 40

Egg plant, N.Y., doz

2 25

Endive Can., per lb.

0 25

Garlic

0 30

Horse radish, per lb.

0 15

Leeks, bunch

0 15

Head lettuce, Boston, box

2 50

Head lettuce, Montreal, per 2 doz. box

0 75

Curly lettuce, doz

0 25

Mint, doz

0 25

Mushrooms, 4-lb. basket

2 00

Onions—

Egyptian, 100 lbs., bag

Silver, per 50 lb. crate

4 50

Red, per 100 lb. sack

5 00

Texas Bermuda, per crate

2 25

Parsnip, bag

1 00

Parsley, Bermuda

0 75

Parsley, new, doz

0 75

Parsley, Montreal, per doz.

0 40

Peas, per 25-lb. hamper

3 00

Potatoes—

So. Carolina

New, per bbl.

5 50

Montreal, Red, 80 lbs., bag

1 75

New Brunswick, 80 lbs., bag

1 90

Green Mt.

2 00

Sweet, hamper

2 00

Radishes, per doz.

0 10

Rhubarb, per doz.

0 30

Spinach, Montreal, box

0 50

Shalots, Mt., per doz. bchs.

0 05

Turnips, bag

1 75

Turnips, bag, Quebec

0 25

Tomatoes, hothouse, lb.

6 25

Tomatoes, Missouri, flat

1 40

Watercress, Boston, hothouse, doz.

0 75

Watercress, Canadian, doz.

0 30

TORONTO

FRUIT.—Canadian strawberries are now coming in abundance, though prices are a little high, in some cases above those quoted hereunder. Quality is now much better than last week. We quote 14 to 18 1/4. The first new California lemons came on the market this week, and sold readily at around \$4.75 a case. There are many price changes this week. Apricots are slightly dearer

at \$2.25 for the best. Demand is good, and supplies are light. Navel oranges are off. A few Valencias are selling, but demand is slender. Gooseberries are selling well at 40 and 60c for the basket of 6 quarts. Canadian cherries, of very fine quality, are up to \$1 and \$1.50, for the best. Verdilli lemons get a good deal of business. General trade is good and market is replete with new stuff every day.

Apples, Wine Saps	2 50	3 60
Apricots, 4 bus.	1 75	2 25
Bananas, bunch	1 75	2 50
Cantaloupes, stds.		5 00
Cherries, Cal., box	2 75	3 50
Cherries, Can., 6-qt. bask.	1 00	1 50
Dates, I.b. box		0 65
Gooseberries, 6-qt. bask.	0 40	0 60
Grapefruit—		
Cuban, case	3 50	4 00
Florida, case		5 50
Oranges—		
Late Valencias, case		4 75
Peaches, case	1 50	1 75
Plums, 4 baskets	1 75	2 25
Lemons, new, Messina, box		4 50
Lemons, Verdilli, case	4 50	4 75
Limes, per 100		1 50
Pineapples, Cuban	2 75	3 50
Strawberries, Can.	0 14	0 18
Watermelons	0 75	0 90

VEGETABLES.—First consignment of Canadian celery appeared on market this week. It sold at around \$1.25 a basket. Quality is very good. Asparagus is not selling as readily as it was; reason is that quality is not now so good, as season is just about over. Odd baskets of the very best brought \$2.00, but demand is somewhat sparse. Household markets have declined partly because they are being shipped too freely, and also because gardeners in the city are bringing in their stocks too. Quality is uniformly mediocre, unless good prices are paid. Mint has made its appearance, readers will note, in quotation list. Almost every line shows a declension, slight or large, this week. Old potatoes are declining as the new ones provide competition.

Asparagus, 11 qts.	1 50	2 00
Cabbage, new, case	2 50	3 00
Cabbage, Canada, bus.	1 25	1 50
Beets, Canadian, bag	0 95	1 00
Beans, green	2 25	2 50
Carrots, new	0 60	0 65
Cauliflower, case	4 50	4 75
Celery, Canadian, case		1 25
Cucumbers—		
Hothouse, doz.	2 50	3 00
Leamington	1 50	1 75
Onions—		
Texas, Bermuda, crts.	2 00	2 75
Green, doz., bunches	0 20	0 30
Lettuce leaf, doz.	0 15	0 25
Lettuce head, doz.	1 50	1 75
Mushrooms, imported, 6 qt.	2 00	2 25
Mint, 6 qt. basket	0 40	0 50
Parsley, 11 qt. basket	0 15	0 30
Peas, green, Canadian, bus.	1 00	1 25
Peppers, green, basket	0 80	0 85
Potatoes—		
N.B. Delaware, bag	2 00	2 10

(Continued on page 46.)



FISH AND OYSTERS

Brook Trout Still Scarce

Warm Weather Bringing Frogs' Legs in Abundance—Low Prices for Mackerel—Prawns and Shrimps for Salads Sell Well—Advancing Prices of Meat Make Big Call for Fish

MONTREAL

FISH.—Trade in general is active with prices ruling higher as a result of appearance of strengthening influences becoming more apparent on market in connection with labor shortages at primary points and greater consuming interest in fish as result of advancing prices in other lines. Larger quantities of Gaspe salmon are arriving and selling at comparatively low prices but firm feeling rules in this line in view of heavy exportations planned to States in connection with 4th of July celebration. Large supplies of halibut are expected soon so that an easier feeling rules for future. Haddock, cod fish and mackerel are coming forward freely, particularly the latter with prices ruling low, but brook trout continue to be scarce. Frogs legs are more in evidence with the arrival of permanent warm weather and supplies are increasing. Lobster fishing is ceasing in some districts so that firmness rules. Bulk and shell oysters, clams and scallops are in fair demand at steady prices that are well maintained and shad supplies are now beginning to lessen. More interest is being shown in pickled and salt lines and a firmer feeling has resulted in consequence.

TORONTO

FISH.—There is abundance of frogs' legs on the market this week, but no change much in prices, those ruling in our last week's quotation being reasonably low. Warm weather should be productive of fair supplies of this line right along. There is more demand for it this year than last, a greater number of hotels and restaurants deciding, apparently, to treat their customers thereto. Prawns and shrimps abound, and are much called for. This again is a weather result more than anything else as these lines are excellent for salad. Mackerel sells well, demand keeping pace with supplies. Whitefish is plentiful and there is no new feature in that connection. Trout is coming forward in better shape now, and demand is a little behind-hand at the moment. This is partially because there has been so little

right along thus far, and customers haven't seen it featured much.

There is little new in fresh sea fish. Haddock, cod and halibut are all coming in large supplies, halibut being particularly abundant. Gaspe salmon is a little scarce this week, and prices are firmer.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.08	.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.09	10½
Haddies, fillets per lb.	.12	.10
Herring, Canses, baskets	1.25	1.50
St. John blasters, 100 in box	1.20	1.25
St. John blasters, per box of 60	1.00	1.00
Smoked herrings, medium, box	.15	.15
Smoked herrings, medium, box	.18	1.40
Smoked boneless herrings, 10-lb. box	1.30	1.40
Kippered herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.16	15-17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.13	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.13
Red Cohoes, dressed, lb.	.11	.11
Red Cohoes, dressed, lb.	.12	.11
Pale qualla, dressed, per lb.	.10	.11
Halibut, white western, large and medium, per lb.	.13	.13
Halibut, eastern, chicken, per lb.	.12	.13
Mackerel, blaster, per lb.	.09-.10	.10
Haddock, medium and large, lb.	.05	.10
Market codfish, per lb.	.04	.08
Steak codfish, per lb.	.06	.10
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-.16	
Smelts	.12	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.50	3.25
Round pike	.07	...
Grass pike, dressed	.07	...

DRIED AND PREPARED FISH.

	Montreal	Toronto
Dried Haddock	6.00	6.00
Dried codfish, medium and small, 100 lbs.	7.00	7.50
Dried hake, medium and large, 100 lbs.	6.00	8.00
Dried pollock, medium and large, 100 lbs.	6.00	5.00
Dressed or skinless codfish, 100-lb. case	7.00	7.00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.08	0.10
Boneless codfish, 2-lb. blocks, 20 lb. bxs., per lb.	0.07	0.07
Boneless codfish, strips, 20 lb. boxes	0.10	0.12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	0.15	0.15
Boneless codfish, in 2-lb. and 3-lb. boxes	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.	1.70	1.75
Standard, bulk, gal.	1.50	2.75
Selects, per gal., solid meat	2.00	2.25
Best clams, imp. gallon	2.00	...
Best scallops, imp. gallon	2.25	3.50
Best prawns, imp. gallon	2.25	2.50
Best shrimps, imp. gallon	2.00	2.50
Sealed, best, pt. cans, each	0.40	0.40
Sealed, best, select, quart cans, each	0.50	0.75
Rockaways, 100	1.50	1.50
Blue points, small	1.00	1.00
Blue points, large	1.00	1.00

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	12.00	...
Canadian cultivated oysters, bbl.	9.00	10.00
Clams, per bbl.	6.00	8.00
Malpeques, ordinary, bbl.	9.00	9.00
Live lobsters, medium and large, per lb.	0.20	0.40
Little necks, per 100	1.25	1.50
Large clams, per 100	2.00	2.00

FRESH SEA FISH.

	Montreal	Toronto
Halibut	14-15	14
Haddock, fancy, express, lb.	5-6	7
Mackerel, medium, each	20	40

Steak, cod, fancy, express, lb.	6	8
Herrings, each	2	2
Flounders	6	9
Flounders, New York	9	12
Salmon, Western	16-17	20-25
Salmon, Gaspe	12	14

FRESH LAKE FISH.

Carp, lb.	0.06	...
Pike, lb.	0.08	0.07
Perch	0.04	0.07
Suckers, lb.	0.05	0.10
Whitefish, lb.	0.12	0.14
Lake Erie whitefish	...	0.27
Herrings, each	0.02	0.02
Gaspeaux, each	0.02%	0.05
Lake trout	0.13	0.14
Eels, lb.	0.06	0.06
Dore	0.13	0.13

FROZE LAKE AND RIVER.

Whitefish, large, per lb.	.09-.09%	.08-.10
Whitefish, small tulibee	.07-.07%	.05
Lake trout, large and medium, lb.	.10	.10
Dore, dress or round, lb.	.08%-.09	.08-.13
Pike, dressed and headless, lb.	.07-.07%	.07
Pike, round, per lb.	.06%-.07	.06-.07

WINNIPEG

FISH AND POULTRY.—Fresh salmon is arriving more plentifully. A week ago, on account of scarcity, wholesalers were compelled to raise the price to 18c; it has gone back to 16c. Fresh lake trout is bringing 12c, and is not likely to be cheaper just now, as there are not many caught in the month of July. There is a decline in live fowl to 15c lb., the supply being more plentiful. While there were no broilers offering last week-end, a supply is expected this week, opening at 25c per lb.

Fish—		
Fresh salmon		0.16
Fresh halibut		0.11
Steak, cod, per lb.		0.08
Lake Winnipeg whitefish		0.09%
Fresh finnan haddie		0.12
Kippers, per box		2.00
Fresh lake trout, per lb.		0.12
Blowlers, per box		2.00
Salt mackerel, 20-lb. kit		3.00
Smoked gold-eyes, doz.		0.50
Poultry, Live—		
Fowl		0.15
Broilers		0.25

NAMES MUST BE GIVEN

A letter came in to the editor's desk this week evidently, judging from its post mark, from a Halifax correspondent. It deals with an aspect of the co-operative movement in Canada. The editor regrets it is impossible to insert this letter, as neither the name or the address of the writer are given. In letters to the editor, it is policy of Canadian Grocer to insist upon the name of the writer, not necessarily for publication, but as a guarantee of good faith.

June 30, 1916.



FLOUR AND CEREALS



Flour Market Somewhat Weak

Even Heavy Wheat Purchase of Allies Does Not Help to Firm It Much—Export Business Slow
—Would-be Purchasers Can't See Our Levels—Ontario Oats Slightly Higher
—Cereals Generally Easier

MONTREAL

FLOUR.—There has been no change in prices and market is very weak although a partial recovery was made at end of last week as result of 10,000 bushel wheat purchase by Allies. Buyers incline to hold off but their needs are such and stocks so low that they are to a great extent forced into the market and a more active business than might otherwise be expected is being done in consequence. Further freight reductions on exports to Britain have aided in better feeling for export trade and an increase in same is the chief factor operating against the weak tendency of the wheat market which on the whole continues to give evidence of an unsettled condition in consequence.

Winter wheat lines are unchanged in price and other factors with prices nominal on a very dull market of large stocks and few inquiries.

	Per bbl. of 2 bags
First patents	6 60
Second patents	6 10
Strong bakers	5 90
Car	Small
lots	lots
Winter Wheat Flour—	
Fancy patents	5 25
90 per cent. in wood	5 60
90 per cent. in bags	2 70
2 75	

CEREALS.—Prices remain unchanged on a quiet market in which chief feature of a strengthening nature is the continued good export trade. Volume of local business passing continues to be small with standard grades selling at from \$2.50 to \$2.60 and other grades at lower prices with prices fairly well maintained in package goods, but some disparity evident in case of bulk prices. Receipts last week were much lower and exports very much higher than for a year ago.

	Per 50-lb. sack
Gold dust	2 60
Rolled Oats—	
Small lots	2 75
25 bags or more	2 60
Packages, case	3 80
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 50's, in jute.	4 00
Rolled Wheat—	100-lb. bbls.
Hominy, per 50-lb. sack	4 00
Hominy, per 50-lb. sack	2 75
Corn flour, bag	2 35
Rye flour, bag	2 65
Barley, pot	3 00
Barley, pearl, lb.	0 04%

MILL FEEDS.—Prices remain unchanged although feeling continues to grow easier and all indications point to

a further decline in prices although demand is fairly good for time of year but is not equal to output of mills, so that surplus continues to go to States where demand is always good in this line, particularly for Canadian feeds on account of their wide reputation as strong feeds. Shorts are selling best of any line locally. Bran and standard middlings are \$1 per ton lower than at any time in past three years and in view of weakness of market approach of the poor pasture season when prices usually advance is awaited with considerable interest.

MILL FEEDS—	Per ton
Bran	21 00
Shorts	24 00
Middlings	26 00
Wheat moulee	30 00
Feed flour, bag	31 00
Mixed chop, ton	32 00
Crushed oats, ton	34 00
Oats, chop, ton	34 00
Barley, chop, ton	32 00
Feed oats, Manitoba, bush.	0 87
Feed wheat, bag	1 90

TORONTO

FLOUR.—The market is distinctly weak, largely from the aspects of export business. Cable bids are few and far between. Even enquiries don't come as often as they might. This is despite the drop in ocean freights to 40 and 45c a cwt. for flour, and 20 cents for wheat. Such bids as do come in are considerably under the mark, and are in no wise attractive. Domestic demand is small at the moment, purchasers showing a tendency to hold off and wait and see. The market is somewhat unsettled. It is hoped in most quarters that the declines in freights above referred to will stimulate export business, and on that account the market is disturbed.

No. 1 Northern, track bay ports is up half a cent on the week to \$1.18. Wheat market is quiet and shows only fair activity.

Manitoba Wheat Flour—	Small	Car
	lots.	lots.
First patents	6 70	6 50
Second patents	6 20	6 00
Strong bakers	6 00	5 80

Ontario winter wheat flour, 90 per cent. (Board of Trade quotation) 4 15 4 05

CEREALS.—A little enquiry comes for Ontario barley, but not enough to write home about. Other cereals are very slow, even rolled oats doing a very

limited trade. American corn is up a full cent on the board, but it doesn't influence corn meal appreciably. General market condition is weak.

Barley, pearl, 50 lbs.	4 20	4 40
Buckwheat grits, 50 lbs.	4 50	4 50
Corn flour, 50 lbs.	2 55	2 75
Cornmeal, yellow, 50 lbs.	2 60	2 60
Graham flour, 50 lbs.	2 75	2 75
Hominy, granulated, 50 lbs.	3 00	3 00
Hominy, pearl, 50 lbs.	3 00	3 00
Oatmeal, standard, 50 lbs.	2 76	2 76
Oatmeal, granulated, 50 lbs.	2 76	2 76
Peas, Canadian, boiling, bush.	3 00	3 00
Peas, split, 50 lbs.	4 85	4 85
Rolled oats, 50-lb. bags	2 65	2 65
Rolled wheat, 100-lb. bags	3 25	3 25
Rye flour, 50 lbs.	2 80	2 80
Whole wheat flour, 50 lbs.	3 00	3 00
Wheatlets, 50 lbs.	3 30	3 30

FEEDS.—Ontario oats are up a cent, to 49 and 50c. They are in fair to good demand. Western feed oats are also demanded, and stocks are limited. Major feeds show no noticeable change, except that some bran is going at a dollar less.

MILL FEEDS—	Mixed ears per ton
Bran	20 00
Shorts	24 00
Special, middlings	25 00
Feed flour, per bag	1 55

Oats—No. 3, Ontario, outside points 0 49 0 50

WINNIPEG

FLOUR AND CEREALS.—First patents remain at \$6.60 per barrel. Domestic business continues quiet, but there are prospects of some revival in the flour trade during July, as stocks in the country are becoming depleted. Export business is quiet on account of heavy stocks being carried by export buyers. The C.P.R. embargo has been raised, but the Northern Navigation Company after raising theirs for three days, put it back again for some reason or other. There is practically no business doing in cereals. The feed market is very quiet, and will likely remain so until the early part of August, when supplies of pasturing have become somewhat exhausted.

Flour—	
Best patents	6 00
Bakers	6 10
Clears	5 45
XXXX	4 40

Cereals—	
Rolled oats, 50 lbs.	2 25
Rolled oats, plug., family size	3 75
Wheat flakes, case	3 75
Oatmeal, standard and gran., 50 lbs.	2 75
Cornmeal, 50 lbs.	2 45

Feeds—	
Bran, ton	18 00
Shorts, ton	19 00
Middlings, ton	19 00
Mixed chop, ton	22 00



A Food—
Not a Fad

Tillson's "Scotchman"— *the brand of satisfaction*

everywhere recognized as a symbol of high-grade quality and instant satisfaction giving—two distinguishing characteristics of every Tillson Product.

Tillson's Health Bran and Tillson's Rolled

Oats are two favorite lines that you should constantly feature. Quick repeat sales are the rule where these popular products are displayed. They give a good margin of profit.

Rainbow Flour is a big favorite with the consumer. None other will make bread so delicate in texture, or so digestible.

We absolutely guarantee all our products to be as high-grade as science and skill can produce.

Get a trial order from your wholesaler.

QUALITY—THEN PRICE

**CANADIAN CEREAL & FLOUR
MILLS, LTD.**

TORONTO

CANADA



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

Solving the Rennet and Cheese Problem

Authorities Advise Use of Pepsin—Government Has Stock of This—How to Blend Pepsin and Rennet—Undoubted Shortage of Rennet Necessitates Substitute—Full Instructions as to its Adoption.

OME little time ago Canadian Grocer offered its readers some information on the question of the shortage of rennet for cheese manufacture. This was eagerly read by that portion of readers concerned in the manufacturing and wholesaling of cheese and by many country storekeepers, who know more of this side of the produce market, perhaps, than the average city man. A Montreal reader was particularly interested in the information given, and at his request Canadian Grocer has secured further details from agricultural and dairy authorities on this very important subject.

There is a serious shortage of rennet. This applies to the United States as well as to Canada, and thus, if some measure were not found possible to avert it, both countries might be faced with the prospect of an unfortunate shortage in cheese manufacture this year. With present prices where they are, put there, of course, by a much extended demand owing to war's effect, a shortage of cheese is unthinkable.

Readers know the reasons for the present high values in cheese. Chiefest is the demand for the trenches. Cheese is a great staple with the soldiers. This source of demand alone has been influential enough to create very high levels for the last eighteen months. English boards are quoted at what, in pre-war times, would be regarded as absurdly high figures, and our own boards, although a little down just now from what they were, are also way above the levels registered in the piping times of peace.

Pepsin the Substitute

An excellent authority reports that a few factories have been quite unable to get adequate supplies of rennet. With all, the stock has been very limited. It is good, therefore, that a substitute has been found for the trade. This is pepsin. The Dairy Department of the Ontario Agricultural College at Guelph is so advising cheese factors, and is prepared to give information and advice as to application of pepsin. There appears to be a fairly good supply of pepsin in the hands of manufacturers and druggists. At the present relative prices of rennet and pepsin the latter is much cheaper. While the results are not quite as good as when rennet is used, they are eminently satisfactory.

The present cost of rennet is around \$4.25 a gallon. A pound of pepsin, which is equal to rather more than a

TO USE PEPSIN

A strength of pepsin 1:3000 requires $\frac{1}{4}$ oz. to coagulate 1000 lbs. of milk.

Use 1½ ozs. of rennet + $\frac{1}{8}$ oz. pepsin per 1000 lbs. of milk.

Dissolve pepsin in cold water, mix with rennet, dilute mixture with water, add to milk in same way as rennet.

eighth of an ounce of pepsin per 1,000 pounds of milk. The pepsin is first dissolved in cold water, then mixed with the rennet, and after diluting with water, is added to milk in the same way as rennet.

The outlook for the cheese industry this year is very good, according to Governmental report. The make is about ten per cent. greater this year than was the case in 1915, and the prices are better. The indications are that higher prices will be gotten this year.

PEPSIN EXPERIMENTS

The use of pepsin as a substitute for rennet in cheese-making is being experimented with at Cornwall and in the Finch dairy section, in the hope of repeating the success of the Wisconsin cheese-makers in this respect not only in view of the absolute exhaustion of rennet supplies but of the fact that pepsin can be marketed at only one-third the cost.

LONDON GROCERS PREPARE FOR PICNIC

The Executive of the London Retail Grocers Association, had a meeting on Monday evening June 25 to make further arrangements for their big picnic at Port Stanley Beach on July 19th. They decided to have one of the Regimental Bands also the Italian Harpers for dancing, E. J. Ryan, was made chairman of Music Committee. Thos. Shaw Chairman of Printing, G. B. Drake of refreshments, Thos McCormick, Chairman of Reception Committee, C. Whitmore of Baby Show, and Harry Ranahan of Railway and Sports Committee. The latter has arranged for the first, train to leave at 9.20 a.m. and every hour after during the day. The Association has invited the St. Thomas grocers to join them and expect a tug of war, between London and St. Thomas grocers.

Authorities recommend that where possible, cheese makers should use half the quantity of rennet and half the recommended weight of pepsin. A strength of pepsin 1:3000 requires but a quarter of an ounce to coagulate 1,000 pounds of milk. Ordinarily three ounces of rennet is used per 1,000 pounds of milk. It is, therefore, advised that cheese makers use about 1½ ounces of rennet and an

David Brown and H. Gosling, manufacturers agents in Western Canada, have amalgamated, and are now doing business under the name of Brown & Gosling, 306 Ryan Commercial Bldg., Winnipeg. They have been appointed representatives in the West for L. H. Packard Co., manufacturers of shoe dressings, polishes, etc., Montreal.



PRODUCE AND PROVISIONS



Cheese Lower: Provisions Firmer

New Lais Advance on a Storage Demand—Peculiar Situation in Butter—Storing at High Prices—Make of Cheese is Large—Weaker Market in Poultry

MONTREAL

PROVISIONS.—There is a firmer feeling in hogs, with 1 cent advance over previous week for fresh meats and a corresponding strengthening of feeling in all pork product lines. Smoked and cured lines lead in demand. The added firmness is chiefly the result of scarcity in live hogs. There is no change in market for lard in which a good demand and a fairly active trade prevail.

Hams—	
Small, per lb.	0 22
Medium, per lb.	0 21
Large, per lb.	0 22
Backs—	
Plain, bone in	0 24
Boneless	0 25
Peameal	0 25
Bacon—	
Breakfast, per lb.	0 26
Roll	0 18
Shoulders, bone in	0 16
Shoulders, boneless	0 17
Cooked Meats—	
Hams, boiled, per lb.	0 34
Hams, roast, per lb.	0 35
Shoulders, boiled	0 27
Shoulders, roasted	0 27
Dry Salt Meats—	
Long clear bacon, 50-70 lbs.	0 15%
Long clear bacon, 80-100 lbs.	0 14%
Flanks, bone in, not smoked	0 15%
Barrelled Pork—	Per bbl.
Heavy short cut mess	30 00
Heavy short cut clear	32 00
Clear fat backs	33 00
Clear pork	33 00
Lard, Pure—	
Tiers, 350 lbs., net	0 17
Tubs, 50 lbs., net	0 17%
Tins, 50 lbs., net	0 17%
Pails, wood, 20 lbs., net	0 17%
Pails, tin, 20 lbs., gross	0 17
Cases, 10 lbs., tins, 60 in case	0 17%
Cases, 3 and 5-lb. tins, 60 in case	0 18%
Bricks, 1 lb. each	0 17
Lard, Compound—	
Tiers, 375 lbs., net	0 14%
Tubs, 50 lbs., net	0 15
Tins, 50 lbs., net	0 15
Pails, wood, 20 lbs., net	0 15%
Pails, tin, 20 lbs., net	0 15%
Cases, 10-lb. tins, 60 in case	0 16%
Cases, 3 and 5-lb. tins, 60 in case	0 16
Bricks, 1 lb. each	0 17
Wor—	
Dressed, abattoir killed, cwt.	16 25

BUTTER.—Butter prices remain unchanged, but the feeling is decidedly firmer with sales of creamery passing at an advance of $\frac{1}{2}$ c in some cases. Supplies are coming forward freely as production throughout the province is at the flush. The market in the country is higher as a result of an increased export demand following Russian embargo on shipments from Siberia to Britain. Space has been booked in later steamers so that export shipments will continue for three weeks to come at least. Local demand is good although dealers avoid buying for storage on account of price. The make of dairy butter is fairly large and quality good with prices in country from 22c to 24c.

Butter—

Finen creamery, fresh made	0 31
Dairy prints	0 26
Dairy, solids	0 25
Separator prints	0 26
Bakery	0 23

CHEESE.—Prices remain unchanged but the tone of the market is weaker, with prices ranging from 15½c to 16½c at country boards. The market has been fairly active but a lessening of cable enquiries, more liberal offerings and easier cable have combined to bring about this result. Market is in an uncertain condition and quick turnovers are a feature as the feeling for future, uncertain though it is, inclines to easiness, owing to possibility of British demand falling off and causing stocks to accumulate here.

Cheese—

1915 make	0 20
Stilton	0 22
1916 make	0 18

EGGS.—Eggs have advanced from one to two cents, and new ones are now 28c and extra 32c as indicated last week. Country buying prices are steady with firmness well maintained at 25c. Supplies are very limited and local consumption is good with an active export demand that is largely being filled with American eggs. Considerable inquiry has developed for storage stocks for fall shipment but no large amount of business has passed yet.

Eggs, case lots—	
No. 1's	0 28
Extras	0 32

POULTRY.—Prices remain practically the same as last week with no development of importance other than small quantities of young stuff coming forward at good prices. Young ducks of small size and generally inferior quality are reappearing in limited quantities and bringing very good prices ranging from 10c to 30c. Market is pretty well cleaned up and roasting storage chickens are out of supply except for a few odd boxes; receipts of fresh stuff are very light.

Poultry—

Frozen Stock—	
Turkeys	0 29
Ducks	0 20
Geese	0 17
Roasting chicken, milkfed, 5 lbs. or over	0 30
Roasting chickens, ordinary	0 22
Squabs, Canadian, pair	0 50
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25
Fresh Stock, Dressed—	
Fowls, large, per lb.	0 25
Fowls, small, per lb.	0 23
Turkeys, Tom, per lb.	0 27
	0 28

Turkeys, Hen, per lb.	0 28	0 30
Broiler, per pair	1 25	1 30
Live Stock—		
Fowl, 5 lbs. and more	0 22	0 23
Fowl, small	0 20	0 21
Turkeys	0 22	0 23
Ducks, young	0 28	0 30
Ducks, old, per lb.	0 20	0 20
Geese	0 13	0 15
Chickens	0 15	0 18

HONEY.—Market is unchanged and quiet with no new development to note other than a tendency on part of buyers to await arrival of the delayed new crop on market before making purchases.

Honey—	
Buckwheat, tins	0 09%
Strained clover, 60-lb. tins	0 12
Strained clover, in 10-lb. tins	0 12%
Strained clover, in 5-lb. tins	0 12%
Comb honey, white clover, per section	0 16
Comb honey, buckwheat, per section	0 13

MAPLE SUGAR.—Prices remain unchanged with firmness well maintained so far, although, with the passage of time, the hardship of the retention of the 3c American duty becomes increasingly evident and good sized stocks are reported from country points in hands of dealers and store keepers who offer car lots freely.

Maple Sugar—	
In blocks, bright, per lb.	0 14
In blocks, dark, per lb.	0 10
In tubs, per lb.	0 09

Maple Syrup—	
In 8½ lb. tins, each	0 90
In 13½ lb. tins, each	1 40

TORONTO

PROVISIONS.—The hog market is firm again, and a continuance of a strong tone is expected. Prices are not much higher though \$11.60 is quoted for live hogs which is a little up from last week's. All hams are up half a cent. Pure lard, much in demand, is up a quarter-cent. A firm demand exists for all lines, and cooked meats particularly.

Hams—	
Light, per lb.	0 23½
Medium, per lb.	0 22½
Large, per lb.	0 21½

Backs—	
Plain	0 27
Boneless	0 28
Pea meal, per lb.	0 28

Bacon—	
Breakfast, per lb.	0 25
Roll, per lb.	0 20
Shoulders, per lb.	0 20
Picked meats—le less than smoked	

Dry Salt Meats—	
Long clear bacon, ton lots	0 18
Long clear bacon, small lots	0 18½

Fat backs, lb.	0 16	0 17
----------------	------	------

Cooked Meats—	
Hams, boiled, per lb.	0 33
Hams, roast, per lb.	0 33
Shoulders, boiled, per lb.	0 28
Shoulders, roast, per lb.	0 28

Barrelled Pork—	
Heavy mess pork, per bbl.	30 00
Short cut, per bbl.	32 00

Lard, Pure—	
-------------	--

June 30, 1916.

Tierces, 400 lbs., per lb.	0 17	0 17½
Tubs, 50 lbs.	0 17½	0 17½
Pails	0 17½	0 18
Bricks, 1 lb., per lb.	0 18½	0 19
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14½	0 14½
Tubs, 50 lbs.	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 14½
Bricks, 1 lb., per lb.	0 15%	0 16

Hogs—

Live	11 00	11 50
Dressed, abattoir killed	14 00	14 50

BUTTER.—There is no change in prices to the retail trade to report, but a much firmer feeling now prevails. It is still a feeling not understood by the trade. One butter man says "The men storing at to-day's prices have their nerve with them, for no one knows why butter should be as firm as it is. Pastures are excellent, and the receipts are large. Yet storage goes on even under these conditions at high prices, higher prices than there is reason for. Export to England is the only reason in sight for the maintenance of these tall figures." Domestic demand is excellent, but does not take care—without a demand for storage—of available stocks. Buying price in the country is up half a cent on both creamery and dairy.

Creamery prints, lb.	0 29	0 31
Creamery, solids	0 28	0 29
Dairy prints, choice, lb.	0 26	0 29
Dairy prints, lb.	0 25	0 26
Bakers	0 23	0 25

CHEESE.—The market is decidedly easier this week, and prices are down half a cent in the country. This is the second week this has been the case. The make of cheese is large and receipts are heavy. There has also been a lull in cable bidding, and the two synchronizing have led to this weaker market. The street does not offer any suggestions as to future trend of market.

Cheese—		
New, large, per lb.	0 18½	0 19
New, twins, per lb.	0 18½	0 19½
Sept., large, per lb.		
Sept., twins, per lb.		0 22
Sept., triplets, per lb.		0 22½

EGGS.—Prices are up a cent to two cents this week, making ex-carton new-laid 30 to 32c. This is high. Market in the country is up half a cent, and a generally advancing market is noted. Storing continues at these levels. It will do till we have a prolonged stretch of warmer weather. Perhaps it is coming this week. Consumption of eggs is much less in warm weather.

Eggs—		
New laid, cartons	0 30	0 32
New laid, ex-cartons	0 28	0 29

POULTRY.—Dealers are now paying 30 to 35c in the country for broilers, delivered Toronto. This is down from last week, and correspondingly, price to the trade is also declining, particularly on dressed stuff. Old fowl now goes to the trade at 16 to 18½, with limited demand and heavy stocks at the moment. Milk-fed chickens and duckling are not actually lower, though both share in the easiness which characterizes the whole market.

Poultry—	Live	Dressed
Spring broilers (1½ lbs. and over)	0 40-0 45	0 45-0 55
Old fowl, lb.	0 16-0 18	0 20-0 22
Milk-fed	0 17-0 20	0 25-0 26

HONEY.—There is no appreciable change either in price or condition.

Honey—		
Buckwheat, bbls., per lb.	0 07½	0 07½
Buckwheat, tins, per lb.	0 07½	0 08½
Clover, 50 lb. tins, per lb.	0 13½	0 13½
Clover, 10 lb. tins, per lb.	0 14	0 14½
Clover, 5 lb. tins, per lb.	0 14	0 14½
Comb, No. 1, doz.	2 80	3 00
Comb, No. 2, doz.	2 00	2 40

WINNIPEG

PRODUCE AND PROVISIONS.—Receipts of live hogs during the past week have been heavier than usual, and there has been a gradual rise in price due to local and outside demand, which has been very keen. The prospects are that in the near future prices on live hogs will be high. In fact last week end the prices touched 11c again. Meat and lard prices continue the same. Fresh made creamery butter is holding firm; No. 1, selling to the trade at 29c, and No. 2, 28c. Receipts of dairy butter have been good, and good stock is selling to the trade for 24c. There is a decided falling off in the quality of eggs. During April and May the quality was good, but from now on eggs will be poorer in quality. Despite this, the price to the trade remains unchanged—25c-26c. There is little activity to the cheese market.

Hams—		
Light, per lb.	0 21	0 22
Medium, per lb.	0 20	0 21
Large, per lb.	0 19	0 20
Bacon—		
Breakfast, per lb.	0 22	0 23
Breakfast, select, lb.	0 26	0 28
Bucks, per lb.	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light		0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 31	
Shoulders, boiled, per lb.	0 24	
Roast hams, lb.	0 23	0 35
Barrelled Pork—		
Meat, pork, bbl.	27 00	
Lard, Pure—		
Tierces	0 16	
Pails	0 32½	
Cases, 10s	10 05	
Cases, 5s	10 13	
Cases, 3s	10 20	
Cartons	0 17½	
Lard, Compound—		
Tierces	0 13	
Tubs, 50s, net	6 62	
Pails, 20s, net	2 75	
Butter—		
Fresh made creamery	0 29	
Creamery, No. 2	0 28	
Best dairy	0 24	
No. 2 dairy	0 21	0 22
Cooking	0 16	0 18
Eggs—		
New laid	0 25	0 26
Cheese—		
Ontario, large	0 21	
Ontario, twins	0 21½	

FRUIT AND VEGETABLES

(Continued from page 40)

Ontario, bag	1 90
New, barrel	5 00
Radishes, doz.	0 12½
Kohlrabi, doz.	0 20
Spinach, hamper	0 75
Tomatoes, lb.	0 10

WINNIPEG

FRUIT AND VEGETABLES.—The big sellers on this market to-day are strawberries and tomatoes. Hood River strawberries are being offered in cases of 24 pints for \$4.50. Mississippi tomatoes crate, four baskets, are down to \$1.50. There is only a fair demand for cherries, which remain about the same as last week, viz., cases of 10 pint boxes, \$3.00; 24 pint boxes \$5.00. A number of changes have taken place—Valencia oranges are up \$5.50; an advance of 50c; California lemons have jumped to \$6.50; an advance of 50c;

plums are down slightly—\$1.75-\$2.50. Peaches declined to \$1.75 per crate; apricots are down to \$2.25 crate. Potatoes can be bought cheaper to-day; Albertas and B.C.'s are around 90c per bushel. Canteloupes have declined to \$7.00 per crate.

Fresh Fruits—

Bananas, lb.	0 04½
Cherries, 10 pt. box	3 00
Cherries, 24 pt. box	5 00
Cantaloupes, crate	8 00
Grapefruit, case	5 50
Strawberries, Hood River, case 24 qts.	4 50
Washington box apples	2 50
Valencia oranges, case	5 50
California lemons	6 50
Florida pineapples, case	4 50
Plums, crate	1 75
Peaches, crate	1 75
Apricots, crate	2 25
Watermelons	8 50

Vegetables—

Asparagus, Minnesota, doz.	1 25
Cabbage, new, lb.	0 06
Peppers, per basket	0 75
Mushrooms	0 80
Carrots, per lb.	0 02½
New potatoes, lb.	0 05
B.C. potatoes	0 90
Alberta potatoes	0 80
Garlic, per lb.	0 25
California head lettuce, case	4 00
Texas onions, crate	3 00
California onions, sacks	5 00
Mississippi tomatoes, crate 4 baskets	1 50
Green peas, lb.	0 20

EARLY CLOSING BY-LAW

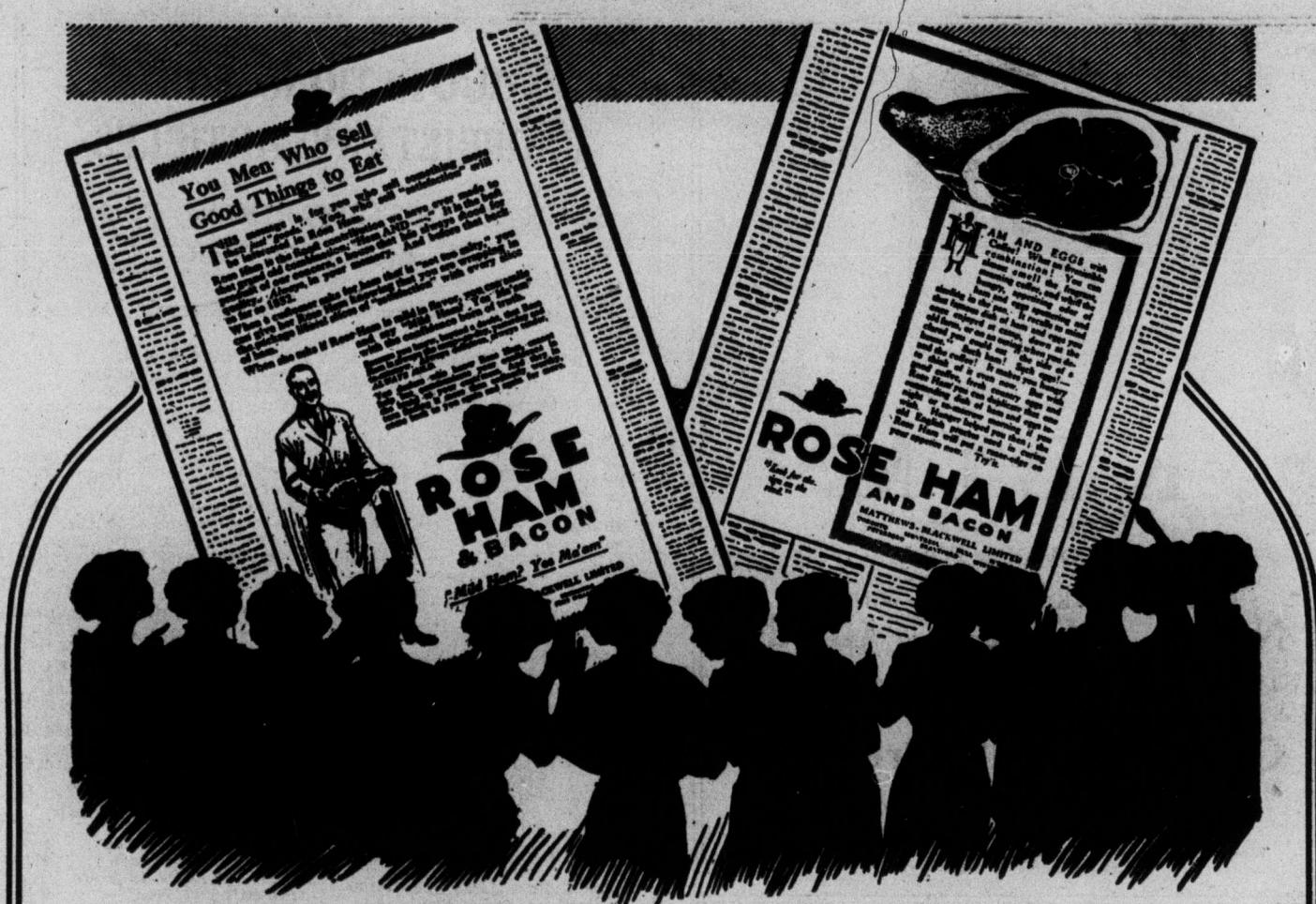
A number of Edmonton retail grocers have petitioned the city council disapproving of the early closing by-law which is being promulgated by a section of the trade. The petition contains some 68 names, and is covered by a sworn statement made by John Black to the effect that the grocers who have signed the petition are against the early closing of their stores.

Some little time ago a petition was presented asking for an early closing by-law, and this petition appeared to have the requisite two-thirds majority of the trade. The appearance of the petition objecting to the proposed measure, may upset the possibility of the act going before the council and being passed.

PRICE-CUTTING ON LOW STOCKS

Now is the time since stocks of all kinds in all parts of the world have been depleted to the point of exhaustion for price-cutting to cease if it is ever going to cease. The holder of any stocks to-day be they of prunes or pails is in a strong position. He need ask odds of no man. Rather all must come to him seeking that which he has. To sell it for more than its value would be unworthily taking advantage of a trying situation: to sell it for less would be inviting disaster. And the value of articles to-day depends upon a literal translation of the old axiomatic law of supply and demand. It is not what an article cost that determines its value other than the value existing at that time: It is the amount of similar articles available on the open market and the degree of interest which the buying public shows in further purchases of them.

No sacrifices need be made to sell goods when the largest manufacturers and jobbers are buying up retail stocks to re-handle in a wholesale way.



ROSE BRAND—the brand of satisfaction in Hams and Bacon

The ROSE BRAND is to Ham and Bacon what the sterling mark is to silver—a guarantee of high-grade quality. The housewife has been made aware of this superiority through our extensive consumer advertising, hence the demand for ROSE BRAND is ever growing. It will continue to grow, too, because its tender, juicy texture and crisp, appetizing flavor make staunch friends of first purchasers.

Back of the toothsome deliciousness of Rose Brand Ham and Bacon is the English curing process, giving to every Rose Product a distinctive flavor that pleases the most discriminating.

Because of the central location of our distributing points we are enabled to guarantee a service satisfactory in every respect.

Try what a trial order of ROSE BRAND will do for your sales of Hams and Bacon. Send it in to-day.

ROSE HAM AND BACON

MATTHEWS-BLACKWELL, LIMITED

TORONTO
WINNIPEG

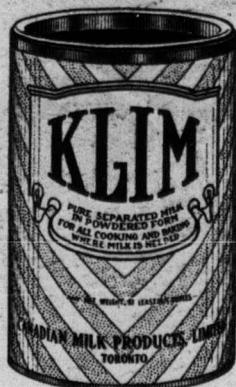
MONTRÉAL
SYDNEY, C.B.

HULL

PETERBORO
FORT WILLIAM

BRANTFORD
SUDBURY

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



K L I M

SPELL IT BACKWARD
IN POWDER FORM

Get on Speaking Terms with the
Name Label Goods

The only **MILK** supplied in all soldiers' camps in Canada. You will get the benefit of this advertising.

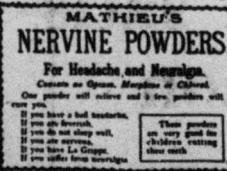
Canadian Milk Products

LIMITED

Head Office: Mail Bldg., TORONTO

Montreal Office: 508 New Barks Building

Western Representatives: W. H. Escott Co., Winnipeg.
Kirkland & Rose, Vancouver.



**It pays to feature
MATHIEU'S
NERVINE POWDERS**

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

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

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

Send for a small trial order to-day.

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

WHITE SWAN SPICES AND
CEREALS, LTD.

Per doz.

5c Tins, 4 doz. case, weight	
10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 25 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 35 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots	or 10 cases and over	Bbl.-lots
	Per doz.	Per doz.	Per doz.

Dime	\$ 0 65	\$ 0 90	
4-oz.	1 40	1 35	
6-oz.	1 65	1 90	

DOMINION CANNERS, LTD. JAMS

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

	Screw Top Glass-Jars	16 oz. glass 2 doz. case	Per Doz.
--	-------------------------	-----------------------------	----------

Apricot	\$ 2 40		
Assorted	2 30		
Blackberry	2 35		
Blueberry	2 35		
Currant Red	2 20		
Currant Black	2 35		
Cherry	2 30		
Gooseberry	2 20		
Plum	2 20		
Plum Green Gage	2 30		
Pear	2 20		
Peach	2 20		
Raspberry, Red	2 35		
Raspberry, Black	2 35		
Rasp. and Red Currant	2 30		
Rasp. and Gooseberry	2 30		
Strawberry	2 40		

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$ 1 20
½ Pts., Red Seal, screw tops	1 00
½ Pts., Red Seal, crown tops	0 90
Pts. Delhi Epicure	1 90
Pts. Red Seal	1 40
Pts. Tiger	1 15
Qts. Delhi Epicure	2 40
Qts. Red Seal	1 75
Qts. Lynn Valley	1 75

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker,

Little Chief, Log Cabin.

Per doz.

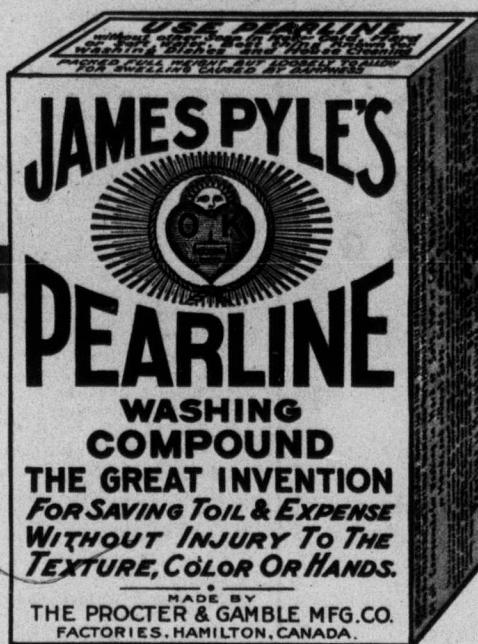
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 ½
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05

(Unsweetened Chocolate)

Cocoa—
Perfection, 1-lb. tins, doz... 4 50
Perfection, ½-lb. tins, doz... 2 40
Perfection, ¼-lb. tins, doz... 1 25
Perfection, 10c size, doz... 0 90
Perfection, 5-lb. tins, per lb... 0 37
Soluble bulk, No. 1, lb... 0 22
Soluble bulk, No. 2, lb... 0 20
London Pearl, per lb... 0 24

Supreme chocolate, ½-lb.
lb. boxes, per lb... 0 37
Perfection chocolate, 20c
size, 2 doz. in box, doz... 1 50

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



THERE are washing Powders and washing powders, but only one Pearline. No grocer can be expected to carry all the washing powders, but every grocer is expected to have Pearline.

Pearline is in general demand. It has loyal users everywhere. In name, reputation and actual work it is in a class of its own.

Like all the leaders among cleansers, Pearline is a Procter & Gamble product made at the Procter & Gamble factories in Hamilton, Canada.

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

Send for Pearline advertising matter for your local use.

Send for a free copy of our catalog on all the following Procter & Gamble products: Ivory, Cold Soap, P. and G.—The White, Neptune Soap, Pearline and Soaps. Ask your jobber.

"SILVERSIDES" HERRING

Superior to Imported.

Packed By
H. R. SILVER, LIMITED
Halifax, Nova Scotia
CANADA

20 lb. Pails 50 lb. Kegs
100 lb. Half Barrels 200 lb. Barrels

Prices now named for
1916 Pack.

Ready for shipment in 60 days.

ORDER YOUR CAR NOW.

W. H. ESCOTT CO., Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

Winnipeg
Saskatoon

Regina
Calgary

Edmonton

**Imperial Rice Milling
Co., Ltd.**

VANCOUVER, B.C.



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

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

EVAPORATED MILK

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

To the Grocers
of Canada



the personal attention given every order received, have made the Sloane Trade-Mark the synonym of broom satisfaction everywhere.

NOTE OUR PRICES:

Brooms at \$2.90, \$3.40, \$3.90, \$4.25, \$5.25, \$4.80, \$4.50, \$4.10, per doz. Whisks, \$1.15 up. Toy Brooms, 90c up.

F.O.B. destination all points between Ottawa and Windsor. Dealers outside this district, other freight arrangements.

Get a copy of our special price list. Sent on receipt of your address. Drop us a card now, while you think of it. Have some lines to clear out at once.

J. C. SLOANE CO.

845 5th Avenue E., Owen Sound, Ontario

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

New Potatoes

**More plentiful
Extra Fine Quality**

**Prices lower. No waste
Almost as cheap as**

Old Potatoes

**Order a few Barrels
with your next Order.**

The House of Quality

HUGH WALKER & SON

GUELPH :: ONTARIO

Are You Interested?

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

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.

No Other Paper Reaches All These Men.

In Selling a Business?
In Buying 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
143-153 University Ave., Toronto

Fruits

Bananas

Lemons

Oranges

and also

**All Early
Vegetables**

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

Local Fruits

Strawberries are now at their best and prices down. Order now for preserving.

**Canadian Cherries
Gooseberries, Asparagus,
Lettuce,
New Cabbage, Etc.**

WHITE & CO., LIMITED

Wholesale Fruits

TORONTO

Phone Main 6565.

LEMONS

Looks like any brand will sell this summer, but the man who orders ahead and gets

“St. Nicholas”

will be infinitely better served.

J. J. McCabe

Agent
TORONTO

June 30, 1916.

ROYAL SALAD DRESSING



has a reputation for undisputed quality, distinctive flavor, limitless keeping quality. It never becomes rank and separates like many other Salad Dressings now on the market.

Now is the time to stock up for the Summer's business. Push 'Royal' for all-round satisfaction.

**The Horton-Cato
Mfg., Company**

WINDSOR - ONTARIO

Pure,
even
crystals

Century Salt

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

THE DOMINION SALT CO. Limited
SARNIA - ONTARIO

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

Cambridge Sausage, 1s, \$3.00; 2s, \$5.00.	LAPORTE, MARTIN, LIMITED
Pigs' Feet, 1s,; 2s, \$4.25.	Montreal Agencies
Boneless Pigs' Feet, 1/2s, \$1.50; 1s, \$2.50.	BASIN DE VICHY WATERS,
Lambs' Tongues, 1/2s, \$1.90.	L'Admirable, 50 btles, litre, cs.
Sliced Smoked Beef, tins, 1/2s, \$1.70; 1s, \$2.65; 4s, \$13.50.	5 50
Sliced Smoked Beef, glass, 1/4s, \$1.20; 1/2s, \$1.90; 1s, \$2.75.	Neptune 7 00
Tongue, Ham and Veal Pate, 1/2s, \$1.45.	San Rival 8 00
Ham and Veal, 1/2s, \$1.20.	VICHY LEMONADE
Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.	La Savoureuse, 50 btles, cs.
Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.45.	8 00
Ox Tongues, tins, 1/2s, \$3.00; 1s, \$5.50; 1 1/2s, \$7.50; 2s, \$10.50.	NATURAL MINERAL WATER
Ox Tongues, Glass, 1 1/2s, \$10.50; 2s, \$13.00.	Evin, Source Cachat, 50 btles, cs.
Mincemeat, Hermetically Sealed Tins, 1s, \$1.75; 2s, \$2.85; 3s, \$4, 4s, \$5.50; 5s, \$7.	\$9 00
In Pails, 25 lbs., 10 1/2c lb.	IMPORTED GINGER ALE AND SODA
In 50 lb. Tubs, 10 1/2c.	Ginger Ale, Trayders, cs., 6 doz, pts., doz.
In 85 lb. Tubs, 10c.	1 15
In Glass, 1s, \$2.25.	Ginger Ale, Trayders, cs., 6 doz., splits, doz.
Plum Pudding, 1s, \$2.30; 2s, \$3.	0 95
Clark's Peanut Butter — Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 17c.	Club Soda, Trayders, cs., 6 doz, pts., doz.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.	1 05
Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. Jars, \$1.30; 5 gal. Jars, \$1.25 per gal.	Club Soda, Trayders, cs., 6 doz., splits, doz.
Pork and Beans, Plain Talls, 1s, 70c; 2s, \$1.10; 3s, \$1.70; 6s, \$6; 12s, \$8.50; 3s, flat, \$1.60. Individuals, 55c doz.	0 95
Pork & Beans, Tomato Sc. Talls, 1s, 75c; 2s, \$1.15; 3s, \$1.75; 6s, \$6; 12s, \$8.50; 3s flat, \$1.60. Individuals, 60c doz.	BLACK TEAS
Pork and Beans, Chili, 1s, 75c; 2s, tall, \$1.15; 3s, flat, \$1.60. Individuals, 60c doz.	Victoria Blend, 50 and 30-lb. tins, 1b.
Tomato Sauce, 95c doz.; plain, 95c doz.	0 38
Pork and Beans, 1 1/2. Chili Sauce, 95c doz.	Princess Blend, 50 and 30-lb. tins, 1b.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.20.	0 35
Clark's Chateau Chicken Soup, \$1.10.	JAPAN TEAS
Clark's Chateau Concentrated Soups, 95c.	H. L., ch. 90 lbs., lb.
Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.	Victoria, ch. 90 lbs., lb.
Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30 doz.	COFFEES
Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.	Victoria, Java and Mocha Blend, 1-lb. tin, lb.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.	0 32
THE N. K. FAIRBANKS CO., LIMITED.	Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb.
PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.	Princess, Java and Mocha Blend, 1-lb. tin, lb.
Tierces 0 14 1/2	0 22
Pails \$2.93	MUSTARD
This price list cancels all previous ones and is effective at once. Subject to change without notice.	
All orders received must be shipped within a period of 20 days.	
Advance over tierce basis for small packages:	
3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/4c over tierces; 10-lb. tins, 6 to the case, 1/4c over tierces; 20-lb. wood pails, 1/2c over tierces; 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.	
SPICES	
Allspice \$0 45	WHITE SWAN SPICES AND CEREALS, LTD.
Arrowroot, 4 oz. tins, 95c	5c 10c
Cayenne 0 45	Round Oval lith. litho. dredge.
Celery salt 0 45	dredge. 2 1/2 oz.
Celery pepper 0 45	Per doz. Per doz.
Cinnamon 0 45	SPICES
" whole, 5c. pkgs., window front, 45c	WHITE SWAN SPICES AND CEREALS, TORONTO
Cloves 0 45	5c 10c
Cloves, whole, 5c. pkgs., window front, 45c	Round Oval lith. litho. dredge.
Curry powder 0 45	dredge. 2 1/2 oz.
Ginger 0 45	Per doz. Per doz.
Mace 1 25	SPICES
Nutmegs 0 45	Arrowroot, 4 oz. tins, 95c
Nutmegs, whole, 5c pkgs., window front, 45c	0 45 0 90
Paprika 0 45	SPICES
Pepper, black 0 45	Arrowroot, 4 oz. tins, 95c
Pepper, white 0 50	0 45 0 90
Pastry spice 0 45	SPICES
Pickling spice, window front, 90c	0 45 0 90
Dozens to case 4	SPICES
Shipping weight per case 10 lbs. 15 lbs.	Arrowroot, 4 oz. tins, 95c

TO THE GROCER

The Cigar that is making history

Davis' “Grand Master”

(4 for 25c)

Just as every picture by one of the great masters is recognized by certain distinctive qualities, so every DAVIS “GRAND MASTER” proclaims the hand of the master manufacturer. The proper keeping and scientific blending of leaf is a high art, and any “Grand Master” cigar proves that Davis knows how.

S. DAVIS & SONS, LIMITED, Cigar Makers
MONTREAL

Why You Should Feature

KING GEORGE'S
NAVY



The Tobacco with the Flavor

—the kind of flavor that tickles the palate of the most critical tobacco user—that's “King George's Navy.”

Dealers featuring this popular “Chew” find no difficulty whatever in maintaining steady, profitable sales. The public know of “King George” through our widespread advertising, and they know by experience that this palate-pleasing chew is decidedly superior.

Does “King George” popularity mean anything to you? How about ordering a trial supply to-day?

Rock City Tobacco Co., Ltd.

Quebec
and
Winnipeg

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

June 30, 1916.

BACK BACON

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

Made Under Government Inspection.

**F. W. Fearman Co.
LIMITED
HAMILTON**

Have you tried

**WETHEY'S
ORANGE
MARMALADE?**

It is making
a hit.

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

Laundry Starches—	Cents
40 lbs., Canada Laundry..	.06 1/4
40 lbs., Canada White Gloss,	
1 lb. pkg.06 1/4
48 lbs., No. 1 White or Blue	
Starch, 3 lb. cartons....	.75
100 lbs. kegs No. 1 White	.06 1/4
200 lbs. bbls., No. 1 White	.06 1/4
30 lbs., Edwardsburg Silver	
Gloss, 1 lb. chromo pkgs.	.07 1/4
48 lbs., Silver Gloss, in 6	
lb. canisters08 1/4
36 lbs. Silver Gloss, in 6	
lb. draw lid boxes....	.08 1/4
100 lbs., kegs Silver Gloss,	
large crystals07 1/4
28 lbs., Benson's Satin, 1	
lb. cartons, chromo label	.07 1/4
40 lbs., Benson's Enamel,	
(cold water), per case... 3	00
20 lbs. Casco Refined Potato	
Flour, 1 lb. pkgs.	12 1/4
Celluloid	
Boxes containing 45 car-	
tions, per case	3 60
Culinary Starch	
40 lbs., W. T. Benson &	
Co.'s Celebrated Prepared	
Corn07 1/4
40 lbs., Canada Pure Corn .06 1/4	
(20 lb. boxes 1/4c higher)	

BRANTFORD STARCH

Ontario and Quebec	
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, cs. of 48 lbs. .07 1/4	
Barrels, 200 lbs.06%
Kegs, 100 lbs.06%
Lilly White Gloss—	
1-lb. fancy carton cases 30	
lbs.07 1/4
8 in case08
6-lb. toy trunks, lock and	
key, 6-lb. toy drum, with	
drumsticks, 8 in case08 1/4
Kegs, extra large crystals,	
100 lbs.07 1/4
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 1/4	
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. .07 1/4	
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. .07 1/4	
(20-lb. boxes 1/4c higher than 40's)	

COW BRAND BAKING SODA

In boxes only.

Packed as follows:	
5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
1/2 lb. packages (120)	3 40
1/4 lb. 60 } Packages Mixed	3 30
1 lb. 30 }	

SYRUP

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

Perfect Seal Jars—3 lbs.,	
1 doz. in case	\$ 2 80
2 lb. tins, 2 doz. in case... 2 75	
5 lb. tins, 1 doz. in case... 3 15	
10 lb. tins, 1/2 doz. in case.. 3 05	
20 lb. tins, 1/4 doz. in case.. 3 00	
(5, 10 and 20 lb. tins have wire	
handles.)	
Barrels, about 700 lbs.04
Half bbls., about 350 lbs. .04 1/4	
Quarter bbls., about 175	
lbs.04 1/2
2 Gal. wooden pails, 25 lbs.	
each	1 50
3 Gal. Wooden Pails, 38 1/4	
lbs., each	2 10
5 gal. wooden pail, 65 lbs.	
each	3 35

LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case...	\$ 3 25
5 lb. tins, 1 doz. in case...	2 65
10 lb. tins, 1/2 doz. in case	3 55
20 lb. tins, 1/4 doz. in case	3 50

ST. LAWRENCE SUGAR
REFINING CO.

Crystal Diamond Brand Cane
Syrup

2-lb. tins, 2 doz. in case...	4 80
Barrels, per 100 lbs.....	5 25
1/2 barrels, per 100 lbs.....	5 50

THE BRITISH COLUMBIA
SUGAR REFINING
CO., LTD.

ROGERS' GOLDEN SYRUP
Manufactured from pure cane
sugar.

2 lb. tins, 2 doz. in case...	\$ 4 05
5 lb. tins, 1 doz. in case...	4 75
10 lb. tins, 1/2 doz. in case...	4 45
20 lb. tins, 1/4 doz. in case...	4 35
Delivered in Winnipeg in carload lots.	

CALIFORNIA FRUIT CANNERS
ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size	Mam. Large Med.
2 1/4 Can	\$ 4.75 \$ 3.75 \$ 2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can	14.00 12.00 9.00

YUBA BRAND

2 1/4 Can	\$3.00 \$2.25
No. 1 Tall Can	1.50 1.20
No. 10 Can	9.00 8.00
Picnic Can90

INFANTS' FOOD
MAGOR SONS & CO., LTD.

Robinson's patent barley, 1/2-lb.
tins,; 1-lb. tins,; Rob-
inson's patent groats, 1/2-lb. tins,
....; 1-lb. tins,

STOP-ON POLISHES Doz.
Polish, Black, Tan, Ox-blood
and Nut-brown 0 85
Dressing, White, 4-oz. bot-
tle 2 00

NUGGET POLISHES

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

YEAST

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

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

Black Watch, 8s, butts 9	
lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6	
lbs.	0 46
Currency Bars, 12s, 1/2 butts,	
12 lbs., boxes 6 lbs.	0 46
Currency, 6s, 1/2 butts, 9 lbs.	
1/2 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 68
Pay Roll, thin bars, 8 1/2s, 5	
lb. boxes	0 68
Pay Roll, plug, 8 1/2s, 12 and	
7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2	
butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.....	0 72
Forest and Stream, tins, 11s,	
2 lb. cartons	0 89
Forest and Stream, 1/2s, 1/2	
and 1-lb. tins	0 80
Forest and Stream, 1-lb.	
glass humidors	1 00



Quality Counts— Costs More— Worth It!

**YOU KNOW US--
YOU KNOW OUR METHODS**

You know that White Swan is your **SURITY OF PURITY**,
backed up with
THE GOVERNMENT WARRANTY.

And our money back guarantee permits you to return at any time any White Swan goods that are not entirely satisfactory.

*We know our goods and want
none but satisfied customers.*

White Swan Spices & Cereals
LIMITED
Toronto, Canada

Walter J. Green is a Shrewd Buyer

ASK any wholesale house selling to Walter J. Green, or any traveller calling on him, the reason why this retailer is prospering so visibly, and you'll hear some of them say: "He is the best informed man we know of. That man reads and thinks. His world of interest is a good deal larger than his own town, or his own store. He seems to have eyes that can see far into the future, and he buys accordingly." Isn't that a fine tribute to Walter J. Green? It would be a fine tribute to any man.

• • •

When H. S. Holt, President of the Royal Bank of Canada, gave his address at the recent annual meeting of this institution, he said:

"The proper course is to conserve the unusual profits and accumulate working capital, the lack of which is so prevalent and so detrimental to the general interests of the manufacturer."

Now Green, while not a manufacturer, has perceived "the proper course," and is conserving "unusual profits"—this by investing them in good liquid securities. Whenever he has \$100 or so to spare he buys a bond yielding from 5 to 6%—something which can be turned into cash quickly, or deposited with his banker as security for a temporary loan.

But he could not do this intelligently had he not for a long time made a careful study of investment conditions, and of particular securities, through a paper like The Financial Post. He would know the history of the company over a period of years. He would know how its business is going now. He would thus be well informed as to the safety, yield in interest, marketability, etc., of the particular securities he has in view.

Also he makes use of his privileges as a subscriber to The Financial Post to consult with the Editors on matters pertaining to his business, his money investments, the market tendencies, and so on.

• • •

Why not be a Walter J. Green? Why not become a regular reader of The Financial Post?

The Post is a weekly survey of general business conditions in Canada—a review of matters relating to Investments, Securities, Insurance, Municipal Finance, Bank Clearings. It is not edited with a view to interesting bankers, professional investors and brokers so much as the ordinary business man.

If you could spend an hour each day discussing current events in the business world with the leading manufacturers, bankers, merchants, financiers, lawyers, etc., you would get somewhat the same information as the Post gives each week.

• • •

The Post, read regularly, makes the merchant enter confidently a world that is all about him always. A world which the average man does not enter—to his own great loss.

• • •

Sign the order form herewith and mail, and thus take the first necessary step in securing this service, or we will send you sample copy on request.

THE FINANCIAL POST OF CANADA

Published by

THE MACLEAN PUBLISHING CO.
143 University Ave., TORONTO

1916

THE FINANCIAL POST OF CANADA
143-153 University Avenue

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

Name.....

Address.....



Write for Information

Even if you are not in the market to buy at the present time, you will appreciate the advantage of knowing all about new goods that are being placed on the market.

When you answer advertisements in Canadian Grocer and let the manufacturer know you saw his advertisement, you are encouraging him and through him other manufacturers to spend money to keep you constantly informed of new lines that they are placing on the market, or new ideas about selling goods.

—THE MANAGER



There's a quality reputation back of The Brunswick Brand Trade Mark

—a reputation resulting from years of concentrated effort in the perfecting of high-grade wholesome sea foods. The success of our efforts may be judged from the confidence of the public in the reliability of sea foods bearing the Brunswick Brand, a confidence that is building better business for the dealers featuring these popular quality products.

Ideal location and best possible equipment are two big factors in producing the big sales which are so characteristic of Brunswick Brand lines. Our plant (which is one of the finest on the Atlantic Coast) is so situated that we never fail to secure the very choicest pick of the season's catches. Our methods of processing and packing the fish eliminate all possibility of customer dissatisfaction, and make firm friends of first purchasers.

Get the Brunswick Brand Trade-Mark on your shelves to-day. Get the Brunswick Brand reputation working for you. You will find them worth while.

**Connors Bros.
LIMITED**

**Black's Harbor
NEW BRUNSWICK**



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

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

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

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

WANTED — MEN. ARE YOU CAPABLE OF organizing and controlling a subscription sales force? ... If you are, you are the man we want to get in touch with. We have a plan that will make you "real money." Part or whole time accepted. Drop us a card for full particulars. The MacLean Publishing Co., 143-152 University Ave., Dept. F, Toronto, Ont.

FOR SALE

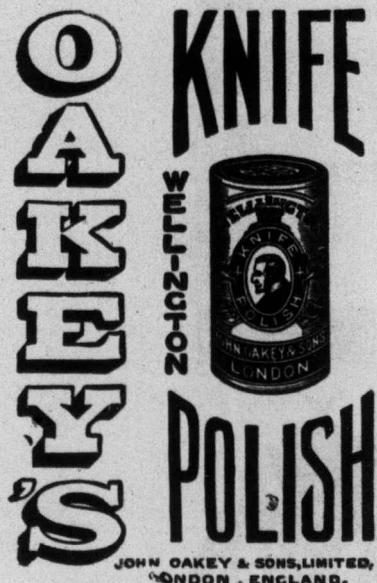
FOR SALE OR EXCHANGE FOR GOOD paying grocery, lot 25 x 122 ft., North Toronto, on Yonge St. Present value \$700. Further particulars apply to Box 146, Canadian Grocer.

Advertising

"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000 Flies Each Year



AGENTS:

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

Toronto Butchers' Supply Co. LIMITED

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

49 DUNDAS STREET, TORONTO

"TRENT LOCK" EGG FILLERS

For 30 dozen cases.
For one dozen Cartons.

THE TRENT MFG. CO., LIMITED
Trenton, Ontario, Canada

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

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

60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

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

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH

FOR NEXT WEEK

Halibut, Cod, Haddock, Trout,

Whitefish

J. BOWMAN & CO.
26 Duncan St., Toronto, Ont.

One Inch Space
\$1.05 Per Issue
on Yearly Order.



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

You require a Coffee Mill of some kind. Why not have the best?

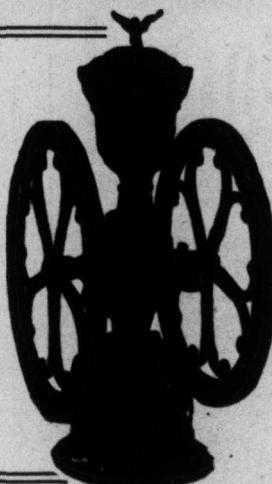
For all-round satisfaction-giving you cannot do better than install the

Elgin National Coffee Mill

It grinds quickly and uniformly—the force-feed steel Cutting Grinders and special Adjuster make the Elgin the most practical and economical coffee mill obtainable.

Let us send you free descriptive booklet and name of our nearest representative. Send a postcard to-day. Ask for Catalog 24C.

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



MR. GROCER—

200 daily and weekly papers are advising the Housewives when to buy fruit.

This label is the grower's guarantee of quality.

Hang up your card to-day. Insist on the label goods from your commission men or grower. It is your protection.

For further information write this paper.



INDEX TO ADVERTISERS

A	M
Acadia Sugar Refining Co., Ltd., The ...Inside back cover	MacKenzie & Morris
Adam & Co., Geo.....	Maclure & Langley
American Computing Co.....	MacNab, T. A., & Co.
Anchor Cap & Closure Corp.	Magor, Son & Co.
Anglo-B.C. Packing Co.	Malcolm Condensing Co., The
Aylmer Condensed Milk Co..	Mathieu & Co., J. L.
B	Matthews-Blackwell, Ltd.
Babbitts	McCabe, J. J.
Balfour-Syne & Co.	Millman, W. H., Sons
Battle Creek Toasted Corn	
Flake Co.	N
Benedict, F. L.	National Cash Register
Betts & Co.	Niagara Peninsula Publicity Assn.
Blue Ribbon, Ltd.	
Borden Milk Co.	O
Bowman & Co., J.	Oakey & Sons, John
C	
Canadian Cereal & Flour Mills Co.	P
Can. Milk Products Co.	Patrick & Co., W. G.
Channell Chemical Co.	Perry Co., H. L.
Inside front cover	Pennock, H. P., Co., Ltd....
Chase & Sanborn	Procter & Gamble
Clark, Ltd., W.	Pure Gold Mfg. Co.
Cochran, J. N.	
Codville Co.	R
Connors Bros.	Red Rose Tea
D	Rock City Tobacco Co.
Davis, S., & Sons, Ltd.....	S
Dominion Salt Co., Ltd.	Sloane, J. C.
Dominion Sugar Co. Front cover	Spratts, Limited
E	Star Egg Carrier & Tray Mfg. Co.
Eckardt, H. P., & Co.....	T
Escott & Co., W. H.	Thomas & Co., Wm.
Eureka Refrigerator Co.	Thum Co., O. W.
F	Tilley & Son, Chas.
Fearman, F. W., Co.	Toronto Butchers' Supply Co.
Freeman Co., W. A.	Toronto Salt Works
Furniyall-New, Ltd.	Trent Mfg. Co.
H	
Hargreaves (Canada), Ltd... .	V
Heinz, J. J., Co.	Victoria Paper & Twine Co.
Hillock & Co., Jno.	
Hobart Mfg. Co.	W
H. O. Co., The	Wagstaffe, Limited
Horton-Cato Mfg. Co.	Walker, Hugh, & Son
I	Walker Bin & Store Fixture Co.
Imperial Extract Co.	Washington's Refined Coffee, G.
Imperial Rice Milling Co....	Watson & Truesdale
K	Webb, Harry
Kearney Bros.	Western Canada Flour Mills Co., Ltd.Inside front cover
Kellogg, W. K., Cereal Co..	Wethay, J. H., & Co.
L	White & Co.
Lake of the Woods Milling Co.	White Swan Co.
Lambe & Co., W. G. A.	Woods & Co., Walter
Laporte, Martin, Limitee....	Woodruff & Edwards
Lemon Bros.	
Lightcap, O. F.	
Lytte & Co., T. A.	



The Trade-Mark a Responsibility



The adoption of the trade-mark places responsibility upon the originator and forces him to greater care in marketing the products bearing it.

To you the trade-mark is a guarantee that the seller stands behind his trade-mark, entirely.

We have been behind our "Victoria" trade-mark for over forty years and to-day thousands of dealers carry the "Victoria" products on their shelves with ever-increasing sales.

This is not due to the magic of the word "VICTORIA," but to the care in putting under the "Victoria" trade-mark, goods of the highest quality. Also to the help given to the retailers by our Advertising Department in introducing the "Victoria" products to their customers.

Thus you make a greater number of sales in less time because the confidence that your customers possess in a trade-marked article saves them the mental effort of choice.

The following "Victoria" products are articles that you should introduce to your customers if you want to give them the maximum of service.

Canned Vegetables
" Fruits
" Fish
Extracts

Spices
Tea
Coffee
Ketchup

Condensed Milk
Peanut Butter
Patna Rice
Currants



Laporte, Martin, Limitée
Wholesale Grocers

584 St. Paul Street West

MONTREAL



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



Gold Standard Food Products

Our Line Includes:

Baking Powder	Flavoring Extracts	Celery Salt
Coffee	Jelly Powders	Herbs
Tea	Prepared Puddings	Ammonia
Salad Dressings	Molasses	Cream of Tartar
Icing Sugar	Mustard	Baking Soda
Cake Icings	Spices	Cleaned Currents
Ice Cream Powder		

A TRADE-MARK is usually chosen because it gives expression to the style or quality of a specific article or line. "Gold Standard" comes closer to the actual quality of our products than any other words we know. We get the words from the "spade" guinea. Even though these guineas have not been minted for a hundred years or more, they are still considered as the **Gold Standard**.

When you sell Gold Standard products you are selling goods which bring the customers back again and again—on pure merit. Notice our full line on the left.

THE CODVILLE CO., LIMITED

Brandon, Moose Jaw, Winnipeg, Saskatoon

TWO SPECIAL OFFERINGS

**Japan
Tea—**
Good Cup
Clean Leaf

16c

**Congou
Tea—**
Finest North
China Quality

We have made an exceptional purchase of these two lines, which enables us to offer the best bargains on the market this year. You will congratulate yourself if you take advantage of these offerings at once, as they will undoubtedly be all sold within one week.

KEARNEY BROS. LTD.  ESTABLISHED 1874
Wholesale TEA and COFFEE, 33 St. Peter St., Montreal

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



ROYAL
ACADIA
SUGAR

EVERY GRAIN
PURE CANE

THE ACADIA SUGAR REFINING CO., LTD.
HALIFAX :: CANADA

with a
discerning and
appreciative
public

GROWING
IN POPULARITY
EVERY DAY*

*The
Buy-Word
for
Flour*



In the staple field, through consumer confidence and recognition, FIVE ROSES has grown to be the best known trade-mark in Canada. The best known because **known as best!**

To be a "staple" means to sell oftener, which means bringing profit opportunities in quicker succession to the dealer. To keep unbroken this selling chain in which each bag is a link, each link a profit, Quality and Uniformity are essential. And if you look closely, you will see that these two essentials are an integral part of the FIVE ROSES Trade-Mark.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL **WINNIPEG**

Branch Offices in 14 Canadian cities.