

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 27th, 1917

No. 30

Wethey's Orange Marmalade



Here Are
a Couple of Our
Attractive Packages.



In their deliciousness and purity, these goods have gained a reputation that places the line far in advance of any marmalade on the Canadian market.

SOLD EVERYWHERE BY WHOLESALE GROCERS

J. H. WETHEY, LIMITED

ST. CATHARINES

CANADA

CANADIAN GROCER

IMPORTANT

At this season, when housekeepers are putting down preserves, it is most important to their success that they get the best sugar.

The best is

ST. LAWRENCE



GRANULATED

GIVE THEM THE BEST

**KING GEORGE'S
NAVY** CHEWING TOBACCO

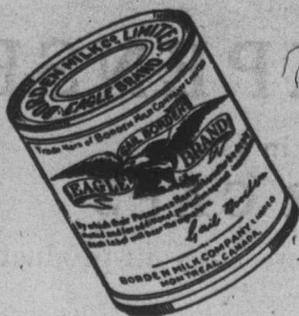
**A Favorite with Chewers
Everywhere**

Ask any grocer handling it about the selling value of King George's Navy Chewing Tobacco.

Public approval has placed this palatable chew in the front rank of best selling profit makers.

Are you selling it?

Rock City Tobacco Co., Ltd.



SUCCESSFUL RETAILING

is built upon the unbroken line of repeat sales that quality products produce.

The fact that "go-ahead" grocers all over Canada are constantly featuring

Borden Milk Products

is proof positive that the selling value of these lines is an important factor in building bigger business.

Borden quality is known in every community. Our persistent advertising has introduced it everywhere, and it's up to you to get your share of the resulting demand.

ASK YOUR WHOLESALER

Borden Milk Company, Limited

"LEADERS OF QUALITY"

MONTREAL

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

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

CUT DOWN EXPENSES

Pack Your Food Products in Glass UNDER ANCHOR CAPS

OUR up-to-date and automatic machinery increases your production and reduces the cost.

GOODS packed properly and sealed with a vacuum under Anchor caps cannot help but increase your sales. The very fact that Anchor Caps are air and liquid-tight means that they practically eliminate mold and other contamination. They also preserve the sweet flavor of the contents.

MAKE up your mind to-day to pack your products under a cap that will not come off during shipment.

MONEY saved is money made and we can help you do it.

Anchor Cap & Closure Corporation OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Doverscourt Road
TORONTO, ONTARIO

HELP YOU CONNECT

Magazines going into all the better class of homes in Canada contain advertisements of

Sani-Flush



We keep this advertising going strong. The constant hammering away convinces people who have yet to learn how *Sani-Flush* puts an end to unsightly, offensive toilet bowls and makes the cleaning of them easy.

Do you want to get the benefit of *Sani-Flush* publicity? We'll help you connect with the magazine advertising by supplying you with display cards, newspaper cuts, "movy" slides, and circulars with your imprint — or we'll mail the circulars direct to a list of your customers. Ask us about *Sani-Flush* sales helps.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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

DON'T FORGET

MR. GROCER

that for summer trade and for all seasons

CLARK'S

have absolutely the finest assortment of PREPARED FOODS.

Soups (in all varieties).

Spaghetti with Tomato Sauce and Cheese.

Irish Stew, Beef Steak and Onions.



Corned Beef, Roast Beef.

Ox Tongues, Potted Meats.

Loaf Meats, Mince Meat.

PEANUT BUTTER

CLARK'S PORK AND BEANS

ETC., ETC.

W. CLARK LTD.

MONTREAL



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

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

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



The Original in the Red, White and Green Package.

MORE OF THIS THAN ALL THE OTHERS PUT TOGETHER

There are two ways of making profit, first by charging high prices to the consumer, second by handling fast sellers. So many are sold that the profit is high. As a grocer said to one of our salesmen the other day, "Why, I handle ten times as much of **KELLOGG'S** in the Red, White and Green package as any other line of Corn Flakes." Our traveller replied, "Good business. You see you are making ten times the profit on Kellogg's Corn Flakes that you do on any other." He was surprised; the grocer had not just quite seen it this way before, and why? Because we are back of the dealer with a national advertising campaign, which has resulted in the sales of **KELLOGG'S TOASTED CORN FLAKES**, the original in the Red, White and Green package, increasing every year and back of our advertising there is the goods, the quality, the attractive package, the quick seller.

Any time you are in London, drop in and see us. We will show you one of the finest Food Factories in America, not a frame shanty or a made over plant, but one built for the purpose, right up to the minute.

With the approach of the Fruit Season, suggest a double header to your customers: **KELLOGG'S CORN FLAKES** and Strawberries, or **KELLOGG'S CORN FLAKES** and Raspberries. Corn Flakes with any fresh fruit are mighty good.

Don't forget the original Red, White and Green package.

Battle Creek Toasted Corn Flake Co., Ltd.

HEAD OFFICE AND FACTORIES

London - - - Ontario

We Are Canadian. Are You?

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



The Economical Way

"Riteshape"

For Picnics — The "Riteshape".

All picnic foods should be packaged in the "Riteshape" dish. The sliced meat, the cheese, the olives, pickles, the radishes, the onions.

"Riteshapes" give the housewife ideal containers for the prepared picnic menu.

She packs many of the items right into the basket just as they come from the "Riteshape" store.

She puts sandwiches into a "Riteshape" dish. She puts salads, baked beans, pastry, in fact everything into "Riteshapes"—if she has the "Riteshapes".

Isn't it a part of your service department to make things easy and economical for your customer?

Do it the "Riteshape" way.

Victoria Paper & Twine Company
 LIMITED
 TORONTO MONTREAL

THE OVAL WOOD DISH COMPANY
 Manufacturers
 Delta, Ohio, U.S.A.



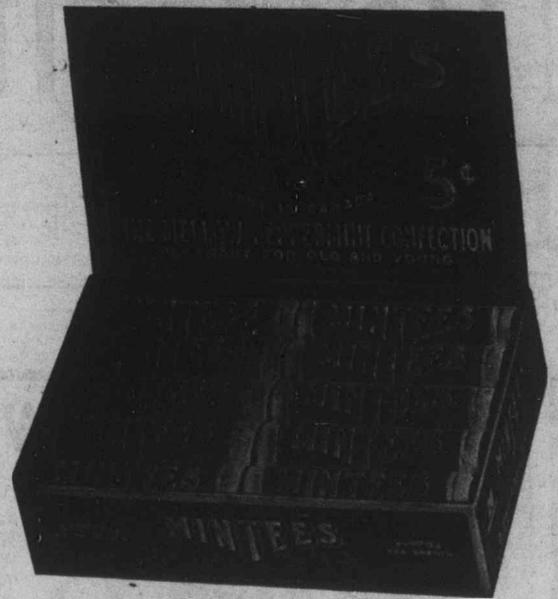
If any advertisement interests you, tear it out now and place with letters to be answered.

Quick Sales—Good Profits and Premiums

You can get all three very easily once you begin selling the two favorites—O-Pee-Chee Gum and Mintees.

Look at the three useful Premiums here illustrated. Wouldn't you like to secure them?

Then just order a 12-box assortment of O-Pee-Chee Gum and Mintees and select your choice. You'll make a profit of from \$1.50 to \$2.00 on your sales — and you keep the premium!



May we send you a copy of our premium catalogue?

Mintees

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

O-Pee-Chee Chewing Gum

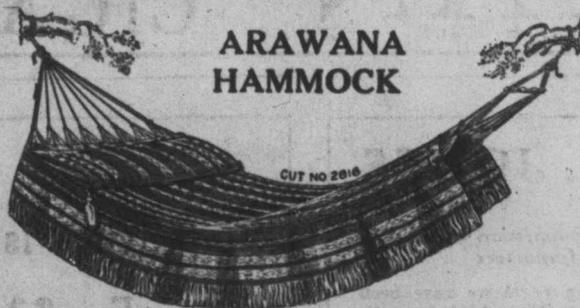
A delicious quick seller. Three attractive flavors: Spearmint, Peppermint and Licorice.

Sell these lines once and you'll sell them constantly; your customers will ask you for them.



"Canadian Beauty" Electric Toaster

Upright Toaster. Height 7 inch, Weight 2½ lbs., 110 volts.



ARAWANA HAMMOCK



Standard 6 Pound Iron, with Stand.

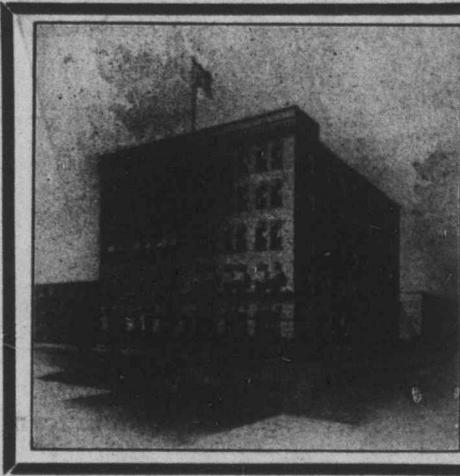
O-Pee-Chee Gum Co.
Limited
LONDON CANADA

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



WESTERN EXPERIENCE

Our many years' experience dealing with the Western trade is placed at your service. We have experienced men calling on both retail and wholesale trade. We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers Agents

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

Are you represented in Alberta?

If not, now is the time to go after the business. Prospects are good for large farm returns this year, and with the steady flow of thrifty settlers coming all the time, business is sure to increase. I have first-class storage, and am in direct connection with a large number of City and Country Merchants.

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

This Space is Yours

For \$2

On Yearly Order

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WESTERN PROVINCES.

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

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

402 Chambers of Commerce, Winnipeg

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

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

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:
Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

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

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

If you want real live representation throughout Western Canada get in touch with us. We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and with our organization can guarantee you satisfactory results.

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Gallon Apples
Fancy and Choice
Seeded Raisins

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
TORONTO

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

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

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

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

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

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

**Loggie, Parsons
& Co.**
Merchandise Brokers and
Manufacturers' Agents

Grocery, Drug and Confectionery
Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

The HARRY HORNE CO.
LIMITED
Toronto, Can.
BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

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

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

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

Commission Agent covering
the ground between
Cobalt and Cochrane and
from Cochrane to Hearst,
and also the Porcupine
District, wants a few good
lines on commission. Ad-
dress A. L., P. B. 123,
Timmins.

New Lines Wanted

Reputable live agency firm with staff of
salesmen calling upon Grocers and Drug-
gists throughout Ontario, Quebec and
Maritime Provinces, can handle a couple of
additional lines. Large warehouse in To-
ronto.

Address, "PROGRESS"
c/o Robertson, Robinson & Company
Chartered Accountants
24 King Street West - - Toronto

Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

ESTABLISHED 1849.
BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
Calgary, Alta. Vancouver, B.C.
Edmonton, Alta. Hamilton, Ont.
Halifax, N.S. Montreal, Que.
London, Ont. Quebec, Que.
Ottawa, Ont. Toronto, Ont.
St. John, N.B. Winnipeg, Man.
Victoria, B.C.
Reputation gained by long years of
vigorous, conscientious and successful
work.
THOMAS C. IRVING, General Manager
Western Canada
TORONTO

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QUEBEC

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

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

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

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

OPEN FOR AGENCY FOR THE
CITY OF MONTREAL
Complete Trade Connection.
Reference—Home Bank of Canada.
JOHN E. TURTON
55 St. Frs. Xavier St. Montreal
Phone Main 2628

Be good to your best customers—sell them the high quality

OCEAN BLUE

in 5c. packets. It always satisfies. "It's not so much how much they pay as what they get for what they pay," and Ocean Blue is the best that money can buy.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 14-26 Wellington St. W. Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



You will find these two well worth featuring

A little display of **MATHIEU'S NERVINE POWDERS** and **MATHIEU'S SYRUP OF TAR AND COD LIVER OIL** in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC

MATHIEU'S NERVINE POWDERS.
For Headache and Neuralgia.
Cures an Opium, Morphine or Chloral.
One packet will relieve and a few packets will cure you.

- If you have a bad headache.
- If you are nervous.
- If you do not sleep well.
- If you are overworked.
- If you have La Grippe.
- If you suffer from neuralgia.

These produce an very good for children, nothing there such

SIROP
GOUDRON
STUULE DE
FOIE DE MORUE
De **MATHIEU**
MATHIEU'S
Syrup of Tar
GOO LIVER OIL
J. L. MATHIEU

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

CANADIAN NATIONAL EXHIBITION

AUGUST 25 TORONTO SEPTEMBER 10

Fiftieth Anniversary of Canadian Confederation

1200 PERFORMERS

JUBILEE SPECTACLE

1200 PERFORMERS

Super-Climax in Spectacular Pageantry. Mobilization of Resources. National Service Exemplified. Motor Show—First Showing of 1918 Models. Fine Arts from Many Lands. Innes' and a Score of other Leading Bands. Giant Display of Livestock and Agriculture. Tractor Display.

**NEW FEATURES IN EVERY DEPARTMENT. REDUCED FARES AND
EXCURSIONS ON ALL LINES OF TRAVEL.**



Put these two sellers on display to-day

Their delicious goodness will appeal to all.

E.P. Fruit Sauce

—the only Canadian-made Fruit Sauce on the market. A particularly good line to push during the hot weather. Repeats are certain.

The same applies to

H.G. Sauce (Worcestershire)

Both these lines have taken the place of imported products and offer the consumer such value as guarantees unstinted satisfaction.

*Sold on the Contract Selling Plan. Stock up now
and watch them sell.*

The Canada Sauce & Vinegar Co.
519 KING STREET WEST - TORONTO



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



DUST

anywhere about the store hinders the sale of goods to discriminating customers and injures the reputation of the dealer.

STANDARD Floor Dressing

keeps the store and its contents presentable, and thus helps to hold the trade.

Tests have proved that it lays permanently over 90% of atmospheric dust.

A single gallon takes care of 500 to 700 square feet of space, and lasts for months.

It keeps the floor smoother, the fixtures brighter, the goods neater.

The Imperial Floor Oiler gives best results, assuring even distribution and preventing waste. A floor sprayer may be used, however.

Supplied in one and four-gallon cans, barrels and half-barrels.

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

The New Breakfast Food



**Dutch
Tea
Rusks**

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

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

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada



**A Wash Day Favorite in
the Canadian Home**

Profit by the growing popularity of Wonderful Soap—the Canadian-made cleanser that doesn't injure the most delicate fabric.

Sales are always steady, and the profits are worth securing. Get up a display to-day.

Crystal Soap Chips always a live seller.

Guelph Soap Co.
Guelph, Ont.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax
St. John
Quebec
Ottawa
Winnipeg
Edmonton
Lethbridge
Calgary
Fernie, B.C.
Moose Jaw
Saskatoon
Vancouver
Victoria

John Tobin & Co.
Baird & Peters.
J. B. Renaud & Co.
Provost & Allard.
The Codville Co., Ltd.
The A. Macdonald Co.
The A. Macdonald Co.
Simington Co., Ltd.
Western Canada Wholesale Co.
The Codville Co., Ltd.
The Codville Co., Ltd.
Kelly, Douglas & Co.
Kelly, Douglas & Co.

There's room in your store

for two proven quick-selling profit-makers like

**Royal Salad
Dressing
and Royal
Mayonnaise**

They're both "repeaters"—the kind of stock that keeps your cash register ringing merrily all day and every day.

Try them and see if our statements aren't true.



Horton-Cato Mfg. Co.
WINDSOR, ONTARIO

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

Krumbles



Whole Wheat. More Nutritious than Bread

KRUMBLES is the first wheat food that gives you all the delicious flavor of the wheat—a sweetness that grows richer and richer the more you chew it.

KRUMBLES is the whole of the wheat with all of the protein, the phosphates, the mineral salts and bran—the things the doctors say all growing children need.

One Cent a Dish for Krumbles



TO THE GROCER: The "Economy" copy for Krumbles, the all-wheat, ready-to-eat food now appearing in the leading newspapers, will create an increased demand, for which you should be prepared. Krumbles is a "real" economy food—it has more food value than the same money's worth of the choicest meat. There is no waste. Krumbles is made in our factory in Toronto.

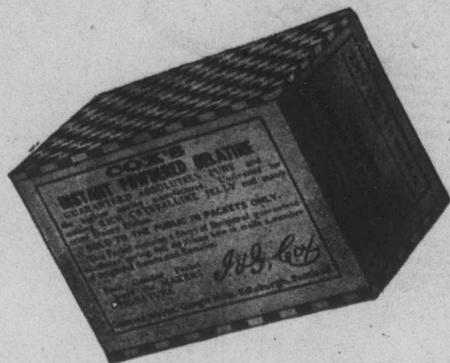
TRADE SUPPLIED BY

W. K. KELLOGG CEREAL COMPANY

McKinnon Building, TORONTO

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

A delicious, easily prepared summer dessert for every customer



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

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

COX'S

British Made

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

Women are familiar with Klim in liquid form

because Klim is the solids of pure pasteurized and separated milk reduced to powder. When dissolved in water, Klim becomes the liquid milk every woman uses in cooking.

Klim is a convenient and economical way of keeping fresh milk for cooking always on hand because it remains sweet, pure and fresh until the last atom is used.

Klim is packed in sanitary tins. Ask your wholesale grocer for the household size.

Canadian Milk Products, Limited
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Edmonton
Regina Saskatoon and
Kirkland & Rose
Vancouver

Merchants Baler

MADE IN CANADA

No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x26x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.
Manufacturers
60 Front St. West, - Toronto

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa and Chocolate

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

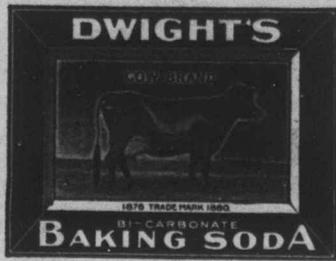
Registered Trade-Mark

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

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



Cow Brand Baking Soda

Quality is the all-important factor that has made this delicious Baking Soda a general favorite with every discriminating housewife.

The Service it gives her confirms her in the belief that Cow Brand Baking Soda has no superior. Are you selling it?

Church & Dwight, Limited
Manufacturers - - MONTREAL

A 10c. tin for 5c. And the best Cleanser on the market too.

BABBITTS is a line that every grocer should keep well to the front. Active selling and big profits invariably follow a Babbitt display.

Good housewives everywhere know this to be a Cleanser that is entirely unequalled for all-round satisfaction.

Premiums for Trade-Marks.



WM. H. DUNN Limited

General Representatives for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents



A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.



Like Rolling Down Hill

The more widely any product is distributed—the greater the number of dealers who handle it—the easier it is to sell. Every month makes

CHAMBERLAIN'S REMEDIES

a better selling line, because the number of dealers handling them increases. This not only gives us a larger output, but makes selling easier for each dealer. Send for free advertising matter and get your share of the profits.

Chamberlain Medicine Co., Ltd.
TORONTO, ONT.

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



100% Pure



E. D. Smith's New Pack Red Raspberry Jam

Send in your order now for New Season's Pack E.D.S. Red Raspberry Jam in attractively labelled packages.

With E.D.S. Brand you can be sure of the maximum sales. It is guaranteed 100% pure, and will satisfy your very best trade.

ORDER AT ONCE.

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

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

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

No chance in this

Red Rose Tea is tested at the gardens, again by our Eastern Red Rose shippers, then at the Red Rose warehouse upon its arrival before blending; after that an experimental blend is tested, and the final or actual blend is also tested before being packed.

Nothing is left to chance.

That is why that "Rich, full flavor" is always present in Red Rose Tea.

Why take chances with cheaper teas?

T. H. Estabrooks Company, Ltd.

St. John Toronto Winnipeg Calgary

Help the housewife to reduce expenses



Show her how by using the stone jar here illustrated she can stow away ample supplies of Butter, Eggs, Fruits and Vegetables, and thus avoid Winter's big prices.

And you'll make a good profit on every jar you sell. Note prices:

8 gallon.....	}	at 15c per gal.
10 gallon.....		
13 gallon.....		
15 gallon.....	}	at 18c per gal.
20 gallon.....		
25 gallon.....		
30 gallon.....	}	at 20c per gal.
35 gallon.....		
40 gallon.....		
50 gallon.....	}	at 24c per gal.
75 to 800 gallon sizes made to order only.		

The Toronto Pottery Co., Ltd.

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



The Rich Can Buy Nothing Better

The poorest customer you have can afford to eat Shredded Wheat for his breakfast, but the wealthiest cannot start his day with anything better. While it costs only five or six cents for a breakfast of

Shredded Wheat

with milk and a little fruit, such a combination makes a perfectly balanced meal that contains all the nourishment the human body requires. Always the same price, always the same high quality, always the same fair profit.

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

"Made in Canada"

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ont.

Toronto Office: 49 Wellington Street East 910.

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



Every sale of Keen's is a forerunner of others and the profit margin is big enough to make a daily display worth while.

The best grocers in the country find Keen's a great customer-getter. So will you.

Remember, the makers guarantee the quality.

Magor, Son and Company, Limited

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

AGENTS FOR THE DOMINION OF CANADA

Niagara Grape Juice

Red and White

Trade Prices

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

DROP SHIPMENTS

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

NIAGARA FALLS WINE COMPANY

T. G. BRIGHT & COMPANY, LIMITED, Proprietors

NIAGARA FALLS

Established 1874

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, JULY 27, 1917

No. 30

Keeping Accounts on a Safe Basis

A Western Merchant Keeps Accounts Within Reason by the Method of a Cash and Credit Price. Charging 15 Per Cent. Interest on Delayed Accounts—Some Description of the Store and Methods of J. E. Le Dain, Boissevain, Man.

IT is to the West that we have to look mainly for a solution of the many difficult problems connected with credits. Merchants in that section of the country seem to have been brought more closely face to face with the evils of extended credits than have the merchants of the East. This is due probably to the extent and conditions of the farmers' trade.

Fortunately the Western merchant is attacking that problem with promptness and wisdom, and the wisest and simplest measure that has been devised to meet this condition, in the differentiation between a cash and credit price.

E. J. Le Dain, of Boissevain, Manitoba, has adopted this policy and has found it entirely satisfactory. Mr. Le Dain does a mainly cash business, but he does not tie himself down to a hard and fast basis of cash, as we have come to know

it, but he does demand cash within thirty days. There are many reasons that can be advanced why limited credits are an advantage, there is no single reason known that can favor an extension of credits over long periods.

A Cash and Credit Price

Of course the matter of enforcing such a cash system is one of some moment. Mr. Le Dain, as has been stated, does a practically cash basis, but he does give some credit; he estimates this at about \$700 per month, of 30-day accounts.

When an account has run for sixty days it is penalized by adding 15 per cent. to the account. This is the difference between the cash and the credit price. To make the campaign for cash or brief credits effective, there must be some advantage to the customer in paying cash. That

has been the great flaw in most of such attempts. The credit customer got the same or better treatment, both in service and price as the cash customer. The two grade price such as is adopted by Mr. Le Dain, is the only effective way of encouraging better business conditions.

Increase of 15 Per Cent. Collectable

After an account has extended 60 days there is added to that account 15 per cent. This is an accepted fact, and this store has not had a single objection to this action, and the account plus interest has been paid without complaint. This may be partially accounted for by the fact that this is an accepted principle of the store and is known as such. Glass framed show cards in the store draw the attention of the customers to the fact. These cards read: NOTICE—We ADD 15 PER



The Grocery Department of the J. E. LeDain store. Note the glass-topped counters, an effective display method.



The China and Crockery Department of the J. E. LeDain Store, Boissevain, Man.

CENT. TO ALL ACCOUNTS NOT SETTLED IN 60 DAYS." "No sane person," says Mr. LeDain can expect to get credit at cash prices," and his experience has proved to his satisfaction that they do not, and that where credit, for one reason or another is required they are ready and willing to pay for the accommodation. This is putting the matter of accounts on a safe and sane basis.

An Attractive Store

The store of Mr. LeDain is somewhat of a general nature, though it lacks some of the departments that are generally associated with that name. It is more a specialized store than a general store. It features in all three departments, groceries, china and crockery, and boots and shoes. The store is a large roomy building, as the accompanying photographs would suggest—fifty-four feet in depth with ample width. Behind the store there is a warehouse in which surplus stock is stored; this adds another 25 feet to the storage space, while a shed at the rear gives another sixty feet available for goods of a non-perishable nature.

The Sample Display Idea

The right hand side of the store is devoted exclusively to the grocery department. The first five shelves are used as sample cases, a rather novel idea of Mr. LeDain's. Here there is displayed samples of all the displayable goods in this department. The same plan is adopted with the glass, china and crockery department, across the store.

The counter which runs down the whole of the side has a plate glass top this gives opportunity for further display. Here are arranged such goods as candy, fruits, biscuits, fine china and

glassware, stationery and pipes and tobacco.

Value of Trade Paper

Mr. LeDain has been a constant reader of trade papers and has found them of benefit, and he writes kindly of the aid they have been to him. He says, in part: "I have followed your CANADIAN GROCER fairly closely for the past two years. There were times when I thought I had overbought, but it has always turned out that I bought at the right time and saved money. Just now I have one ton and several hundred pounds of black tea, bought right, and I am making good on it."

On the opposite side of the store to the grocery department is the department of china, crockery and glassware, another fruitful source of business to the store, while behind that again is the shoe department.

Mr. LeDain finds business generally fairly good; there is a somewhat noticeable decline in the sale of luxuries, but that is made up for by the increased sale in staple lines. It is Mr. LeDain's belief that he could double his present business by giving extended credits, but, as he says himself, that would mean a lot of worry and probable loss, and as it is now, he can close up shop and forget all about it till next day, which, after all, is an argument. Moreover, he knows something of conditions, not only the conditions of his own little locality, but of the whole country, having been on the road for thirty-three years, and has had ample opportunity to see the difficulties and disasters that follow on the trail of unwise credit.

Handling Eggs for Cash

Mr. LeDain does a nice business in handling eggs. He does it in this way—

purchases out and out the thirty-dozen crates that are used, and this case is sold with the eggs. This is the non-returnable egg case system that has been found one of the most effective means of improving the quality of eggs by protecting them against the contaminations that are to be found in most old or returnable egg cases. These eggs are bought for cash and sold for cash, and so live up to the general policy laid down in the business.

There are many points in the story of this store that might well prove of value to other merchants who are meeting the same conditions. It might be added, that from a statement of business and liabilities that Mr. LeDain has provided us, it is evident that he has met these difficult conditions successfully.



REMOVE DUTY ON FOOD FROM U.S.

The special attention of the Government is to be called to the request of the Canadian Food Controller in connection with plans for greater economy on food supply. Sir James Lougheed promised to call the attention of the Government to the suggestions that Canadians should eat a third less wheat, beef and bacon, so that a greater quantity of these articles would be available for export, and that more food of a perishable nature should be consumed in Canada to save the beef, bacon and wheat. The suggestion was also made that the Government would make it easier for the people if it removed the duty or tax on foodstuffs entering this country from the United States, and that the Government could charge to the feeding of troops at the front any loss of revenue that would result from the removal of duty on food entering Canada.

Eatons Adopt New System

T. Eaton Co., Ltd., of Toronto Adopt System for Handling Out-of-Town Trade—Better Delivery and Advertising Facilities Offered.

DESPITE the success which has attended the system of mail order throughout the outlying districts, the recent action of the large Toronto store of the T. Eaton Company, Ltd., Toronto in inaugurating a new system for the handling of out-of-town trade, is evidence of how the large city firm is aggressively going after this class of business.

In the past, the mail order catalog has been an unwelcome visitor to the communities surrounding the city of Toronto and with high hopes of securing still further trade from such centres, the T. Eaton Company have adapted a new plan, the outstanding features of which are, more rapid delivery, better advertising facilities, and the advantage of "personal contact," and overcoming the disadvantages of mail order.

Plan Adopted in Three Ontario Towns

The plan which was introduced in Brampton, Ont., just five weeks ago, following its working out in the towns of Aurora and Newmarket, consists of the appointment of a local man to operate a motor truck supplied by the T. Eaton Company, and to deliver their parcels at a certain rate per parcel. In Brampton an office has been opened and a girl is employed to take orders and payment. It is also her duty to telephone in the orders to the Toronto store after which the parcels for the town are all collected in one shipment and forwarded by express. On reaching the town representative, the parcels are placed in the truck and delivered. In this manner, orders placed in the morning are delivered the same afternoon, and orders placed in the afternoon are delivered the following morning. Delivery is restricted to the town itself, so that farmers in the outlying districts have to call for their parcels at the local office. Under the mail order system, parcels at first were delivered on the rural routes, but the abolishment of this practice some time ago made it necessary for some new plan to be adopted, hence the new departure as outlined, though the inconvenience of having to call in town for parcels has still to be contended. Such inconvenience has been minimized to a great extent by the practice of farmers coming to town for the day, to place their orders early and return with their parcels on leaving town the same afternoon or evening.

New System Has Many Advantages

The advantages of this system are quite apparent, for it offers delivery facilities almost equal to those offered by the town merchants themselves, and the advertising effect of having an Eaton man call in an Eaton truck is of untold value.

In the case of Brampton, the local express agent Mr. Lowry is acting for the T. Eaton Company, and is kept busy delivering parcels which represent a weekly business approximating in value \$2000 according to the estimate of local residents. No extra charge is added to purchases for the express charges, for the parcels are sent in large trunks on which such charges are reduced to a minimum, and, in addition, it must be taken into account that a large weekly postage bill under the mail order system is hereby eliminated.

Hotel As Sample House

There have been unending rumors about plans for further development in the case of Brampton, but nothing definite has been done as yet, and no confirmation is forthcoming. The Queen's Hotel in the town has been for sale for some time, though it is at present rented, and at the time when the T. Eaton Company inaugurated the plan outlined there were rumors that the hotel property was to be purchased and turned into a sample house where prospective purchasers could examine the actual goods before placing their orders. This rumor was started as result of some enquiries about the property, though similar rumors were connected with other Toronto firms as well. The owners of the property deny the sale of the hotel and very non-committal have been the replies of the T. Eaton Company to enquiries of local real estate agents concerning the property.

It is possible that the introduction of the new plan may be followed by still further developments, and the opening of such a sample house might be considered as a logical procedure, but as yet there is no confirmation of the matter. At the present time the T. Eaton Company representative is located in his own office in the Canadian Express building. No extensive equipment is required for the work done, and herein lies one of the chief factors which is considered unfair by the town merchants. The town business tax of 20 per cent. it is claimed is levied on the premises occupied, and it is, therefore, apparent that the retail merchants are paying a great deal higher tax while not securing a fraction of the business of the T. Eaton Company.

Business Not Much Affected

To date the town merchants generally report that the new plan has affected them little more than under the mail order system, but the possibilities involved in the plan are unlimited.

T. Eaton Co. is "Mum"

Seeking confirmation of the new delivery plan and its relation to the rumor-

ed purchase of the Queen's Hotel at Brampton, a representative of CANADIAN GROCER interviewed Second Vice-President Magee of the T. Eaton Company, and while nothing definite was forthcoming concerning the matter, the elusive replies and failure to deny the matter were evidence that the giving of information along this line was not relished by the Eaton authority who preferred to keep safely in the dark anything which has been done in the matter.

GOVERNMENTAL CONTROL OF EXPORTS IN UNITED STATES AFTER JULY 15

Governmental control of exports essential as war-time commodities will become effective in the United States on July 15 under the provisions of the proclamation issued by President Wilson within the past few days. The essential commodities placed under restriction, and which may not be taken from the country after the date set except under license, are widely varied, and in their scope are indication of the drastic action necessary to prevent the draining of America. It is evident that President Wilson is determined to see that no more foodstuffs from the United States leak into Germany through contiguous neutral nations, and confirmation of this stand is contained in his statement that "it is the duty of the Government to see that Germany does not receive succor."

The President emphasizes the need of ameliorating food conditions in America, and in connection with his action it is reported that practically a complete embargo on wheat may be established, to remain in effect until the allies of America form their Central Purchasing Board. This body will apportion to each country amounts essential to their needs, and these amounts will be purchased for them probably through the food administrator. This step is designed to stabilize the market by ending competitive buying, and it is probable that it will later be extended to other grains and commodities. It is expected efforts will be made to have the allies move the surplus of wheat now held in Canada when this embargo becomes operative.

AMERICAN TEA HOUSES, MAKE LARGE PROFITS

The Great Atlantic and Pacific Tea Company report an increase in business of 76 per cent. over the former half year's business. The reported sales from Jan. 1 to June 30, amounted to \$38,049,712 as against \$21,607,773 for a similar period of the previous year.

Another company that is showing large increases is the Jones Brothers Tea Co. This company reports that the sales of the Grand Union Tea Company and Globe Grocery Stores operated by them amounted in June, to \$1,021,773 compared with \$810,777 for June 1916, a gain of 26 per cent. Sales for the first six months of the year totalled \$5,566,044 as compared with \$4,636,523 for a corresponding period of the previous year, a gain of 29.95

Eight Thousand at Winnipeg Picnic

Western Dealers Have Great Time at Grand Beach—Required Nine Trains of Thirteen Coaches Each to Carry Them There.

THERE are very few people living to-day who went to the first Winnipeg Caterers' Picnic. Thirty years in Winnipeg is a long time. There are over eight thousand people can say they went to the thirty-first picnic, which was held on Wednesday, July 18.

The C. N. R. required seven trains, and two "moonlights," to get them all to Grand Beach. Six thousand four hundred adult tickets were sold. The rest were children. There was an extra child to bring back; for one of the picnickers gave birth to a girl baby after she had been in for a paddle.

The long trains, thirteen coaches apiece, started moving towards Lake Winnipeg shortly after eight a.m. The grocers took advantage of the holiday for a sleep-in, for the 10 o'clock train carried more retailers than any of the other six.

John O'Hare, sensible man, stood at the Winnipeg station entrance crying "Get your tickets on the train." This did away with any confusion around the entrance. Jack Treleaven, of Treleaven & Campbell, director of transportation, was on the platform wearing a white peak cap, and looking like the captain of a ship. He had a wet time (for it was over 90 degrees in the shade), but his work was perfect.

Mixed bathing is allowed at Grand Beach, and the bathers, when they hear the engine whistle, start off to meet the train. All the grocers seemed pleased at this new C. N. R. resort, and said they would go again.

Storm Comes On

Soon after the noon train, the man with the fog horn started running up and down the course where the sports were to be pulled off. The races were on.



J. CONGALTON,
President

The ladies were there in thousands. Hardly had the fun commenced when a storm came on, and helter-skelter went everybody. About five hundred people

were seen under an elm tree, and as many more rolled under the plank sidewalk.

It passed off, and there was no more rain for the rest of the day. It would be hard to describe every event in detail. The Royal Crown race for married women brought many contestants forward. The prizes were very valuable. Nearly a hundred entered. The call went out for the ten best-looking to run first. The whole hundred got into line.

It was funny to hear the talk, one woman whispered something into the starter's ear, and he replied, "Well, she's probably thinking of getting married." There was a youngish woman in the front, and someone was heard to say she was only sixteen, to which she replied with considerable heat. As each race started you could hear the kids shouting "go on Mother," and then after the race, "Mother won."

Not Her Husband

The wheel-barrow race was excruciatingly funny. Jack Young (of Blackwood's Ltd.) fell, but fortunately kept his handles down, as shown in an accompanying picture.

It was particularly pleasing to notice that the leading city grocers evinced the greatest enthusiasm, taking part in the events, and assuming the heavy responsibilities of executives. Jack Treleaven, after working like a Trojan for weeks on Transportation, entered the committee men's race, and won it in splendid style, receiving a gold-mounted walking stick. He was heard to remark that he had not run in a race for four years. He honored the CANADIAN GROCER by posing for his picture immediately after the presentation.



Some views of the Winnipeg Retail Grocers' picnic at Grand Beach. On the left are shown Geo. D. Sinclair, John Cheyne and other prominent men at the picnic. The picture above shows the arrival of the 10:30 train bringing many Winnipeg grocers to Grand Beach. On the right are shown in order from left to right: J. A. Campbell, W. P. Riley, President of A. Macdonald Company, and S. M. Sreaton, sales manager of Mason & Hickey.

There was a long competitive programme, which was carried out during the afternoon, including racing for old and young, fat and thin, short and tall, 200 pounders and 100 pounders, employees and employers, travellers and carters, wheelbarrow races, and boot and shoe races, etc., competitions for the fattest babies and the best-looking babies, dancing competitions, etc. The first prize-winner for the open waltz was Mrs. H. A. Brewer, and for the open two-step Mrs. Payne and J. Herbery.

The following is a full list of prize winners:

Girls race, 4 years and under—1st, Annie Goldie, 2nd Violet Brown, 3rd Elsie Flint.

Boys race, 4 years and under—1st W. F. McKay, 2nd Leslie Fox, 3rd B. Hamilton.

Boys race, 6 years and under—1st Dan Stack, 2nd F. Tingling, 3rd J. Donaghy.

Boys race, 10 years and under—1st C. Brooks, 2nd C. Jubis, 3rd M. Burdett.

Boys race, 16 years and under—1st R. Herget, 2nd Ross Medcalfe, 3rd C. Warren.

Girls race, 6 years and under—1st Pearl Warren, 2nd Doris Ashton, 3rd Katie Williams.

Girls race, 10 years and under—1st, E. Couborne, 2nd Vera Parkinson, 3rd R. Thoye.

Girls race, 15 years and under—1st Alice Dubois, 2nd G. Knight, 3rd L. Low.

Single ladies race, over 16 years—1st M. Letters, 2nd M. Robertson, 3rd D. Marshall.

Royal Crown Soap race, married ladies only—1st Mrs. C. B. Cohoe, 2nd Mrs. Stack, 3rd Mrs. Garling, 4th Mrs. Collins, 5th Mrs. Jones, 6th Mrs. McKeone.

Open amateurs, 100 yards—1st Army Howard, 2nd C. Brown, 3rd C. Wallie.

Middle aged men, 45 to 55 years—1st T. A. Brown, 2nd E. Smith, 3rd W. P. Murphy.

Old men's race, over 55—1st Ben Holman, 2nd J. R. Gowler, 3rd A. Raynor.

Fat woman's race, over 200 lbs.—1st Mrs. Berry, 2nd Mrs. Martin, 3rd Mrs. Walters.

Ladies egg and spoon race—1st Miss Smith, 2nd Mrs. Stack, 3rd Mrs. Speird.

Fat man's race, over 200 lbs.—1st H. McDonald, 2nd F. J. Foster, 3rd W. Smith.

Employers—1st F. Marples, 2nd L. Thompson, 3rd Percy White.

Retail caterers inside employes—1st T. McKeone, 2nd A. Adleman, 3rd H. Ritchie.

Retail caterers drivers' race—1st A. Jenkins, 2nd J. D. Batigili, 3rd V. Benger.

Travellers race (wholesale)—1st I. Polensky, 2nd G. T. Stokes, 3rd Sam Penwarden.

Wholesale caterers inside employes—1st J. W. Simpson, 2nd S. Corbett, 3rd H. E. Ryan.

Wholesale caterers drivers—1st A. Howard, 2nd F. Cook, 3rd J. Martin.

Retail grocers, employers—1st C. Thompson, 2nd Percy White, 3rd D. Ritchie, 4th C. H. Myers.

Wheelbarrow race, lady to drive gent—1st Miss Richards and W. Singer, 2nd Mrs. Collins and A. C. Carleton.

Sack race, 50 yards—1st S. Corbett, 2nd T. McKeone, 3rd H. E. Ryan. Special prize J. Martin.

Ladies boot and shoe race—1st Mrs. Cameron, 2nd Miss N. Garwood, 3rd Miss R. Garwood.

Boys boot and shoe race—1st Tom Turner, 2nd E. Tinling, 3rd T. Parker.

Caterers inside lady employes—1st Miss Letters, 2nd Miss Robinson, 3rd Miss Hill.

Married ladies race—1st Mrs. Cahoe, 2nd Mrs. T. McKeone, 3rd Mrs. Gibson.

Committee men's race—1st J. Treleaven, 2nd C. H. Myers, 3rd J. Martin, 4th J. M. Lennan.

Married ladies' consolation—1st Mrs. Halsall, 2nd Mrs. Murison, 3rd Mrs. Hutchins, 4th Mrs. McAndrew.

Special Hudson's Bay wholesale (Retail

Grocers' consolation)—1st T. Holton, 2nd J. Ritchie, 3rd J. Stoble.

Best looking baby under 18 months—1st Mable Williamson Brewster.

Fattest baby, under 18 months—1st Victor Kemmel Dutton.

Best lady and gentleman waltzers—Mr. and Mrs. H. A. Brewer.

Best couple of two-step dancers—Mrs. F. W. Payne and J. Herbert.

Best lady and gent waltzers (open to caterers only)—Mr. and Mrs. McFarquhar.

Best couple of two-step dancers (caterers only)—Mrs. Carter and Bert McAvoy.

PICNICKETTES

John Irving was on the grounds picking out the Quakers. He had a Quaker flour race.

Percy White won the second prize in

the employer's race, and sure was in fine running trim.

T. White of the H. L. Perry Co. is like his name, white, and was right on the job assisting everybody.

The committee was very pleased to see Tim, late of the Advertising Committee, shaking hands before leaving for Saskatoon.

John O'Hare sent a wireless. Everybody thought he was dead, but he was the liveliest of the bunch.

Archie White never misses a Caterer's picnic. He was seen throwing pebbles on the lake to see how big ripples he could make.



Some interesting scenes at the Grand Beach picnic of the Winnipeg Retail Grocers. Top picture shows Jack Treleaven, of Treleaven & Campbell, after winning the Committee Men's race, posing for Canadian Grocer. Centre picture shows Jack Young, of Blackwoods, Ltd., coming to grief in a wheelbarrow race. The lower picture shows some well-known Winnipeg dealers in the Retail Grocers' Employers' race.

Turnover, Margins, Systems

Comments and Suggestions Mostly From One Keenly Observant Merchant—Suggestive Ideas That should Prove Helpful.

By Henry Johnson, Jr.

JOHN LEWIS, a Nova Scotian, is one of my most helpful correspondents. This because he is thoughtful and observant enough to select from my stuff whatever he can use in his business; and tolerant enough to realize that the rest may be good for merchants whose location and environment differ from his own. Likewise, he takes time to analyze things carefully from various angles; hence what he writes is always worth while.

For instance, his location is a summer resort. Plenty of trade in summer to keep him and his organization hustling. Little trade in winter, so then he puts his store and stock in order; studies what has happened during the previous season of activity to profit by what that study will reveal to him. Naturally, being far removed from central markets, his turnover in some lines is slow; and he feels that such lines must be carried even if they turn but once a year—in which he is right. But at the same time, he is ready to learn of ways and means to speed up even these lines.

So now I am going to pass along considerable excerpts from his recent letters, and comment here and there, though as a matter of fact, he furnishes the better part of the comment as he writes.

A Useful Postal Card Form

Speaking of my counsel that merchants buy from hand-to-mouth of goods which tend to move slowly, especially in these times of high costs, he writes on one of the cards as follows:

"This is the plan I have been trying to follow rather than the hand-to-mouth plan. Of course, I have stationery and household utensils, with very little that is perishable, but I think it pays me as a rule to buy futures in groceries, and get rid of the care when busy."

And the "plan" is indicated by the printed form on back of card, as follows: "Dear Sirs,—We thank you heartily for the information concerning your goods. It is filed and will be carefully considered. Our town is largely a summer home for people from the West. In winter we study, in the spring we buy, in the summer we sell, in the fall we simply fill in the gaps.

"Before buying we may send for samples of the goods we can use. For us samples without a salesman are better and cheaper than a salesman without samples. Few of us like 'to buy a pig in a poke.'

"Yours gratefully,

"JOHN LEWIS."

That card is worth studying. For it operates in many useful ways. It saves Lewis' time, in that he says what he wants said by the simple act of writing in the date and addressing. Anything

special he can insert in the usual space on the address side.

It tells the whole story in most concentrated, straightforward fashion, so that the reader gets the situation at a glance, can understand the reasons why Lewis does things his way, and altogether promotes clear understanding.

And fully as important as the foregoing, hereby, Lewis always is courteous. He gives way to no fits and starts of temper, does not permit "how he feels" that day to convey an unfortunate impression; but is always cheery, informative and reasonable.

I think this card a model form. Seems to me it must operate very effectively to offset the fact that Southern Pines is a little out of the way for some central sources of supply and travel.

Compares Diverse Conditions With Judgment

Referring to some of my recent talks on speedy turnover, Mr. Lewis writes:

"Your business life has been spent in a city surrounded by a number of large cities, having large wholesale houses with almost unlimited stocks. This is a small town at a distance from large cities. There are wholesale houses in the towns surrounding, but the stocks are very limited and uncertain.

I have read everything I have been able to find on fast turnovers, and have a great desire to eliminate altogether the slow-selling articles, but am still buying a large number, especially in the household, utensil and stationery departments in advance, and during the slack months to get them ready to sell during the busy months. Last summer and this I have been doing more of this because of market conditions and transportation difficulties. My reasons:

"1—I have to pay rent, taxes and insurance anyway, and it is an advantage to keep the boys occupied and trained, so there is an increase of efficiency and a saving in wages—the highest item in the expense of doing business—hence more satisfaction.

"2—By buying early, I am more certain to secure the same, tested brands. There is satisfaction and saving in this, for it costs time, money and strength, and possibly customers, to introduce a new brand of goods instead of the old reliable. I don't want to be forced to try new goods in large quantities.

"3—It is difficult to get clerks to use the 'want book.' This ties the proprietor to ordering during the busy season if he buys from hand-to-mouth. If he has the large part of his stock ready to hand out, he can devote himself to the more perishable articles, his books and his customers without becoming weary and irritable during the busy season. His health is not

as apt to suffer from confusion and worry.

"4—This minimizes the danger of having to say: 'Yes, we keep it, but we are out of it just now'—one of the worst trade-killers in existence.

"5—Keeping fast sellers only and sending customers elsewhere for the slow sellers is also one of the surest ways to send them elsewhere for everything.

"6—By keeping goods in advance, the merchant ought to buy them for less, and generally does, for the wholesaler is relieved of risk and expense. It is possible to buy some things with a guaranty against a lower price by that firm.

"7—More probability of receiving fresh stock on arrival.

"I can buy a great many articles most of the season from a town only four miles away, and can use the 'phone. When the salesman comes he generally knows whether he has the article in stock, but if he is not here, my safest way is to send to Halifax or Montreal. Even then I have to wait two weeks when the article is in stock. So a great deal of my grocery stock comes in drop shipments from the manufacturer or in futures in the spring or early summer.

"Household utensils come during the winter, not only from wholesalers in St. John, Halifax, and Montreal, and other places, but from manufacturers from the length and breadth of the country.

"When there are few customers I deem it wise to keep busy with these goods that do not deteriorate very fast.

"Then, too, I am keeping the money busy throughout the year instead of during the winter only.

"'Circumstances alter cases,' they say. 'Yours with best wishes.

"JOHN LEWIS."

Almost An Excellent Analysis of Conditions

That, it seems to me, is a splendid analysis of Lewis' own business.

If more of us did likewise, more of us would be in shape to retire after a lifetime of activity, and would be masters of our destiny while at work.

Almost every word of that is sound sense. For, of course, there are considerations which offset—to some considerable extent—the consideration of rapid turnover. The training of the help in slack times, the tested brands running along like institutions, the saving of strength and nerve force to the boss—how many of us give sufficient consideration to this last vital point?

The want-book complaint is an old one and general. This trouble runs in every store, and ways to correct it always are mere palliatives. We can only keep at it

(Continued on page 43.)

Toronto Grocers' Picnic Great Success

Proceeds of the Picnic, go to Canadian Red Cross—Some Incidents of a Happy and Memorable Day.

THE Thirty First Annual Picnic of the Toronto grocers will stand out at least until next year's picnic, as one of the most successful that has ever been held.

Nature that has been sprinkling rain around daily for many weeks past evidently felt kindly disposed toward the hard working grocer for not a drop of rain fell during the day.

By far the majority of the picnickers managed to bestir themselves betimes, and a little after seven a.m., there was a continuous stream of grocers and their friends pouring down through the gates. There at the corner of Yonge and Front Streets was D. K. Clark, a sizable wad of bills in one hand and a bunch of tickets in the other waving his arms, and calling his wares as energetically, and apparently as much at home as though he belonged to the Newsboys Union. W. C. Miller was also there making desperate leaps at moving cars in his efforts to forestall the sales of other canvassers. Neil Carmichael and D. McLean with several compatriots scouted well up Yonge Street, and at least let everyone know, that the grocers were up to something, while Donald Nickolson scouted behind this first line and pounced on any individual who had managed to worm

him. They were all there, or least so nearly all, that there was no use figuring the balance. This is made pretty evident by the tidy sum of which was the result of the energetic handling of the Picnic Committee. This amount goes as a gift from the Toronto grocers to the Canadian Red Cross.

The Cayuga pulled out from the dock in an atmosphere closely resembling Scotch broth. The far sighted ones who had brought an umbrella commended themselves for their caution, and generally spent the remainder of the day cursing the thing. Anyway, the mist put no damper on the proceedings that started a few minutes after the boat left the dock.

Miller and a Megaphone

W. C. Miller was the official announcer. His official badge was a megaphone through which he harangued his trusty followers. Somebody remarked sadly

Games on the Boat

There was a spirited contest for a Fifty Dollar Scale presented by the manufacturers. The contestants stood back some twenty feet and did their best to throw marbles into a small barrel placed about six feet from the ground. It seemed a simple trick, which fact spurred the grocers on to a spirited competition, but apparently it was not as easy as it looked for W. J. Parks who actually landed the prize has only three marbles out of five to his credit and at that there were envious ones who hinted that he had been spending many quiet hours practicing. This particular form of competition proved so popular that it was repeated time and again for a variety of prizes. Not the least interesting competition was the one for travellers. There was a goodly gathering of the boys on the boat, and if anyone seemed to enjoy the affair they were apparently the ones. Their session with the marbles was a stirring time.

There was also a contest for retail clerks which was won by Miss Collins 760 Palmerston Ave.

Then there were watermelon eating contests, for young folks of various ages and an enterprising biscuit firm offered



Some pictures of the Toronto Retail Grocers' picnic to Niagara. On the left is shown the American Falls. The lower picture and the picture on the right are groups of the Picnic Committee, though

some friends are intermingled in the latter picture. The upper picture shows W. C. Miller and D. Nicolson in a favorite pose.

his way through without purchasing a grocer's ticket. There was some sort of a boot men's picnic on the same boat, and some of the boot menders were to wedded to their craft to purchase a grocer's ticket, but with these few exceptions everybody had one.

Everybody Was There

Nobody knows just how many grocers actually did turn out. If you happened to think of one from any of the four quarters of the city, a little searching would generally be sufficient to locate

"A few years ago Miller hardly dared to open his mouth, and now listen to him." That's what everybody did, they listened to him and they watched D. K. Clark as he coroveted around like a frisky colt, if such a simile may be pardoned in referring to an Avenue Road grocer. Well between them with the aid of the smiling face of Jerry Burns and other members of the committee, they succeeded in breaking the ice, and got mist so thoroughly broken that it stayed broken throughout the whole trip.

a series of prizes for the youngster consuming the most of their product. The youngsters struggled nobly, but soda biscuits no matter how good they may be do not slip down as readily as watermelon.

Landing at Queenston, a fleet of cars awaited the picnickers and a delightful trip through a delightful country in perfect weather brought the gathering to Victoria Park. The thirsty souls gathered around the milk cans that the grocers had thoughtfully provided, after which

there was a general scattering of fairly parties, who had brought their own fare and sought shady places, while the others with an appetite whetted by several hours on the water, cast their eyes about for places of refreshment. It was a notable fact that many cast their eyes across the river. W. C. Miller with a bevy of young ladies under his charge, proud in the possession of a passport managed to get across with his charges. D. W. Clark, Donald Nicolson, Neil Carmichael and W. J. Parks also essayed to cross. The bridge inspectors were inclined to look askance at this migration, but after a line of argument had been taken up by each in turn, the heart of the guardian of the gates was evidently softened save in one instance. To Donald Nicolson, the guardian was adamant, and no amount of eloquence, though delivered in the most convincing Scotch brogue was of any avail.

The afternoon was spent in whatever way each private inclination led. About five o'clock they began to gather again and soon they were all once more on the boat.

On the trip down to Queenston, one traveller announced his intention of making the speech of his life. He was induced to save it for the journey across

the lake, but from the extracts from it that the fellow passengers heard there was no question that it was a masterly effort. It dealt with Pork, packers, baronetcies, Borden, the Party system, Bob Rogers, the Church, the boys at the front, the war in general, the R.M.A., and a few other kindred topics.

Milliners in the Making

The homeward trip was a repetition of the morning trip with the fun at a still higher pitch. W. C. Miller the faithful squire of dames, relinquished his charges, and once again fell to with the megephone, and once more the fun was on. The feature of the evening was a hat trimming contest in which the men were the milliners and the women the judges. No one would have believed how much millinery talent actually exists among the grocer fraternity.

It blossomed full blown on this occasion. Each contestant had four minutes in which to decorate the rough hat shape supplied, with the trimmings provided for the purpose, after which he was paraded up the line for the critical observation of the company. The winners in this important contest were C. E. Curtis of Montrose Ave., D. W. Clark, F. Robertson, R. Birkett, D. Nicolson.

Then there were more marble throwing contests, and finally a waltz contest that aroused a great deal of interest, and was carried on with some difficulty first by the aid of sweet strains of a mouth organ, and later inside where the dancers were mainly compelled to dance over the enthusiastic audience. There wasn't a break in the merriment from the time the boat left in the morning until it touched the Toronto dock on the home trip.

The picnic was an unqualified success. It would be worth while giving a picnic anyway just to see D. K. Clark enjoy himself.

The committee in charge of the arrangement are to be congratulated on the way the picnic was conducted. There was not a single untoward incident to spoil the pleasure of the day. Unquestionably much of the credit lies with the committees who had the details in hand. They were: Picnic Committee, D. W. Clark, Chairman; Donald Nicolson, Secretary; D. McLean, Treasurer;

Game and Boat Committee, D. W. Clark, Chairman. Messrs. W. J. Parks, Jerry Burns, R. Dowson, David Bell, Neil Carmichael.

Announcer, W. C. Miller.

Beverages By The Case

A Slogan For Better Business—Think in Units of Cases Rather Than Bottles—Make Your Beverage Sales a Feature of Your Business—Look After the Summer Trade.

SOME little while ago the CANADIAN GROCER made some enquiries from the manufacturers of some of the most popular summer beverages with the idea of deciding as to what were considered the most effective means of building up a business in these lines of goods. The result of these enquiries resulted in just one reply. Get over the idea selling the individual bottle and sell them by the case.

Some dealers, said one of the gentlemen interviewed, have the idea that the single bottle is the only unit of sale, and that its no use trying to sell on any other basis. Selling three or a dozen bottles are his limit, and for that reason has sale is limited.

The men who have made a success of handling these lines have done so by starting out with the idea that the case was the natural selling unit. That this was the thing to be striven for. If a person wants ginger ale or grape juice or limejuice or something of that nature, it is certain that the demand is there. But the trouble is that dealers are keeping the demand down by not encouraging the purchase in larger quantities. If the dealer sells only one or two bottles, why that is all that the household is going to drink, or if they wish more they will probably go to the confectioners or drug stores. In any case the business is lost to the grocer.

Now, if on the other hand, the grocer

Buy Them by the Case

*For the unexpected visitors;
For the special occasion;
After a strenuous day
of work or play.*

You will need some bright, sparkling drink, as an appreciation, a celebration, a culmination.

Have these sparkling drinks on hand to lend an added zest to any occasion.

Buy them by the box and you will be on the safe side.

By the case
\$ c

Grape Juice
Ginger Ale
Lemon Sour
Ginger Beer
Cream Soda
Raspberry Vinegar
Sarsaparilla

We have them all in cases.

JOHN BROWN & SONS

encouraged the system of selling by the box, there would, without question, be a very material increase in sales. Some grocers argue that it would only concentrate the sales in one particular period. This may be true of some things, but it is not true of these light drinks. If the grocer sells large quantities of flour at any one time, it may very possibly be at the expense of later business. But with these beverages it is different. There is nothing that encourages a thirst for them like the feeling that there is a good store on the ice. The way to make these goods sell is to get them in the home, and to achieve that and stop talking single bottles and half dozens, and start thinking and talking in terms of the case.

It can't be done. Certainly it can. There are plenty of firms who are actually doing it. Pick out any of the firms who are heavy buyers of any of these goods, and a moment's investigation will prove that they are doing this business because they are going after it with large ideas instead of small. Barrons and Simpsons and Michies of Toronto are doing it, and Walter Paul and Fraser Viger of Montreal, and A. G. Bain and Peebles Hobson of Hamilton, and William Stone of Winnipeg. These to mention only a few, a very few stores. This list might be enlarged to almost any proportions with the names of grocers who are actually making money on this line of goods. Not merely pin money, but actual
(Continued on page 43.)

How to Get and Keep Business

Brief Essays by Western Merchants Describing the Means They Have Found Effective in Meeting Outside Competition—Advertising Service and Quality Generally Considered the Greatest Arguments.

EDITOR'S NOTE.—At the time the Manitoba Retail Merchants' Association was in convention at Winnipeg, Russell Lang and Company, booksellers and stationers of that city, as an incentive to a better understanding of the problems the cities, towns and country places had to meet in facing the competition of the Mail Order House, offered a prize for the ten best papers on the general topic "How We Get and Keep Business in Our Town." We publish herewith two of the essays. The first three prize winners appeared in this paper two weeks ago.

"HOW WE GET AND KEEP BUSINESS IN OUR STORE

Importance of Social Service in Community—Good Service Needed to Hold Trade.

By W. C. Paynter, Tantallon, Sask.

THE subject is well put under the above caption, for you cannot make hare soup until you have first caught your hare. Therefore, our first concern will be how to get business, and get it in such a way, that once people start coming to your town they feel that they are treated so well that they enjoy each buying expedition as a holiday.

I believe that every successful town or business has its basis in social service to the community, and the opportunity falling to the lot of every progressive merchant for social welfare is not surpassed by any other vocation or calling. Not even by the clergy.

In front of our counter we know no party, creed or race. This is the shrine before which all have to bury their differences, and meet on common ground, and through a common language secure the supplies necessary for their existence. The God of this shrine wields a mighty power for good or ill. If he has a heart, his customers go to him for sympathy and advice. Into his ears they pour all their troubles and misfortunes. Tell him about all the bad points of their neighbors. If he has wisdom and keeps his own counsel, he will soon be the knowledge centre of the community, and can use his knowledge, web and woof, to weave a kindlier feeling throughout the district.

He should take part as far as possible in the social and other activities of the community as well as the town. Help his customers to secure the best markets for their products. If there is an opening, help organize a creamery, or a co-operative elevator. Join the Grain Growers' Association if you are asked to do so. Do your part in the Agricultural Society. If you have no town band, organize one; if you have no rural telephones, organize a company and put them in; if your store is too small to display your goods to advantage, enlarge it. Your

trade will come in proportion to the accommodation you provide for it. And when you enlarge your store, don't forget to provide a rest room with wash room and lavatory equipment same as the big city stores. This is social service to the mother that comes shopping, bringing her little ones along with her; to the young ladies who wish to look their best in town after coming long distances over the dusty roads. Social service, which is also a first-class investment. Make your store the week-day social centre of the district. Don't be a slave to your customers altogether, your own family have a claim on you. Unite with other merchants in your town, and close your store early, day 6.30. We keep open till 8 p.m. Wednesday, and 10 p.m. Saturdays, but close other nights at 6.30, and no complaint. In exceptional cases, be ready to oblige a customer, if something is needed at other times and it is convenient to you. Keep your windows clean, and the store bright; change your displays often, and always have nicely written price tickets on every article, and then if your customer will allow you a little time and you have any specials that will interest them, send out a mimeograph letter telling them all about it. You won't be able to do this often, for each one sent out will make your store a busier place.

If you are going to advertise a snap to draw trade, don't take a staple article like Sunlight Soap and say you will sell 7 bars for 25c, as a merchant I know, recently did. He only had two cases to start with, and when these were sold out, there were a lot of dissatisfied customers who were too late for the snap. Such action may draw trade, but will not keep it, for people reason that when he could sell 7 bars for 25c, he was robbing them when he only sold them 5 bars. Or if he was selling it below cost, he was going to watch his chance to get it out of them on something on which they were not posted as to the value. We never take any notice of such competition, for we know by experience that a business run on this principle will not last long. When we advertise a snap, it is something we have bought in large quantities as a snap, and we lay out to reduce our stock of this article about half during the sale.

We do not consider any competition except the mail order house. In order to hold and increase our trade, we must meet their prices. In order to meet their prices, we must buy as cheaply as they do. In order to buy as cheaply as they do, we have to give the manufacturers as large orders as they do. This we cannot do individually, but we do it collectively by consolidating our orders, and paying cash for the goods, thereby securing all quantity discounts.

Our jobbing friends are waking up, and many houses are now helping the merchant to hold his trade at his home town, by giving special prices for quantity buying on some staple article that will make a good ad. by accepting mail orders for dress lengths and blouse lengths assorted in good weaves, so that the country merchant can have a good assortment, no two alike, with the expenditure of very little capital, thus keeping stocks down and helping towards a greater and more frequent turnover. Such actions are appreciated by the town merchant, as he feels that his jobber is back of him and helping him to render a better service to his community.

Gentlemen: I predict that plans as here outlined will not only hold business in our towns, but the time will come, and come soon, when the city stores with their high cost of operation, and their high cost of stores and store sites, will have to look to their laurels or the city people will be taking a run out into the country to buy their supplies, and then the problem will be: "How we get, and keep business in our city.."

BUSINESS HAS UNDERGONE CHANGE.

Mail Order Houses Have Made Big Inroads—Margin or Profit Cut Fine.

By Gordon McKay, Pilot Mound Pharmacy, Pilot Mound, Man.

BUSINESS to-day is entirely different proposition to what it was fifteen or twenty years ago.

Competition has become so keen, the inroads of the mail order houses have become so big. The margin of profit has been cut so fine that a man to make a success must everlastingly study all angles of his business.

The farmer of to-day is a pretty wise guy. He comes from Missouri and he is aided, abetted and coached by the mail order literature. He can read his catalogue backward and can quote you any price in it as well as some that are not in it. To get and keep trade, the first thing to do is to put your own business on a systematized business basis. Do you know what it is costing you to do business? What is your per cent. profit? Do you take your discounts? Do you consistently and persistently advertise? Have you an up-to-date mailing list and do you use it? In short, are you a business man or are you simply a store-keeper? I believe that if the country merchant buys light and buys right, sells his goods on as narrow a margin as is safe and he ought to know what that margin is, if he keeps a proper set of books. That if he lets the public know he has the goods and the prices. That he means business and goes at it in a business-like

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CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, Limited

JOHN BAYNE MACLEAN - - - - - President

H. T. HUNTER - - - - - Vice-President

H. V. TYRRELL - - - - - General Manager

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

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Ponhe, Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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

PUBLISHED EVERY FRIDAY.

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

Vol. XXXI. TORONTO, JULY 27, 1917 No. 30

EDITORIAL BRIEFS

IT LOOKS as though the best Herbert can hope for is to be the leader of the trio.

* * *

GERMANY is still of the mind to make peace provided she can keep the spoils. Who wouldn't be.

* * *

EVIDENTLY being a divinity student isn't all it was cracked up to be a few days ago. It looks as though even a divinity student would be looked upon as just a mere male.

* * *

THE food controller has added two more salaries of \$4,500, to the already lengthening list. There seems a danger of the virtues of the food controller's office being lost in a maze of costly machinery.

* * *

THE Labor men are making a terrible hubbub about the packing companies. Well they may or may not be right. The packers' case has not yet been tried. Why therefore should they be declared guilty. The word of one man has not usually been considered sufficient to condemn.

* * *

HOW quickly celebrities die across the line. Here we have been sitting around for weeks past considering the words of wisdom that fell from the mouth of Herbert Hoover, under the firm conviction that he was the Food Controller. And now the Senate has decided to make the job a trio instead of a solo.

* * *

THE American Department of Agriculture states that the growth in automobiles during the year 1914 and 1916 amounted to the not too modest increase of 1,067,332, an increase of 43 per cent. in one year,

which does not seem to indicate that there is any great degree of hard times among our American cousins. The total number of cars in the United States totals 3,512,096.

ETERNAL VIGILANCE THE PRICE OF SAFETY

THERE are those merchants who rather pride themselves on the fact that they do not fear the future. According to their own belief, conditions are going to remain about as they are at present for several years to come. Possibly, mayhap even probably they are right. World conditions may cause such a demand that food products may continue high for years after the war. There are many grounds for believing that this will be so. But world conditions are abnormal at present, and making judgments on abnormal conditions is a perilous business. They may all be astray. If they are correct the confident merchant is all right. If they aren't, where is he? The answer to this question all depends on how well he has provided, not only for what he considers the probable, but for what actually may be. We say again that only by keeping his house in order, his stocks moderate, his expenses within reason, and his collections up to the minute, is the merchant exercising that vigilance that is beyond question the only price of safety.

ACRES OF DIAMONDS

IF YOU haven't heard, or read Russell Conwell's famous lecture "Acres of Diamonds," you've a treat in store. He has delivered it over 5,000 times—thereby earning upward of \$4,000,000 which he has spent in assisting poor young men and women to get an education—but it is possible you were not among those present on any of these 5,000 occasions.

Well, the lecture commences with a story of a Persian farmer who got a craze for diamonds, and who, acting on advice of his friends, sold his rich farm and went into a far country where he wasted his substance, though not in riotous living. Now, while the former was away seeking the diamonds of his dreams his land came into the possession of another who discovered in it peculiar white stones—

Yes, you guessed right, they were diamonds. Indeed, to get the funds with which to go in search of diamonds, the old Persian farmer had sold the diamond mines of Golconda—richer than any save perhaps Kimberley.

"The old Persian was a fool," some will say.

You, being more charitable, may remark "Tough luck."

But in his lecture Dr. Conwell makes it very plain that the old Persian farmer was not the only one to sell his great opportunity in order to take a flier at the distant hope.

Moreover are we the ones to criticise? Have we worked our fields sufficiently to discover any hidden acres of diamonds.

THE CLERKS' DEPARTMENT

WOOLWORTH---THE SMALL CHANGE MERCHANT PRINCE

The Story of the Building up of the Greatest Retailing Organization in the World.

THERE are few names better known throughout the length and breadth of Canada and the United States than that of Woolworth—the man who has accumulated one of the new world's big fortunes by trading with nickels and dimes, who has made himself the largest retail merchant in the world by catering to needs and wants which the average retailer thinks hardly worth while. Here is the story of the magic career of the five, ten and fifteen cent merchant prince as told by B. C. Forbes in "Leslie's Weekly."

A barefooted American farm lad made up his mind that he would rather work behind a counter than behind the plow. He was so green and gawky and awkward, so palpably a "hayseed" that, try as he might, no merchant would engage him at any wage. But the boy had such determination and doggedness that he agreed to serve for nothing, living meanwhile on his painfully-earned capital of \$50. So complete a failure did he prove at selling goods that in his next job his small pay was reduced instead of increased. But, though he agreed with his boss that he was a misfit as a salesman, he did not give in. He stuck.

To-day he is the largest retail merchant in the world.

Here are some of his last year's sales: 50,000,000 pairs of hosiery, 89,000,000 pounds of candy, 20,000,000 sheets of music, 12,000,000 pounds of salted peanuts, 6,250,000 neckties, 42,000,000 boxes of safety matches, 9,000,000 domestic toys, 21,000,000 sticks of chewing gum, 1,700,000 nursing bottles, 15,000,000 cakes of soap, 5,000,000 phonograph records, 5,000,000 papers of hairpins, 5,500,000 rolls of wax paper—enough to wrap sufficient sandwiches to feed 170,000,000 people; 5,000,000 papers of common pins, 2,250,000 boxes of crochet and embroidery cottons.

Also:

His customers last year exceeded 700,000,000, an average every day of over 2,250,000.

Sales—all over the counter; no orders are filled by mail—last year exceeded \$87,000,000 and are this year running at the rate of \$100,000,000, representing about 1,500,000 distinct and separate transactions.

He owns a store in every town in the United States of 5,000 population or more.

His stores in the United States and Canada aggregated 920 on January 1st, 1917.

He controls 75 stores in Great Britain and plans to establish hundreds throughout Europe.

He employs between 30,000 and 50,000 men and women in his stores.

His organization is capitalized at \$65,000,000—and has a market value of mil-

lions more.

He is the sole owner of the highest building in the world, 792 feet high, for which he paid \$14,000,000 cash out of his own pocket.

Now you know who this is.

"What is your ambition?" I asked Frank W. Woolworth, creator of the 5- and 10-cent store.

"To open a store in every civilized town throughout the world," was the Napoleonic reply.

And when Frank Woolworth sets his heart upon doing a thing he usually does it, no matter how numerous or how enormous the difficulties, how severe the discouragements or how complete initial failures.

Looking Ahead.

"What is your guiding business policy?" I queried.

"I look always ten to fifty years ahead and plan accordingly."

"And your basic principles?" I next asked.

"Give the people such value that they will save money by trading with you; and treat your employes so well that they will give your customers satisfactory service."

"What was your first important discovery in your journey up the hill of success?"

"When I lost my conceit that nobody could do anything as well as I could myself and learned to entrust duties to other people."

"How do you keep in touch with 900 stores and how do you analyze where new stores should be opened?" I asked.

"We maintain our own census all over the United States and Canada. It is kept up to date so that we know continually just which towns are growing, which ones are standing still and which ones are dwindling. Every movement of people is reported to us and we try to diagnose coming developments. For example, when the United States Steel Corporation decided to build at Gary, Ind., we immediately went in, before fifty houses had been erected there, secured the most desirable location and waited for the population to come. To-day we have two very large and very successful stores there. It was easy to foresee what was coming. Then, by bringing together every month representatives from each of the nine districts into which the United States and Canada are divided we keep posted on what is doing throughout the whole territory. We maintain a sort of day-to-day history of the two countries. Organization and co-operation largely explain our success."

"Isn't your purchase of a large site directly opposite the Public Library on Fifth Avenue, New York, in the very heart of the fashionable district, a distinct innovation, an entirely new departure in the development of your business?" I remarked to Mr. Woolworth, touching a subject upon which the news-

papers had been commenting, not to say criticizing, very freely.

"We do things as big as that any day," Mr. Woolworth replied somewhat impatiently. "The trouble is the people in New York don't take a sufficiently broad view. A few years from now Fifth Avenue will be like State Street, Chicago. There are more department stores on State Street and a greater volume of business done there than on Fifth Avenue. Our Fifth Avenue store will be less costly than some of the others. We established a store eight years ago in Chestnut Street, Philadelphia, the most exclusive high-price street in this country; our store is right next to Caldwell & Company, the Tiffany's of Philadelphia, and it has been very profitable. The same thing applies to Washington Street, Boston; Market Street, San Francisco; and Washington Avenue, St. Louis. Many people imagine that only the poorer classes patronize the 5- and 10-cent stores. That was true up to about fifteen years ago, but since then all classes have come to our stores in increasing numbers.

Giving Service.

"The other evening the wife of one of the best-known lawyers in New York told me that she visited our Sixth Avenue store every week and bought things for herself, her children and grandchildren, her purchases last year having totaled over \$600. This is by no means an exceptional case. We can sell cheaper than the department stores because of the tremendous quantities we buy. More and more every year we are taking the complete output of manufacturers of different kinds of goods; by keeping their plants running on full time from beginning to end of the year on one thing, the cost of production is reduced to the minimum, so that there are many articles we can sell at 10 cents which cost 25 cents or more in other stores. Then our overhead charge, when distributed over 900 stores, becomes only a very small percentage."

How He Got There.

How did Frank W. Woolworth get there?

This is the first time Mr. Woolworth has been persuaded to tell in detail his early struggles. He dislikes talking about himself, but was finally induced to relate his early hardships. He portrayed neither hero nor martyr. He simply narrated just what he went through. Biography contains no more typically American experience.

"I did not have to overcome any handicap of inherited wealth," he began. "That usually takes all ambition for achievement out of a young man. I was born on a farm at Rodman, N.Y., but we moved to Great Bend, N.Y., when I was seven years old. We were so poor that I never knew what it was to have an overcoat in that terribly cold climate. I never knew how to skate because I hadn't the money to buy skates. One pair of cowhide boots lasted a year, or rather six months, for the other six months I went barefooted. My parents and theirs, for I don't know how far back, were Methodists, and I was brought up under the strictest discipline.

"The station master at Great Bend kept a two-by-four grocery store in a corner of the freight shed, and I decided

to work for him just to get the experience in selling goods and also selling tickets, making out reports and the other simple office work that had to be done there. I became assistant station master—without pay. That was the nearest I ever got to fulfilling my boyhood ambition of becoming a railroad man and an engineer.

"When I went into the store they told me Mr. Augsburg was at home, sick, but I asked where he lived and made straight for his house. He greeted me with 'Hello, Bub. What do you want—a job?' I was a thin, emaciated blonde in those days, and I was wearing farmer's clothes. He immediately fired such questions at me as: 'Do you drink?' 'Do you smoke?' 'What do you do that's bad?' I told him I went to church every Sunday and didn't live in a locality where they did very bad things. My heart fell when he declared: 'You are too green; you have had no experience.' He added, however, that he would be in the store in the afternoon and that I might go and see Mr. Moore. Mr. Moore proved very discouraging. Finally, they both cross-examined me together. I imagine I was about the greenest fellow who ever came off a farm. They did not try to hide their opinion that I had probably no ability at all.

"What are you going to pay me?" I asked.

"You don't expect any pay, do you?" Mr. Moore flashed at me.

"I don't see how I am going to live without pay," I explained.

"That doesn't interest us," he snapped back. "You should work a whole year for nothing, as a schooling. You have to pay tuition when you go to school. We will not ask you any tuition fee."

"I asked him to wait until I could find out how little I could get board for, and back I came in an hour and told him that I could get a place for \$3.50 a week and that in ten years I had saved \$50—all the capital I had of any kind. I said I was anxious to meet them half-way, and that I would gladly work for nothing for the first three months providing they would pay me \$3.50 for the second three months. Finally they consented, saying, 'We will give you a trial to see if you are any good.' They told me to come the next Monday morning, but I explained that I couldn't get to the store very early as I would ride down with my father, who was to bring in a load of potatoes, and thus save 33 cents railroad fare.

"After struggling to get a heavy load of potatoes through snowbanks, we arrived at Watertown about half past ten. I left my little bag of clothes at my boarding place—there were no such things as dress suit cases in those days—and reported for duty. Mr. Augsburg was the first one I encountered.

"Bub, don't they wear any collars in your neighborhood?" was how he greeted me. I replied, 'No.' 'No neckties either?' I again replied, 'No.' 'Is this old flannel shirt the best you have to wear?' he next asked. 'Yes, sir,' I replied. 'Well, you'd better go out and get a white shirt and a collar and a tie before you begin work.'

"I went and got properly rigged up, and shortly after I got back to the store Mr. Augsburg went to lunch. Nobody told me what to do. I hung around, feeling foolish. Most of the clerks went to dinner—lunch, as we call it nowadays—and in came an old farmer and said to me, 'Young man, I want a spool of thread.' I didn't know where they kept the thread, so I went over to Mr. Moore, who was busy at his desk, and asked him. 'Right in front of your nose, young man,' he snapped without looking up from his writing. I pulled out a drawer directly in front of me and sure enough found it full of spools of thread. 'I want number 40,' said the farmer. I never knew

till that moment that thread had a number. I fumbled all around the drawer looking for number 40, but could not find it. I appealed to Mr. Moore to know if we kept number 40. 'Certainly; right' in the drawer in front of you,' he said quite sharply. I had to tell him, 'I can't find any.' 'Just as I expected,' he snapped as he got down from his desk and showed me the right kind of thread. He immediately returned to his desk.

"How much is it, young man?" asked the farmer. I had to turn once more to Mr. Moore. It was eight cents. The farmer pulled out a ten-cent shinplaster. 'Mr. Moore, where do I get change?' I had to ask. 'Come right up to the desk and make out a ticket,' he ordered me. I picked up one of the blanks and studied it all over to see what I could do with it. But I was stumped. "Mr. Moore, I don't believe I know how to make this out," I had to confess. 'Hand it to me; I will show you,' he replied. Next I had to ask, 'Where do I get my change?' 'There's the cashier right there, can't you see him?' he said impatiently.

"No sooner had the farmer gone out than another came in for a pair of mittens. This time I knew how to make out a check and where to get change.

"But as time passed, never once did I receive one word of sympathy or encouragement from a single soul. The other clerks made my life miserable by constantly poking fun at my ignorance and by always keeping me in the back of the store. Only one treated me with any consideration, a young fellow named Barrett, who later became a wealthy merchant. We remained great friends right up to his death, a little while ago.

"At the end of two and a half years—the name of the firm meanwhile had been changed to Moore & Smith—I was getting only \$6 a week, and when I heard of a vacancy in another store I went to apply. But when I saw how highlody-piggledly everything was I decided to name a high salary, thinking to be turned down. I asked \$10 a week, and was astonished when the proprietor, Mr. Bushnell, said, 'All right, when will you commence?' I took the job, and on this big salary I felt justified in getting married. However, I found this store very distasteful. I tried to make it look attractive and I also dressed the windows, but Mr. Bushnell reprimanded me, and told me to confine myself to selling goods. This was my weakest spot.

"After a couple of months he met me in the basement one day—I had to sleep in the basement with another young fellow, armed with revolvers, to protect the store from burglars. He unceremoniously told me there were boys getting \$6 a week who sold more goods than I, and that he could not continue to pay me \$10 a week. I asked if it would not be a good idea to keep the store in attractive shape and display the goods to the best advantage so as to attract customers. But he replied, 'I don't want you to do anything but sell goods,' and he cut my pay to \$8.

"This was a terrible blow. I was almost tempted to give up. I became terribly depressed. I wrote a pitiful letter to my mother. She sent me in reply the most lovely letter anyone ever penned. She finished up many encouraging assurances with this sentence: 'Some day, my son, you will be a rich man.' Somehow the expression of her faith in me buoyed me up. I kept up the depressing struggle until I was near death's door from sickness. For a year I was at home unable to do a stroke of work. I became convinced that I was not fitted for mercantile life.

"About the time I recovered my strength a man sold me a four-acre farm for \$900. I had no money, but I raised a \$600 mortgage and gave him my note for the other \$300. My wife and I be-

gan raising chickens, potatoes and everything we could see a dollar in, to make ends meet. After we had struggled along for about four months, Moore & Smith offered me \$10 a week to come back and tone up the store.

"This was positively the first recognition I had ever received for the hard work I had put in. My wife remained on the farm until we rented the place and took a three-room home in Watertown. At the end of the first year we had saved \$50 in addition to having lent my father, who was very hard up, \$20, and also after having paid the bills incidental to the birth of our first baby. It called for frugal management. I worked from seven in the morning till ten every night. I kept on working in this store from then (1877) until I opened my first five-cent store at Utica, New York, on February 22nd, 1879."

FIBRE CONTAINERS TO CONSERVE TIN PLATE SUPPLIES

The substitution of fibre containers for tin cans is a question which is receiving much attention by the United States Departments of Agriculture and Commerce, owing to the shortage of steel required for war purposes. It is pointed out that tin plate is 98 per cent. steel and 2 per cent. tin, and that under the present circumstances it is difficult for the tin plate mills to secure sufficient supplies of steel to turn out the usual quantity of tin plate required for the manufacturing of tin cans and other purposes. There is a shortage also owing to the difficulty of getting supplies from the United Kingdom.

It is contended that the substitution of fibre containers for the great number of tin cans used for the retailing of "ready-to-eat" foods, would do much to conserve supplies as well as to bring down prices.

GLASS MANUFACTURERS TO INCREASE JAR OUTPUT

The Bureau of Foreign and Domestic Commerce of the United States has taken up with the various glass manufacturers of the United States the question of an immediately increased output of glass jars suitable for preserving and canning purposes. The need for more containers for perishable fruits and vegetables becomes more urgent as the summer season advances. Many of the housewives of the country are accustomed to "can" fruit and vegetables in the glass jars instead of tin cans. The latter require a certain amount of equipment to manipulate. Many women do not feel able to buy it, or are not familiar with the use of it, but are familiar with the method of preserving fruit in the glass jars. Responses coming in are of a reassuring nature and indicate that the glass manufacturers will endeavor to increase their output to meet the emergency.

CONTROL, 1917 CROPS

Complete control of the English crops of 1917, of wheat, barley, oats, rye and potatoes, has been taken over by Baron Rhondda, the British Food Controller, by a recent order.

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

Arthur W. Hedgley, formerly employed with Robinson's Bakery, St. John, was killed in action in France early in July.

A. M. Jenkins, who has been with A. J. Tufts for the last twelve years, has opened up a new confectionery, etc., store at 173 Union Street, St. John.

Hollis W. Ryan, a successful and highly esteemed retail grocer of Truro, N.S., committed suicide by hanging, after a long period of illness, which had impaired his mind.

The arrival of a cargo of 22,000 bags of salt at St. John, has dispelled any fears of a shortage; it will also make it possible to carry out plans for increased fish pack in the interests of the food situation.

J. Vernon Kierstead, traveller for Red Rose Tea, who was largely instrumental in organizing the commercial travellers' platoon, in the 104th Battalion, which went overseas a year ago, has been awarded his commission as Lieutenant, after completing his qualifying course in England.

Arrangements are being made for a joint meeting in St. John which will be addressed by J. A. Beaudry, treasurer of the Dominion Retail Merchants' Association. The local executive have invited the members of the St. John Wholesale Grocers' Guild, Canadian Credit Men's Association and the Rotary Club to be present.

At the request of the C. P. R., the St. John Board of Trade is urging merchants in the lower Provinces to make early importations of flour and grain supplies in order to have their stock on hand before the winter season, with its attendant freight congestion, sets in. Owing to the expectation of lower flour prices, there has not been a general response.

At the last meeting of the St. John Housewives League reports were presented by a committee which has been inspecting grocery and butcher stores. Reports were chiefly favorable and in cases where undesirable conditions were discovered, promises of reform were given. League will issue window cards to all stores which meet their standard of cleanliness and efficiency.

Residents of Gagetown, N.B., turned out en masse last week at a lawn fete on the Courthouse grounds, in public recognition of the honors due to Sergeant-Major G. Kingsley Shiels, formerly traveller for G. E. Barbour Co., Ltd., St. John, who has returned for a furlough after being severely wounded. He crossed with the first contingent and on more than one occasion has refused offer of a commission.

The New-Brunswick strawberry season was at its height this week with prices

averaging eight to ten cents per box. A glutted market in St. John sent them down to five cents, with some sales at three on one occasion. Department of Agriculture estimates crop at between 500,000 and 750,000 boxes. So far shipments to Montreal and Boston markets have been light, owing to late seasons in those territories, but heavier shipments are anticipated this week.

QUEBEC.

J. Plamondon, grocer, Quebec, Que., has sold out.

I. Laniel & Co., grocer, Montreal, Que., has sold out.

W. F. Despard, of Toronto, was in Montreal last week.

C. A. Bouchard, general store, Val Brilant, Quebec, Que., has sold out.

Z. Charlebois, general store, St. Dominique Station, Que., has sold out.

Karp & Herschorn, pickle manufacturers, Montreal, Que., have dissolved.

M. Girard, of Hudon, Hebert et Cie, wholesale grocers, Montreal, has returned from his vacation.

Mr. Kinborn, of the A. Booth Fisheries, Cape Vincent, N.Y., was in Montreal last week on a business trip.

V. A. Jolicœur, bookkeeper of the D. Hatton Company, fish dealers, Montreal, is on vacation this week.

A. N. Lara, of the Pheasant Fruit Company, Salem, Oregon, was in Montreal this week on business in the interests of Phez Logan berry juice.

H. P. Cowan, sales manager of the Cowan Company, Toronto, was in Montreal last week for a day or so on business, and afterwards proceeded to Ottawa.

An interesting item *re* the fish catch, and duty on fish entering Canada from the U.S.A. was from the pen of J. A. Paulhus, Publicity Secretary of the C.F.A. It appeared in last week's issue.

ONTARIO.

F. Ahman, grocer, Welland, Ont., has sold out.

J. Barron, grocer, Toronto, Ont., has sold to E. De. Lornie.

V. Stock, general store, Tavistock, Ont., has been succeeded by Hansen & Pepler.

Harry Cubitt, employee of the Quaker Oats Company at Peterboro, was drowned recently.

Hansen & Pepler, general store, Tavistock, Ont., has sold one business to Weitzel & Heinbuch.

Ex-Warden M. Ryan of Newburgh, Ont., who formerly conducted two stores in the village, is dead.

WESTERN PROVINCES.

H. E. Foster, grocer, Calgary, Alta., has sold out.

Mrs. H. W. Morley, grocer, Vancouver, B.C., has sold out.

D. D. McDonald, general store, Laidlaw, B.C., has discontinued.

C. A. Baldwin, general store, Cabri, Sask., has discontinued.

Bourassa & Co., Ltd., general store, Meyronne, Sask., have sold out.

Novokshonoff Bros., general store, Buchanan, Sask., have sold out.

H. Trehlich, general store, Broadacres, Sask., has sold stock to W. D. Guthrie.

Thos. Hamilton, general store, are selling stock to M. J. Becker at Laura, Sask.

C. L. M. Jones, of C. & J. Jones, manufacturers' agents, Winnipeg, has gone west to the Pacific Coast, partly on business and partly on pleasure. He will visit the Vancouver branch of the business.

It is a strange thing that 5 per cent. or more of the grocery stores in the Regina 'phone book have a special name of their own. Nobody seems to know exactly why the grocery stores in Regina should have been named in this manner. The best reason advanced is that some one started it, and the other followed suit. The following are some of the names: Rex, Star, Toronto, West End, Quality, Blue Line, Regina, Family, Capitol, Colonial, Cornwall, Crown, \$ for \$, Economy, Empire, Garnet, Maple Leaf, Premier.

SUPPLY FISH AT FAIR PRICES

In taking steps to relieve the food shortage of Great Britain and our Allies, and to increase the food supply of the Dominion, Hon. W. J. Hanna, Food Controller, has appointed a special committee, national in scope, to deal with the Canadian fish problem. The first business of the committee will be to report on the feasibility of providing an ample supply of fresh water fish at reasonable prices to the consumers of Central Canada while giving legitimate returns to the fishermen. The members of the committee are Mr. G. Frank Beer and Mr. R. Y. Eaton, of Toronto, and Mr. F. S. Wiley, of Port Arthur, each representing a particular phase of the question.

CONGRATULATIONS

Mr. and Mrs. J. A. McKerchar, Winnipeg, celebrated the silver anniversary of their marriage, Thursday, July 12. Mr. and Mrs. McKerchar were married in Strathclair, Man., on the twelfth of July, 1893, by Mrs. McKerchar father, the late Rev. John McKay, who was at that time Presbyterian missionary in that town. A handsome cabinet of silver was presented to them by the guests. Mr. McKerchar is the well-known Winnipeg grocer, whose store is at 600 Main St.

POTATO EMBARGO LIFTED.

Wholesale potato dealers in New Brunswick were recently notified that the restrictions on Canadian potatoes entering the United States had been removed. The effect of this action is not very extensive owing to the fact that there are few old potatoes on hand just now. The potato crop in New Brunswick is expected to be good, the farmers having planted from 20 to 25 per cent. more potatoes this year than last.

TRADE IN OPTIONS OR FIXED PRICES.

Montreal millers, members of the Montreal Corn Exchange, and representatives of the Montreal Trades and Labor Council recently conferred with the Dominion Grain Commission on war measures for the handling of Canadian grain, particularly wheat. The millers, represented by Brigadier-General A. E. Labelle, W. A. Black and W. W. Hutchison, contended there must be either trading in options or fixed prices. If trading in options were continued, speculation should be restricted to recognized grain dealers. If there were to be fixed prices, there should be either a flat price for each grade or maximum and minimum prices for each grade, the same prices to prevail by agreement both in the United States and Canada. Should the maximum and minimum system be adopted, there should not be more than five cents a bushel difference, and Mr. Black suggested that a fair maximum for No. 1 Northern would be \$1.75 a bushel, Chicago, Minneapolis, Duluth and Winnipeg.

WHOLE WHEAT FLOUR MORE POPULAR.

In reply to a query as to whether they had noticed any increase in the sale of whole wheat flour lately, a number of Toronto grocers replied that they had. One grocer selling whole wheat flour at ten cents a pound, stated that there was a great demand for bread made from such flour, and during the cooler months the flour itself was very popular. Another downtown grocery reporting an increased sale, added that the demand for it had certainly grown, and they were selling it in two kinds, one that is milled here, and one that comes from the States. It has been stated by grocers that if more women would demand whole wheat, dealers would carry it and no one would have any trouble purchasing it.

CALIFORNIA FRUIT DAMAGED.

Serious damage has been done to the 1917-18 citrus crop in California by the intense heat prevailing since the middle of June, according to information secured by the California Fruit Growers' Exchange. Navel oranges suffered most, and the highest temperature registered in the interior sections, where the bulk of the Navels are grown. Owing to the differing conditions in some groves, according to the soil, and condition of the grove and the size of the young fruit, it is impossible to form an accurate esti-

mate of the extent of the damage to the crop as a whole. In some districts not over 10 per cent. of a Navel crop is said to remain, while others vary from 25 per cent to 60 per cent. In 1909, the trees bloomed again under somewhat similar conditions, though the maximum heat that year came on May 30.

Reports from Tulare County indicate less damage than in South California. The Valencia and other seedling varieties suffered less than Navels, some sections predicting 10 per cent. of a Navel crop and figuring on the other varieties being practically normal; others from 60 to 75 per cent of a normal crop.

On lemon trees the tree ripe and silver fruit was generally cooked. The smaller dark green fruit is reported holding on, except the later settings, which would usually be picked in the early months of 1918. The present bloom will produce fruit in the spring and early summer. The damage to the ripe Valencias on the trees appears to be slight, and the holdings of lemons in the houses is larger than usual.

The percentages reported from the different districts are taken to indicate that the Exchange's shipments for the season, beginning Sept. 1, 1917, will be at least 55 per cent. of this season's, in which were shipped bumper crops of all varieties of about 66 per cent. of the volume of other recent years.

FARMERS OPPOSE OLEO.

A petition from 400 Farmers' Associations and signed by 29,000 persons was recently tabled in the House of Commons at Ottawa, urging against the importation into Canada of oleomargarine.

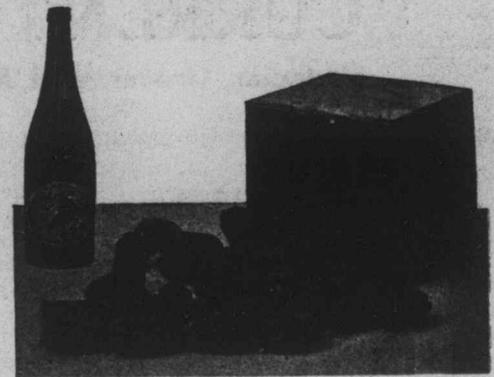
New Goods Department**PHÉZ, A NEW DRINK**

A new drink is being introduced in Canada under the name of Phez, it is manufactured by the Pheasant Fruit Juice Company of Salem, Oregon, and is being distributed in Canada through the Donald H. Bain Co., Winnipeg, and Rose and Laflamme, Ltd. of Montreal and Toronto.

This new drink is described as the pure juice of the Loganberry. This is a new berry, being a cross between the Red Antwerp raspberry and the wild mountain blackberry, the latter a native of the Pacific Coast States. It was propagated first by Judge John H. Logan, while a resident of Santa Cruz, California, and bears his name.

The propagation of the berry was purely accidental, there being a wild blackberry vine growing just over the fence from a red raspberry patch, nature herself crossed the pollen of these two flowers, and the next spring, Judge Logan noticed a new and peculiar vine which later bore a new fruit. This fruit he studied thoroughly and from it prac-

tised its propagation, until now this raspberry is becoming known the world over



Phez, the raw material and finished product through advertising of the juice made by crushing the Loganberries.

HOW TO GET AND KEEP BUSINESS

(Continued from page 29.)

way, that he will get the business. But, he has to be first, last and all the time everlastingly on the job. Let a man get thoroughly interested in his business as a sporting proposition, and he will find it the most fascinating game in the world.

System in your store.

Service to your customers.

Sand in your system.

These three alone will go a long way towards trimming the falacy of the mail order houses.

Men will tell you it takes too much time. It's too complicated, haven't got the education to open up and run a set of books. That's all rubbish. Personally, I get out a statement at the end of each month, showing cash receipts, amount of goods bought, expense under different headings, percentage of profit and the percentage of expenses, and this work takes up about five minutes of my time daily, and believe me I am no scholar.

Men will tell you that you cannot run a cash store in this country. Tommyrot, it can be done. It is being done, successfully. If the retail merchant of to-day would think less of the: I can't and more of the I can's. If he will wake up, come alive, take off his coat, clean up his windows, let a little sunshine in, smile, have a good word for his opposition, leave the mail order houses alone. Because the merchant must awaken to the fact that the mail order houses are running a legitimate business, and that they are running it in a mighty business-like way. Go thou and do likewise. Don't blame the other fellow, go out in the woods and take a good look at yourself, if you don't find something you can improve upon, you had better get out of the retail business, or the business will soon put you out.

In a nut shell:

Get your business on a business basis. Give service, and its a mighty big word is service, to your customers.

Put brains, energy and enthusiasm into your work, and before long you will be looking for a safe place to invest your surplus cash.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

STARCHES, cornstarches and corn syrups were among the lines in which considerable advances were recorded during the week. Increases in the market for these commodities have been due to the acute situation in corn. Cocoa is in extra heavy demand at present. One large manufacturer is about to double the capacity of present plant in order to take care of the trade that has developed within recent months. One line of package cocoa advanced during the week. Custard powder and egg powder and washboards were included in the lines in which there were changes in an upward direction.

Cooked meats, such as boiled and roast hams, were in slightly higher market, but smoked hams were quoted down. Trade in the latter has been dull and prices were lowered to induce business. In pure lard there was a decidedly easier tone during the week, due to the eagerness for some of the larger concerns to get business. Butter was in steady and firm market, but eggs were on the upgrade, advances having been recorded. Production in the latter is now lighter.

Refiners were still quoting in a divided market so far as accord on prices on sugar is concerned. With the raw situation exhibiting strength the opinion prevails that the refiner quoting at the low figure will in the not distant future move upward. Flour was unchanged for Manitoba, but in a fairly strong market. Millfeeds of all kinds are in better demand and prices are ruling firm at the high quotations of last week. Travelers for wholesale grocery houses throughout Ontario will not make their rounds during the coming two weeks, as it is vacation period. The arrangement has been made by common consent among the various wholesalers. Business continued somewhat quiet during the week.

QUEBEC MARKETS

MONTREAL, July 24.—The great firmness of market for corn is the feature of the market this week, corn starches have advanced a cent, and the syrups are up 25 cents a case. Molasses is in very firm market, but not actually advanced. Sugar market conditions are irregular and there is firmness in prospect. Flour is steady at firm, with some chances of further advances before there are any declines again. Cereals are firm. Fruits and vegetables show the rapid changes due to season's supplies coming along. Fish prices are rather firmer, due to some scarcities. Butter, eggs and cheese are in what should be their summer markets and getting easier, but this is not true of eggs, which are higher. Provisions are steady and cooked meats in demand. A number of interesting miscellaneous changes have taken place this week, and pickling spices have advanced 5 cents a lb. to 24-30 cents.

VARIOUS LINES.—Starches have advanced a cent. This is over and above the quarter cent advance last week. The reason for the advance is the scarcity of corn. Manufacturers are taking orders only subject to delays and at prices rul-

ing on date of shipment. Canadian chichory is up 6 cents a pound, and now 20 cents per lb. This is very scarce now. Flaxseed for grocery trade is up 1 cent to 9 cents a lb. All fruit jars have advanced 75 cents per gross. Imported mustard is up 2 cents a lb., making 1-lb. tins 59 to 60 cents. Brooms have gone up 25 cents dozen. 4-string are \$6.25 and 5-string \$7 doz. Nestle's milk baby food is up \$1 a doz., costing now \$7.50 to \$7.65 (less 5%). Clay pipes (Scotch) are up to \$1.40 per box. These used to cost 75 cents a box before the war. The last advance is only 15 cents, however. Compound lard is down half a cent, 20-lb. pails in City of Montreal now \$4.20. Some Crosse & Blackwell lines have arrived, but prices are high. Capers, 4 oz., \$1.85 doz.; Curry, 2-oz., \$1.50; Mango Chutney, ¼-pt., \$2.40, and Tarragon vinegar pints, \$3.80 per doz. Others in proportion.

Sugar Market Is Still Uneven

Montreal.

SUGAR.—While the sugar market is going from firm to firmer as regards raw

Cubas, and some of the New York refiners are already charging \$8.20 basis, which is the highest base price at present ruling in Montreal, the market in Montreal continues to be uneven with Canada Sugar Refinery quoting \$8.05 for extra granulated. Opinion is that advances are inevitable in sugar before long as refiners declare there is no profit in sugar at present prices, even at the \$8.20 basis while raws are so firm. Predictions are, however, not made as to sugar, and whether the refinery quoting lowest is disposed soon to advance prices or not was not divulged. Probabilities are in favor of market strength, however. Demand is said to be growing stronger, but already some of the refineries are running at maximum output with certain export orders, and quite a number of orders are behind in delivery.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	8 20
Acadia Sugar Refinery, extra granulated	8 20
Canada Sugar Refinery, extra granulated	8 05
Dominion Sugar Co., Ltd., crystal granulated	8 20
Special icing, barrels	8 25
Diamond icing	8 25
Yellow, No. 1	8 25
Yellow, No. 2 (or Golden)	7 55
Yellow, No. 3	7 45
Powdered, barrels	8 15
Paris lumps, barrels	8 65
Paris lumps (boxes), 100 lbs.	8 75
Crystal diamonds, barrels	8 65
Crystal diamonds (boxes, 100 lbs.)	8 75
Assorted tea cubes, boxes	8 65
Cut loaf (50-lb. boxes)	8 90
Cut loaf (25-lb. boxes)	9 10

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

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

Canned Goods Are In Smaller Supply

Montreal.

CANNED GOODS.—Supplies of canned goods are dwindling down rapidly. The effect of shorter stocks is found in prices of tomatoes. One wholesaler reports that it is easy to sell these at \$2.40 now. Corn is fetching \$2.25, and peas are at \$1.50. There are reports of canning new crop peas now, but news of a serious fire at the canning factory at Strathroy with loss of cans and plant is brought in as a factor affecting the canning of peas to some extent. There is a strong demand for canned salmon. No word of B.C. Packers' prices has yet come to hand, but a few independent canners have quoted early. There is on the market now a new canned salmon from

Labrador which is quoted at \$3.10 per doz., 1-lb. flats. The quality is said to be equal to any canned salmon on the market. The color is deep pink.

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

Dried Fruit Demand Is Quiet At Present

Montreal.
DRIED FRUITS.—There is little immediate demand for dried fruits by consumers, though wholesalers report stocks lower, and reports from primary markets are to the effect that everything grown will probably find an eager market. Independents in California are offering prunes and raisins below Association quotations, but the markets are likely to be firmer as time goes on. Association prices on evaporated peaches are expected shortly. Doubts still exist as to Greek currants, and if supplies get through they are likely to arrive later than usual even in war time. There have been no alterations in prices to the retailer this week.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.....	0 13	
Apples, choice winter, 50-lb. bxs.....	0 13	0 13 1/2
Apricots—		
Choice, 25s, faced, new crop.....	0 28	
Nectarines, choice.....	0 11 1/2	
Peaches, choice.....	0 13	
Pears, choice.....	0 15	
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron.....	0 32	
Lemon.....	0 24	
Orange.....	0 27	
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb.....	0 21	0 22
(In the present condition of market prices are considered merely nominal.)		
Dates—		
Dromedary, pkg. stock, old, 1-lb. pkg.....	0 12 1/2	
Fards, choicest.....	0 12 1/2	
Hallowee (loose).....	0 13	
Excelsior.....	0 11 1/2	
Anchor.....	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 11 1/2	
1 lb. glove boxes, each.....	0 12	
Cal. bricks, 8 oz., doz.....	0 95	
Cal. bricks, 10 oz., doz.....	1 20	
Cal. bricks, 16 oz., doz.....	1 40	
Cal. layers, 10 lb., 5 rows, box.....	1 60	
Cal. fancy, table, 10 lbs.....	1 60	

Figs—	
Spanish (new), mats, per mat.....	2 40
Comadore (Portugal), per mat 33 lbs.....	2 40
Prunes, California—	
30 to 40, in 25-lb. boxes, faced.....	0 13 1/2
40 to 50, in 25-lb. boxes, faced.....	0 13
50 to 60, in 25-lb. boxes, faced.....	0 12 1/2
70 to 80, in 25-lb. boxes, faced.....	0 12
90 to 100, in 25-lb. boxes, faced.....	0 11
Prunes (Oregon)—	
30s.....	0 13
40-50s.....	0 12 1/2
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown.....	3 75
Muscatsels, loose, 2 crown.....	0 10 1/2
Muscatsels, loose, 3-crown, lb.....	0 11
Muscatsels, 4-crown, lb.....	0 11 1/2
Cal. seedless, 16 oz.....	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 12 1/2
Choice seeded, 16 oz. pkgs.....	0 12
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.	

New Brazil Nuts Here; Markets Firm

Montreal.
NUTS.—Not in active demand at present, but in very firm market, and with the outlook towards greater firmness, nuts are this week in similar condition to that prevailing for some weeks past. The prospects of importation are very uncertain. Small parcels of new crop nuts have been coming forward, however. Recently there arrived some new crop Brazils, and these are on the market at prices ranging from 16 1/2 cents to 18 cents a pound. Shelled walnuts are scarce and high, in fact they are selling to the importer at prices very close to the prices being charged the retailer at present. Peanuts are increasingly firm, and there is a good demand for the real No. 1 Spanish or Virginia article. All peanuts good for making peanut butter are in demand.

Almonds (Tara), per lb.....	0 18	0 20
Almonds (shelled).....	0 39	0 41
Almonds (Jordan).....	0 70	
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new).....	0 16 1/2	0 18
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15 1/2	0 16 1/2
Peanuts, "Diamond G".....	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.....	0 16 1/2	0 17
Pecans (new Jumbo), per lb.....	0 21	
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....	0 40	
Pecans (shelled).....	0 80	
Walnuts (Grenoble).....	0 18 1/2	
Walnuts (shelled).....	0 52	
Walnuts (Marbots), in bags.....	0 13	0 16
Walnuts (California), No. 1.....	0 24	
Cocoanuts, 100 size, per sack.....	7 50	

Molasses Scarce And Corn Syrups Advanced

Montreal.
MOLASSES, SYRUPS.—The market for molasses was never so high in primary sources in the experience of the business in Montreal for years. One importer of long experience has paid as high as 76 cents for molasses at Barbadoes, and is informed that his purchase is about the last that can be made on the Island as stocks are now absolutely depleted. There will be unprecedented firmness in molasses this fall, it is believed, and already

active buying is being done. In many cases even long-placed orders will be only partially filled. The losses of molasses at sea were very heavy, and will be seriously felt. Corn syrups have advanced 25 cents a case, and half a cent a pound in bulk, and the market for these is exceptionally firm with every prospect of further advances. Manufacturers accept orders only subject to delays and at prices ruling on date of shipment.

Prices for	
	Fancy, Choice, Island of Montreal
Barbadoes Molasses—	
Puncheons.....	0 78
Barrels.....	0 81
Half barrels.....	0 83
For outside territories prices range about 3c lower.	
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.	
Cane Syrup (Crystal Diamond)—	
2 lb. tins, 2 doz. in case, per case.....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

Bean Market Is Dull As To Demand

Montreal.
Beans.—There is a slackness in demand for beans. This is a normal condition at the time of year, and though sales are made from time to time to meet immediate requirements, there is little large buying. With abundance of green vegetables, and many other kinds of foodstuffs available in season which can be used to substitute for less perishable products of the ground, beans are in the background as a food stuff. Their prices also keep them in slow market. Reports regarding Quebec bean crops are not definite as yet, but there is no word of any serious damage by rainfall such as was reported recently from Michigan, and is said to have been felt to some extent in parts of Ontario. A big planting of beans was made this spring in Quebec province.

Beans—		
Canadian, hand-picked.....	10 50	12 00
Canadian 3-lb. pickers, per bu.....	9 50	10 50
Canadian 5-lb. pickers.....	7 90	8 50
Michigan, 3-lb. pickers.....		11 00
Michigan, hand-picked.....		11 50
Yellow Eyes, per lb.....	0 15	0 15 1/2
Lima, per lb.....		0 21
Chilean beans, per lb.....	0 14 1/2	0 15
Manchurian white beans, lb.....	0 15 1/2	0 16
South American.....		5 70
Peas, white soup, per bush.....		5 00
Peas, split, new crop, bag 98 lbs.....	11 00	11 25
Barley (pot), per bag 98 lbs.....	6 25	7 25
Barley, pearl, per bag 98 lbs.....	7 50	8 00

Rice And Tapioca Markets Are Steady

Montreal.
RICE AND TAPIOCA.—Conditions of market for rice are showing no very marked change during the present period of quieter business. There is a tendency to firmness due to the doubts regarding importation facilities, and the general firmness of the market for cereals. Consuming demand is normal, not unusual, and business is reported good. In tapioca there is growing strength at present, with every likelihood of advancing markets as importation is most uncertain and stocks on the American continent are none too

large, while consuming demand is quite considerable.

"Texas" Carolina, per 100 lbs...	9 90
Patna (fancy)	10 15
Real Carolina, per 100 lbs.....	11 00 11 50
Patna (good)	9 40
Siam, No. 2	7 25 9 15
Siam (fancy)	8 40
Rangoon "B"	7 35
Tapioca, per lb.	0 14½ 0 15
Tapioca (Pearl)	0 14½ 0 15

Coffee Still Dull

Cocoa Demand Quiet

Montreal.

COFFEE, COCOA.—The market for coffee is as it has been for weeks of late, quiet, and with no prospect of immediate change. Consumption is considered satisfactory in Canada. The news from centres of coffee growing is favorable. As regards cocoa this is at its quietest time for demand, and there are no hints of advances in market heard at present

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

Tea Situation Dull

Now: Firm for Future

Montreal.

TEA.—There is a dull spell as regards the buying of tea on a large scale, though some shipments have arrived recently, but merchants are not troubled by having the teas in stock or on the way for the feeling again grows that there may be a very grave return of the risk of tea shortages in the Fall and later. The whole situation as to India and Ceylon teas is bound up in the matter of ship space and this matter is most uncertain to-day. Owing to the unprecedented rise in silver exchange in China to-day, China teas will be exceedingly high-priced also. As regards Japan's good teas of this class are being eagerly bought up as advances are in sight. The following figures speak for themselves: In 1915 the imports of Japan teas to the North American Continent were 15,000,000 lbs.; in 1916 they were only 7,000,000 lbs., and in 1917 at the same date (July 15) they are only 4,000,000 pounds. It is evident that the shortage is already pronounced.

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

Cloves at High

Price to Import

Montreal.

SPICES.—While there have been no especial alterations in prices or in market tendency since last report re spices, the whole market for this class of goods is again looking towards greatly increased strength. There has been more than usually heavy demand for the pickling spices in the States, and there will probably be as large a call for these

spices in Canada., It is noted by spice grinders that cloves are being sold by wholesalers in certain cases very much below cost to import these. It is costing actually as much as 42 cents a pound to lay these down in Montreal, yet they can be bought at from 5 to 10 cents below cost to import. This is only where stocks are high, and the condition can hardly continue very long as to replace these cloves will cost much more if present prospects are materialized in ship shortages, etc.

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

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

Watermelons Cost Less:

Vegetables Are Easier

Montreal.

FRUIT AND VEGETABLES.—The first Canadian tomatoes reached Montreal this week, in bushel crates at \$4.00. They are good quality fruit, and arriving in good condition. Bananas were a little firmer, and oranges also a shade higher in some cases. Canadian strawberries are still on the market in crates of 54 quarts at \$4.00. New peppers are also on the market. Many of the green and root vegetables of new season's crops are easier in price now, and are in good demand. United States celery is off the Montreal market now, and Canadian has taken its place. The soft fruits are easier in price. Watermelons are also easier, and much more plentiful now. There has been active business in vegetables of late.

Bananas (fancy large), bunch...	2 75	4 00
Oranges—		
Navels, per box	4 50	4 50
Florida	5 00	5 00
Valencia (lates)	3 75	4 25
Grape fruit	2 75	3 50
Lemons	4 50	5 00
Limes, box of 80	1 50	1 50
Pineapples, Cuban, crate	4 50	4 50
Pineapples (Cuban), 24's, each..	0 75	0 75
Watermelons (U.S.), each	0 35	0 75
Cantaloupes, crates	3 25	3 50
Cantaloupes, flats	1 75	1 75
Cantaloupes, 5-crate lots	3 00	3 00
Apples (in boxes)—		
Winesap	4 00	4 00
Ben Davis	4 00	4 00
Apples, new, U.S., bskt.	2 50	2 50
Cauliflower, per doz. bunches....	2 00	2 00
Celery, greentop, per crate	4 00	4 00
New corn, crate, 5 doz.	3 00	3 00
Celery, Canadian, per doz.	0 75	1 00
Onions, Bermuda, crate 50 lbs.	3 25	3 25
Onions, Texas (crystal wax), crate 50 lbs.	2 50	2 50
Texas onions (red), crate	2 50	2 50
Onions, Australian, sack 100 lbs.	6 00	6 00
White onions, per bag (100 lbs.) ..	6 00	6 00
Onions, Canadian, new, doz. bun.	0 75	0 75
Potatoes (Green Mt.), bag 80 lbs.	3 00	3 00
Potatoes (new), per hamper	2 50	2 50

Potatoes (N.B.), bag	3 00	3 00
Potatoes (Quebec)	3 00	3 00
Potatoes (new), bbl.	5 00	6 50
Potatoes (sweet), per hamper....	4 00	4 00
Carrots (new), per bunch	0 25	0 25
Beets (new), doz. bunches	0 50	0 50
Parasnis	2 00	2 00
Peas (new), per hamper	3 00	3 00
Turnips (new), per doz. bunches ..	0 50	0 50
Turnips (old), bag	3 00	3 00
Lettuce, curly, per doz.	0 10	0 10
Lettuce, head, doz.	0 25	0 25
Tomatoes, Mississippi Flats	2 00	2 00
Tomatoes, Can., per bus. crate..	4 00	4 00
Tomatoes, Baltimore twin crates ..	3 00	3 00
Horse radish, per lb.	0 25	0 25
Cabbage (new), Baltimore, crate ..	3 50	3 75
Cabbage (Montreal), doz.	0 75	1 00
Beans, wax, basket	2 00	2 00
Beans, green, basket	2 00	2 00
Peas (new, Montreal), bag	2 00	2 00
Leeks, per doz. bunches	2 00	2 00
Parsley, doz.	0 25	0 25
Mint, doz.	0 50	0 50
Watercress, doz.	0 50	0 50
Spinach (Canadian), box	1 00	1 00
Rhubarb, per doz.	0 25	0 25
Eggplant, per crate	6 50	6 50
Cauliflower, doz.	1 50	1 50
Garlic (Canadian), lb.	0 15	0 15
Endive (Canadian), lb.	0 25	0 25
Strawberries, per crate 54 quarts ..	4 00	4 00
Cucumbers (Fla.), basket	2 50	3 00
Cucumber (Montreal), doz.	0 75	0 75
California plums, box	2 00	2 00
Do., peaches, box	2 00	2 00
Do., apricots, box	3 00	3 00
Cherries (California) box	3 50	3 50
Cherries, Canadian table, bkt.	1 25	1 25
Peppers, crate	4 50	4 50

Fish Prices Show

Firmer Tendencies

Montreal.

FISH.—The hot weather has curtailed to some extent the sale of all kinds of fish during the past few days. The exodus of people into summer resorts has also had its direct effect upon the sale of fish though comparatively large quantities of fish have still been disposed of. No doubt this is due to the reasonableness of fish prices. The outlook is not at present for any lower prices, still the principal lines keep about the same level. Gaspé salmon season is pretty nearly over, and naturally prices have advanced a good deal higher. B. C. fresh salmon is now reappearing and selling comparatively low. Halibut is in fair quantities, and at an advanced price. All kinds of fish from the East have a tendency to rise in price, but still prices are comparatively low. Lobsters are nearly out of season, and pretty high in price. Trade is small in oysters, prawns, clams, scallops, etc., at present.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 15	0 16
Digby herring, bundle of 5 boxes ..	0 90	0 90
Smoked boneless herring, 10-lb. box ..	1 40	1 40
Smoked eels	0 12	0 12
Smoked herrings (med.), lb.	0 17	0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	\$10 00
Salmon (Labrador), per bbl.	22 00
Salmon (B.C. Red)	17 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00 15 00
Mackerel, No. 1, per bbl.	22 00
Codfish (Skinless), 100-lb. box	10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box.....	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	2 75

FRESH FROZEN SEA FISH

Halibut	18	20
Haddock, lb.	07	08
Mackerel	10	10

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

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

ONTARIO MARKETS

TORONTO, July 25.—The feature of the local market has perhaps been the advance in starches of 1c per pound, and in corn syrups of 25c per case and 1/2c per pound on bulk corn syrups. Conditions in this market have been due to the steadily higher prices in the corn market. Other lines in which changes have been made include salad dressing, lobsters, cocoa, custards and egg powder, washboards, apricot jam and gooseberry jam. Eggs have been in higher market, while butter held steadily firm. Smoked hams and backs are lower in price, but cooked shoulders and hams are higher. Pure lard was in easier market, with lower prices quoted. Travellers of the various wholesale houses will be off the road for the two weeks commencing next Monday in the territory throughout Ontario and in Toronto, all west of Yonge Street. For the remaining part of the city of Toronto it is optional with the wholesalers whether they shall take their travellers off at that time. Common agreement among the wholesalers made this arrangement possible. Business has been quiet during the week, with uncertainty as to what may develop through the food controller.

Sugar Market Still Shows Price Range

Toronto. SUGAR.—The range of prices on Canadian refined sugars still shows a difference of 15c per hundred between the majority of the refiners and the Canada Sugar Refinery. It is reported that two of the refiners were offered business at the lower basis, but refused to take it. The situation when the raw sugar situation is taken into consideration would seem to indicate that all refiners will in the not distant future be quoting at the same basis. There was an advance in raw sugars in the New York market during the week, with demand large on the basis of 6.65c duty paid for Cuban raws, which represents an advance of 1/2c over last week. There is a strong undertone to the primary situation, due to the good demand from refiners. The visible production of sugar on the Island of Cuba to July 14 was 2,788,819 tons, as compared with 2,889,786 tons last year. One authority on the market states that if as

much sugar is made from now to the end of the crop as was made from this date to the end of the crop in 1915 this year's crop will be 3,000,000 tons. It will be remembered that the 1915 crop was lighter than the 1916 crop. During the week another central finished grinding, which leaves the number still in operation at 11, the same number as at the same time last year. There is, however, definite information lacking on 25 centrals in the outports, and Willett & Gray, of New York, assert that it is not likely that these are all grinding, although a fair proportion are undoubtedly still at work. The estimate of the sugar crop in Porto Rico has been increased by one leading authority by some 20,000 tons, making the estimate now 450,000 tons.

Atlantic, St. Lawrence extra granulated sugars	8 34
Acadia Sugar Refinery, extra granulated.	8 34
Can. Sugar Refinery, extra granulated... ..	8 19
Don. Sugar Refinery, extra granulated... ..	8 25
Yellow, No. 1	7 94
Specing icing, barrel	8 54
Powdered, barrels	8 44
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

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

Egg Powder And Washboards Higher

Toronto. EGG POWDER, CUSTARD, WASHBOARDS.—Bird's egg powder and egg custard have been advanced 15c per doz. during the week, both lines now being quoted at \$1.90 per dozen, as compared with \$1.75 formerly. One of the lines to take a glide downward during the week has been cream of wheat, which is now quoted at \$7.50 per case, a decline of \$1.50. New pack Simcoe spinach is now on the market, and is quoted for 2's at \$1.80 per dozen. Bensdorp cocoas have been increased in price, 5-oz. now selling at \$3.40 per case, an increase of 50c; 8-oz. at \$5.25, an increase of \$1.05; and 16-oz. at \$9.75, an advance of 75c. The 2-oz. size on this brand of cocoa is temporarily off the market. Clark's lunch tongue has

been increased 25c to 50c per dozen, 1/2-lb. tins now selling at \$3 per dozen, and 1-lb. tins at \$6 per dozen. Krackley nut confection has been advanced 5c per carton, and is now quoted at \$1. Cane's improved tinplate washboard has been advanced to \$3.15 per dozen, the former price being \$2.65. New pack Centreville golden haddies are now on the market, and are being quoted at \$2.25 per dozen. Kipperred herrings and herrings in tomato sauce are quoted at \$2 per dozen. Wagstaffe's apricot jam has been advanced to \$2.80 per dozen for 16-oz., an increase of 15c, while gooseberry jam of same brand has been advanced a similar amount to \$2.60 dozen. Durkee's salad dressing in picnic size is now quoted at \$1.45 to \$1.50; half-pints at \$3.75, and pints at \$6.25, all of which represent advances. Mephisto lobster 1/2's, are now quoted from \$3 to \$3.15, and 1/4's from \$1.95 to \$2 dozen. Black Bass tobacco in new sizes of 8's and 15's is quoted at 62c per pound, and Nabob tobacco in new size of 16's at 70c per pound.

Corn Syrup Advances In Bulk And Tins

Toronto. MOLASSES, SYRUPS.—An advance of 25c per case was recorded on the price of corn syrup in tins during the week, which now makes the selling price of 2-lb. size \$4.85 per case of two dozen, and for 5-lb. tins \$5.20 per case for one dozen. Corn syrup in barrels has been advanced 1/2c per pound, making the price now 7c on barrel basis. The higher tendency in this market has been due to the soaring prices on corn and the difficulty experienced in getting supplies. Wholesalers did not alter their prices on molasses during the week, but the market is very firm. Lightness of demand at present is the only factor operating to keep prices steady.

Corn Syrup—	
Barrels, per lb.	0 07
Cases, 2-lb. tins, 2 doz. in case	4 85
Cases, 5-lb. tins, 1 doz. in case	5 20
Cases, 10-lb. tins, 1/2 doz. to cs.	4 95
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.	
Cane Syrups—	
Barrels, first grade	0 06 1/2
Barrels and half barrels, second grade, lb.	0 05 1/2 0 06
Cases, 2-lb. tins, 2 doz. in case 4 80	5 50
Molasses—	
Fancy Barbadoes, gal.	0 78 0 82
West India, 1/2 bbls., gal.	0 46 0 50
West India, 10-gal. kegs.	0 60 0 60
Tins, 2-lb., table grade, case 2 doz.	4 25
Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

Canned Strawberries And Peaches Light Crop

Toronto. CANNED GOODS.—Reports on the condition of the strawberry pack state that the volume is poor, due to the fact that many plants were uprooted in the picking while the ground was wet with much rain. It is asserted in reliable quarters that the pack of peaches is expected to be in the neighborhood of 50 to 60 per cent. or orders, and raspberries probably an equally short pack. Prices on new

pack spinach of Simcoe brand have been announced at \$1.80 per dozen for 2's. Reports on condition of the pea pack are favorable for a good yield. Canned salmon is still unnamed as to price for new pack. Advices from the coast state that the salmon is not running very heavily as yet.

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

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, 1/2-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, 1/2-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42 1/2	1 50
Peas, early June	1 52 1/2	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Spinach, 2s, doz.		1 80
Apples, gallons, doz.	3 85	4 00

Hitch To Guarantee Of Prune Prices

Toronto.

DRIED FRUITS.—A new element has been injected into the prune situation by the addition of a rubber stamp clause to contracts that had already been signed with the California Prune Association. These contracts, as originally drawn up, provided against a decline in price until January 1. Now it appears that some jobbers in the United States who have received their contracts have been somewhat disconcerted over the introduction of this rubber stamp proviso, which states that "the guarantee is not effective on change of price on order, at request of, the Federal Government or authorities, or in the event of any embargo on prunes or apricots by the United States or any important foreign Government." The general view was expressed that, inasmuch as this clause was added after the contracts were signed and without the consent of the other party it was of no effect. Otherwise the guarantee against the association's own decline until January 1 would be nullified, inasmuch as there is an official embargo, not only in force by the United States, but by some of the foreign Governments, the importance of which there can be no doubt. Locally business in dried fruits is quiet.

Apples, evaporated, per lb.	0 13 1/2	0 14 1/2
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 27
Orange		0 27
Citron	0 28	0 33
Currants—		
Filistras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case		3 60
Dromedary dates, 3 doz. in case		4 50
Figs—		
Tapa, lb.	0 05 1/2	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
10-lb. boxes, 30-40s		0 16 1/2
40-50s, per lb., 25's, faced.		0 15 1/2
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.	0 13	0 13 1/2

80-90s, per lb., 25's, unfaced.	0 12 1/2	
90-100s, per lb., 25's, faced.	0 10 1/2	
Peanches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13 1/2	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 10 1/2	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12 1/2	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16

Java Teas Compete With Low-Priced Blacks

Toronto.

TEAS.—Recent arrivals of Java teas have been competing with the lower grades of Indian and Ceylon black teas, with the result that prices are inclined to be somewhat easier for the latter. Broken pekoes of Java type are selling at 40c to 42c, and at these prices is a competitor for favor with the Pekoe Souchongs of India and Ceylon. Some tea dealers assert that the Javas are considered of higher type than China teas, but for the most part will not hold their flavor or have not as good keeping qualities as the Indians and Ceylons. But when it comes to a question of price they are often taken as a means of reducing the price. The freight situation shows little improvement. Small stocks are coming through, but the supply is by no means certain, and it is anticipated transportation, if anything, will be higher as time goes by. Freight rate from Calcutta at the present time is in the neighborhood of 16c per pound. This is a heavy charge. Locally consumption of teas has been fairly good.

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

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

Enlarging Plant To Take Care Cocoa Demand

Toronto.

COFFEE, COCOA.—One large dealer in cocoa asserts that the demand for cocoa has been so insistent during the past few months that they have decided to double the capacity of their present plant. In coffee there was a slightly firmer tone in the primary market, due to advices from Brazil stating that freights were higher. There has also been an advancing tendency on future coffees, due to peace rumors. It is significant that whenever such rumors gain currency there is always a firming tendency in the coffee market. There was no stir in the market locally, and prices remained unchanged.

Coffee—		
Bogotas, lb.	0 23	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 17	0 20

Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

One Concern Again Advances Cloves

Toronto.

SPICES.—Following the advance recorded in cloves last week, there is a continued firm market for cloves during the past week, which was manifested from the fact that one concern advanced their prices 10c per pound, making the quotations in question 50c to 55c. The market quite generally, however, still held to the 40c to 45c range of last week. There is an embargo on these goods coming from Zanzibar and present stocks on this side of Atlantic and on the way may have to take care of the demand for some time in the future. As yet there has been no word respecting the arrival of coriander seed. Cream of tartar is also in firm market, as there is an embargo on the French commodity coming from England. Demand for spices is somewhat easier at present, as it is the lull time before the pickling season starts.

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

Possibility Of New Crop Rice Is Steadying

Toronto.

RICE AND TAPIOCA.—There is very little real active interest in the rice market locally. Prices remained unchanged, and the demand keeps up fairly good. Now that people have acquired the habit of eating rice, they are inclined to keep it up, and this is making for a good steady consumption. In the primary markets in the Southern United States the possibility that the new crop is only a few weeks away has been a steadying factor to the market. It is also reported that the French Government has shown a disposition to resell some of her holdings.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.		0 12
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 00
Japans, second, per 100 lbs.	7 50	8 00
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12 1/2	0 14 1/2

More Encouraging Prospect For Californias

Toronto.

NUTS.—Last week it was stated that

the crop of California shelled walnuts had been greatly damaged, and that there would be very few to come into the local market. This was made on the authority of one of the larger shippers in that State. During the past week, however, offers have been made by other concerns in California, who stated that the crop is likely to be fairly good, and that they are prepared to take business. It would seem from this that at least some stocks will be available for the local market. Shippers of French walnuts are holding back. It is expected the crop this year will be late, as it is hard to get labor to harvest them. There has been a steadily growing demand for walnuts, according to the dealers, as they are becoming more popular for use in salads. More of the larger-sized packages have been used, such as quarts, half-gallons and gallons, as they are more economical to purchase. Between three and four cars of Brazil nuts have been booked by importers.

In the Shell—		
Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.....	0 18	0 20
Filberts, lb.....	0 18	0 20
Pecans, lb.....	0 18	0 20
Peanuts, roasted, lb.....	0 15	0 18
Brazil nuts, lb.....	0 15	0 20
Shelled—		
Almonds, lb.....	0 45	0 48
Walnuts, lb.....	0 58	0 60
Walnuts, California		
Peanuts, lb.....	0 17	0 18

Bean Crop Causing Much Speculation

Toronto.
BEANS.—There is considerable speculation as to what the actual conditions with respect to the domestic crop of beans will be. Reports have come through that large areas in the Goderich district have been destroyed by the continued wet weather. Authorities on the bean market are inclined to be somewhat skeptical as to the prospects until they know for certain that they are going to be poor producers. Locally prices remained unchanged.

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

Laundry Starch And Cornstarch Up 1c Pound

Toronto.
PACKAGE GOODS.—An advance of 1c per pound was recorded on the price of all laundry starches and cornstarches during the week. The increase has been due, it is stated, to the high price of corn and the difficulty to obtain it at any price. There was an advance of 10c per case in the price of Krinkle cornflakes during the week, which now makes the price of that commodity \$3.40. Other brands of packages cereals held steady in price.

Cornflakes, per case	3 30	3 40
Rolled oats, round, family size, 20s	4 80	5 00
Rolled oats, round, regular 18s, case		1 75
Rolled oats, square, 20s.....	4 80	5 00
Shredded wheat, case	4 00	
Cornstarch, No. 1, pound cartons	0 12	
No. 2, pound cartons	0 11	

Starch, in 1-lb. cartons	0 12
Do., in 6-lb. tins	0 13 3/4
Do., in 6-lb. papers	0 09 1/2

Halibut Advances 2c; Salmon Scarce

Toronto.
FISH.—Following the advance recorded in these columns last week as having been made at the West Coast, there has been an advance of 2c per pound by local wholesale fish men on halibut. Reports from the Coast state that a strike among the longshoremen of that district has interfered with the shipment of all kinds of fish to a very material degree, so that large quantities have had to be thrown back into the water. As a result halibut is now quoted at 19c per pound. Salmon from the West Coast is also slow in arrival for the same reason as that on halibut. There has been plenty of cod and haddock in the market during the past week, and prices have held stationary. Whitefish was somewhat scarcer, and trout was extremely slow. Last week there were approximately four out of six days that there were no arrivals of trout in the local market.

SMOKED FISH.

Haddies, per lb., new cured.....	0 11	0 12
Haddies, fillets, per lb.....	0 14	0 15
Kipper herring, per box		1 50
Digby herring, bundle 5 boxes.....		1 10

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks.....	2 60
Salt mackerel, kits 15 lbs.....	2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.....	0 19
Halibut, frozen	0 19
Salmon, Restigouche, lb.....	0 19
Do., B.C., red spring	0 19
Haddock, fancy, express, lb.....	0 07
Herrings, frozen	0 06 1/2
Steak cod, fancy, express, lb.....	0 09
Mackerel, lb.....	0 10
Flounders, lb.....	0 09

FRESH LAKE FISH.

Herring, per lb.....	0 08
Pike, lb.....	0 10
Whitefish, lb., fresh	0 13
Trout, lb., fresh	0 13
Tullibees, fresh, lb.....	0 09

New Potatoes Take Big Drop During Week

Toronto.
VEGETABLES.—New potatoes from Virginia took a big drop during the week, being quoted down in the neighborhood of \$2 per barrel over quotations of last week. The range at the time of writing was from \$5.25 to \$5.50 per barrel, as compared with \$7.25 last week. Ontario potatoes in 11-quart baskets were a trifle more plentiful during the week, and sold from 60c to 65c. A car of Maryland tomatoes arrived in the market during the week, but they were in rather poor condition, and instead of selling at \$2.75 to \$3, they were disposed of around \$2. Canadian tomatoes are coming in better quantity, and for No. 1's are quoted at \$2 to \$2.25 per 11-quart basket and \$1.50 for No. 2's. Green string beans and golden wax beans took a big tumble during the week, due to the larger quantities now arriving from Ontario points, prices ranging from 65c to 75c, as compared with \$1.50 per 11-quart basket last week. Canadian cabbage were also lower at \$2.25 to \$2.50 per case.

Some Spanish onions were in the market and sold at \$4.50 for large 120-lb. crates, \$2.50 for half-crates, and \$1.25 for quarter-crates. Canadian vegetables are now coming strong in the local market.

Asparagus, Can., grass, 11-qt. bkt.		
Beets, doz. bunches	0 25	
Beans, green, string, 11-qt.....	0 65	0 75
Do., golden wax, 11-qt.....	0 65	0 75
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cabbage, Canadian, case	2 25	2 75
Cabbage, Can., hamper	0 50	0 60
Carrots, new, doz. bunches.....	0 25	
Celery, Mich., doz.....	0 50	
Lettuce leaf, doz. bunches.....	0 20	
Canadian head lettuce, doz.....	0 50	
Mushrooms, lb.....	0 75	
Onions—		
Texas, 50-lb. box	2 25	
Green, per doz. bunches.....	0 20	0 25
Spanish, crates	4 50	
Do., half crates	2 50	
Do., quarter crates	1 25	
Potatoes—		
New, barrel	5 25	5 50
New, Ontario, 11-qt.....	0 60	0 65
Peas, Canadian, 11-qt. bkt.....	0 50	0 60
Green peppers, basket	1 00	1 50
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50
Tomatoes, Miss., 4-bkt. carriers, 1 85 2 00		
Canadian, 11-qt.	1 50	2 25
Canadian, 6-qt.		1 00
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 10	0 30

Blueberries And Red Currants Appear

Toronto.
FRUIT.—Blueberries appeared on the local market in fairly good quantities during the week, and were quoted at \$2.25 per 11-quart basket, while red currants were quoted at \$1 per 11-quart basket. Cherries of Canadian origin are now coming in fairly large quantities, Early Richmond in 6-qt. being quoted at 40c to 45c, and 11-qt. at 75c to \$1. Black Eaton cherries for 6-qt. were quoted from \$1 to \$1.50 and \$2 to \$2.75 for 11-quart. Raspberries came a trifle more freely during the week, prices ranging all the way from 18c to 22c per quart. Strawberries were in lighter supply, and the quality was not the best, as the hot sun of the past few days has scorched the berries before they had an opportunity to ripen sufficiently slow to make them good and sweet. Some peaches from Georgia arrived in poor shape during the week. Late Valencia oranges were in easier tone during the week; declines from the high levels have been recorded. There has been heavy consumption of this class of fruit up to the present time; double, in fact, that of last year. Lemons were in firm market and sold at \$6 per case for Californias and Verdillis. With a continued stretch of hot weather it is anticipated supplies will hardly be equal to the demand.

Apples—		
Hampers, American	2 00	2 50
Bananas, yellow, bunch	2 00	2 75
Cantaloupes, 45s, case	4 75	5 00
Do., 12-15s, case	2 00	2 25
Cherries—		
Cal. box		2 50
Early Richmond, 6-qt.	0 40	0 45
Early Richmond, 11-qt.....	0 75	1 00
Black Eatons, 6-qt.	1 00	1 50
Black Eatons, 11-qt.	2 00	2 75
Oranges—		
Cal. late Valencias	3 50	5 00
Grapefruit, Floridas, case		5 00
Gooseberries, Can., qt.	0 05	0 07

Do., 11-qt. bkt.	0 60	0 75
Do., 11-qt., large	0 75	1 25
Lemons, Cal., case	6 00	
Do., Verdillia, case	6 00	
Peaches, Georgia, 6-bkt. carrier.	3 50	4 00
Pears, Cal. Bartlett, box	4 00	4 25

Plums, Clyman, box	2 00	2 25
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 15
Raspberries, quart	0 18	0 22
Watermelons, each	0 60	0 90

MANITOBA MARKETS

WINNIPEG, July 24.—Hogs have been declining right along during the past two weeks, and early this week there was still a weak undertone. This is having an effect on the lard market, and for the first time in many months dealers are expecting a decline, which should be of one or two cents per lb. Receipts of hogs have been very liberal for the time of year, and the quality has been good.

There was a marked firmness to the flour market early this week, first patents selling at \$13 per barrel, this being \$1 per barrel higher than price of a week ago, two advances of 50c per barrel having taken place. This was brought about by repeated rises in the price of wheat.

Rolled oats are now bringing \$4 per 80-lb. sacks. There was an advance in price of bran and shorts of \$2 per ton, bran now selling at \$29 and shorts at \$34. Cornmeal has jumped to \$6 per bag, following an advance in the grain market. There seems to be a great scarcity of milling corn, this having its effect on cornflake manufacturers, who are having great difficulty getting raw material. New crop is not expected in until the end of September. It will be noticed that corn syrup is up 25c per case, and starches advanced 1c per lb. A prominent broker says that he finds somewhat of a lull in business; there is not the same jumping in and buying freely as there has been for the past year or more. There is some uncertainty on account of the United States situation. There is not the tendency to boost prices that existed some time ago.

All dried fruits in California are apparently on the slide, but there is no indication of a drop in Winnipeg, and will not be until the new crop arrives, which should be here in October. There should be a decline, then, of at least 1c per lb. Prunes especially will be affected.

The following are changes recently gone into effect:—Scott's Emulsion, small size, \$5.80 doz. Nerveine now \$2.35 doz. Shelled walnuts advance 4c per lb. Krackly Nut popcorn, \$2 per case. All brooms up \$1.30 per doz. Parisian blue now 16½d. Keen's mustard: ½'s 57c; 1's, 56c; 4's, \$1.30.

Considerable Buying Of Sugar In Winnipeg

WINNIPEG.
SUGAR.—There is a feeling in certain quarters here that sugar is likely to go up again, as raws have been very high. On account of this there has been considerable buying during the past two or three days.

Advance Of 25c On Corn Syrup

WINNIPEG.
SYRUPS.—New prices went into effect last week on corn syrup, advance amounting to 25c per case. New quotations appear below:

CORN SYRUP.		
Beehive and Crown—		
2-lb. tins, 2 doz. case, per case.....	4 98	
5-lb. tins, 1 doz. case, per case.....	5 38	
10-lb. tins, ½ doz. case, per case.....	6 11	
20-lb. tins, ¼ doz. case, per case.....	6 12	
White Clover and Lily White—		
2-lb. tins, 2 doz. case, per case.....	5 48	
5-lb. tins, 1 doz. case, per case.....	5 88	
10-lb. tins, ½ doz. case, per case.....	5 61	
20-lb. tins, ¼ doz. case, per case.....	5 62	
Barbadoes Molasses—		
In half barrels, per gal.....	0 85	
New Orleans Molasses—		
Blackstrap, half barrels, wood, per gal.	0 50	
ROGERS SYRUP.		
24 by 2 lbs. tins, case	4 10	
12 by 5 lb. tins, case	4 70	
6 by 10 lbs. tins, case	4 40	
3 by 20 lbs. tins, case	4 25	
12 by 3 lb., quart sealers	3 40	

Corn and Laundry Starch Advance 1c Lb.

WINNIPEG.
STARCH.—There is an advance in starches of 1c per lb., both corn starch and laundry starch. The new price on Canada and Durham starches is now 11c for 1-lb. pkgs., 40 lbs. to a case.

New Prices On Dried Fruits Are Low

WINNIPEG.
DRIED FRUITS.—A Winnipeg broker who has just returned from California states that the markets for new crop goods have opened up very low, and he thinks this is a good thing, as there is a big crop. He says that had the market been high, and the Association had guaranteed prices, they would have been given credit notes throughout the season. He reports the market on California prunes as being weaker, though stocks are very small there. Peaches, he says, are practically all gone. In Winnipeg, stocks of dried fruits are plentiful, although these were bought several months ago. Currants—Since this market opened, there has been an advance of several cents per lb., so that prices are very high. Buyers state, however, that there will be no relief even if Greek currants do come in, as ocean freight rates and war risk are very high.

Dried Fruits—		
Apples, evan., 50-lb. boxes, lb.	0 14	
Apples, 25-lb. boxes	0 14½	
Apples, 3-lb. cartons, each.....	0 46	
Pears, choice, 25's	0 15	
Apricots—		
Choice, 10's	0 25	
Peaches—		
Choice, 25-lb. boxes	0 12	
Choice, 10-lb. boxes	0 13	
Currants—		
Fresh cleaned, half cases.		
Australian, lb.	0 19	0 22

Dates—		
Hallowees, 68-lb. boxes.....	0 13	
Fards, box, 12 lbs.....	2 05	
Raisins, California—		
16 oz. fancy, seeded	0 11½	
16 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09½	
12 oz. choice, seeded	0 08½	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09½	
3 crown, loose, 50's	0 09	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	0 10	
3 crown, loose, 10-lb. boxes	0 10½	
Figs—		
Cooking, in mats	0 07½	
Mediterranean, 33-lb. mats.....	0 08½	
Prunes—		
90 to 100, 25s	0 10½	0 11½
40 to 50, 25s	0 10½	0 16½
Peels—		
Orange, lb., 7-lb. boxes.....	0 22½	
Lemon, lb., 7-lb. boxes.....	0 21½	
Citron, lb., 7-lb. boxes	0 25	

No Chance Of Cheaper Rice Just Now

WINNIPEG.
RICE AND TAPIOCA.—A car of tapioca is expected in Winnipeg this week, but the present price will not be affected. This tapioca will sell around 12c. Commenting on the rice situation, a Winnipeg broker says he can see nothing else for it but a further advance on account of the freight situation.

Japan, No. 3, lb, 50-lb. sacks.....	0 06½
Japan, No. 2, lb.	0 05½
Siam, lb.	0 05½
Patna, lb.	0 06½
Tapioca, lb.	0 12
Sago, lb.	0 11

Split Peas Cost \$10.25; Lots Of Beans On Order

WINNIPEG.
DRIED VEGETABLES.—There seems to be an enormous lot of Oriental beans on order from Western Canada, but there seems to be very little chance of getting these shipments through just now on account of the shipping situation in the Pacific. Some high premiums are being paid by firms willing to speculate. It is thought that these old beans are likely to come on the market in the fall when the new crop is due, resulting in an easy market. At present there is very little sign of white beans easing off. A car of Limas is arriving this week, which have cost three cents under previous price. These should sell to the trade around 17c. There is no let-up in the pea market. Split peas bought to-day would cost \$10.25 delivered in Winnipeg for 98's, whereas the retailer is paying less than that, around \$9.50.

White beans, bush.....	7 50
California Lima Beans—	
80-lb. sacks	0 17 0 20
Peas—	
Split peas, sack, 98 lbs.....	7 50 9 50
Whole green peas, bush.....	5 50
Whole yellow, bushel	3 75

Ordinary Peanuts 14½c; Jumbos Quoted 17½c

WINNIPEG.
NUTS.—Two cars of shelled walnuts from France arrived here this week, which came rather as a surprise. These, however, did not affect the market much, jobbers still getting around 52c for shelled stuff. Peanuts have been advancing considerably lately, and quotations (Continued on page 43.)

FLOUR AND CEREALS

Flour Firm, Steady In Better Demand

Montreal.

FLOUR AND FEEDS.—Business in flour is better. Buyers have been more active of late, but there is still room for improvement. The situation is uncertain still. Effect of the fixing of the price of cash wheat at a maximum of \$2.40 per bushel for old crop is not entirely estimated as yet, and some ideas are around that the maximum is to apply to all wheat till further notice. At the \$2.40 price a slight further advance in flour would be justifiable in the opinion of some millers, but the market was not indicating an advancing trend at time of writing, although very firm. Some experienced opinion was being voiced to the effect that by the time new crop is in sight there may be a falling off in market strength, but this is not positively expressed. The tendencies of purchasers at present are still to hang off a little if possible evidently in expectation of lower prices. Still with news from some districts of the North-West to the effect that hot, dry winds have done harm, and that straw will be short in Saskatchewan, the element of uncertainty is more pronounced. Winter wheat has not responded entirely to the strengthening tone of the flour market last week when Manitoba first patents went to \$13, and shadings in price have been made. Business is reported quiet in winter wheat flour. In mill feeds business is active, and markets still strong as ever. Demand is good for mixed cars of feeds. Supplies are not at all abundant. Prices are firmer.

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

Cereals Are Finding Firming Tendencies

Montreal.

CEREALS.—The market for all cereals, and especially the corn-based cereals is very firm. Cracked corn has advanced 25 cents to \$6.75 per 98-lb. bag. The market for corn was never so high in the experience of many connected with trade. This is due entirely to shortage of supply it is said. Teco pancake and buckwheat flour has advanced to \$3.90 from \$3 per case of 30 square packages. An interesting decline, however, is that of

cream of wheat, which having risen to \$9 a case has returned down the scale to \$7.50 per case. Oats have shown firming tendencies and oatmeal may advance. Rolled oats are also likely to be firmer, and these are in fair demand for the season.

Barley, pearl, 98 lbs.	7 50	8 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 50	6 75
Cornmeal, yellow, 98 lbs.	5 50	6 00
Graham flour, 98 lbs.		6 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 00	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.		5 00
Split peas	11 00	11 25
Rolled oats, 90-lb. bags.	4 50	4 75
Whole wheat flour, 98 lbs.		6 25
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.		6 50

Future Wheat Shows Strength

Toronto.

FLOUR.—There was an increasingly strong market for future wheat quotations during the week, the October option showing a net increase of 29½c during the week, and is now very near the price on cash wheat. On Tuesday of last week the October option closed at \$2 per bushel at Winnipeg, and on Tuesday of the present week it was \$2.29½. Cash wheat, on the other hand, held almost stationary during the week, on Tuesday of last week being at \$2.40 per bushel, and on Tuesday of the present week at the same figure. On Thursday and Friday of last week, however, it reached \$2.48. Bullish crop reports came from Western Canada and North Dakota during the week, due to the continued hot and dry weather. Tuesday reports came in that the drouth had been broken, and this put the market in easier tone. The market in the United States rose steadily owing to the improved outlook for the establishment of a minimum price of \$2 for wheat in that country. This had its effect on the Canadian wheat prices. In view of this situation flour is in a fairly strong position. Prices were unchanged during the week. A much better demand for flour is noted, as millers state people have held off in their purchases as long as they could, waiting to see how the market would settle. Dealers in consequence have asked in some instances that their shipments be advanced. Ontario flour held fairly steady during the week, with an advance of 30c from the lower levels.

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

Strong Demand For Rolled Oats Develops

Toronto.

CEREALS.—There was a very strong market for all corn products during the week, due to the high price for the grain in the United States, and furthermore to the practical inability of some Canadian millers to get supplies. Some concerns are unable to mill further supplies of cornmeal, due to this lack of a corn supply. There was a generally higher market by 15c per bag. Farina was also higher by 15c. Rolled oats were quoted from \$4.60 to \$4.70 per bag, with a strong demand, particularly for export. Wheatlets were higher in sympathy with the higher market on flour, as noted last week.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	7 50
Barley, pot, 98 lbs.	5 00	5 50
Buckwheat flour, 98 lbs.	5 75	6 50
Corn flour, 98 lbs.	6 00	6 40
Cornmeal, yellow, 98 lbs.	5 50	5 65
Farina, 98 lbs.	6 45	6 50
Graham flour, 98 lbs.	6 00	6 25
Hominy, grits, 98 lbs.		6 75
Hominy, pearl, 98 lbs.		6 75
Oatmeal, 98 lbs.	5 25	5 60
Rolled oats, 90-lb. bags	4 60	4 70
Rolled wheat, 100-lb. bbls.	6 50	6 75
Wheatlets, 98 lbs.	6 45	6 50
Peas, yellow, split, 98 lbs.	10 25	10 50
Blue Peas, lb.	0 10	0 12

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

Export Inquiry On Millfeeds Keeps Up

Toronto.

MILL FEEDS.—There is still a good inquiry for bran and shorts from the United States, one mill stating they already have more orders under contract from that quarter than they can take care of for the next three or four weeks. Lower quotations on bran and special middlings disappeared quite generally during the week, and are quoted firm at the high prices of last week.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$35 00	\$37 00
Shorts	40 00	42 00
Special middlings	50 00	52 00
Feed flour, per bag.		3.05-3.70

Flour Declined Again; Bran And Shorts Up

Winnipeg.

FLOUR AND CEREALS.—Early this week first patents were quoted at \$13.00 per bbl. This was the second advance of 50c per bbl. inside of a week. It declined to \$12 per barrel, however, on Tuesday of this week. Wheat jumped from 2.26, (which was the price quoted when flour was \$12.00) to 2.50 last weekend, thus the advance in wheat

was around 25c. Some people are of the opinion that the rather unfavorable crop reports is the reason for this change; other people are not of the same opinion. Domestic flour business has been very good, especially in Western Canada. This was expected, as stocks were getting low in country stores. Rolled Oats.—There has been an advance to \$4.00 for 80 lb. sacks owing to the advance in oats, besides the fact that oats has advanced continually, milling oats is scarce, and consequently millers are paying a premium for oats of milling quality. All mills are considerably oversold on rolled oats. Packages are expected to remain around \$4.75 per case. Feeds.—Bran is quoted at \$32. and shorts \$37, being an advance of \$5 in each case. Bran at \$32 is now somewhere near the price that can be realized for export to the United States. Canadian millers prefer to look after their home market however. Shorts is still in demand in Eastern Canada, and Canadian millers have none to export.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	4 00
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	6 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	32 00
Shorts, per ton	37 00
Mixed chop, ton	50 00

BEVERAGES BY THE CASE

(Continued from page 28.)

substantial profits. There is not an enormous profit to be made on each sale. It stands to reason that this could not be, for the goods themselves are inexpensive. That will at once do away with the argument, that the stores like those mentioned above have a special opportunity for disposing of these goods. Why these are not the luxuries of the wealthy, they are the common pleasures of the poor man. Practically any family can afford to purchase these goods. Even the case of ginger ale is not a large item on the bill. You can talk these goods to anyone.

Encourage your customers to keep a stock ahead, for small gatherings, for the unexpected occasion when just some such thing is required, for the refreshment of the family after a hot day. There are plenty of arguments for those who want to spend a moment pondering the matter.

TURNOVER, MARGINS, SYSTEMS

(Continued from page 26.)

and pound it in by constant prodding. None of us can keep only fast sellers; but in our town we have done much to offset the evil of being "just out" by practising inter-trading. We buy of each other so constantly that now it is a matter of course for clerks to travel from one store to another daily or oftener. Thus many slow-moving items are carried in light supply in every store. That is practical co-operation—not?

The sixth reason, buying for less on future contract, is the one which catches most of us. It is a tangible reason, worth while in some cases; but it has been sadly overworked and wholesome reaction is about due.

But the last paragraph hardly will bear examination. Money tied up in merchandise is not "working." Better put \$1,000 or more into 4½ per cent. to 5 per cent. bonds and borrow against them when in need of funds. That really is keeping the money working ALL THE TIME.

Mostly Mr. Lewis' letter is solid and sound; and it will repay anybody to read it several times carefully. I shall quote more in the near future.

MANITOBA MARKETS

(Continued from page 41.)

are to-day 14½c for ordinary peanuts and 17½c for Jumbos, roasted in both cases.

Nuts—In Shells—	
Almonds, Tarragano (soft shell, lb.)	0 21½
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18½
Peanuts—Virginia—	
Choice roasted, fresh, lb.	0 14¼
Fancy roasted, fresh, lb.	0 15½
Jumbo roasted, fresh, lb.	0 17½
Walnuts, French Marbots, lb.	0 14½
Walnuts, Manchurian (Jap.), lb.	0 13½

NUTS—SHELLED.

Spanish Valencia Almonds—	
In 28-lb. boxes, lb.	0 41
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 48
Spanish Shelled Peanuts—	
No. 1 Spanish peanuts, lb.	0 14½

Falling Off In Japan Tea Shipments

Winnipeg. TEA.—A representative of a Japanese house in Winnipeg has received the following report from the Tea Association regarding the first May picking: "Up to June 30, 4,750,000 lbs. of tea have been shipped, as against 7,400,000 lbs. last year up to July 11; up to July 10, 1915, 15,000,000 lbs.; thus this year's shipments are small compared with those of the last two years."

Anxiety Over Run Of Salmon In B.C.

Winnipeg. CANNED GOODS.—A local broker, who has recently returned from B. C., states that the situation as regards salmon does not look good, the run having been rather discouraging; however, as the run at that time had only just started, there was still quite a lot of time yet, and everything depends on the run.

A local house has advised its customers as follows:—"Tomatoes—Our buyer reports tomato plants very backward; farmers have been unable to cultivate on account of wet weather; the plants show no sign of blossoming, which means that the season is at least a month behind. Corn—Our buyer reports very backward weather conditions, affecting corn unfavorably, and unless some warm weather comes immediately, the crop of corn

will not be 50 per cent. of normal. Beans—Our buyer reports that the same conditions affecting corn applies to the bean crop. Peas—Our buyer reports indications at the present time point to a very fair crop, but the weather must become more settled if the packers are going to be able to pack their requirements; the season is fully three weeks late. Raspberries—Our buyer reports if the weather becomes warm, the crop should be very good, but it all depends on the weather.

"Stocks of canned vegetables and fruits are very low, and in the East most retailers are buying to take care of their summer and fall requirements. Some even are buying ahead to cover their early winter needs. We fully expect that there will be a shortage between cleaning up old pack goods and the arrival of the new pack."

The following are typical quotations:
 Corn, American, 2s, 2 doz. case..... 3 25
 Peas, Can., good color, 2s, 2 doz. case... 2 55
 Tomatoes, American pack, 3s, 2 doz. case. 4 40
 Tomatoes, American pack, 2s, 2 doz. case 3 20

Coffee Market Excited; Tendency Downward

Winnipeg. COFFEE.—The market has been in a most excited state during the past week. Rios No. 7, being quoted all the way from \$8.80 to \$9.25 in New York. The tendency, however, seems to be downward. There is some talk of the Brazilian Government imposing an export duty on coffee if that country enters the war seriously.

PRODUCE AND PROVISIONS

(Continued from page 46.)

high as 35c has been paid for straight receipt stock, moulds and culls out. Apparently these prices are entirely on the speculative basis as markets do not warrant such levels. Cheese.—In view of Government control of prices, there has been practically no change. Ontario cheese is selling to the trade at 24-24½c. Manitoba cheese is costing 20¼-21c, and is selling to the trade at 22½-23c.

Hams—	
Light, lb.	0 30
Medium, per lb.	0 28
Heavy, per lb.	0 26
Bacon—	
Breakfast, per lb.	0 33
Breakfast, select, lb.	0 33
Backs, regular	0 32
Backs, select, per lb.	0 34
Dry Salt Meats—	
Long clear bacon, light	0 25
Backs	0 26
Barrelled Pork—	
Mess pork, bbl.	45 00
Lard, Pure—	
Tierces	0 27
20s	5 70
Cases, 5s	16 72
Cases, 3s	16 80
Lard, Compound—	
Tierces	0 21½
Tubs, 50s, net	10 78
Pails, 20s, net	4 50
Fresh Eggs—	
New laids	0 28
Cheese—	
Ontario, large fresh	0 24
Manitoba, large, fresh	0 22½
Butter—	
Fresh made creamery, No. 1 cartons	0 35
Fresh made creamery, No. 2	0 34

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 24.—The wholesale business during past week has been very quiet as retailers are only taking their actual requirements from day to day. Sugar, considering the preserving season that is now on, is very sluggish. Contemplated advances in spices have not yet been made effective. Teas and coffee are in weaker tone. Cocoa is selling better. There is a heavy demand for lard, but butter is in weak demand. Eggs are likely to advance to higher levels in the near future. Flour is lower in price, but as yet there has been no decline in the price of bread. New potatoes are quoted at \$40 to \$95 per ton. Flour is now quoted on the basis of \$12.50 per barrel.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	12 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, new, per lb.	0 02½ 0 03
Potatoes, per ton	40 00 95 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, incartons, doz.	0 42
Cheese, new, large, per lb.	0 25

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 24.—Flour advanced 50c. per barrel during week end, but dropped \$1 per barrel to-day, which decline is evidently due to some other cause than the condition in the wheat market. Quotations are now made on the basis of \$12.10 per barrel. Rolled oats advanced 20c. for 80s, making the price now \$4.30. Corn syrup has advanced 20c. per case and Rogers' syrup has been increased 75c. per case. Corn starch and laundry starches have all been advanced 1c. per pound. Newlaid eggs are now \$10 to \$11 per case, which is an increase of \$1. Smoked meats are down ½c. per pound quite generally. Creamery butter is quoted at 40c. and dairy at 27. Small white beans are selling at 14c to 15c. per pound. Ontario peaches, 2s, are quoted at \$4.75 per case. An advance locally on the price of rice is highly probable.

CALGARY:

Beans, small white, Japan, lb.	0 14	0 15
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Flour, No. 1 patents, 98s per bbl.	12 10
Molasses, extra fancy, gal.	0 82 0 90
Rolled oats, 80s	4 30
Rice, Siam, cwt.	5 65
Tapioca, lb.	0 11
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	9 55
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 40
Do., dairy, lb.	0 27
Lard, pure, 3s, per case	16 80
Eggs, new laid, case.	9 00 10 00
Tomatoes, 2½s, standard case.	4 50 4 80
Corn, 3s, standard case	3 70 4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 55 2 80
Strawberries, 2s, Ontario, case.	5 25 5 60
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 75
Lemons, case	9 00
Salmon, pink, tall, case.	7 25

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., July 24.—After the recent flurry, caused by the fear of being caught with stocks, an actual scarcity of potatoes is making itself felt, with a resulting rise in price. During the week quotations jumped \$5 to \$7.50, and offers of \$8 and \$9 per barrel have been made with no response. There has been a 50c increase in the price of flour, which makes the price now \$13.90 for Manitoba and \$13.35 for Ontario. Compound lard is easier at 21¼c to 21½c per pound. California oranges are cheaper at \$4.50 to \$5.50, and Texas onions are easier at \$2.50 to \$3. Cucumbers are also down to \$6 to \$7 per bushel, a decline of \$1 to \$1.50. With starting of haying season trade in New Brunswick enters upon quietest time of year, but with business keeping well up to usual standard for this period.

Flour, No. 1 patents, bbls., Man.	13 90
Ontario	13 35
Cornmeal, gran., bbls.	11 00
Cornmeal, ordinary, bags	3 90
Molasses, extra fancy, gal.	0 70 0 71
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 25 8 30
No. 1 yellow	7 75 7 80
Paris lumps	9 50 10 00
Cheese, N.B., twins	0 22½ 0 23
Eggs, new-laid	0 34
Eggs, case	0 29 0 30
Breakfast bacon	0 33 0 35
Rutter, dairy, per lb.	0 32 0 34
Butter, tub	0 30 0 32
Lard, pure, lb.	0 28½ 0 28½
Lard, compound	0 21¼ 0 21¼
American clear pork	52 00 55 00
Reef, corned, 1s	4 25
Tomatoes, 3s, standard, case.	4 70
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.	5 60

Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case.	4 30
Salmon, red spring, talls, case.	10 00 10 50
Salmon, pink, talls, case.	6 50 7 00
Salmon, Cohoes, case	9 75 10 00
Salmon, Chums	5 75 6 00
Sardines, domestic, case	6 00
Cream tartar	0 58 0 60
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12½
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apples, lb.	0 12½ 0 13
Evaporated apricots, lb.	0 21
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00 7 50
Lemons, Cal., box	7 50
Oranges, Cal., box	4 50 5 50
Strawberries, crate, per box	0 08
Pears, Cal.	4 50 5 00
Peaches, Cal.	1 75 2 00
Plums, Cal.	2 25 2 75
Grapefruit, per case	6 00 7 00
Potatoes, bbl.	7 50
Onions, Texas	2 50 3 00
Onions, Bermuda, crate	2 25 2 50
Tomatoes, Bermuda	5 00
Cucumbers, doz.	1 25
Cucumbers, per bush.	6 00 7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, July 24. — Rains are badly needed throughout Saskatchewan. The weather has been very hot for past week. Markets on the whole were quiet during the week with fewer changes than usual to report. Rolled oats in bails have advanced to \$4.60. Sugar has advanced 15c. and is now quoted at \$9.39. Eggs have declined to 28c. per dozen. Canned pineapples are quoted firm at \$4.75 to \$5.35. Canned tomatoes are lower at \$4.50. Laundry starch and cornstarch has been advanced 1c. per pound.

REGINA—

Beans, small white Japan, bu.	7 15
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00 12 80
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 60
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 39
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 28
Pineapples, case	4 75 5 35
Tomatoes, 3s, standard case.	4 50
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case.	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 15
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	3 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

PRODUCE AND PROVISIONS

Cooked Meats and Bacon in Demand

Montreal.

PROVISIONS.—Hot weather has had a depressing effect on demand for meats, with the exception of the cooked meats. Demand for smoked ham, breakfast bacon, and all the cooked meats is reported to be exceptionally good. Prices are being well maintained. The market for pure lard is a little lower, due to increase in supplies, and on account of hot weather reduction in demand. Demand for lard and shortening is a little lessened now, as the housewife evidently does not like cooking during the warm weather. Live hogs are arriving in good supply and fair condition, and were selling at \$16.50 per 100 pounds. Dressed hogs were selling for \$22.75 and \$23 per 100 pounds.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 25½	
Tubs, 50 lbs.	0 25½	
Pails	0 26	
Bricks, 1 lb., per lb.	0 27	
Shortening—		
Tierces, 400 lbs., per lb.	0 22½	
Tubs, 50 lbs.	0 22½	
Pails, 20 lbs., per lb.	0 23½	
Bricks, 1 lb., per lb.	0 23½	

Better Deliveries Of Poultry Noted

Montreal.

POULTRY.—Deliveries of live poultry are increasing. This is particularly true of old fowls, young chickens, and ducklings. Quality of supplies is fair. Dealers are discouraging as much as possible the sending in of birds to the market unless they are properly fattened. Demand for cold storage poultry is a good deal better at present, and if the two meatless days per week, which are likely to be recommended by the Food Controller, materialize, this will mean a better demand for eggs, poultry and fish. Prices of poultry show some advances this week.

Poultry—		
Old fowls	Dressed	Live
Chickens, milk-fed, crate,	0 21	0 22
fattened, lb.	0 25	0 26
Old roosters	0 16	0 14

Roasting chickens	0 28
Young ducks	0 25
Turkeys (old toms), lb.	0 31

Egg Prices Advance In Country and City

Montreal.

EGGS.—The market during the past week has shown a wide variation in prices. Prices in the country have jumped from 30c and 31c to 34c and 35c, and in some cases even as high as 36c has been paid for fresh gathered eggs. Dealers are still having the eggs forwarded by express owing to the slow freight transportation, and also to the hot weather. Demand for eggs for export is beginning. Some few shipments are going forward of eggs which were sold a couple of weeks ago, but to-day very few fresh receipts can be sold, as supply in the country is almost cut in half, and in Montreal there are not more than enough eggs coming forward to supply daily needs. It is understood that a few sales of Canadian eggs have been made for fall shipment, and inquiries for these are now numerous. Receipts for the week ending July 21 were 2,000 below last week's, and 14,000 less than the corresponding week last year.

Eggs—

New laid, specials	0 44	0 47
Selects	0 40	0 44
No. 1's	0 37	0 40
No. 2's	0 34	0 36

Cheese Prices Show Declining Trend

Montreal.

CHEESE.—While the market for cheese in the country continues to be steady, with only minor fluctuations due to local conditions here and there the price of cheese to the retailer has declined a little this week. The market at present as fixed by the Imperial Commissioner is favorable to the making of cheese rather than butter, and farmers are making their milk into cheese. Local demand is moderate, the bulk of the cheese being made for export. Large stocks of cheese ordered for export are accumulating in Montreal awaiting shipment. Ships are said to be coming for the cargoes in course, and manufacture proceeds unretarded. Receipts in Montreal for the week ending Saturday, July 21, were some 8,000 boxes ahead of receipts for the corresponding period in 1916.

Cheese—

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

Butter Market Is Stronger in Tone

Montreal.

BUTTER.—Decline is noticed in the production of butter in the country, as judged by receipts in Montreal. Receipts for the week ending July 21 were 2,000 pkgs. less than in the previous week, and 11,000 less than a month ago, while they are 8,000 less than for the corresponding week last year. This is probably due to the concentration of the producers on cheese rather than butter. Factories not finding it convenient to manufacture cheese are taking care of the butter production at present. Prices are firm this week, and with good local demand a steady or even stronger market is anticipated. An outside buyer at Cowansville last week paid 35½c for creamery butter. This strength of market may not maintain, however, though it shows the tone.

Butter—

Creamery prints (fresh made).	0 37	0 37½
Creamery solids (fresh made).	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)	0 32	
Bakers	0 30	

Honey Production Prospects Good

Montreal.

HONEY AND MAPLE.—Demand for maple products continues good, exceptionally good, for the season, and considering the hot weather. Supplies will be low before next season's production begins. No estimates of the probable honey crop are available with any certainty yet, but with the conditions in the main favorable, a good crop is looked for.

Honey—

Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins	0 14½	
Comb, per section	0 18	0 19

Maple Product—

Syrup, 13 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Lard Is Down; Meats Are Lower

Toronto

PROVISIONS.—There was a decidedly easier tone to the market for lard during the week with a decline of 1½c per pound noted on the part of some of the large dealers. Lower prices came by way of endeavoring to stir up trade now that the summer quietness is on. There was quite a little business booked at the lower prices, but not as heavy as the dealers anticipated. The opinion is expressed that with the decline during the past week the lard market is more near-

ly to a normal condition, and that a steady situation is expected for some little time. The demand for smoked meats has not been active during the week, and prices have receded from ½c to 1c per pound in an endeavor to induce business. Smoked hams were down from ½c on medium, while large hams were down 1c. Plain backs and boneless backs were also down 1c. Bacon held steady in price. The demand for boiled and roast hams is developing very satisfactorily, and prices were quoted up ½c to 1c per pound on boiled and roast hams, and 1c per pound on roast shoulders. The demand for long clear bacon is stated to be somewhat unusual, as a large number of inquiries are coming in for this commodity. Business with the lumber camps in the Maritime Provinces still keeps up on barrel pork. Some wholesalers in Northern Ontario have also been in the market. Provision dealers are looking forward to a good business from now on. Live hogs were down 75c per hundred during the week, being quoted at \$15.25 for fed and watered. There were fairly heavy arrivals during the past week. In compound lard there was a slightly wider spread during the week in the desire to stir up business.

Hams—		
Medium, per lb.	0 29	0 31
Large, per lb.	0 24	0 26
Backs—		
Plain	0 30	0 40½
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31
Dry Salt Meats—		
Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 39½	0 41½
Hams, roast, per lb.	0 43	0 45
Shoulders, roast, per lb.	0 40	0 42
Barrel Pork—		
Mess pork, 200 lbs.	47 50	48 00
Short cut backs, bbl., 200 lbs.		50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 24	0 26¼
Compound tierces, 400 lbs., lb.	0 21¼	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 00	24 00
Live, off cars		15 50
Live, fed and watered		15 25
Live, f.o.b.		14 65

Butter Market in Fairly Strong Tone

Toronto

BUTTER.—There was a fairly strong tone to the butter market during the week, but prices held in a stationary position. There continue to be a good supply of butter coming forward, but consumption is good and butter is finding a ready market. Conditions in the country are approaching the season when production will not be as heavy. It is a little early yet to talk of pastures drying up, but with a continuation of recent hot days this is a possibility in the not distant future. Farmers have already commenced to feed more bran to their cattle which is a very good sign that they are

endeavoring to keep production up with extra feed.

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

Eggs Advance 2c Dozen During Week

Toronto

EGGS.—There is a generally lighter production of eggs throughout the province now that the hot weather is on. With the few very warm days of the past week eggs have not kept so well, and this has helped to raise prices for the strictly fresh variety. Eggs in cases are quoted at 40c per dozen, and in cartons at 42c to 43c per dozen. It is expected that production will continue to be down until the hens take fresh heart at laying about the time they are able to pick grain from the fields after the crop has been harvested. This will be some time next month, as harvest is later this year than usual.

Eggs—

New laid, cartons	0 42	0 43
New laid, ex-cartons		0 40

Cheese Market Is Still in Steady Tone

Toronto

CHEESE.—There was practically little of interest in the cheese market during the week, as the market continued in the same steady position that it has for weeks past. The situation is dominated by the price the Government is willing to pay for export and the local market is governed accordingly. This is one of the commodities that has been effectually regulated by the amount the largest purchaser is willing to pay for the commodity. New large is being quoted at 22¼c to 23c per pound.

Cheese—

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

Spring Chickens Are Developing Better

Toronto

POULTRY.—Now that the spring chickens are getting well along toward the fall months, they are showing better size and filling out better. With the cutting of the hay they will have a better chance to pick grasshoppers, and this will be a good stop-gap until they get on the grain fields after the crop has been harvested next month. When they are able to pick the shelled grain from the fields it is anticipated they will put on more real solid flesh. Demand for chickens has been fairly good during the week. Prices remained unchanged.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 16	0 18
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 15	0 22
Do., dressed, 2 lbs. and over..	0 20	0 30
Squabs, dozen		4 00

Prices are those paid at Toronto by commission men.

Condition of New Honey Crop is Still in Doubt

Toronto

HONEY, MAPLE SYRUP.—Nothing very definite has reached the local market with respect to the condition of the new crop honey. One large dealer in the Niagara district reported that the honey crop is likely to be a light one. Whether this is general remains to be seen. With conditions quite similar to those of last year the opinion is expressed by some commission men that the crop should stand equally good prospects. During the past few days there has been abundant sunlight to give the white clover plenty of nectar. Ontario bees depend almost entirely on the white clover for their honey, as the red clover blossom is too long in the stem of the flower to allow the bees to get to the bottom of the cell and extract the honey. Attempts have been made to cross the local bees with a variety that has longer mandibles, but as yet this has not met with much success. There is a great source of honey supply in the red clover, which would at least double the present yield if a type of bee could be secured that would be able to extract the honey. Locally prices remained unchanged except on comb honey, which in certain quarters was quoted slightly higher.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb, No. 1, doz.	2 30	2 50
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

Good Hogs Plentiful; Lard Expected To Decline

Winnipeg.

PRODUCE AND PROVISIONS.—In sympathy with all Eastern markets, the price of hogs has declined from \$15.25 to \$14.50-\$14.65, with a weak undertone still. Receipts are liberal for this time of the year, and generally speaking, the quality is good, as against the light, unfinished stock coming into Chicago markets. Previous prices are unchanged. Lard is weaker, and this is the first time that lard has shown a tendency to decline for many months. While there was no change at the time of writing, a decline of one or two cents per lb. was expected. Eggs.—Receipts have fallen off, and with similar conditions in the East, and consequent enquiry from that source, the local market is firmer, prices paid to the country varying according to locality from 25c to 27c. Dealers in Winnipeg are paying around 28c for candled stock. Creamery Butter—Prices to the trade are unchanged, but the jobbing market is firmer, and sales of No. 1 Government graded stock are reported to have been made at 36c. Some of the trade seem to think that this price is absolutely unwarranted in view of Eastern markets. They say that our market should be getting lower instead of higher. Dairy Butter.—Prices have been running wild, and it is reported that as

(Continued on page 43.)

Lantic Sugar Advertising Campaign Stimulates Sales



We have encouraged the housewife through our advertising to put up more fruit this year than ever, and proved conclusively that home preserving is a National Service economy.

This means more sales not only of sugar for you but also fruits, jars, jar rings, spices, etc.

Tie up with the big advertisers. Display their products where they can easily be seen.

Lantic Sugar is the best for Preserving.

ATLANTIC SUGAR REFINERIES, LIMITED
Montreal, Que.

You Can Always Sell What Women Want

It is easy to sell Sunset Soap Dyes, for a clean and economical way of dyeing many women are looking for a simple, fast way of dyeing fabrics at home. When they see a display of

Sunset Soap Dyes

it usually means a sale. And these wonderful home-dyes give such splendid satisfaction that the woman who tries one cake is sure to want more. Display a box of Sunset Soap Dyes on your counter and notice the quick interest it attracts.

Sunset Soap Dyes color any fabric, any shade, without staining hands or soiling utensils. Being in

cake form they do not spill like powdered dyes. Colors are brilliant and lasting. A satisfactory article to sell, as they give perfect results, and carry a good profit. Packed in attractive boxes, which make a good display in small space. A small order will show you their selling possibilities.

Write for prices and discounts to

Canadian Distributors: HAROLD F. RITCHIE & CO., LTD., Toronto, Ontario
Manufactured by **Sunset Soap Dye Co., Inc., New Rochelle, N.Y.**

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

W. C. Edwards & Co., Ltd., Ottawa, Ontario Manufacturers of **BOX SHOOKS**

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Nearly every class of securities falls into some definite class, such as Steel, Milling, Transportation, Textiles, Pulp and Paper, Light and Power.

All stocks in these various classes are affected in the matter of their current market price by certain conditions, ever changing.

Hence it is of first importance to every man with investments or about to make investments to keep himself well informed, regularly, about the class or classes of securities in which he is interested.

He can do this by reading each week **THE FINANCIAL POST OF CANADA**.

The news and opinion concerning each of these classes of securities are provided fully each week, by writers in daily touch with their respective fields. In addition to this review of conditions affecting all securities in the group each security is treated separately.

You can get well informed news and opinion at small cost from the **POST** each week—and much else of value and interest.

Issued every Saturday, \$3 per year.

Write to the Publishers for sample copy.

The Financial Post of Canada, 143-153 University Ave., Toronto

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by buying a copy of

THE GROCER'S ENCYCLOPEDIA

BY ARTEMAS WARD

YOU will enjoy reading it, because you will find it the most interesting and entertaining book you ever saw—and the *result* will be that:

YOUR BANK ACCOUNT will profit, for the information acquired will save you money—and

YOUR REPUTATION will be strengthened, because you will know so much more about foods, etc., than any of your competitors who do not possess the book. Your customers will be quick to notice the difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

SOME PRESS COMMENTS

THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

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1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce, but it sells for*

ONLY \$10.50, DELIVERY PREPAID.

Send your order to Book Department

MacLean Publishing Co., 143 University Avenue, Toronto, Canada

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

Busy Times

With extra war-time gardening, baking her own bread, and scheming here, there and everywhere to keep down the "high cost of living," the housewife has little time to fuss with puddings, pies and complicated desserts. It's your opportunity—suggest to her



Shirriff's

*Jelly
Powders*

With Shirriff's, and fresh fruit, she can make the most attractive looking, sparkling and delicious jelly desserts that ever delighted eye and palate. And all at slight cost as compared with other desserts—and in only a few minutes' time.

Shirriff's offer a complete variety of fruit flavors for every taste.

Let us send you a case or two with attention-winning window displays to help you make the suggestion to your customers.

Imperial Extract Co., - Toronto



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

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D. W. ROSS COMPANY

AGENTS

MONTREAL

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ADVANCE—OR RETIRE ?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress. Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. SAUCE. Now, how about you?

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

H.P. SAUCE

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and the package.

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

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

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing 1/4, 1/2 or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

A Profitable Line

at any time of the year, but more particularly so during the warm weather, is the famous

Hop Malt Beer Extract

By using this your customers can make genuine lager beer in his own home. No license required to sell. It conforms strictly to the Temperance Acts of all provinces. Write for full details of this splendid, money-making proposition.

HOP MALT COMPANY

Dept. S. Beamsville, Ont.



"McCASKEY"
Account Systems
For Every Business.

Send for Booklet
"A CREDIT PLAN
THAT WORKS"

McCaskey Systems
Limited

215 Carlaw Ave., - Toronto

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

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

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Col. MacLean was in Germany When War Broke Out

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

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

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

MacLean's for August Is a Midsummer Number

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

CONTENTS

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

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

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

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

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

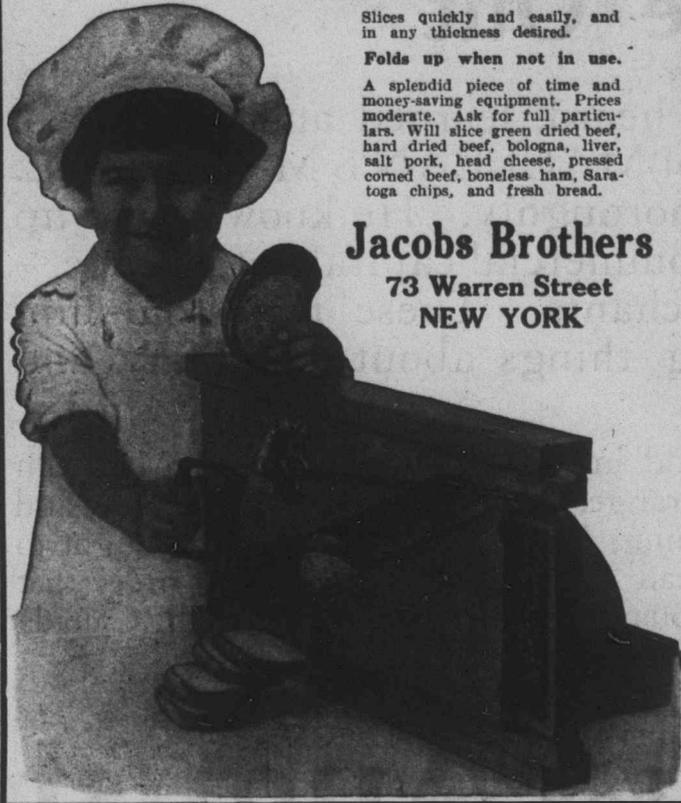
Pinkerton who writes the detective story, "Old Twilight," knows how to write this class of story.

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

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

At All News-Dealers
15 cents

Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

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

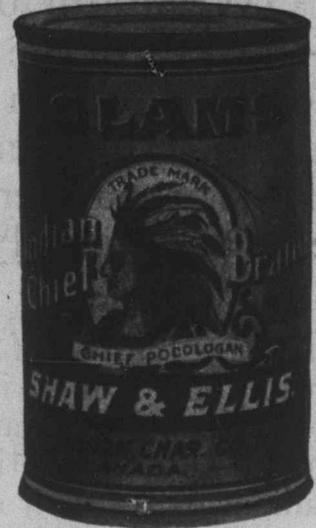
Jacobs Brothers
73 Warren Street
NEW YORK

Just the thing for the hot weather INDIAN CHIEF BRAND CLAMS

Tell the housewife about the hot weather advantages of these delicious and wholesome sea foods.

The fact that they are already cooked and require no boiling, will immediately appeal to her. And you can positively guarantee every can of Indian Chief Brand to be perfect, fresh and of highest quality.

Ask your jobber for a trial supply.



Packed By

SHAW & ELLIS
Pocologan, N.B.

NORWEGIAN SARDINES (STYLED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Big Profits follow displays of MARSH Grape Juice



Keep a few bottles always before the notice of your customers. Every sale is a repeat and a profit builder.

The Marsh Grape Juice Company
Niagara Falls - Ontario

Ontario Agents:
MacLaren Imperial Cheese Company
Toronto

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



If she likes the best suggest Royal Acadia Sugar

Pure and sweet, a sugar that will satisfy the most particular housewife. Dealers can unhesitatingly recommend Royal Acadia—it will bear out the strongest recommendation given.

In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

Every Grain Pure Cane.

The Acadia Sugar Refining Company
Limited
HALIFAX CANADA



Only a product of unimpeachable purity could have won the confidence enjoyed by Furnivall's Fine Fruit Pure Jam. Quality dealers everywhere are selling it. How about you?

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

FURNIVALL-NEW, Limited
Hamilton, Canada

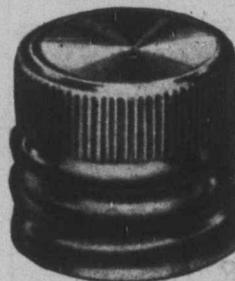
Show Our Wash Boards in a Corner of Your Store

They're neat, good-looking and serviceable—no better to be had. Note our lines:

CANUCK (Glass), SUPERIOR, SOLID GLOBE and COMPETITOR GLOBE in Metal or Zinc. WASH-DAY SURPRISE and ECONOMY in Metal.

CANADIAN WOODENWARE CO.
Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO

Bernard in Sanitary Catsup Screw Cap



The importance of a screw cap in being the only "clean to handle" and efficient device yet offered for protecting the quality of catsup in the opened bottles, justifies the greatest care in its selection.

Our retinned catsup screw cap represents the best, and the housewife knows that it is found only on the best goods.

For prices, etc., apply

J. E. BEAUCHAMP & CO., Montreal

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



You are not trying out any experiment

in selling the deliciously appetizing Sea Foods put up under the well-known

BRUNSWICK BRAND

Their sales-getting, satisfaction-giving qualities have been proven beyond doubt and dealers will make no mistake in keeping a display constantly working in windows and sales counter.

See what lines you require from the following list of sellers:

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

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

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

BAKING POWDER

ROYAL BAKING POWDER

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

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

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

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

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.

	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.

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

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

"AYLMER" PURE ORANGE MARMALADE

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

BLUE

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

CEREALS

WHITE SWAN Per case

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

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA.

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

"It's all Right"



Comfort Lye

is in ever-increasing demand

Nothing stronger or purer.

Powdered and perfumed.



Single case lots, \$4.35 per case.

Three case lots, \$4.30 per case, freight prepaid.

Five case lots, \$4.25 per case, freight prepaid.

Ten case lots, \$4.20 per case, freight prepaid.

Comfort Lye sells readily and affords the Dealer a good profit. Send us your order.

Like our other Products, Comfort Lye carries a premium coupon for the customer.

Purchase through your jobber or direct from us.

Pugsley, Dingman & Co., Limited
TORONTO



We keep Canada clean

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

ROLLED BACON

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

Let us have a sample order from you.

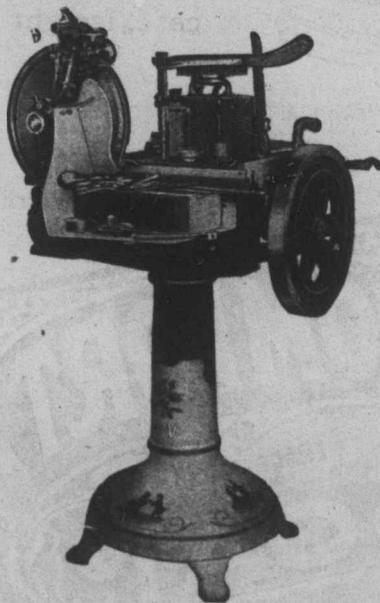
F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

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

Send for illustrated catalogue giving full particulars.



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

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box.....	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes.....	0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes.....	0 39
Lunch bars, 5-lb. boxes.....	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box..	0 95
Nut milk chocolate ¼'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake.	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

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

YUBA BRAND

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

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days	
Eagle Brand, each 48 cans...\$8 25	
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans...	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

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

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

CONDENSED COFFEE

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

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

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

ENGLISH BREAKFAST COFFEE

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

MOJA

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

PRESENTATION COFFEE

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

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

GELATINE

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

W. CLARK LIMITED

MONTREAL

Assorted meats, 1s, *\$4.25.	
Compressed Corn Beef—½s, *\$2.90;	
1s, *\$4.25; 2s, \$9; 6s, \$34.75; 14s, *\$75.	
Lunch Ham—1s, *\$4.25; 2s, \$9.	
Ready Lunch Beef—1s, *\$4.25; 2s, \$9.	
English Brawn—2s, \$8.	
Boneless Figs' Feet—1s, \$3.	
Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, *\$9; 6s, \$34.75.	
Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.	
Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.	
Corned Beef Hash—½s, \$2.	
Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.	

Telephone Personality



Telephone personality plays an important part in business. The telephone customer invariably draws an imaginary picture of the party on the other end of the line and judges the policy of the store accordingly.

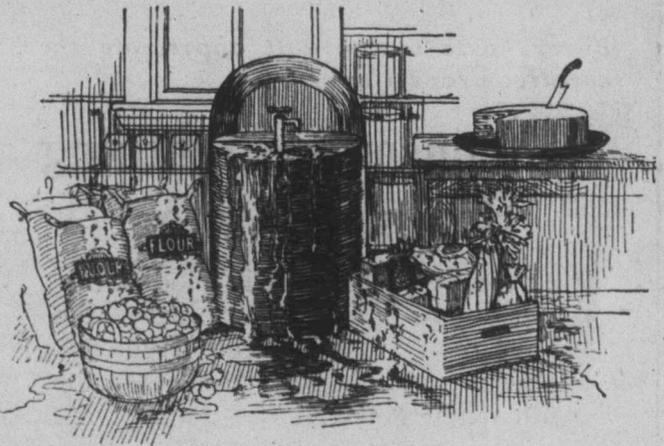
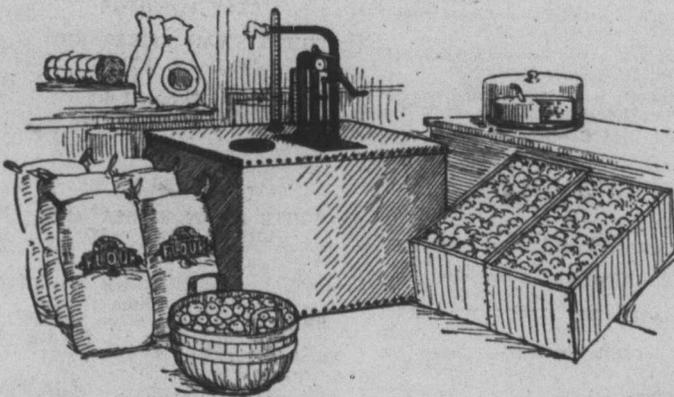
If the voice is courteous he is quick to appreciate it. If it is harsh or snappy he is as quick to resent it. A pleasing telephone voice is a big asset and attracts business. Many a customer has been lost, because somebody was lacking in telephone personality.

We suggest that you and your staff use the same consideration and courtesy in every telephone conversation as you would face to face. It means more business and increased profits.



The Bell Telephone Company of Canada

"Good service . . . our true intent."



Profit—with the **BOWSER** LOSS—without it

How Are YOU Handling YOUR Oil?

The Bowser Oil Storage System will help make your Oil Department pay a profit.

Stops waste, deterioration and evaporation of oil, and the contamination of valuable stock.

Saves your salespeople's time and means better service to your customers.

Does away with oil-soaked floors and the danger of fire. The Bowser System is built for service—it is durable and permanent. Measures an accurate gallon at a stroke and shows exactly how much to charge for each quantity dispensed.

Without the Bowser—Profit on oil is impossible.

Write—while you think of it.

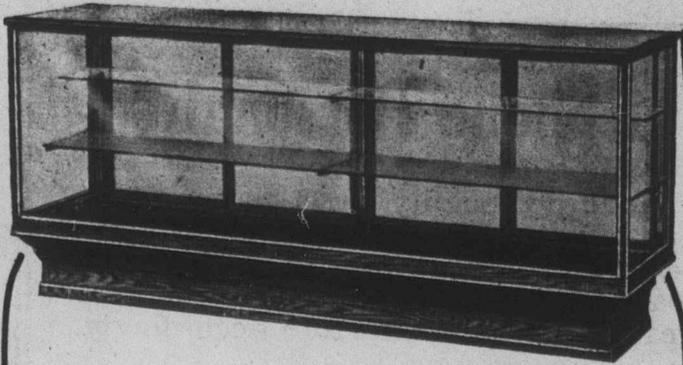
S. F. Bowser & Co., Inc.

TORONTO, ONTARIO, CANADA

Sales Offices
In All Centers

Representatives
Everywhere

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



You cannot afford to miss such a bargain

This Western Display Case has been constructed to meet the demand for a handsome, practical, reliable Show-Case at a reasonable price.

Don't waste money on expensive Display Cases. Get full particulars of this big idea and judge of the big value it offers you. Postcard us.

The Western Mfg. Co., Limited
Regina, Sask.

Every horse owner will appreciate the curative properties of

Williamson's Lightning Healing Powder

That's why you'll find it good policy to get one of our trial supplies which we are ready to send free of charge, express prepaid, remittances to be made when you sell the goods.



We know you can sell them. The demand is big. And you get a profit of \$2 a dozen!

Harness Dealers should order from jobber.

The **Williamson Mfg. Company**
GUELPH, ONT.

- Cambridge Sausage, 1s, \$4; 2s, \$7.75.
- Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
- Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.
- Ham and Veal, 1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
- Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
- Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
- Mince-meat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
- In Pails, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s, \$3.
- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
- Clark's Tomato Ketchup, 16 oz.
- Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
- Individuals, 85c doz.
- Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
- Individuals, 95c doz.
- Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
- Individuals, 95c.
- Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
- Clark's Chateau Chicken Soup.
- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
- Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
- Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

- L'Admirable, 50 bottles, litre cs. 8 00
- Neptune 9 00
- San Rival 9 00

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
- Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
- Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
- Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
- Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 35
- Victoria, ch. 90 lbs., lb. 0 25

COFFEES

- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
- Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
- Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 75
- D. S. F., 1/2-lb. 3 30
- D. S. F., 1-lb. 6 25
- F. D., 1/4-lb. 1 10
- Per jar
- Durham, 4-lb. jar, each 1 10
- Durham, 1-lb. jar, each 0 35

JELL-O

GENESEE PURE FOOD CO.

- Assorted case, 4 dozen \$ 3 60
- Lemon, 2 dozen 1 80
- Orange, 2 dozen 1 80
- Raspberry, 2 dozen 1 80
- Strawberry, 2 dozen 1 80
- Chocolate, 2 dozen 1 80
- Peach, 2 dozen 1 80
- Cherry, 2 dozen 1 80
- Vanilla, 2 dozen 1 80
- Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

- Assorted case, 2 dozen \$ 2 50
- Chocolate, 2 dozen 2 50
- Vanilla, 2 dozen 2 50
- Strawberry, 2 dozen 2 50
- Lemon, 2 dozen 2 50
- Unflavored, 2 dozen 2 50
- Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

- | | 5c Round litho. | 10c Oval litho. dredge |
|---|-----------------|------------------------|
| SPICES. | Per doz. | Per doz. |
| Allspice | \$0 48 | \$0 95 |
| Arrowroot, 4 oz. tins | | |
| 90c | | 0 95 |
| Cayenne | 0 48 | 0 95 |
| Celery salt | | 0 95 |
| Celery pepper | | 0 95 |
| Cinnamon | 0 48 | 0 95 |
| Cinnamon whole, 5c. pkgs., window front 45c | | 0 95 |
| Cloves | 0 48 | 0 95 |
| Cloves, whole, 5c. pkgs., window front 45c | | 0 95 |
| Curry powder | | 0 95 |
| Ginger | 0 48 | 0 95 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 95 |
| Nutmegs, whole, 5c. pkgs., window front 45c | | 0 95 |
| Paprika | 0 48 | 0 95 |
| Pepper, black | 0 48 | 0 95 |
| Pepper, white | 0 51 | 1 00 |
| Pastry spice | 0 48 | 0 95 |
| Pickling spice, window front, 95c | | 0 95 |
| Shipping weight per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 3 |

CHERRIES

This should be cherry week.

Weather always uncertain. Would advise our customers to get in early.

The first generally the best fruit.

RASPBERRIES

should be on next week in liberal quantities. Crop reported to be good and of good quality. Let us have your requirements early.

Will have daily shipments of all other Foreign and Domestic fruits and Vegetables.

The House of Quality.

HUGH WALKER & SON

GUELPH, ONT.

Established 1861

Local Fruits and Vegetables

Gooseberries Cherries

Now arriving in the market daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas, Potatoes, Melons, Cantaloupes, Peaches, Plums, Apricots.

Largest Assortment and Freshest Goods.

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565

:::

TORONTO

New Crop

"St. Nicholas"

"Queen City"

"Kicking"

are shipped. Get these brands for the best Lemons.

J. J. McCabe

Agent
TORONTO

Let us handle your fruit requirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

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

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

Write us to-day.

Lemon Bros.

OWEN SOUND, ONT.

Wholesale Fruit and Produce Merchants

Established 1876

McWilliam & Everist, Limited

Apples, Bananas, Citrus Fruits, Cranberries, etc.

25 CHURCH ST.
TORONTO

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



Are you acquainted

with the unusual selling quality of this tip-top Canadian-made Catsup?

The increasing demand is a sure indication that its quality has made a hit, and the margin of profit you get is big enough to make a trial order advisable.

Will you send it to-day.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO

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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

AGENCIES WANTED

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

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

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

FOR SALE

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

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

AGENTS WANTED

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

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

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or-of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

GROCER WITH 14 YEARS' EXPERIENCE IN groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

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

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

HELP WANTED

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

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

GOODS FOR SALE

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

FIXTURES FOR SALE

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

Buyers' Guide

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

BARRELS

(The best shipping package.)

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

THE SARNIA BARREL WORKS, SARNIA, ONT.

Toronto Butchers' Supply Co. LIMITED

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

49 DUNDAS STREET, - - TORONTO

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

AKES
20102-5718
KNIFE POLISH
JOHN OAKY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

LARGEST CANADIAN DEALER

WASTE PAPER
ADEL 760
E. PULLAN TORONTO

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

SUCHARD'S COCOA

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

FRANK L. BENEDICT & CO.
Agents Montreal

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal.

WRITE TODAY

Extra Money

Are you in need of "Extra Money" that will provide for a "Few Extras" that will make life more enjoyable? If you are and your present income isn't sufficient to take care of every desire, let us tell you all about our plan, and how splendidly it will fit into your present needs.

We want representatives in every district in Canada to look after our subscription **business**. We want to secure the services of bright, active young men, the kind that will produce more money for themselves and results for us.

If you are looking for such an opportunity, write us to-day. Say on your card, "I am in need of extra money, tell me about your plan."

The MacLean Publishing Co., Limited
143-153 University Avenue Toronto, Canada

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE
IN ADVANCE.

PRICE \$2.10 Post Paid.

MacLean Publishing Co.
143-153 University Ave., Toronto

PROHIBITION BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

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

Cable Address: CHECKMATE, LONDON

In your Locality
are many

Dogs and Cage Birds

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

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

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

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

Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

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Y & S STICK LICORICE

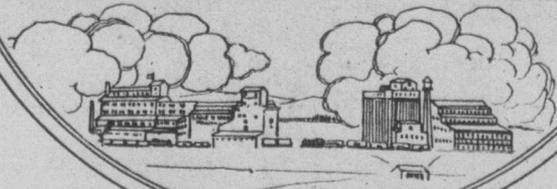
48 5c. Packages to Box



The old-fashioned remedy for Coughs and Colds

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

NATIONAL LICORICE COMPANY
MONTREAL



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"

Winnipeg

Offices in 16 Canadian Cities