

**PAGES
MISSING**

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JULY 23, 1915

No. 30



Gold Standard



Service to the "West"

Service, satisfaction, quality are the basis on which we have built our Western wholesale grocery business, which has been established more than a third of a century.

Our aim is to give the Western trade prompt and courteous service—merchandise of merit, at right prices and prompt delivery from four of the finest grocery stocks in the West.

We control for Manitoba and Saskatchewan:

Heinz Pickles and Condiments (57 Varieties), Sun-Kist California Canned Fruits and Vegetables, Sun-Kist California Evaporated and Dried Fruits, and Gold Standard Domestic Canned Fruits and Vegetables; Raspberries, Strawberries, Peaches, Pears and Cherries, Corn, Peas, Tomatoes, Beans, etc.—the finest goods in their respective classes. They're representative of our entire stock.

Mail enquiries handled the day received.



THE CODVILLE COMPANY, LIMITED

WINNIPEG

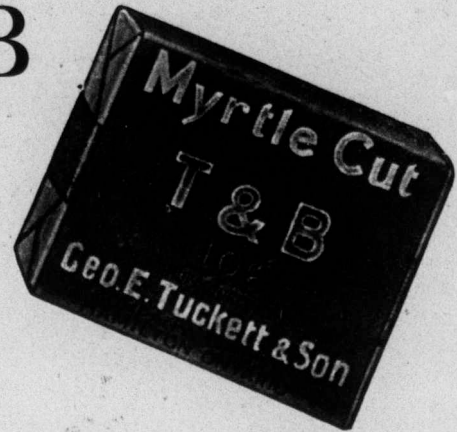
BRANDON

MOOSE JAW

SASKATOON

Ye Olde Time T & B

It's over half a century since T. and B. Myrtle Cut was first introduced to the now-old men of Canada. For over fifty years this tobacco has never varied one iota from its original high quality—it's still the sun-cured, mellowed, Virginia leaf. It's real tobacco and your wholesaler carries it. **Stock up now.**



When the quality of T. and B. Myrtle Cut changes it will be when there's no more Virginia tobacco.

Tuckett, Limited

HAMILTON



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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



TELL YOUR CUSTOMERS

about the

Free Fruit Jar Labels

we are giving with

Lantic Sugar

Every woman who Preserves will appreciate these labels. In fact, they are just what she has always wanted for her fruit jars. And **you get all the credit**, because you tell her how she can get these Preserving Labels, free.

When a customer orders Sugar, say something like this:

"Preserving, Mrs. Blank? Wouldn't you like some Labels for your Fruit Jars? The LANTIC SUGAR people are giving away books of 50 Labels—all printed and gummed. You just send them a small Red Ball, cut from the top of a 2 or 5-pound carton, or 10 or 20-pound bag of LANTIC SUGAR, and they will mail you a book of 50 Labels, postpaid.

"And another thing, Mrs. Blank. When you use LANTIC SUGAR you are sure of having perfect preserving results. LANTIC SUGAR is pure cane sugar—fine and even granulation—and makes Preserves that will 'keep.'"

And Mrs. Blank will say: "Thank you for telling me about the Labels, and be sure and send me LANTIC SUGAR FOR ALL my preserving."

So—tell your customers about the Free Fruit Jar Labels and how to get them. You'll find it a profitable tale to tell.

ATLANTIC SUGAR REFINERIES, LIMITED, MONTREAL AND ST. JOHN

CANADIAN GROCER

Know the Profit of the Quality Appeal

Know the gain and satisfaction in selling to customers who need no inducement; who step across your door-sill eager to buy. The dealer who features

CODOU'S MACARONI

never gives a thought to future sales. He knows the quality and goodness that are integral parts of every package of CODOU'S develops a regular and increasing flow of good business. His trade just naturally forms the habit of continually coming back for more.

Don't take our word for it alone, nor even the word of dealers who have found it one of their surest sales-building lines. Get your jobber to supply you to-day and prove for yourself the good profit there is in pushing CODOU'S.

Arthur P. Tippet & Company
Agents, Montreal, Que.



Trying to Get Along

without ice in Summer is just as wasteful as failing to feature Borden Milk Products—both result in a definite loss to you.

While people are thinking of milk gone bad; while others are planning picnics and camp parties—here's just the best time in the year to make sure they KNOW you carry a full line of Borden Milk Products.

Feature Borden Milk Products to-day.

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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



SUN-KIST

CANNED FRUIT TALKS

A Quality Unto Themselves

Although there are thousands and thousands of fruit producing acres in California, the finest of each kind of California's fruits is restricted to certain favored localities, where soil and climatic conditions are ideal for their production.

That's why SUN-KIST Canned Fruits are different—they are packed fresh from the orchards in the very districts where each respective variety is grown to the greatest degree of perfection.

They are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious Canned Fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land.

If you want satisfied customers, connect with SUN-KIST.

Packed—and backed—by 50 years' experience.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW

SUN-KIST

Canned Fruits
Canned Vegetables
Dried Fruits and Raisins

Make Your Store a SUN-KIST Store



Grocers who aim to avoid complaints and give satisfaction in everything else, usually stock heavy on Wonderful Soap. For if any soap has given complete satisfaction for years and built up big business for most grocers it is — WONDERFUL SOAP. Get your jobber to stock you to-day.

Guelph Soap Co.
Guelph, Ont.

When you sell
HEINZ
57
VARIETIES
PURE FOOD PRODUCTS

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

H.J. HEINZ COMPANY
Canadian Factory:—Leamington, Ont.
Warehouse:—Toronto

KEYSTONE BRAND

**Household Brushes
You Should Carry**

Quality is the important point in a brush of any sort—if the bristles don't stay in and do their work your customers won't stay with you.

Keystone Brand Brushes come in every conceivable style for every purpose, but only one quality—the best we can make at the price.

For prices, etc., write

**Stevens-Hepner Co.,
Limited**
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

"Made in Canada"



**The One Price Line is
The Square Price Line**

Manufacturers, who try to deal direct with the retailers, don't always give special prices to one grocer only. You may be sure of that.

Rebates and discounts sound well—but a grocer who puts in a "cut price line" never knows whether his competitors are getting a little deeper cut.

"WINDSOR" AND "REGAL" SALT

are sold through jobbers only, at fixed prices. All Retail Grocers are given the same terms and treatment, and the same high quality in every bag and package.

"WINDSOR" AND "REGAL" are so well known that to sell any other salt you must first overcome the strong preference for "WINDSOR" AND "REGAL." Is it worth the trial, and the risk of offending so many of your good customers?

The Canadian Salt Co., Limited
Windsor, Ont.

Canada's Choicest Catsup **AYLMER BRAND**

That delightful tang and flavor found only in Aylmer Brand will create unusual demand—and hold it.

Canadian tomatoes are unequalled anywhere for richness of flavor. Aylmer Brand Catsup brings to your customers these choicest tomatoes, prepared with the utmost care. Ask your dealer to send you a few cases to-day.

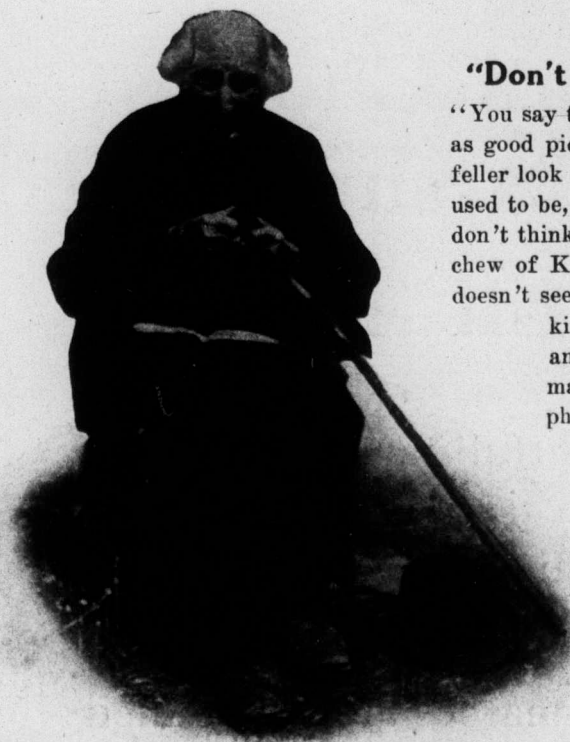


*The
Evidence of
Quality*

No. 7

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)



"Don't make as good photographs as they used to"

"You say that's a good picture of me, lad? Huh! I don't think they make as good pictures now as they used to, lad. Y'know they seem to make a feller look a lot older than he is. Of course, I know I'm not as young as I used to be, but I sure don't feel as old as I look in that picture. If I did I don't think I could work 'round my garden, read and enjoy life and a good chew of KING GEORGE NAVY as I do. When I stop to think, lad, it doesn't seem long since you was a young 'shaver' paddlin' around into all

kinds of mischief; now you're a man and getting old too. What does it matter anyway, so long as them 'ere photographers don't make you feel older, and a feller has a good living and a few cents to get his plug of **King George?**"

P.S.—Every grocer should stock King George Navy —It gets the men coming.



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

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

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

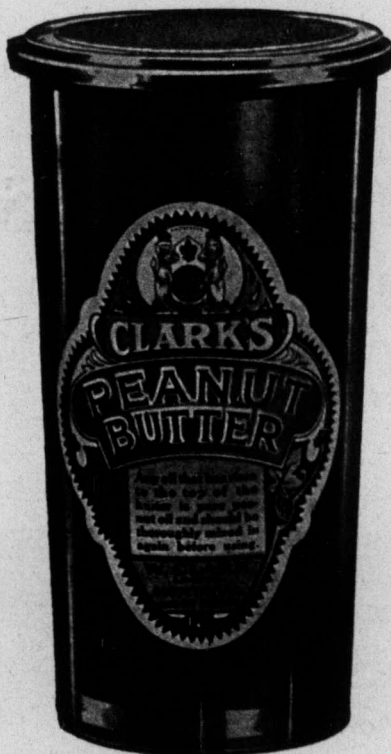
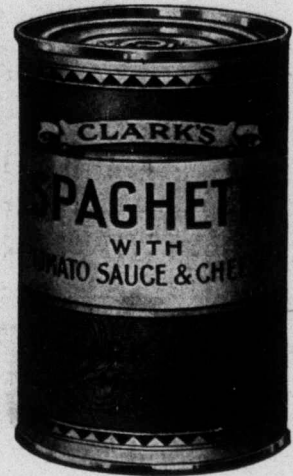
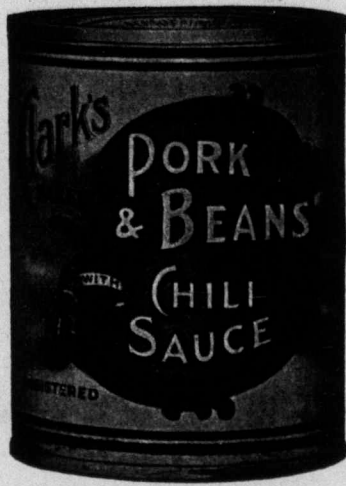
The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

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

CANADIAN GROCER

CLARK'S SUMMER *Clark's* SELLERS

Made



in
Canada



W. CLARK, Limited, MONTREAL

ROBINSON'S

OF BRISTOL, ENGLAND

EMBOSSSED SHOW CARDS

TEA AND COFFEE BAGS

TIN FOIL TEA WRAPS

VEGETABLE PARCHMENTS
AND GREASEPROOFS

KRAFT WRAPPING PAPERS

EVERYTHING IN PAPER
AND PRINTING

Samples from:—

J. W. PINKHAM

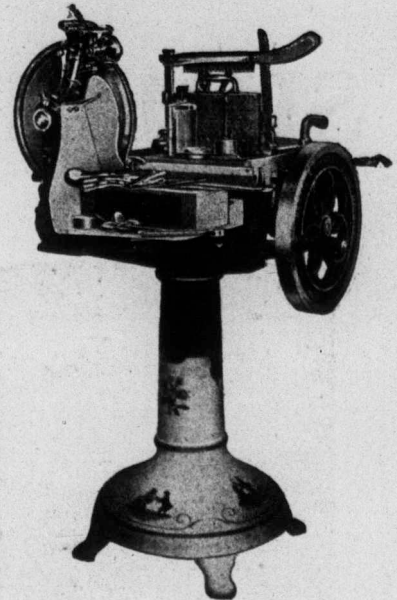
73 Boustead Ave. Toronto, Canada

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 illus-
trated cata-
logue giving
full particulars.



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



Right—Always right

It has never been anything else since we first turned out the goods in 1846. Its absolute purity, full strength and reliability make it always in demand by careful cooks.

COW BRAND BAKING SODA

is the best for satisfaction and profit—as such you should never fail to recommend it.

Get it from your jobber.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

Tell your wholesaler you
must have

DA COSTA & CO.'S EXTRA FANCY BARBADOS MOLASSES

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you know will be satisfactory, both to you and your customers. The price is no higher than for other brands.

INSIST UPON HAVING
DA COSTA'S

What they remember

When washing day is over, users of OCEAN BLUE remember its quality.

They know then they are for ever trouble-free in the matter of spotlessly white Linen and Lace. That brings satisfaction, and satisfaction brings repeat orders.

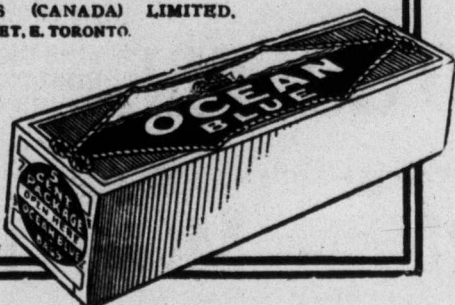
OCEAN BLUE

does the work so quickly and well, that the handy 5 cent packages are sure of a welcome from all your customers.

QUALITY—PRICE—PROFIT—RIGHT!
How about your **STOCK.**

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

Western Agents:
For Man., Sask. & Alta.
Nicholson & Balm
Winnipeg,
Regina, Saskatoon,
Calgary and Edmonton. For B.C. and Yukon
Donkia, Creeden & Avery, 117, Arcade Buildings
Vancouver, B.C.



"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Indian Chief Brand CLAMS



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

Sell your customer a can and advise her to make a

**CLAM
CHOWDER.**

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

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

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

FROM COAST TO COAST

You can now obtain fresh supplies of

McVitie & Price's HIGH-CLASS BISCUITS

from the following appointed Agents:—

Nova Scotia: C. E. Choat & Co., Halifax, N.S.

Quebec and Ontario: C. H. Cole, 501 Read Buildings, Montreal; C. H. Cole, 33 Front St. East, Toronto.

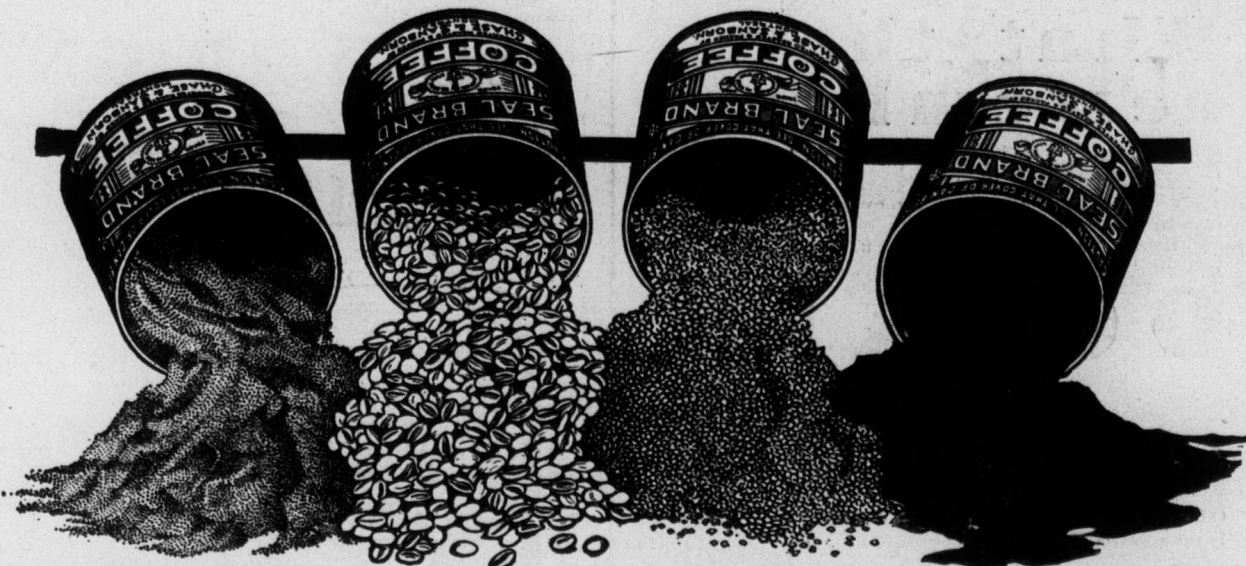
Manitoba and Saskatchewan: Richards & Brown, Ltd., James Street, Winnipeg.

Alberta: Campbell, Wilson & Horne, Ltd., Calgary; Campbell, Wilson & Horne, Ltd., Lethbridge; Campbell, Wilson & Horne, Ltd., Edmonton.

British Columbia and Yukon: Kelly, Douglas & Co., Ltd., Vancouver; Kelly, Douglas & Co., Ltd., Victoria; Kelly, Douglas & Co., Ltd., New Westminster; Kelly, Douglas & Co., Ltd., Prince Rupert.

General Canadian Representative:
Mr. Sidney Owthwaite, 501 Read Buildings,
Montreal.

McVitie & Price, Limited
EDINBURGH and London



FINE GROUND

WHOLE

GROUND

PULVERIZED

YOU CAN SUPPLY
YOUR CUSTOMERS
WITH

SEAL BRAND COFFEE

FINE GROUND; WHOLE
ROASTED; GROUND
OR PULVERIZED

1/2-lb., 1-lb., 2-lb. Tins Only.

CHASE & SANBORN, - MONTREAL

“Selling them like Hot Cakes”



“Bordo’ Chocolates always have been the biggest winners with me,” says Griggs, the Grocer, “but since they’ve been put up in—

The New ‘Bordo’ 10 cent Package

well, they just go like hot cakes. Nothing skimpy about that package either. Just a great big 10 cents’ worth of enjoyment that suits most everybody.

And as for the profit; well, say, 60 cents out of the dollar is too nice a margin for me to pass up without regrets.”

If you want to know what a *quality* chocolate, in a *big* package at a *popular* price, will bring you in sales and profits, get “Bordo” on display to-day. Write now for trial order.

The Montreal Biscuit Co., Montreal, Canada

TODHUNTER'S Whole Mixed Pickling Spice

The season's on—your spice harvest is on the verge of being gathered—are you ready?

Despite the fact that whole spices have advanced in price and the Government has added a war tax, we have maintained our usual high standard quality in all Todhunter's spices.

Todhunter's Mixed Pickling Spice is the old English mixture. Whole bright chillies give this mixture a most attractive appearance as well as adding to the high quality of the mixture.

"High Quality—goods as usual" is our policy and we're living up to it to the last letter.

Place your order now for Todhunter's Spices and give your customers a service which will reflect in future business.

**Todhunter, Mitchell
& Company, Toronto**



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

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

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



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

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

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

**ORDER YOUR
AUGUST SUPPLY
NOW.**

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

Agents:

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

They like to come for Symingtons



the Coffee Essence that makes such delicious coffee without trouble, waste or delay; only boiling water need be added, and it's ready. Economical, too—40 cups of perfect coffee from one bottle.

SYMINGTON'S

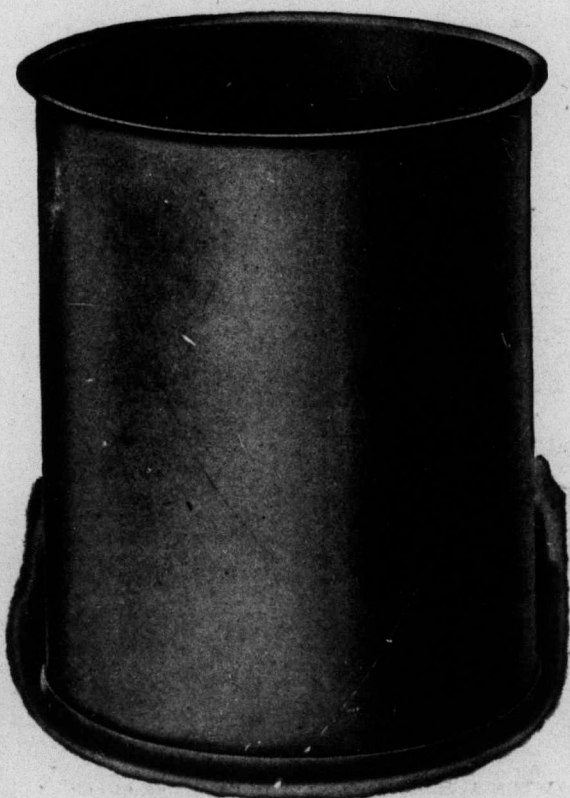
Reg'd Trade Mark

COFFEE ESSENCE

is a proven seller everywhere. The liberal profit makes pushing it worth while. Order from your wholesaler to-day.

THOS. SYMINGTON & CO., Edinburgh and London

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



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

CANADIAN GROCER

Give them the best

St. Lawrence

EXTRA
Granulated

THE SUGAR THAT HAS

100% PURE CANE

MADE GOOD IN CANADA

BUY

STARBRAND

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

NOTE THIS

Mr. Grocer:—The Niagara Fruit Growers are
running this bulletin

FRUIT BULLETIN

A Warning. If you have not secured
your Raspberries, see your grocer at
once. Niagara Peninsula grown Black
Caps and Cuthberts are at their best.
For canning they can't be beat. Next
week ends Raspberries. Black Currants
a few left.

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

Packing the pick of Canada's Strawberry Crop

Push
Canadian
Jams
and Give
Employment
to Canadian
Labor.

**Wagstaffe's
Jams**

*are purely
Canadian
and the Best.*

**NEW CROP
NOW BEING
PACKED.**

WAGSTAFFE'S LIMITED

HAMILTON, CANADA

Prepared
in Copper
Kettles
Boiled in Silver
Pans



Always packed
in Gold-Lined
Pails and
Glass

CANADIAN GROCER

Commencing to pick Strawberries for the immense Imperial War Office Order for 1,100,000 lbs. of Strawberry Jam

“Quality” Brand Macaroni is all that its name implies—*quality* through and through **MADE FROM FINEST DURUM WHEAT**



A Big Profit for You, Better Goods for Your Customers

Right from the selection of the wheat to the sealing of the finished product in the sanitary packages ready for the housewife's use, the first aim is quality—quality in the raw materials, quality in the processing, quality and cleanliness in every stage of handling.

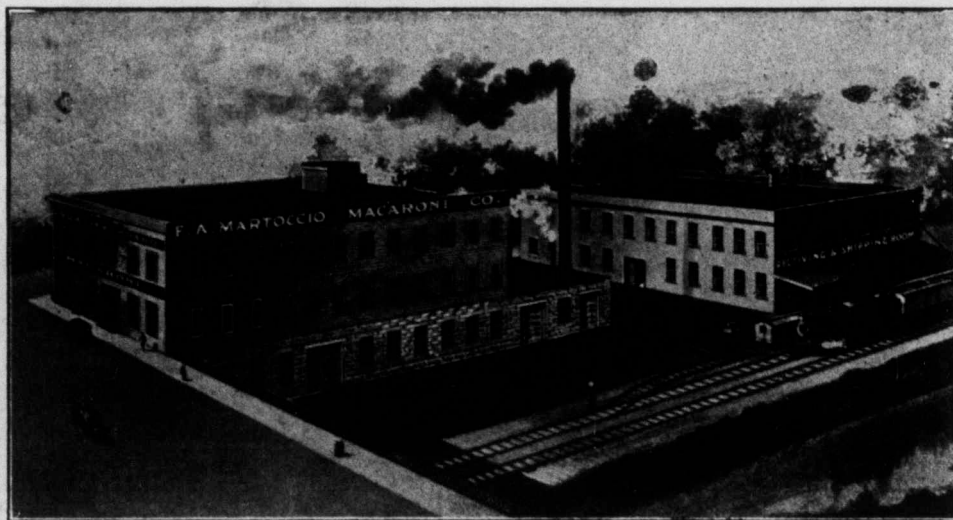
“Quality” Brand Macaroni and its associated products—*Famettes, Spaghetti, Egg Noodles, Vermicelli*

and *Cut Macaroni*, have reached a high state of perfection after over thirty years of production. This is the only sanitary macaroni plant using running spring water with a practical electric process in the manufacture of its product.

Write to our Canadian agents for our *Special Deal to-day.*

F. A. MARTOCCIO MACARONI CO.
MINNEAPOLIS, MINN.

Canadian Agents: **W. H. Escott, Winnipeg, Man.**



**Where
Martoccio's
“Quality” Brand
Macaroni
is made**

This is our fine, large and sanitary factory in Minneapolis, where every process in Macaroni manufacture is attended by the utmost sanitation, which adds much to the high standard of “Quality” Brand.

Read next issue.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

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

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

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

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

WESTERN PROVINCES.

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

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

W. H. Escott Co.,
LIMITED
Wholesale
Grocery Brokers and
Manufacturers' Agents
Commission Merchants
WINNIPEG **REGINA**
CALGARY **EDMONTON**

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

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

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

When writing advertisers
kindly mention having seen
the advertisement in this paper

NEWFOUNDLAND.

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

QUEBEC.

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

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

The
CONDENSED AD.
PAGE
WILL INTEREST YOU

A Suggestion for increasing your Tea Sales

Probably you are often asked to recommend a cooling drink for the hot summer days.

It is considerable trouble to keep a varied stock of mineral waters in proper condition and they are only very temporarily satisfying at the best.

Your customers will appreciate your thoughtfulness if you recommend them to try ICED TEA. It is a very simple thing to make a cool glass of ICED TEA at any time—providing the tea is of good quality. It is also extremely cheap and is delightfully cooling to the blood. It is essential, however, that the tea be fresh, clean and of good flavour. For this reason "SALADA" is the ideal tea to use.

RECIPE FOR ICED TEA—Prepare the tea in the usual way, using bubbling boiling water. After standing for four minutes, pour off into an open vessel to cool. When moderately cool, pour into glasses half-full of chipped ice. Flavour with sugar and lemon if desired.

"SALADA"

TORONTO

MONTREAL

New York

Chicago

Boston

Philadelphia

Detroit

Pittsburg

Buffalo

London, Eng.

FINEST COHOE SALMON

1s Tall (c/s 48 Tins)
\$1.45 Doz.

ALL OTHER GRADES OF
SALMON AT LOW PRICE

Write, wire or phone at our expense
Adel. 1057, 941, 867

Warren Bros. & Co.
LIMITED

Queen and Portland Sts., TORONTO

After comparing every re- frigerator with the Eureka

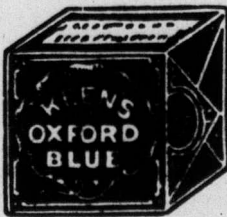


no keen grocer would ever put up with anything less than Eureka Quality and Convenience. For Eureka Refrigerators have proven for over twenty-eight years to be the maximum in economy and efficiency. They are built on the most scientific principles of cold, dry air circulation—producing the most even atmosphere, reducing the consumption of ice, and eliminating loss from spoilage. If you would like to see which style would best suit your business, just write us to-day for free catalogue and prices.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

Your reputation as a reliable grocer is at stake every time you sell *Blue*—then why not

sell one that you know will produce the best possible results? Why not sell



KEEN'S OXFORD THE BLUE OF BLUES?

For generations past, grocers have sold and women have used it with unvarying success.

Keep your stock to the fore. Boost for perfect wash-day results. Sell Keen's Oxford Blue.

Agents for the Dominion of Canada:

MAGOR, SON & CO., LIMITED

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



I'm Delivering Eggs for 59% of the Grocers of the Country

—says John the Star Egg Carrier Boy

Busy! I should say so. Yet, not so busy but that I find time to work for hundreds of added Grocers each week. At the rate things are going it won't be long before I'll be in the employ of every Grocer in the country. If every Grocer only knew what I know about Star Egg Carriers and Trays they wouldn't do without them.

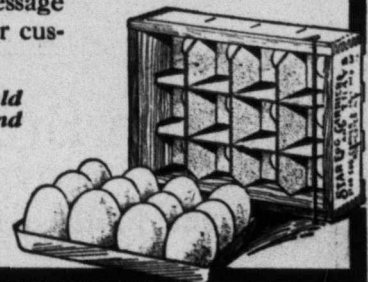
Reason it out for yourself. They cost less by far than any other method of egg delivery—that's easily proven. They absolutely prevent breakage—no one will dispute it. And talk about saving time! Why, this one feature alone would more than repay any Grocer the cost of installing the complete

Star System for Safe Egg Handling

—and, that isn't all. There is the advertising feature of the Tray. Your message printed on the inside costs practically nothing, and it reaches each one of your customers just while their mind is on their kitchen wants.

We have just issued a folder "TEN GOOD REASONS WHY You Should Use the Star System for Safe Egg Handling." Send us your name to-day, and let us mail you a copy. There is no obligation.

STAR EGG CARRIER AND TRAY MFG. CO.
1500 Jay Street, Rochester, New York



CANADIAN GROCER

VOL. XXIX

TORONTO, JULY 23, 1915

No. 30

Canned Tomatoes and Pears to Britain

Dominion Cannery Have Recently Secured Large Orders — All Canned Pears Gone — Other Fruits May Be Wanted—Jam War Orders Have Been Large —Situation Strengthening.

CANADIAN GROCER has pointed out in a number of issues recently the importance of the trade paying every possible attention to the canned goods situation. Our market reports of the past four or five months show that prices in canned goods were unprecedented in recent years from the standpoint of cheapness. Canned tomatoes, which opened last fall at \$1 a dozen, have been selling to the retail trade as low as 85 and 80 cents, and even sales have been much lower than that again.

In last week's issue it was announced that the British Government had purchased a large consignment of Canadian canned goods. The total shipment reached somewhere between two hundred and three hundred thousand cases. No doubt the reason for this is the fact that Great Britain is not able to obtain as many canned tomatoes from Italy as will supply her needs. In the past Italy has been a large exporter to the British Isles, and Canadian and American goods, so far as tomatoes were concerned, were not in very great demand. Now, evidently, Canada is getting a share of this business, and because at the present time we are in a position to undersell United States goods, our cannery are getting some of this trade. A 200,000 case order is going to make a pretty large hole in the stock of the concern that made the sale—the Dominion Cannery, Limited. Two hundred thousand cases mean 4,800,000 dozen, which at between 70 and 80 cents amounts in the neighborhood of \$350,000 worth of tomatoes which have been exported to Great Britain.

Reasons for the Low Market.

The above is one reason why we are experiencing a certain firmness in the canned vegetable market. Prices have been ridiculously low; so low, in fact,

that some independent firms have been unable to weather their financial difficulties. One of the bear features to the market during the past few months was a large sale of canned goods to the Montreal broker, contract covering which was afterwards rendered invalid. This matter was fully explained some time ago in a special article in this paper. Certain independent cannery, who had sold this party tomatoes at around 85 cents a dozen, when they found a hitch in the proceedings, and when litigation had been commenced against the Montreal brokers, were so sure of their premises that they sold their stock at a very low price. In one instance at least this was around 60 cents, the firm, of course, expecting to be remunerated for the difference. The court, however, decided against them,

and this placed the firms who had not done business in this way, not in any too good a position. At the same time, this was one of the chief factors that beared the market at that time.

However, now that there has been considerable buying, both from the West and from the East, and in view of the export demand which has sprung up, there appears nothing in future but firmer prices for tomatoes, as well as other lines. Those who undersold the market have had an opportunity to think the matter over and look into the situation closely, and from now on we should see a firmer situation here.

The fact, too, should not be overlooked that the production this year will be much less than last. There are certain factories which will produce nothing this year, and others who will turn out a very much curtailed pack. All these factors tend to higher prices.

Canned Pears Go to Britain Too.

In addition to tomatoes, there have been inquiries from Great Britain for certain fruits as well as jams, which have already been referred to in Canadian Grocer. Dominion Cannery, Limited, have disposed of its entire remaining pack of canned pears to the British Government. Reports, too, have appeared in this paper to the effect that orders for \$2,500,000 worth of jams had been placed with Ontario manufacturers. Certain jam manufacturers, too, point to a livelier market in Western Canada, and of late their shipments have again become normal. This is no doubt due to the fact that the West has been pretty well sold out of jams, and is now in the market for more. Of course, sales will be made pretty much on the hand-to-mouth basis. Nevertheless, if there are sufficient number of them, there will be no objection from
(Continued on page 28.)

ALLIES PURCHASING AGENTS

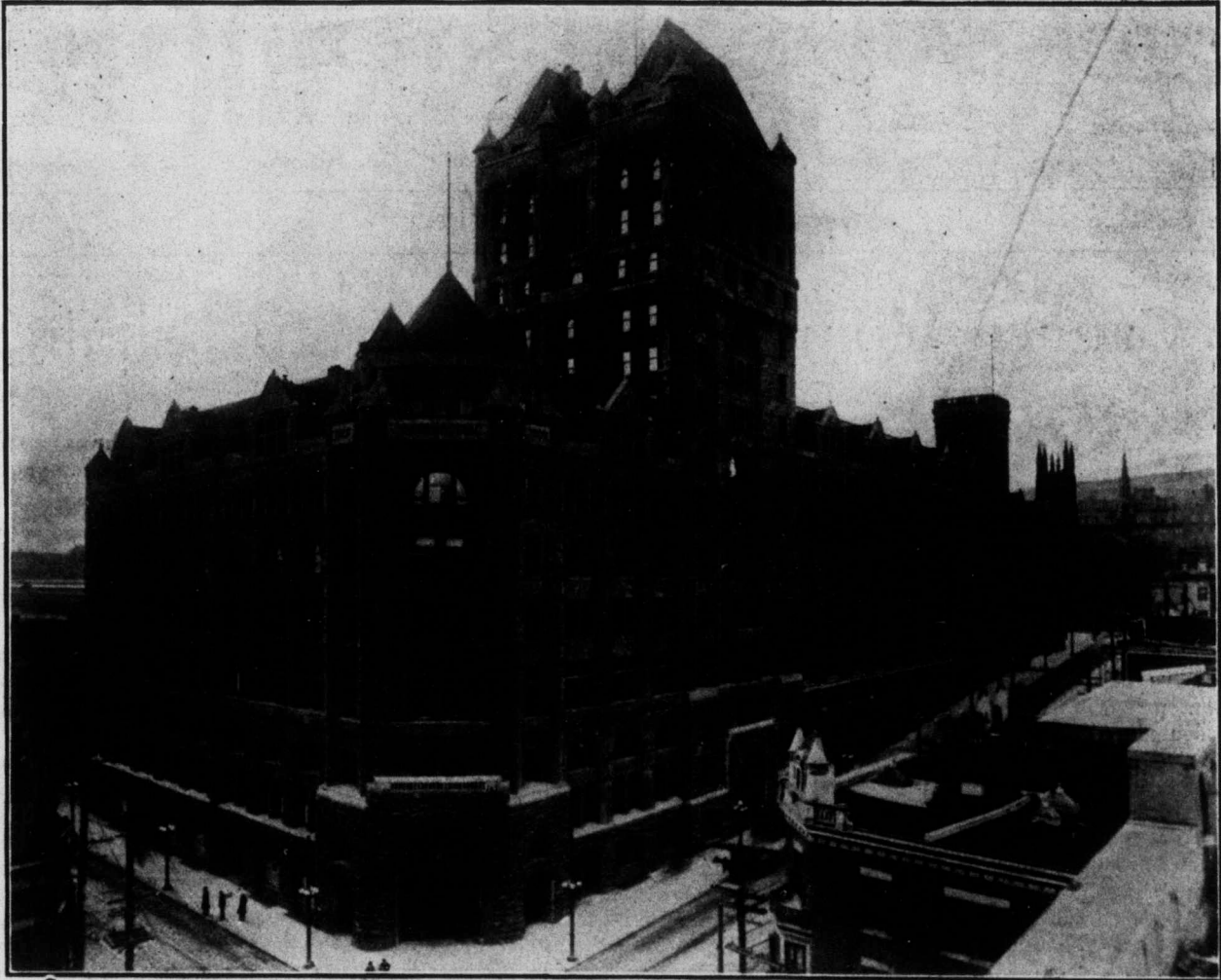
The Trade and Commerce Department, Ottawa, has published the following list of purchasing agents for military purposes for the allied Governments:

International Purchasing Commission, India House, Kingsway, London, Eng.

British—E. Fitzgerald, War Purchasing Department, C.P.R., Windsor Station, Montreal, P.Q.

French—Hudson Bay Co., 56 McGill St., Montreal; Capt. Lafouloux, Hotel Brevort, New York; Direction de l'Intendance Ministère de la Guerre, Bordeaux, France; M. de la Chaume, 28 Broadway, Westminster, London.

Russian—Messrs. S. Ruperti and Aieksieff, care Military Attache, Russian Embassy, Washington, Washington, D.C.



C.P.R. Station at Montreal, where offices of War Purchasing Department are located.

Further Information re War Orders

IN the world scheme of things the great war is proving a cataclysm compared with which all previous disasters—natural or national—pale almost into insignificance. The swords which were turned into ploughshares and the spears to pruning hooks are being welded back into machines of destruction more devastating than the warriors of other times ever conceived possible. Civilization is turning from the marts of trade to the paths of war; and industry is being reorganized to meet the needs of huge forces of fighting men in the field.

Manufacturers are everywhere adjusting themselves to the new conditions; organizations and industries built up on generations of commercial ideas to meet decades of peaceful demands are in a short time being brought to a "state of war," so far as industry can be brought to such a state. There is a field for initiative. For the present it is evident that in Canada a great deal is being left to the producer. A continuation of these conditions may

permit of reorganization of national affairs which will include the systematizing of manufacturing interests to war needs but for the present it would appear that the nation is busy bringing itself to a state of efficiency in the field and that the captains of industry are being left undirected to do what they can to help.

To-day there is a broad opportunity for Canadian manufacturers in supplying the goods for which the Empire has need. From the system employed in securing these goods it would appear that it will be the first man or company—or group of companies—in the field that will secure the greatest benefits. It is not so much a question of what Canada has been manufacturing *as what she is able to manufacture*. A year ago there were practically no shells being turned out in the Dominion; to-day the manufacture of shells is the greatest industry in the country. Just because Canada has not been making the many supplies

(Continued on page 39.)

Civic Holiday and Picnic Goods

How a Canadian Dealer Goes After This Business and Gets It—Features All Kinds of Food-stuffs Suitable for Outing Trips—Description of Window Trim of Picnic Goods—Aggressive Measures Necessary.

Written for Canadian Grocer by J. R. MANTLE.

Seventh of the Mantle Series.

CIVIC holidays are always great times for picnics and outings, canoe trips and automobile excursions, and now that the month of August is almost in sight, we are going to see a great many Civic holidays in all parts of the country. The aggressive retail dealer will see business in this for himself.

There is a merchant down east who goes after this trade every year in a manner that gets him a great deal of extra business. He makes it a point to specialize on picnic goods for the Civic holiday. He talks picnic and outing foodstuffs for almost a week and makes his store breathe with these goods.

"Why," he said to me recently, "one has got to make a big extra effort these days if he is going to bring his turnover and profits up to the same mark that was attained during the height of our prosperity around 1912 and 1913. I could stand behind the counter here from morning until night and get the usual staple grocery business that is going, but if I did nothing more than that, you would find the bailiff hanging a bankrupt stock "for sale" sign over the door in a short time. One has got to get after the business these days. By getting after business I mean he has got to use aggressive measures and he has got to tell the people in one form or another, or in as many as possible, the goods he has in stock and he must give his customers some reason why they should purchase them."

My travels have taken me all over the country. I have come in contact with many retailers of the "slot-machine" type who wait from day to day for business to come. I have, however, met a good many like my eastern friend who go after business, and I shall record here some of the methods he used to get this picnic and outing trade which I have been telling you about.

Aggressive Measures Used.

Last year during the week prior to

Tasty Foods for the Holiday Trip

CIVIC holiday means outing and picnic trips—and splendid appetites. You will want the basket well filled with handy, wholesome and appetizing foods. We have many suggestions to make and can assure you a wide range and entire satisfaction. Here is a partial list:

Cooked Ham—Nothing more tasty at the picnic than the ham sandwich. Ham, sliced any thickness, at .c per lb. Also sliced tongue, jellied hock, etc.

Canned Salmon—All you require is a can-opener and you have a delicious, ready-made meal. Fine colored and splendid flavor .c the can.

Pickles—Take a bottle of cucumber and onion pickles along. Everybody likes them on picnic day. Per bottle, .c, .c, and .c.

Condensed Coffee—Add some hot water and it's ready to serve—no steeping, no trouble. In tins and bottles.

Fancy Biscuits—More than 50 varieties to choose from. All shapes, flavors and fillings. Per lb., .c up to .c.

Meat Filling for Sandwiches—Turn the key to open and spread like butter—makes a very appetizing meal. Per tin, .c.

TAKE SOME TOBACCO AND CIGARS ALONG

J. K. Brown

17 Main St.

Phone 77

A newspaper ad. suggestion for use prior to Civic Holiday.

Civic holiday in this particular town, Mr. Livewire, turned his store into headquarters for picnic and outing goods. The windows and counters reflected them and a special table, prominently placed near the door, was also laden with these suggestions. Suggestive show cards were prominently shown in various parts of the store as well as in the window and the newspaper space that week was devoted to calling the attention of the public to the picnic goods this retailer carried. Among the lines he featured strongly were canned salmon, sardines, kippered herring, clams, tuna fish, canned chicken and all kinds of cooked meats for sandwiches, meat filling for sandwiches, canned chicken, fancy biscuits, pickles, tea, condensed coffee, condensed and evaporated milk, sugar, salt and pepper, baking materials for cakes and pies, jams, fruits in glass, condiments of various kinds, oranges and lemons, bananas and other imported seasonable fruits, soft drinks, etc.

The window display was very attrac-

tively, but simply, arranged. At the rear in the centre was a triangular pile of canned salmon, with the bright portions of the labels turned outwards. This was built up about three feet high. Beside this pile, was one each similarly arranged of sardines, kippered herring, tuna fish and clams. With a sharp angle of the triangle facing outward this made a very neat and attractive arrangement. In the front of the window, in the very centre, were two or three platters of cooked meats with a slice or two off each one. This showed the quality and the character of the meat and was a splendid ad., and one that sold a particularly large quantity of cooked meats that week. The platters were garnished with parsley and lettuce, which made the display all the more appetizing. Between these platters and the cans in the background were samples of the other lines above mentioned. Whenever possible something particularly artistic was produced. There were three or four clean well written show cards in this window with inscriptions somewhat as follows:—"Appetizing Picnic Foods;" "Makes Delicious Sandwiches,"—this was a card on the meat filling display above referred to—"Sliced Ham for the Sandwiches," and "Your Choice in Canned Fish."

Believer in Show Cards.

In referring to these show cards the proprietor stated that he never trimmed a window without them. "Cards," he said, "that imply some suggestion and which set the probable purchaser thinking, are most valuable assistants to any window trim."

The counters were all neatly trimmed with miniature displays of picnic goods. Small show cards dotted each of these, such as "Picnic Suggestions," "Take a Can of Salmon Along," "Canned Tuna Tastes Like Chicken," "Cold Jellied Chicken, a Tasty Meal." The table in

(Continued on page 28.)

The Food Problem at Niagara Camp

Canadian Grocer Representative Shown Over the Commissariat Department—Brought Home Samples of Tea and Coffee Which Have Been Analyzed—Tea is Pronounced a Ceylon-Indian Mixture—The Investigation Welcomed.

By a Staff Representative.

IN the days of Charles I. it was quite the thing for soldiers to fight for their pay. Later, the question of food was the all important topic in any military camp. But in the Canadian concentration camp at the present time, our men are so busy fitting themselves to meet the Germans that complaints as to food are practically never heard. Civilian friends, however—friends who are exceedingly anxious that those about to do the actual fighting shall receive every possible attention—have from time to time, put themselves on record to the effect that the tea and coffee, the butter and meat, and many other lines which constitute the daily diet of both officers and men, are not all that could be desired and which should be expected.

Of late, especially, Canadian Grocer has received word from several sources that all was not as it should be with regard to the food being served at Niagara Camp. This seemed a question more or less directly reflecting upon the grocery trade. An investigation, therefore, was determined upon. The result of this investigation, be it stated immediately, has seemed to indicate that the food served the soldiers, while not as daintily prepared as many of them have been accustomed to receive, is yet nutritious and suitable.

Investigations Welcomed.

Since the officers at Niagara take a keen personal pride in the camp, it will be seen the task of bringing to their attention complaints as to the food served there is not of the pleasantest. Nevertheless, at Niagara there is none of the spirit which has made the Prussians hated by all civilians, and Canadian Grocer's representative met with the greatest courtesy from the humblest private on his "sentry go," and from the officer commandant. Indeed, the officers in charge of the camp administration appear to have as their motto, "the public be satisfied," "and welcome any investigation." They frankly admit it is quite possible things are not exactly as they might best be, in some departments. They are only too willing, evidently, that any weakness should be brought to light.

Col. Newburn, asst. adjutant general, who was in charge in the temporary absence of Col. Logie, when Canadian Grocer's representative was making his investigation, called Major Milson, asst.

director of supplies and transportations, away from his regular work, and asked him to express his opinion in regard to the complaint which had just been brought to his attention. Major Milson was of the opinion that the best way to get at the facts would be to look at the actual supplies, and to see the soldiers at the meal which they were then enjoying. Before starting on the rounds of the store houses, however, he made one point clear, which all readers of Canadian Grocer who have spent any time on hunting trips will appreciate. "The food," he said, "is very important, but the cook is the thing. More food is spoiled by bad cooking in a camp than from any other cause, and many of the complaints, if traced back accurately would end in the cook house."

Large Supplies Impressive

As one sees the supplies which are brought together to feed the five or six thousand men assembled at Niagara, one appreciates the tremendous task which confronts the armies now working in Europe. At this Canadian concentration post there are huge rooms filled with potatoes. There are huge rooms filled with fresh cabbages, and there are other large store rooms in which the dried fruit, cheese, prunes, and other products which form part of the daily menu, are kept at least for a time.

The sight of these store rooms quickly brings the feeling that all is well with the soldiers as far as their meals go at least. Imagine feeding soldiers on creamery butter—and this is exactly what is being done at the Niagara camp to-day. There were many pounds of this on hand, and Major Milson states that this is regularly on the table of the privates as well as of the officers.

While it is probable the meals served lack variety, the store house shelves prove they do not consist too largely of any one style of food. Bread there is made by a St. Catharines bakery; there is jam and marmalade, made by a well-know Hamilton manufacturer. This is on the table at almost every meal, each man being allowed two ounces. Then there is on hand oatmeal for those who wear the kilts. It is oatmeal of a very high standard, as an examination proves. Also sugar is regularly on the table. It is not yellow sugar, but the more expensive granulated.

To secure fresh milk for upwards of 5,000 men would be a large task, and it is hardly to be wondered that the camp authorities have not undertaken to provide this perishable product. In some of the store rooms, however, are boxes after boxes of condensed milk. Then there is cheese for a finishing touch. Large twin Canadian cheeses were to be seen both in the store houses, and on tables where they were being cut for distribution.

In addition to jams, there were prunes of a good average quality, and there were evaporated apples. These last came from the evaporator of a Caledonia man.

Now that the dog-days have come, it is feared there may be some difficulty in keeping the camp supply of meat in an absolutely perfect condition. In the hope of achieving this, however, arrangements have been made whereby this is stored in iced cars—a very good refrigeration system thus being secured on the camp grounds.

Another arrangement which will very likely be appreciated by many of the men, is that whereby fish will be served every Friday, commencing with this week. The contracts which have been let, call for delivery of this fish in iced boxes. There will be a wide variety. Practically every seasonable line indeed, except salmon.

Tea and Coffee Complaints.

One of the complaints most often heard with regard to the meals at Niagara, has had reference to tea and coffee. Every grocer will appreciate the fact that opinions vary as to tea and coffee, and that it takes an expert to say whether value is being received or not. To the end therefore of securing the verdict of experts, samples were brought from the camp. Major Milson, of course, knew that these were being taken. He was only too glad that they should be taken. He did not, however, direct in any way from what boxes they might be selected. Canadian Grocer's representative merely appropriated sufficient quantities from those supplies from which coffee and tea had just been drawn for use at the noon day meal.

Now, notice what the experts had to say about these samples. Hear J. L. Watt, of Watt, Scott & Co., Toronto:

(Continued on page 28.)

An Artistic Fruit Window

A Display That Demonstrates it is Not Always Necessary to Fill Full the Entire Window—Everything Shown Stands Out Clearly—A Description of the Arrangement.

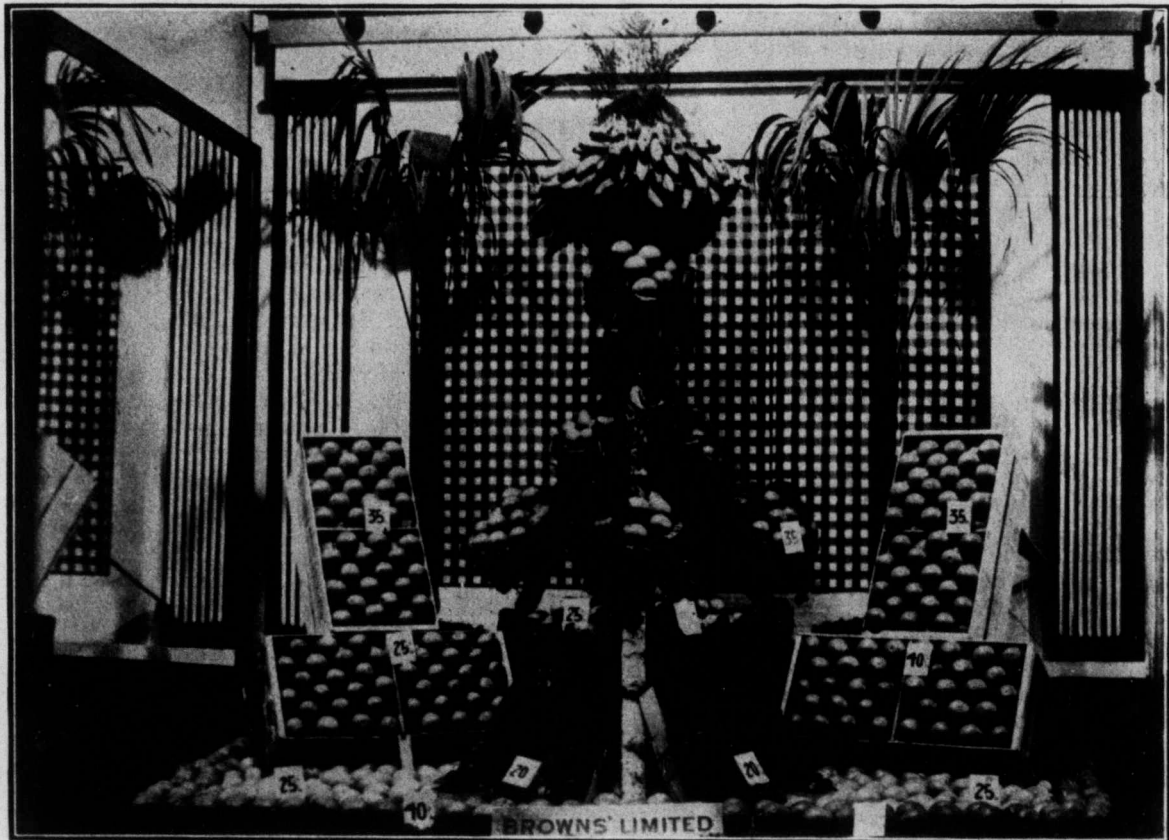
THE artistic window display is well illustrated by the accompanying cut. This shows a fruit display which appeared in the window of Browns', Ltd., department store, Portage La Prairie, Man. During the first week of May, Browns', Ltd., decided to devote their entire front to a mammoth display of groceries, cereals and fruits. The fruit window is the one shown here, while the others will be reproduced later. Travelers who saw these displays claim they were among the largest and finest displays of the kind ever shown west of Winnipeg and they certainly created considerable interest among the people in Portage la Prairie.

"Besides creating a great deal of general interest," stated a member of the firm of Browns', Ltd., "the display greatly stimulated business in the grocery department."

A glance at the illustration will show that while there is not a great deal of fruit in the

window it is most artistically arranged. The central feature is the tripod of fruit, including bananas and oranges, with early strawberries around the bottom. The tripod is made of three poles, attached to which are rustic baskets filled with oranges and sprinkled over with green moss. A part of a bunch of bananas on the stock are on top of the tripod with ferns and other foliage at the end of the pole. On either side is a large palm. The remainder of the display is easily figured out. It consists of three boxes of oranges on either side of the centre with more oranges on the floor of the window, systematically piled and embedded in artificial evergreens.

The background of this window is also worthy of notice. Note the effect of the striped cloth. The credit for designing and carrying out the idea is due to Gordon Munro, advertising manager for Browns', Ltd.



A splendid fruit trim shown recently by Browns', Limited, Portage la Prairie, Man., and dressed by Gordon Munro.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

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

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn 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, \$2.00; United States, \$2.50.
Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

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TORONTO, JULY 23, 1915

No. 30

Extra Trade in Picnic Goods

As suggested on another page of this issue, the present is a splendid time to get after business on picnic and outing supplies. The majority of towns and cities in Canada have Civic holidays each year, and these usually fall on the first or second Monday of August. This day is therefore set apart by many for a picnic, outing, automobile excursion, etc., and it should be remembered that the picnicker always carries with him a splendid appetite. What he desires is not so much the heavy food, but something that is already prepared, tasty and nutritious.

As pointed out in the article, among the lines that will be particularly required are cooked meats, canned chicken, and meat filling for sandwiches; canned fish, such as salmon, kippered herring, sardines, tuna; all kinds of fancy biscuits and baking materials for pastry, pies, etc.; cheese, butter, pickles, fruits in glass, oranges, bananas and many other lines which the majority carry on picnic and outing excursions. This business will not come of its own accord—or at least, the retailer will not get the maximum benefit from it, unless he pushes sales himself. Attention of the customers must be called to various lines, if they are going to be interested in them. This business should be gone after at once.

Don't Neglect War Stamps

RETAILERS should not overlook the fact that there is a penalty of \$50 attached to the breaking of the law in regard to stamping proprietary medicines, perfumes, toilet preparations, etc. According to the Act which came into force last February in regard to war taxes, it is necessary to put a stamp on all patent medicines, perfumes, etc., the denomination of the stamp being fixed by the regulations.

In an article in a recent issue of Canadian Grocer it was pointed out that a proprietary or patent medicine, bottle of perfume or other toilet preparation which sold to the consumer for 25c or under, required a 1c stamp and 1c extra for each additional 25c in

value. This means that a dollar preparation which comes under the above heading for patent medicine or perfume requires a 4c stamp before it reaches the hands of the consumer. There are some grocers and we understand some barbers too, who are not living up to the law in this respect and are neglecting the stamp. It should be remembered that a \$50 penalty is a pretty steep one and would pay for a lot of stamps.

Jam Analysis

JAM, as sold through Canadian retail growers is dealt with in a lengthy bulletin just issued by the Inland Revenue Department of the Dominion Government. Altogether 221 samples were collected and sent to Ottawa for analysis. The result of this inspection shows that 93 were found genuine as consisting of fruit and sugar only.

Of these 93, 38 were imported, 49 were of domestic manufacture and found on the retail market, and 10 were of domestic manufacture and furnished by the manufacturer. There were 22 found genuine, but with added color or preservative. Of the 221 samples collected, 106 were sold as compounds.

As reported in Canadian Grocer a few weeks ago there is a movement on foot to supply new standards for jam. Manufacturers, representing The Canadian Manufacturers' Association are anxious to secure certain rulings which the department is considering.

Crops in Good Shape

REPORTS from all parts of Canada report splendid crop prospects. Hon. Martin Burrell, Acting Minister of the Interior, at Ottawa, is in receipt of an interesting report on crop conditions in the West. Immigration Commissioner Bruce Walker, at Winnipeg, had one of the officials make a thorough investigation of the existing crop conditions in Saskatchewan and Alberta, and he has just returned from a 1,600-mile trip, especially through the southern territory which was drought-stricken last year. The officer reports that no such crop as is promised this year has ever been produced in the history of the

settlement of those districts in sections that were almost completely denuded of production through drought. The yield at a conservative estimate promises to be 25 bushels to an acre, and in territories about which much discussion has taken place regarding their continued usefulness from a grain-producing point of view, there is the best prospects of an abundant yield.

From Ontario come similar reports. A representative of Canadian Grocer who spent last week in the eastern part of the province reports that wheat, oats, barley, peas, rye and potatoes never looked better. Farmers in this district visited go in more for oats than other grains and between 50 and 60 bushels to the acre is quite a common expectation.

All this means a bright spot in the future so far as the retail, wholesale and manufacturing trades are concerned. It means prosperous farmers, better business, and easier money.

Our Bran of Good Quality

THE Department of Inland Revenue has sent out a Bulletin announcing the analysis of 187 samples of bran sold in Canada. Standards for bran were legalized in 1910 and amended in 1911 as follows: "Bran is a product of the milling of wheat or other grains and contains not less than 14% proteids, not less than 3% of fat, not more than 10% of crude fibre and must be free from vital seeds of any of the noxious weeds defined by the Order-in-Council under the Seed Control Act."

Out of the 187 samples, 183 met the requirements of the Government standard so far as nutritive value was concerned. However, 11 samples showed excess of noxious weed seed, on the assumption that 25 seeds per pound of bran is excessive. This shows that the bran as sold in Canada is of a pretty good quality. Anyone desiring the full report on these samples should send to the Inland Revenue Department for Bulletin 302.

Personal Appearance of the Clerk

"THERE are few more important things to which the clerk should pay particular attention," remarked a prominent member of the trade the other day, "than his personal appearance. Place yourself in the position of the woman who is careful to have her home spotlessly clean, and imagine going into a store and purchasing foodstuffs from a slovenly attired and carelessly groomed clerk behind the counter. How many times would you continue to purchase from such a salesman? That is one reason why I take particular pains with the appearance of the clerks whom I employ. They must dress neatly, not in a flashy manner, but as an ordinary business man would dress. They must too wear clean linen and I have repeatedly urged my salesmen to shave every day and have a shoe shine every morning. This ensures the business against loss of trade through carelessly attired clerks."

Here is something that every clerk should consider carefully. This dealer expresses his opinion after many years' experience and what he says must carry some weight with it. Salesmen behind the counter should remember that the clerk of to-day is the merchant of to-morrow. Habits and customs that one develops in his youth are going to stay with him when he becomes older. If he is to secure a good reputation for cleanliness and courtesy, then

the advice of this retailer should be taken into deep consideration. It costs little to always wear clean linen, to have a shave every day and a shoe shine, but these things go a long way with the particular customer.

Jam Shipments to the West

AN Eastern jam manufacturer reports that shipments to Western Canada of his product are again normal. He has of late been shipping two carloads weekly which is customary in ordinary times. One reason for this resumption of business with the West, he claims, is the fact that during the past year the trade has been buying lightly, being uncertain of the future and now merchants find themselves short of jams in the face of a market which in view of the high price of sugar and the prospective reduction in the pack should be higher in the autumn. At the same time substantial British orders are coming this way.

Still another reason for the buying is undoubtedly the prospects in Western Canada for a good crop at high prices. With an increased acreage of some 25% the production is sure to exceed that of last year and the prices consequent on the continuance of the war are sure to rule high.

Considering these facts it is easy to see why the Western trade is again in the market for jams.

Editorial Notes

EVERY BUSINESS man who wants to succeed must have confidence in himself.

• • •

WINDOWS ARE the first impression the public get of your shop. Let them be as attractive as possible.

* * *

A GOOD MERCHANT'S aggressiveness always worries the other fellow, but he is never worried himself.

• • •

ONE MAY be attracted by some curiosity in the window, but if it has no direct connection with the goods on display, it is of little use.

• • •

THE TENDENCY in Canadian grocery stores is more and more towards sanitation in the displaying, handling and delivery of foodstuffs. Retailers are taking hold of new ideas that will give their customers a better service in this regard. One of the more recent helps is the "butter" dish for butter, meats, fish, lard and other bulk goods which many dealers are now using. The general public appear to be desirous of receiving their goods done up in as sanitary and as attractive packages as possible.

• • •

ACCORDING TO the Agricultural Department of the United States, the juice of the grapefruit is easily bottled. All that is necessary is to bring the juice to the boiling point in a porcelain-lined or enameled kettle, pour it while still hot into bottles, which are then hermetically sealed. The bottles want to be completely filled so there is no layer of air left between the top of the juice and the cork or seal. In handling the juice it is especially important that it be kept from coming into contact with iron or other materials easily acted upon by acids. The same method is not suitable for bottling the juice of oranges or lemons, which will not retain their flavor if handled in this way.



A Tribute to the Grocer

The Grocer's Magazine.

The great work of charity performed by grocers has been very forcibly brought to the attention of the public by Howard Bradstreet of New York, president of the Association of Neighborhood Workers, which is affiliated with many charitable institutions.

Mr Bradstreet lately made an investigation of conditions in the Metropolis and submitted his report to the Mayor.

Many small corner grocery stores, bakeries, etc., were visited, the proprietors of which, it was found, were extending credit to customers who were out of work. These little store keepers simply had not the heart to turn down the unfortunate, provided the requests were for bread and common necessities of life, rather than luxuries.

A newspaper article describing the result of the inquiry truly says:

One of the true friends of the poor is the corner grocer. He is the man who extends credit to the housewife whose husband is out of work and unable to provide ready cash. In periods of unemployment he has always done much to lighten the burden of the laborer's family and he is doing a full share now.

Certainly this is a high compliment to the grocer. Mr. Bradstreet is so much impressed with the kind-heartedness of the little corner store proprietors in New York that he has suggested a relief loan fund to aid the small merchant who is giving credit to the poor.

The money would only be loaned to men of proven business ability for a period of not over a year and without interest.

Too Many Grocers

The Interstate Grocer.

The burning question of the hour appears to be, "are there too many grocery stores?" The communication of George W. Drake, one of the most prominent canners in the country, printed in the Interstate Grocer week before last, in which he declared that there are far too many grocers in the country and that for this condition the wholesale grocers were primarily to blame, has caused much comment and discussion in the trade and the trade press generally.

Without doubt the criticism of Mr. Drake is grounded on fact. There are too many grocers; and jobbers are par-

tially to blame at least. However, the wholesale grocer who extends credit and gives encouragement to men just entering the grocery business who have neither sufficient capital nor sufficient brains to run a grocery store, has an excuse. He can justly claim that if he doesn't sell to this class of men, there are plenty of jobbers who will and that he might just as well take the chances involved in extending a line of credit, after getting the initial payment for the opening stock, as the next man. Which prompts the thought that perhaps there are too many jobbers.

The fact of the matter is, there is a surplus of inefficient grocers who get into the business without any preconceived idea regarding the many problems of retailing of foodstuffs. All they know is that they can buy goods at certain prices at wholesale and sell them at retail for higher prices, thereby making a profit. They give no consideration to the overhead expense of service, nor to the fact that in order to make a success in this day and age, the grocer must have a highly specialized knowledge of the grocery business. There is a latent suspicion abroad in the land, in fact, that many of these men go into the grocery business because they see a chance to eat regularly, at least as long as they stay in business, getting their supplies at wholesale. One way of reducing the cost of living.

Men and Guns

The American Grocer.

In a speech of the Hon. David Lloyd George, he remarked:

"There are three kinds of men in public life, political and religious. I will tell you in military terms what they are. The first is the heavy gun. It fires slowly, ponderously, with much effort; but if the shells contain a good quantity of high explosive, then the havoc wrought among the enemy is terrible. But if they do not—and very often they do not—they drop heavily into the clay; they get thoroughly embedded there, and sink absolutely out of sight, until in some future generation some excavator digs them up to point out the sort of missile they used in the Dark Ages. The second is the idealist, the howitzer, the high, tragic gun, aiming high, pointing to the heavens, but firing a

missile that comes down with crushing effect on the enemy. There is a third, the quick-firing gun, aiming straight at the ranks of the enemy, firing unceasingly, striking their ranks and dispersing them."

Is not the grocery trade equipped with three or more kinds of guns? Think over the list. There is the old-established, dignified houses, wedded to old-time methods, heavy guns, that fire slowly, but if properly loaded with the right sort of shells do great execution and win a victory. We have as the second gun, the idealists, that aim high and fire missiles that make great execution. There is also the quick-firing gun, that eliminates all previous makes and old-time ammunition, spits, sputters and rattles shell at tremendous speed with powerful effect. Such a type is the cash store that sells goods and not service. All guns have more or less power, but this age demands the sort that is quick, reliable and far-reaching.

Doing Away With Dull Times

The Modern Grocer.

We can put a crimp in the "dull seasons" if we want to.

While the summer season is naturally more quiet than the fall in the grocery store, due to absentees, and hot weather apathy for heavy foods, measures can be taken to stimulate business during the sultry months.

Plans can be devised that will show up possibilities—and cash in on them! An outside viewpoint is a valuable tonic to apply.

Some so-called summer cereals used to have a regular vacation during the colder months, but recent years show sales by the manufacturer to be more evenly distributed over the twelvemonth.

Automobiles used to be summer delights only. When the cold weather came, the cars were drained and the garages sealed up for the winter. It was too cold for comfort in a motor car. Then makers enclosed cars and schemed in other ways to make winter motoring popular. Motoring was pictured as exhilarating and healthy in the cold zero air—as an iron-in-the-blood tonic for the winter fag.

There are few lines that will not admit of expansion of selling possibilities through the playing up of new angles.

A Boycott on Eggs

Buyer Withdraws From Western District—Claims Merchants Do Not Discriminate, and Quality Unsatisfactory—Merchants' Association Aroused.

THE question of the purchase and eggs from the Saskatoon district have not proven satisfactory again this year. For your information we beg to say last year we lost money heavily on eggs from this district, and, therefore, we were very cautious this year, but the quality has again proven unsatisfactory for storage purposes.

There is no question but when the eggs are laid they are just as good as eggs from Alberta, but the trouble is the farmer and the shipper have not given them proper care. This lack of care is bound to cost your district lots of money, hence we are giving you these facts so that you can take up with your various shippers in a public way and improve the conditions, thereby permitting your producers to realize more money from their product than they are now doing.

We have the storage facilities and the outlet for first-class eggs, and are willing to pay market prices for same at all times, but you must remember that eggs that we buy now and put into storage are not consumed until next November, December, January, and possibly February. Therefore, to stand this test they must be absolutely right when they go into storage.

For your own good and the good of your customers—that is, the producing farmers in your district, we again ask you to spread these facts and work with a view of getting us fresher and better eggs, so that we can pay the top price for same and get value received.

Attached please find some special points to be taken into consideration in handling and shipping eggs.

The Saskatoon Retail Merchants' Association do well to take this matter up aggressively, but possibly the boycott or threatened boycott will do more to awaken the merchants to modern methods of handling eggs than pages of advice.

An egg is at the height of its value immediately it is laid; the sooner it is got to market the more valuable it is to the farmer, the merchant and the consumer. People won't stand for ancient eggs these days, and the demand for theatrical purposes has declined since the advent of the movies.

Post this list of maxims up in your store, and draw the attention of your customer to it when you are compelled to turn down a basket of eggs. It was issued by the Department of Agriculture, and is authoritative.

To Realize Best Results in Handling Eggs.

1. Provide plenty of clean, dry nests.
2. Gather eggs at least once a day in cool weather and twice in hot and wet weather.
3. Keep eggs in cool, dry place.
4. Do not wash eggs.
5. Never keep eggs near kerosene, onions, fish or any other strong smelling substance; they readily absorb odors.
6. Never expose eggs for market to direct sunlight, rain or extreme heat.
7. Farmers should market their eggs at least twice a week and more often if possible.
8. Merchants should make shipments daily, if possible, but do not hold over three days. What you might gain in advance in market will more than be lost in deterioration of quality.
9. All eggs should be shipped in good strong cases, with fillers in good condition, and packed with excelsior and flats on top and bottom. Do not use newspapers as flats.



OTTAWA GROCERS TO HOLD FOOD SHOW.

Ottawa, July 22—(Special).—The Retail Grocers' Association of Ottawa are holding a Pure Food Show during the Central Canada Exhibition, September 10th to 18th. For the occasion they have secured Howick Hall, one of the most beautiful buildings on the Exhibition Grounds and a staff of carpenters and painters are now at work building booths and getting everything in shape. A large and representative committee has been appointed and the undertaking has the support of Ottawa's wholesale and retail grocers.

The executive committee are:—Alex. Phillips, T. W. Collins, and A. S. Moreland.

The secretary-treasurer of the Pure Food Show is T. W. Collins, and the office is in the Marpaul Chambers, Suite 5, 178 Sparks street. The city travelers are taking a keen interest in the proposition.

There will be no admission fee charged to the public to get into the Pure Food building.

The general committee consists of the following:—John Bambrick, Kennedy & Co., Crabtree Limited, R. E. Powell, W. Cunningham Limited, R. McGregor, Limited, Alex. Phillips, A. S. Moreland, T. W. Collins, Major & Hurteau, T. Bowman, R. H. Beck, Bryson-Graham, Limited, Duncan Bell & Co., A. P. Johnson, F. Burgess, and J. H. May.



The man who is too dignified to be pleasant for the sake of the store is too dignified to draw very much pay.

Canadian Grocer,
Toronto, Ont.

It has come to our notice that a certain packing house, who also handle produce, are boycotting the Saskatoon district, as far as buying eggs from this district is concerned. Although the Saskatoon district was mentioned particularly, we are led to believe that the boycott applies more or less generally throughout the Province of Saskatchewan.

This is rather a serious matter for both the farmers and retail merchants, and some campaign should be started immediately to educate both in the proper methods of handling produce while in their possession. We are attaching you copy of a circular issued by the produce house in question, whose name we prefer to withhold at the present time, and also a second circular issued by the same firm covering the methods to be adopted to realize the best results in handling eggs.

Our reason for referring to you at this time is to request that you take the matter up in your future issues and endeavor to show your subscribers among the retail merchants their responsibility in the matter. We, of course, intend to do what we can in this connection ourselves.

Trusting that you will comply with our request, we are,

Yours very truly,

The Retail Merchants' Association
of Canada—F. E. Raymond,
Secretary Saskatchewan Provincial Board.

Saskatoon, July 10, 1915.

The circular sent out to shippers by the packing house referred to is as follows:

All Shippers:

As previously advised, we have discontinued buying eggs at Saskatoon, and for your information beg to say the

CANADIAN GROCER

THE FOOD PROBLEM AT NIAGARA CAMP.

(Continued from page 22.)

"I have examined and tested the sample of tea submitted to me, which is said to be the tea served at the Niagara camp. I have no hesitation in saying that this tea is good quality, although I would not go the length of saying that it is fine quality.

"I find no evidence whatever, of any admixture of low grade China, or of China of any quality, and think the tea, if properly prepared, should be quite satisfactory in use.

"I have no idea as to who supplied the tea, nor of the price charged for it."

Another tea expert, one who also has no idea as to who supplied the tea to Niagara Camp, states that the sample given him is of a good class tea for the purpose intended. In the long stand, such as it would be likely to have with camp cooking, he believes it would not get too bitter. This expert also stated that the tea has no China in it, but seems to be largely Indian.

Somewhat more critical was yet another expert. It is his belief that the tea is largely Ceylon with some India in it, and he states that for soft water, such as will be used at Niagara Camp, a tea somewhat heavier in body would be rather better. The samples, however, he believes, are of a tea which would cost about 26c a pound a month ago—some-what more at the present time.

There is also some difference in opinion as to the quality of the coffee being given the soldiers. One expert states frankly that this is poor. In the first place he says that it is 25 per cent. chicory, and further is too weak to be of best service for a military camp. This man says that 18c would be quite sufficient to secure such product—indeed, he says, it would be possible to make money on it at the figure.

Another coffee man, after analyzing a specimen of the coffee, stated that while somewhat weak, he considered the coffee good. He believed that it would require boiling for about 15 minutes, to ensure a good cup, but that if such boiling were given, the result would be entirely satisfactory. His opinion was that the coffee was worth about 20c per pound.

To Improve the Cooking.

While, as will be seen, there is a certain range of opinion as to the quality of coffee and tea, it appears that the men at camp are not being given anything which falls too far short of what might be expected. As Major Milson expressed it, the main problem is probably the cooking. All who have the interests of the soldiers at heart, however, will be glad to learn that steps are being taken to improve this branch. Only last week, Sergeant-Major Kearson, of Kingston,

C.P.A.S.C., which being interpreted means Canadian Permanent Army Service Corps, was at the camp giving the various cooks—there are from eight to ten, in connection with each regimental cook camp—instructions in the best way of preparing raw meat and other products. His aim was both to secure greater economy in the use of the supplies, and to assure better results from the standpoint of the soldier.

Every man who is at Niagara, has undoubtedly made up his mind to endure great hardships in a great cause. Unquestionably, these hardships will come, but an investigation of the Commissariat Department, seems to make it clear that the hardships from poor food are not very large at the present time. Men who are accustomed to go hunting in the fall, or on fishing trips in the summer, endure more in this regard than do the soldiers at the Niagara Camp.

CIVIC HOLIDAY AND PICNIC GOODS.

(Continued from page 21.)

the front of the store was similarly arranged.

This, however, did not end the selling campaign of picnic goods in this store. The salesmen were well informed on the various lines and they were asked whenever an opportunity occurred to bring the conversation around to Civic holiday and picnics. It was not difficult to do this. The old and oft repeated question; "Where are you going, Christmas?" was changed to "What are you going to do Civic holiday?" If the customer referred to a picnic which the family had arranged, the next question was, "I suppose you have had a look around to see what foods you would like to take with you—we have brought out of the stock room every line we think you would be interested in," or words to that effect.

This sort of conversation always get the customer looking around and invariably sales of goods on display were made. A prominent feature of the campaign was that several lines of goods were introduced that had previously been unknown to certain customers. This meant that in future the demand for these goods were widened. One customer for instance had never heard of "Tuna" fish, and when she discovered how delicious it was, and how closely it was related to the taste of chicken, she not only bought it for future use but told her friends about it as well. The campaign therefore was a far-reaching one, as all campaigns of this character are. It did not mean that the store staff neglected the business in staple groceries, but it meant that the business in picnic goods was supplementary, to the staple grocery business. The advertisement in the

local paper linked up with the interior arrangements and window display. It called attention to the different lines of picnic goods which should be taken on excursions—and it brought in the business. There is money here for others.

CANNED TOMATOES AND PEARS TO BRITAIN.

(Continued from page 19.)

the manufacturers. Crops in the West, too, promise to be good, and, with the addition of 25 per cent. more land in cultivation this year, the Western trade is looking forward to a better season than last. Jam has become a staple article of food—this applies particularly to Western Canada.

HOLDING COMPANY FORMED.

Since the above item was written, in fact on Tuesday night, the long-anticipated holding company was finally consummated, including 98 per cent. of the factories. The representatives on the board of directors from the Independent Cannery are as follows:—E. D. Smith, Winona; H. W. Bedell, Picton; J. L. Stocks, Northfort; Walter Lumbers, Toronto; B. H. Burgess, Burford; A. A. Worden, Wellington; Mark Smith, Oshawa.

In speaking to a representative of Canadian Grocer, a gentleman connected with the organization stated that now the new organization was consummated the canned goods business would be placed on a much better basis. It was not to be understood that the holding company was organized to boost prices but rather to give the public canned goods at a bare profit above cost of production; the general aim being to market what in Canada has been, of recent years, an over-production. It was also predicted that with a complete system of inspection better goods would be packed.

The members of the board who represent Dominion Cannery were not ascertained as we had to go to press without time to get them. They will be given next week.

ENLARGING THEIR PLANTS.

The head offices of the Borden Milk Co., Ltd., Montreal, located at 396 St. Paul Street, are being extended so as to include No. 400 in that street and 9 to 11 Place Royale Square. Improvements more or less expensive are also being made at the factory at Ingersoll, Ont.; Tillsonburg, Ont.; Norwich, Ont.; Huntingdon, Que., and Truro, N.S. Additional storage buildings are being added to the three Ontario plants.



THE CARE OF PICKLES IN THE STORE.

The taking care of pickles in the grocery store, whether in bulk or glass, is something with which the clerk and merchant as well should familiarize himself—that is, if he desires to give his trade the best in this line.

In order to keep bulk pickles in the best possible form they should be kept in a dry, cool, even temperature. Pickles should be covered by the vinegar at all times. Rather than to sell pickles from the original container, it is best to secure a two or three-gallon jar with cover, taking the pickles out for short needs, and always keeping the pickles covered with liquor while in this container.

Before refilling this jar, always wash thoroughly. This will stop fermentation. Examine the original container from time to time, and refill with liquor if short to keep the pickles always covered. If it becomes necessary at any time to add liquor, add vinegar to the sour or sweet and a weak salt brine to the dill pickles. Keep a weight of some kind on the pickles so that they will not project above the liquor.

Pickles will turn green in the sun, and if left long enough will turn a greyish color. This has been the cause for bottled goods being wrapped in paper. Never let pickles stand in the sun. It is best to keep them in a dark place.

A COLLAPSIBLE BARREL.

A new collapsible barrel is said to have been invented by a New Kensington, Penn., man, which is expected to be of great value to all shippers of such articles as potatoes, fruits, sugar, salt, lime, rivets, nails, etc. The barrel when it has been emptied can be taken apart, packed together and returned to the shipper for use again.

This new type of barrel, it is claimed, can be built at a cheaper cost than the ordinary wooden barrel, and the assembling of its parts will consume about one minute. The wooden barrel or keg, now in use, is built as cheaply as possible because it cannot be used twice on account of its bulk being too great to return to the shipper. Ten of these new barrels when collapsed and packed will occupy the space used by one ordinary barrel now.

It is expected that this new kind of barrel will be of great financial benefit

in saving on barrels from the standpoint of both consumer and producer.

VANILLA IN THE PHILIPPINES.

A vanilla-producing plant, *Vanilla ovalis*, has been found on Mindoro, one of the Philippine Islands. The plant has roots similar to those of amlong, and found to be superior to amlong for use in basketry, as they are pure white and require no bleaching. The plant also has a leaf similar to that of one kind of amlong (*Pothos rumphii*), and in growth the two plants are very similar. The leaf of the vanilla plant, however, differs somewhat from the leaf of amlong, in that it is unusually thick and is sessile. The plant is found both in open ravines and in deep forests, but is not plentiful. The Bureau of Education is investigating the plant with a view to ascertaining whether it may be developed commercially in making vanilla extract for trade purposes.

THE ENCYCLOPEDIA

GINGER.

One of the chief condiments sold from the counters of retail grocery stores is ginger. This familiar spice is obtained from the knotty, fibrous roots of the ginger plant, a native of India, now cultivated more or less extensively in all tropical countries.

Ginger is known in commerce under two large divisions, coated and uncoated or scraped. The latter is deprived of its coat when in the green state and sold as white ginger.

The sort most generally met with in Canada is that from Jamaica. Gingers are purchased in various conditions—whole, ground, washed, unwashed, spent, scraped and cut.

In Jamaica ginger is planted in March or April and soon the ground is covered with long green leaves. In September little flowers slightly tinged with green appear when the stems are from three to four feet high.

When the flowers wither and go to seed the roots are dug up. This is about the end of January. Should the roots be left too long in the ground, stems grow from them. If taken up earlier they are only about five to six inches in length, succu-

lent and suitable for preserving. The real roots of the plant are the thin fibres given off from the knotty tubers. The yield per acre is placed at 4,000 pounds.

After the ginger reaches the first markets it is sometimes bleached or coated. This is done by burning sulphur or chlorinated lime and covering with the sulphate of carbonate of calcium as a protection against insect pests.

Black or stone-brown whole ginger of commerce usually consists of the older tough roots which have been simply discolored by scalding. They are of inferior strength and flavor.

Whole white ginger is usually of a superior quality, prepared by scraping off the outer dark-colored part and then carefully drying without scalding.

Whole ginger is largely employed in making ginger beer, ginger essences, etc.

Washed ginger is ginger cleansed in acidulated water to protect it from worms.

Green ginger is usually imported in casks and in this state is used by wine makers and for preserves.

Leaf ginger is that which has been sliced up into thin flakes.

Spent ginger, often sold to grocers as "washed," consists of whole ginger which has been boiled or steamed or otherwise exhausted in making ginger beer or other cordials.

The common adulterants to be expected in ground ginger are tumeric, wheat flour, husk of mustard seed, arrowroot, sago, etc.

Besides being used as a condiment, ginger is also used as an aromatic and stomachic medicine. Externally applied it has been known to remove headache and toothache.

The root stocks collected in a young green state, washed, scraped and preserved in syrup form a delicious preserve.

ADVICE FROM CONFUCIUS.

He that knows not and knows not that he knows not is a Fool: Shun him.

He that knows not and knows that he knows not is Simple: Teach him.

He that knows and knows not that he knows is Asleep: Wake him.

He that knows and knows that he knows is Wise: Follow him.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces

Martin and Peniston, grocers, Montreal, have registered.

The Standard Syrup Co., Quebec, P. Q., has registered.

Tilman A. Cormier has opened a grocery store in Sackville, N. B.

B. Ram & Co., Inc. wholesale grocers, Montreal, have obtained a charter.

C. Lebrun, general merchant, Wolfe Lake, Que., is succeeded by E. Lafond.

E. A. Forbes, son of W. E. Forbes, Montreal, wholesale grocer, has enlisted with the 5th Montreal Rifles and will leave for the front shortly.

R. E. Harris for many years a director of the Acadia Sugar Refining Co., Limited, of Halifax, has retired from this position on his elevation to the Bench.

A report from Aylmer, Que., states that there are prospects for a beet sugar industry there. An option has been secured on 15 acres of land there. David A. Gordon, M. P. for East Kent, has looked over the situation and has advised that at least 15,000 acres are adapted for the production of sugar beets, and has been interesting a number of Ottawa capitalists, with the result that it is understood they will finance the erection of a plant costing \$400,000.

Ontario.

Wm. Henderson, grocer, Toronto, has sold to T. Clee.

John Sutherland, grocer, Hamilton, Ont., has sold to Mrs. A. F. Belbeck.

V. E. Davey, grocer, Niagara-on-the-Lake, Ont., sustained a fire loss recently.

Bolton Bros., grocers, Ottawa, are succeeded by M. L. Bolton.

S. Berger, grocer, Ottawa, Ont., has sold to Chas. Shore.

J. A. Gillet, grocer, Aylmer, Ont., has installed two sanitary grocery counters.

Morton Bros., grocers, Toronto, are succeeded by Wm. J. Harris.

The Northern Grocery Co., Ltd., Fort Frances, Ont., has obtained a charter.

Church & Ross, general merchants, Fruitland, Ont. have sold to J. B. Pettit.

C. W. Sheppard has joined the sales staff of the MacLaren Baking Powder Co., Toronto.

The Business Men's Excursion of West Toronto went to Oshawa on Wednesday.

The Teasdall Grocery Co., grocers, Toronto is succeeded by Marie J. Teasdall.

W. J. Lundy & Co., Algoma, Ont. are remodelling their grocery department and installing new fixtures.

The F. E. Ryerson store, Brantford, Ont., recently displayed tea in cannon shells in their window.

Geo. Dillon of Hamilton, Ont., representing The Canadian Sugar Refining Co., there for many years, died recently after a short illness.

Wm. Morris, a merchant in Rodney, Ont., recently installed a sanitary display counter in his grocery store. He is endeavoring to supply clean foods to his customers.

John Bowman & Son, grocers and butchers, Ailsa Craig, Ont. have moved to new premises in Nablo's old store. The grocery department has recently been added to the store.

Henry Avery, for ten years in the shipping department of the Ingersoll, Packing Company, Ingersoll, Ont., has purchased the grocery and meat business conducted for some time by Manzer & Thomas.

A number of grocers in Wallaceburg, Ont., are joining together to have their goods delivered co-operatively. The new system will begin Aug. 1 and will be conducted by a man outside the retail business entirely.

Michael Purtell, who for a number of years conducted a grocery and meat business at the corner of John and Montreal streets, Kingston, Ont. passed away recently following an illness of short duration.

The Proctor & Gamble Co. of Cincinnati have practically completed the erection of their new plant in Hamilton, Ont. and they state that they will begin operations about August 1st and that the first soap will be turned out on August 2nd.

Western Canada.

Campbell & Wilkinson, grocers, Winnipeg, are succeeded by D. E. Campbell.

The Winnipeg Co-operative Society, Ltd., Winnipeg, is under seizure by the bailiff.

A meeting of the creditors of the Winnipeg Co-operative Supply Co., Ltd., has been held.

The general store of G. R. Russell & Bro., Prince Albert, Sask., has been sold to G. W. Baker.

The estate of Ruttan, Alderson & Lound, Ltd., Winnipeg, has been sold to the Harry Horne Co.

Friday, July 30, will be Travellers' Day at the Provincial Exhibition to be held in Regina, Sask.

Merchants of Claresholm, Alta., close their stores Wednesday afternoon during the summer months.

Stock of W. A. McCardley, general merchant, Assiniboia, Sask., has been sold to Sandford, Ltd.

The Retail Merchants' Association of Saskatoon, Sask., held their picnic at Crystal Beach, on Wednesday, July 14.

A. Bay, general merchant, of Dauphin, Man., who also formerly had a branch store at Pelly, has purchased the Kezner & Brownstein store in Kamsack, taking possession July 1st.

A. W. Wylie, the West Side grocer, Saskatoon, Sask., who is in charge of the West Side branch post office, has moved both store and post office to the premises formerly occupied by the Saskatoon Trading Company.

N. B. Good has purchased the interests of A. Kritzwiser in the grocery firm of Good & Co., Lethbridge, Alta., and will henceforth be sole proprietor. Mr. Kritzwiser will leave shortly for Qu'Appelle, Sask., where he will go into partnership with S. H. Caswell, a grocer there.

The annual picnic of the Hudson's Bay Company, Winnipeg, was held recently at Winnipeg Beach. A special train transported the picnickers from the city to the lakeside town. Following the dinner, there were pastimes, such as bathing, shooting, bowling and row-boating, over the lake. The ball team, composed of members of the retail store staff and featured by the presence of the new general manager, Mr. Sparling, defeated the "Hudson's Bay wholesale" team.

The National Council of the Canadian Credit Men's Association recently passed the following resolution at its Winnipeg convention: "That we, the National Council of the Canadian Credit Men's Association, in annual convention assembled, believe that it is desirable and in the interests of the trade and commerce of the country, from the standpoint of the manufacturer, the wholesaler and the retailer, that the different branches of trade should seriously consider a general shortening of credit terms."

Beans and Peas Higher

Montreal Reports Advance in Both—Tea Situation Looks Peculiar—A Large Indian Crop is an Independable Quantity—Peaches to be Cheap—Molasses Situation Firm.

Office of Publication, Toronto, July 21st, 1915.

THE protracted hot weather has made a great demand for fish and some stocks in certain lines are short. This applies particularly to halibut, and as our market report shows this week, prices are up two or three cents. We cannot get halibut now under 14c, that is good quality. The scarcity applies too, for the moment, to salmon, both from Eastern and Western Canada. Nevertheless the price on Eastern stuff has been reduced so that now it approximates that coming down from the West. Up to now the Western stuff has got the business chiefly because it has been a little cheaper.

The large make of cheese has had one indirect influence upon the butter market. The fact of such an over-production, or at any rate, such a large production of cheese has made for some stringency latterly in the butter market, and we do not think we shall see prices any lower than they are at present. This does not infer that there is any scarcity of butter, but there has been some export demand not only to England but also to Australasia and supplies are by no means large. In the very nature of things the excessive production of cheese cannot accompany any similar excess in production of butter. Meanwhile, cheese is down in price in all Canadian markets.

Rolled oats are somewhat higher this week because there appears to be a scarcity of supplies on the market. This is not infrequent at this time of the year and the market has been stiffening up now for two or three weeks. On the other hand the rest of the cereals are somewhat slower because during summer months lighter breakfast food takes the place of the heavier cereals. There is a notable firmness in the market for mill-feeds. This is not surprising in view of the fact that most of the mills are running short now, and the scarcity in supplies tends to make prices higher, particularly when there is found to be—for some reason or other—an excessive demand right now. Beans and peas are quoted higher in Montreal. Bran and shorts are both advanced 50c.

The first corn appeared on the market the other day and was selling at \$1 a dozen. This, of course, is far too high a price for average buying, but within a week or two we shall see corn at considerably reduced levels. Most fruits and vegetables now are coming down somewhat in price; blueberries, raspberries, strawberries, apples, melons of all kinds, canteloupes and the like are all within easy reach of everybody's purse. It looks as if we shall have a fairly good crop of peaches. We hear from reliable sources that indications are for a crop exceeding that of last year.

For the first time for many months there looks to be an easiness in the tea market. Canadian Grocer has consistently been correct in its remarks regarding the trend of tea levels and we think that the large crop of Indians—up to date 7 million pounds more than last year—may prove a fly in the ointment of advancing prices. Therefore this is not a buying time. We may see lower prices on tea if the Indian crop is a big factor.

QUEBEC MARKETS.

MONTREAL.—Buying throughout the province in general grocery lines has been good. Collections have never been so good, it is reported.

The prediction last week that the supplies of molasses would be exhausted has proved to be a fact. It is cabled that there will be no further shipments made other than those contracted for. Prices have again advanced 2c.

Both dried beans and dried peas have taken a big jump this week—the former

between 10c and 20c all round, and the latter 25c. Supplies seem to be practically exhausted. Between now and the new crop the price is expected to go higher. Some Rangoon beans may be offered, but the quality of these is not good.

Sultana raisins are up this week, now being quoted at 12½c to 15c. Spot stocks are about exhausted, and no Smyrna Sultanas will come this year, and the trade will rely largely on California fruits. The spot stocks of cur-

rants and figs are also very small and the market firm. Portuguese figs will probably take the place of Smyrnas this year.

SUGAR.—The market has been weak. Raws eased off in New York from 3 15/16c to 37/8c, and at the low price large sales have been made. There is nothing, however, that would indicate a likelihood of change in prices here. The demand has not improved any, and can only be said to be fair.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—	
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—	
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—	
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—The market continues very strong, but there has been no advance made this week; the demand has hardly been so good. Retailers seem to be holding off. No doubt they find it hard to believe prices will advance further. The Japan tea market has strengthened. It is doubtful if they can be bought at last week's prices. Japan mediums are said to be very good value. In the home market, Japan mediums have advanced 7½ to 10 per cent., and low grades comparatively. The majority of conditional orders, which were sent out before the opening have been readily taken at the advance as above. Owing to the strong market it would not be surprising to see further advances. The big houses having buying agents in Japan will not be affected by this, as they buy at a price. Up to the present there has been a big improvement in quality and style, and Japans are expected to give good satisfaction this year.

DRIED FRUITS.—Sultana raisins on spot are about exhausted. In pound packages the price is advanced 1c, and is now 12½c to 15c. No Smyrna Sultanas will come this year, and the trade will have to rely largely on California fruits. Currants on spot are short, and the import cost is 7¾c for new crop. The supply of Smyrna figs on spot is also very small. It is expected that Portuguese figs will be used in place of Smyrnas this year. Although Smyrnas

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are better quality than Portuguese, prices will rule about the same.

EVAPORATED FRUITS. Per lb.		
Apples, choice winter, 25-lb. boxes	0 09	
Apricots	0 15 1/2	0 17 1/2
Nectarines, choice	0 11 1/2	
Peaches, choice	0 10	0 11
Pears, choice	0 13 1/2	0 15 1/2
Apples, choice winter, 50-lb. boxes	0 08 1/2	
DRIED FRUITS		
Candied Peels—		
Citron	0 20	0 21
Lemon	0 13 1/4	0 14
Orange	0 13 1/4	0 14
Currants—		
Amalias, loose	0 07 1/4	
Amalias, 1-lb. pkgs.	0 08	
Filiatras, fine, loose, new	0 07 1/4	
Filiatras, packages, new	0 08	
Vostizas, loose	0 08 1/4	
Dates—		
Dromedary, package stock, per pkg.	0 09	
Fards, choicest	0 12 1/2	
Hallowee, loose	0 08	
Hallowee, 1-lb. pkgs.	0 07	
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12 lb. boxes, fancy, layer, lb.	0 12	
6 crown, 12 lb. boxes, fancy, layer, lb.	0 11 1/4	
1 lb. glove boxes, each	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	
40 to 50, in 25-lb. boxes, faced	0 13	
50 to 60, in 25-lb. boxes, faced	0 12	
60 to 70, in 25-lb. boxes, faced	0 11	
70 to 80, in 25-lb. boxes, faced	0 10	
80 to 90, in 25-lb. boxes, faced	0 09 1/4	
90 to 100, in 25-lb. boxes, faced	0 09	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster	3 60	
Muscatsels, loose, 3 crown, lb.	0 09	
Sultana, loose	0 10	
Sultana, 1-lb. packages	0 11 1/2	
Valencia, selected	0 09	
Valencia, 4-cr. layer	0 09 1/4	
Cal. seedless, 16 oz.	0 09	
Seedless, 12 oz.	0 08 1/4	
Fancy seeded, 12 oz.	0 09	
Choice seeded, 16 oz.	0 11 1/4	

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

NUTS.—Cables are to the effect that Valencia shelled almonds, new crop, are lower in price, costing 13 1/2c laid down in Montreal. The shelled walnut market still holds firm, and there is quite a demand for fall deliveries for Christmas trade.

Almonds, Tara	0 15 1/4	
Grenobles, new	0 15 1/4	0 16 1/4
Marbols, new	0 12	0 14
Shelled walnuts, new, per lb.	0 32	
Shelled almonds, 28-lb. boxes, per lb.	0 34	0 35
Sicily filberts	0 12	0 13
Filberts, shelled	0 24	
Pecans, large	0 18	0 21
Brazils, new	0 17	0 18
Peanuts, No. 1, French	0 07	
Peanuts, No. 1, Spanish	0 08 1/2	

MOLASSES.—Since Saturday the price of molasses has again advanced 2c, the Montreal price now being 53c for fancy and 44c for choice. The hint thrown out last week that it might be impossible to get any further supplies other than those on the way now appears to be a fact. Cables have been received that there will absolutely be no more shipped other than the small lots already contracted for. Stocks in wholesalers' hands are small. On account of the exceedingly high prices which have been asked as compared with last year, wholesalers have been holding off, probably with the expectation that prices would slump, as they did late in the season in 1913. The only buying that can now go on is of the supplies in second-hands, with those holding smallest stocks endeavoring to buy from those more fortunate. It is unlikely many sales of this kind will be made, as most wholesalers will have trouble filling their contracts.		
Price for		
	Island of Montreal.	
Barbadoes Molasses—	Fancy.	Choice.
Punchons	0 53	0 44
Barrels	0 56	0 47
Half barrels	0 58	0 49

For outside territories prices range about 3c lower. Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls.	0 04 1/4	
Pails, 38 1/2 lbs., \$1.05; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, 1/2 doz. in case	2 90	
Cases, 20 lb. tins, 1/4 doz. in case	2 85	
Maple Syrups—		
New, pure, per 8 1/2 lb. tin	0 75	0 80
Pure, in 16 gal. kegs, 8c per lb. or per gal.	1 15	
Maple sugar, pure, per lb.	0 16	

SPICES.—The market is more active. It is a traditional custom for the spice trade to go through a period of slackness from June 15th to July 15th. Now that this period is passed, the demand is better and prices have stiffened.

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen.	1/4-lb. tins lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 75-1 05	0 31
Cayenne pepper	0 30	1 05-1 21	0 36
Cloves	0 41	1 21-1 31	0 48
Cream tartar—45-55c.			
Ginger, Ceylon	0 19		
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 00-1 15	0 31
Nutmegs	0 40	1 05-1 20	0 31
Pepper, black	0 20	0 90-1 00	0 31
Pepper, white	0 31	1 15-1 20	0 40
Pastry spice	0 23	0 95-1 20	0 31
Pickling spice	0 20	0 85-1 00	0 80-0 95
Turmeric	0 23-0 23		

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

	per lb., bulk	per lb.
Cardamon seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian		0 13
Dutch		0 20
Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 35	0 46
Cayenne chillies		0 35
Shredded cocoanut, in pails		0 19 1/4
Pimento, pure		0 17

RICE.—The market is quite steady and firm, with a possibility of an increase. The demand is good. There is no change in our present quotations.

	per cwt.
Rangoon Rices—	
Rangoon, "B"	3 75
"C.C."	3 65
India bright	3 85
Lustre	3 95
Fancy Rices—	
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 60
Ice drips	5 30
Snow	5 20
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00

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

	per lb.	per cwt.
Imported Patna. Bags, 224 lbs.	0 06	0 06 1/4
Half bags, 112 lbs.	0 05 1/4	0 06
Quarter bags, 56 lbs.	0 05 1/4	0 06 1/4
Velvet head Carolina	0 09 1/4	0 10 1/4
Sago, brown Carolina	0 06 1/4	0 07
Tapioca—		
Pearl, lb.	0 06 1/4	0 07
Seed, lb.	0 06 1/4	0 07

DRIED VEGETABLES.—Supplies of beans in Ontario are reported as being very low. One wholesaler expresses the opinion that there are not ten cars in that province. The price has taken a jump as a result, and is now at \$3.35 to \$3.50, an advance of 10c to 20c. It is difficult to say what will take place between now and the arrival of the new crop in the early part of October; prices may go to \$4. Peas are also very scarce, and have advanced 25c. This applies to A1 soup peas only. An advance in split peas is bound to follow.

	per bushel	per cwt.
Beans—		
Canadian, 3-lb. pickers	3 35	3 50
Yellow, per bushel		3 70
Yellow eyes, per bushel		3 70
Lima, per lb.	0 07 1/4	0 08
Peas, white soup, per bushel	3 00	3 25
Peas, split, bag, 96 lbs.		3 25
Barley, pot, per bag		2 85
Barley, pearl		4 90

MONTREAL.

CANNED GOODS.—The new prices set by many wholesalers last week have been maintained. Nearly all wholesalers are now asking 90c and 87 1/2c for tomatoes. Many retailers bought very heavily when prices were low. Though this has eased off, some buying is still good. Many retailers have been buying only for their immediate requirements. The consumption has been greatly increased on account of low prices prevailing.

ONTARIO MARKETS.

Toronto, July 23, 1915.—As may be seen by reference to our dried fruit market report there will, it is said, be a good buy in peaches at somewhere around 5 1/2 cents. It is said that evaporated apples will be short this fall and so the peaches, at so low a figure, should be a good buy.

With regard to the flour and cereal situation, it will be noticed that while flour is still more or less dull, there is a good deal of activity in rolled oats, and in bran and shorts, all of which are firm in both markets and advanced in Toronto. Beans and peas are higher in Montreal. The cereal market can well stand these activities. It has been dull enough goodness knows.

We wish to draw the attention of the trade to our remarks in the tea report and also in the summary on the first page of markets. The tea situation is, to say the least, interesting and, frankly, we should not be surprised to see a slump. There are reasons, pro and con: read the market report and see.

General business continues good and prospects of a good crop have put heart into the trade. Serious new damage to the great wheat crop is now almost an impossibility. If the more recent forecasts did not hold out promise of as large a crop as earlier estimates had indicated, at least the recent weather has turned to the good and is now providing the warm sunshine needed after a wet season. In any case we are assured of a good crop, if not a bumper crop, and one which will probably yield us the largest return in money ever sold.

With regard to the 7 1/2 per cent. duty which the recent budget imposed on goods coming from America, the New York "Journal of Commerce" has the following to say:

"The tariff duties on beans and dried and canned fruits sent from the United States into Canada, including the war tax imposed by the Canadian Government a few months ago, have been announced by the United States Government.

"The custom duties on such products are the same as before the recent session of Parliament except that a war tariff of 7 1/2 per cent. ad valorem applies now in addition to the duties heretofore

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applicable. This 7½ per cent. war tariff is applied as a percentage on the value of the goods. Beans were formerly dutiable at 25 cents per bushel, and 7½ per cent. ad valorem.

"Prunes and dried fruits unpitted, raisins and dried currants, were formerly dutiable at 2-3 cents per pound, where as now they are dutiable at 2-3 cents per pound and 7½ per cent. ad valorem. Evaporated apples were dutiable at 25 per cent. ad valorem. Now they are dutiable at 25 per cent. ad valorem plus 7½ per cent. Canned fruits in air tight packages were dutiable at 2½ cents per pound; now they are dutiable at 2½ cents per pound and 7½ per cent. ad valorem."

SUGAR.—We have no change of material interest to announce with regard to the sugar market. One day it is dull: the next some little activity is a feature. Last week, taking it by and large, the market ruled quiet but steady; little, if any, new business doing and withdrawals were only fair, due mainly to unseasonable weather. But the present hot spell should greatly increase the consumption and, with the retail trade carrying hardly any stock, a steady, if not heavy, demand is assured within a few weeks, making the refined market firm.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	6 71
25 lb. bags	6 81
10 lb. bags	6 96
2 and 5-lb. cartons	7 00
Nova Scotia refined, 100-lb. bags	6 61
New Brunswick refined, 100-lb. bags	6 71
Extra Ground Sugars—	
Barrels	7 11
50 lb. boxes	7 29
25 lb. boxes	7 41
Powdered Sugar—	
Barrels	6 91
50 lb. boxes	7 11
25 lb. boxes	7 31
Crystal Diamonds—	
Barrels	7 36
100 lb. boxes	7 46
50 lb. boxes	7 56
Cartons (30 to case)	8 11
Cartons (50 to case)	8 61
Crystal Dominoes, cartons	8 11
Paris Lump—	
100 lb. boxes	7 46
50 lb. boxes	7 56
25 lb. boxes	7 76
Yellow Sugars—	
No. 1	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—For the first time in many moons the tea situation looks different. It has consistently reflected nothing but an advance for months now, but at present—while we do not predict a smash in prices—there is an under-current of weakness which may develop into a break of ten or twelve cents, which is about the aggregate advance recorded since the first of the year. The reason for this is double-barrelled: first, buyers are showing a tendency to sit tight. Their requirements have been satiated and, sensing the influence of a big Indian crop, they are inclined to be wary about purchasing. The second reason is the bigness of the Indian crop. Up to this point it is already seven million dollars ahead of what it was last year and will go on improving every week and increasing the disparity between this and last year's offerings right along till October.

The fact of the matter is that tea prices have been so good for the planter that he has been able to give a lot of attention to his plantation, by manuring, and so forth, and therefore the yield gets better and better, although the consumption is increasing by leaps and bounds too. Now, if the Indian crop proves very large and also buyers hold off, waiting for lower prices, we may see a big drop—possibly 10 to 12 cents, in a few weeks' time. It is by no means certain, and no one is foolish enough to predict anything in connection with the tea market, but the possibility is there. Therefore—if it be a good business maxim to buy low and hold off when the market is high—we may fairly say that this is not a buying time for tea. Events will, we think, corroborate that view.

DRIED FRUITS.—There will be a good buy soon in the shape of peaches at around 5½ cents. The evaporated apple supply will not be anything to write home about and an abundance of cheap peaches ought to get good business. This price of 5½c is cheap because there is about 1 cent freight and 32½ per cent. duty, so that the shipper is selling at a low figure. So far as prunes go there is nothing much doing in this market, but an advance in the price of Santa Clara prunes for September-October on the part of the California packers, together with a very strong market for spot supplies marked the New York market, where stocks are being rapidly diminished. Further to what we said last week anent the raisin situation, the market here and in New York is very strong and continues to grow in strength. Supplies are being depleted and good quality fruit is said to be difficult to find. The tendency of the market under these conditions is upward. The demand for old crop raisins for August-September shipment, upon the basis of prices announced by the Associated Company, has been good. Currants, we think, will go higher still. We make no alteration in prices this week, but the situation is very strong. The inclination both here and in New York appears to be for a higher price on currants this fall owing to the increased cost of preparing the fruit for shipment and the high ocean rates which are prevailing.

Appricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 05	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 13	0 22
Currants—		
Philatras, per lb.	0 05	0 05½
Amalax, choicest, per lb.	0 05½	0 05½
Patras, per lb.	0 05	0 05
Vostizma, choicest	0 10	0 10½
Cleaned, ¼ cent more.		
Dates—		
Paris, choicest, 12-lb. boxes	0 09½	0 10
Paris, choicest, 60-lb. boxes	0 09	0 09½
Package dates	0 05	0 05½
Hallowes	0 07½	0 07½
Prunes—		
35-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½

50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 10

NUTS.—There is some spasmodic buying of walnuts and almonds in this market. We quote 37 to 38 for shelled walnuts though the price is high for one or two sellers. With regard to the new Californian crop, it is intimated that the walnut crop for the coming year will be one of the largest on record. Ventura advices say that the trees in every orchard are loaded as they have not been in years, and three or four nuts are growing where only two were to be found before. Nevertheless, prices will be high, it is said, because, owing to the war, importations will be small and Californian will be "the big noise."

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 60
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	0 11	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

SPICES.—The market is in an unsettled condition. We have nothing of importance to record in the way of price changes. During the week, in New York, prices for black and white peppers, cloves, red peppers and cassias fluctuated erratically but within a narrow range, keeping both dealers and importers on the fence. The demand from grinders is moderate, but shows some increase over last week. Difficulties all emanate still from a dearth of supplies.

Spices—	Compound,	Pure,
	per lb.	per lb.
Allspices, ground	0 10	0 15
Allspices, whole	0 10	0 15
Cassia, whole	0 21—0 23	0 21—0 23
Cassia, ground	0 14—0 16	0 21—0 22
Cinnamon, Batavia	0 27—0 28	0 28—0 28
Cloves, whole	0 18—0 22	0 28—0 33
Cloves, ground	0 18—0 22	0 28—0 35
Cream of tartar	0 25—0 35	0 45—0 50
Curry powder	0 15—0 17	0 17—0 26
Ginger, Cochiri	0 15—0 17	0 17—0 19
Ginger, Jamaica, ground	0 18—0 21	0 23—0 25
Ginger, Jamaica, whole	0 18—0 21	0 25—0 28
Ginger, African, ground	0 14—0 18	0 14—0 18
Mace	0 80—1 05	0 80—1 05
Nutmegs, brown, 64s, 52c; 50s, 42c; 100s	0 30	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 50	0 50
Pastry spice	0 22—0 25	0 22—0 25
Peppers, black, ground	0 14—0 18	0 14—0 18
Peppers, black, whole	0 21—0 23	0 21—0 23
Peppers, white, ground	0 19—0 24	0 25—0 30
Peppers, white, whole	0 35—0 37	0 35—0 37
Pickling spice	0 10	0 20
Turmeric	0 18—0 20	0 18—0 20

CANNED GOODS.

It is reported that the holding company so much talked about recently has at last been all settled, 98 per cent. of the canners of the Dominion participating. One who has been active in the mer-

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Salmon, sockeye, 4 doz. talls, case, 1s	7 50
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35
Fruits—	
Lemons	4 50

SASKATCHEWAN MARKETS.

By wire.

Regina, Sask., July 20.—Large percentage of wheat is headed out. Oats, barley and flax are making good progress. Cutting of some grains will commence in a couple of weeks' time. Weather is warmer, to benefit of crops. Dairy butter down 1c. Lemons easier and oranges higher. Watermelons considerably lower this week. New Washington apples, peaches, plums, apricots, and onions arriving. Celery at 10c. Cheese quoted 2c lower.

Produce and Provisions—		
Butter, creamery, per lb.	0 28	
Butter, dairy, No. 1	0 16	
Cheese, per lb., large	0 16 1/2	
Eggs, new lids	0 12	
Lard, 5's, per case	8 20	
Lard, 5's, per case	8 25	
Lard, 10's, per case	8 80	
Lard, 20's, each	2 90	
General—		
Beans, Ontario, per bushel	3 75	
Coffee, whole roasted, Rio	0 17 1/4	
Cream of tartar, lb.	0 46	
Cocunut, lb.	0 19	
Commeal, ball	2 20	
Apricots, per lb.	0 12	
Erap. apples, 50's	0 08 1/2	
Flour, 95's	3 50	
Rolled oats, ball of 80 lbs.	2 93	
Rice, per cwt.	3 90	
Sugar, standard, gran., per cwt.	7 44	
Sugar, yellow, per cwt.	7 04	
Walnuts, shelled, 41c; almonds	0 41	
Canned Goods—		
Apples, gala, case	1 39	
Broken beans, 2's	2 25	
Beans	2 2	
Corn, standard, per 2 dozen	2 28	
Peas, standard, per 2 dozen	2 28	
Plums, Lombard	2 15	
Peaches	3 21	
Strawberries, \$4.33; Strawberries	4 73	
Tomatoes, standard, per case	2 15	2 60
Salmon—		
Sockeye, 1's, 4 doz. case	9 85	
Sockeye, 1/2's	12 35	
Cohoos, 1's	6 00	
Humpbacks, 1's	4 50	
Fruits and Vegetables—		
Apples, fancy, box	2 25	
Grapefruit, per crate	4 50	
Sweet potatoes, per crate	4 50	
Lemons	4 25	
Oranges, Valencia	4 25	4 75
Pineapples, case	4 25	
Potatoes	1 09	
Potatoes, new	1 00	
Celery	0 10	
Preserving cherries	1 90	
Watermelons	9 00	
California Onions	0 03 1/2	
Dried Fruits—		
Currants, per lb.	0 09 1/4	
Prunes, 70-80, 25's, lb.	0 10 1/4	

NEW BRUNSWICK MARKETS.

(By Wire.)

St. John, N.B., July 20, 1915.—Two fifteen cent advances in Ontario flour have marked the past week, and dealers expect further advances; oatmeal also has jumped a quarter dollar. In dairy products cheese is slightly off while butter has dropped about two cents. Lard shows slightly firmer. The low stocks of cream of tartar with no prospects for renewals is causing some of the dealers anxiety and this has been reflected in a jump of eight cents in price. Sugar has remained stationary despite good crops. Strawberries have not shown their usual mid-summer slump and remain firm at 11 and 12 cents.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 23
Bacon, roll, per lb.	2 15	0 17
Beef, corned, 1's	2 75	3 35
Pork, American clear, per bbl.	24 50	27 50
Pork, domestic, per bbl.	25 00	27 50
Butter, dairy, per lb.	0 24	0 25

Butter, creamery, per lb.	0 27	0 28
Eggs	0 22	0 25
Lard, compound, per lb.	0 11 1/4	0 11 1/4
Lard, pure, per lb.	0 13 1/2	0 14
Cheese, new	0 17 1/2	0 18
Flour and Cereals—		
Cornmeal, gran.	5 75	
Cornmeal, ordinary	1 85	
Flour, Manitoba, per bbl.	7 55	
Flour, Ontario	7 15	
Rolled oats, per bbl.	7 50	
Oatmeal, standard, per bbl.	8 25	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	4 50	
Oranges, Val., case	4 00	5 50
Potatoes, bbl.	1 35	1 45
Strawberries	0 11	0 12
Sugar—		
Standard granulated	6 80	
United Empire	6 70	
Bright yellow	6 60	
No. 1 yellow	6 30	
Paris lumps	7 60	
Lemons, Messina, box	4 50	
Beans, hand-picked, bush	3 60	3 65
Beans, yellow eyes, per bush	3 70	3 75
Canned pork and beans, per case	2 60	2 90
Molasses, Barbadoes, gal.	0 44 1/2	0 45
Cream of tartar, per lb., bulk	0 55	0 57
Currants	0 08 1/2	0 09
Rice, per cwt.	4 25	4 50

THE U.S. AND SUGAR.

More sugar is consumed by the United States people per capita than by any other people in the world, and they are each year eating more. Government figures show that this year, taking every man, woman and child and baby in arms into calculation, the per capita consumption of sugar was a little under eighty-seven pounds. That makes the annual average sugar bill about \$4 for each inhabitant in the United States.

MIGHT VS. RIGHT.

Written by a Montreal Wholesale Grocer.

*From Britain's challenged honor,
From Belgium's sacrifice,
Where France has thrust upon her
War's full matured device.
From Russia's long endurance,
And Servia's helpless plight,
The World demands assurance
This Might shall not be Right.*

*Sacked City, Town and Village
And desecrated Fane
Where Wanton, Waste and Pillage
Their Witnesses remain.
Their homes of Wealth and Culture,
And humble homes of Peace,
And the vile feast of Vulture
Ask Rule of Might shall cease.*

*These men for duty dying,
These Patriot soldiers dead,
The thousands who are lying
On fields their blood stains red.
This hostage wife and mother
With children maimed or slain,
In bondage to another
Ask Might no more shall reign.*

*Ye same and kindred nations
With hands and voices free,
Build ye your Cross and Stations
Without Gethsemane?
Raise then your hands and voices
To aid the cause of Right,
Behold the World rejoices
When no more ruled by Might.*

*Air:—Greenland's Icy Mountains,
with apologies.*

Let's Gather Round

By C.W.B.

Do Chinamen eat? God blessed them with stomachs like the Canadian Grocer and me, but upon my soul I never saw them eat. I've seen them spit, iron, smoke, "jabber," laugh and run, but never eat. A thousand chances to one, they do. Then where do they get their food? In the largest grocery store in Calgary I once saw a sign in the Chinese language. "Translate that for me," I demanded of a clerk. He took down the sign and showed me on the other side the same words written in English. "There are many Chinese who do not understand English," he said. "All they have to do is to point to an article on this card, and I turn it around, and lo, there it is in English. Simple, isn't it?" This is a democratic store, where rich and poor, white and colored, all receive a square deal. Seeing a notice in Chinese characters on a Montreal store window this week, I went in and asked the proprietor if he did a Chinese business. "Yes," he admitted. "Some people won't take their trade, but refuse it; I, never. There's a trick to it. If you get a Chinaman into your store, and you give him good satisfaction, he will tell every other Chinaman within a two-mile radius. Celestials trade with me who come all the way from the other end of the city. Once you get to know them, they are fine to deal with. They pay spot cash, or, if they run an account, it is paid promptly at the end of the month." Now, I've heard of white people, even, who don't do that. Then I suppose Chinamen do eat.

The most potent factor against success is discouragement. The man who becomes discouraged has already lost half the battle of life.

FOR SALE

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

SITUATION WANTED

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

RASPBERRIES

Cuthbert (Canning)

DIRECT FROM THE FARM

Write for prices

W. F. GIBSON, Vineland Sta.

Phone 5 R 5, Jordan Sta.



FRUIT AND VEGETABLES



First Corn and Grapes Appear

But Corn is Worth a Dollar a Dozen at Present—California Grapes Are Selling—Apples Are Lower—Domestic Tomatoes Now Getting Good Demand—Radishes a Glut on the Market.

MONTREAL.

FRUITS.—New apples are becoming plentiful on the Montreal market, and the prices have dropped 25c the basket; the present quotation is \$1.50. Georgia peaches have made their appearance and are selling at reasonable prices, being quoted at \$3 for six basket crates. Raspberries are more plentiful and have dropped from 16c to 18c; the supply is good and they are selling well. Raspberries are coming into more general demand as strawberries disappear; next week is expected to be a big one for "rasps." Blueberries have come on the market for the first time at 14c to 15c the quart. Cantaloupes have taken a drop of 50c and are now quoted at \$3.50 per box of 45. The decline is undoubtedly due to heavy supplies coming in. There is a good demand for watermelons and the price remains firm at 40c to 50c. There is practically no change in the situation as regards oranges and lemons; the demand for the latter continues strong.

Apples—	
New apples, basket	1 50
Bananas, crate	2 00
Blueberries, per quart	0 14
Cocoanuts, sack	4 00
Grapefruits, case	4 00
Grapes, Belgium hothouse, lb.	1 00
Gooseberries	0 10
Lemons—	
Messina, Verdelli, extra fancy, 300 size	3 25
Limes, box	1 25
Oranges—	
Valencias, Cal., late, 126-250	4 00
Pineapples, 18-24 and 30-36	2 25
Peaches, box	1 40
Plums, box 4 baskets	1 75
Raspberries	0 16
Red currants, per basket, 11 qt.	0 75
Strawberries, per qt. cup	0 10
Cherries, 6-qt. baskets	0 40
Cherries, California, 11-qt. basket	0 80
Cantaloupes, box of 45	3 50
Apricots, box	1 75
Watermelons, each	0 40

VEGETABLES.—With old potatoes practically unobtainable, attention is being turned to the new varieties which are coming in plentifully and are selling at comparatively reasonable prices, being quoted at \$1.25 the bag, while American growth are bringing \$2.25 to \$2.50 per barrel. The latter quotation indicates a drop of 25c on the prices of a week ago. Good cauliflowers are very scarce on account of the dry season and are now quoted at \$2.50, an advance of

from 50c to \$1. It is thought that they may go as high as \$3. Lettuce which has been a glut on the market is not so plentiful this week and consequently the quotations are somewhat stronger. Onions by the crate are done; new Montreal onions are selling in dozen bunches at \$1. Parsley is not so plentiful as it has been and the price is up to 15c. Mississippi tomatoes are finished. There is a good demand for hothouse tomatoes and the price has advanced from 11c to 13c; there are now bushel crates selling at \$1.75. Asparagus is practically finished for the season and carrots by the bag are also off the list.

Beets, new, doz. bunches	0 50
Beans, wax, Montreal, per bag	1 50
Beans, green, Montreal, per bag	1 50
Cabbage, Montreal, per doz.	0 50
Carrots, new, doz.	0 30
Cauliflower, Canadian, doz.	2 50
Cucumbers, fancy, doz.	0 40
Head lettuce, doz.	0 25
Curly lettuce, 4 doz.	0 15
Mushrooms, 4 lbs., basket	2 50
Onions—	
Montreal, doz. bunches	1 00
Parsnips, new, doz. bunches	0 30
Parsley, Canadian, doz. bunches	0 15
Peas, sack	1 25
Peppers, green, 3½-qt. baskets	0 50
Potatoes—	
Montreal, bag	0 60
Green Mountain	0 75
New, bbl.	2 25
Radishes, doz.	0 05
Rhubarb, hothouse, doz.	0 20
Spinach, Canadian, box	0 40
Turnips, bag	2 50
Turnips, new, doz.	0 25
Tomatoes, Mississippi, crate, 4 baskets	1 25
Tomatoes, hothouse, lb.	0 13
Watercress, Canadian, doz.	0 30

TORONTO.

FRUITS.—Grapes made their appearance to-day. They are California stuff and sell for 3.75 to 4.00 a case. Apples are slightly lower, last week's top price of \$1.50 being this week's bottom level. Blueberries are easier and there are lots of them. An abundance of good quality in large gooseberries means an easier tone to the price. Messina lemons are quite stiff. There is a good demand right now. Red and black currants are slightly lower despite the good trade they are finding. Bartlett pears, of so-so quality, are getting \$3.50 to \$3.75. Some fetch nearer \$4. Canadian cantaloupes at 75 to 80c are a feature. This is a low price for such good stuff. Raspberries are worth 12½ to 15c this

week. Cherries, particularly sweet; are going strong at reasonable levels. Limes, oranges, melons and such show no appreciable change. Business is good all round.

Apples, new, imported	1 35	1 50
Apricots, Cal., box	1 35	1 50
Bananas, per bunch	1 50	1 90
Blueberries, box	0 12½	0 15
Blueberries, 11-qt. basket	1 00	1 50
Cocoanuts, sack	4 00	4 25
California cherries, box	2 50	2 75
Cherries, case, imported	2 25	2 50
Cherries, Can., 11-qt. basket	0 50	0 60
Cherries, extra choice, black	0 85	0 90
Cherries, sweet, white	0 04	0 05
Currants, red, box	0 75	0 80
Currants, black, 6-qt. basket	4 00	4 25
Cantaloupes, case	0 75	0 80
Cantaloupes, Can., 11 qt. basket	0 40	0 50
Gooseberries, small, 11-qt. basket	0 75	1 00
Gooseberries, large, 11-qt. basket	4 00	4 50
Grapefruit, Cuban, case	3 75	4 00
Grapes, Cal., case	4 00	4 50
Oranges—		
California Valencias	4 00	4 50
Lemons, new, Messina, box	3 00	3 25
Lemons, California	3 00	3 25
Limes, per 100	1 50	1 80
Musk melons, box	4 00	4 50
Peaches, Cal., box	1 00	1 25
Peaches, Georgia, 6 basket	2 50	2 75
Pears—		
California, Bartlett, box	3 50	3 75
Pineapples, Porto Rico, case	3 00	3 25
Pineapples, Cuban	3 00	3 25
Plums, box	1 50	2 25
Raspberries, box	0 12½	0 15
Strawberries, qt. box	0 05	0 09
Watermelons	3 30	0 40

VEGETABLES.—First corn of the season made its appearance the other day but it sold for \$1 a dozen, which was too high. We shall have to wait a little to get much corn. Beans are a trifle lower and we quote 40c to 75c. First crop of rhubarb is over now and second stuff will be in in a few days. Radishes are a glut on the market. They are almost given away. Cabbage too is very slow and almost unsalable although the price has been made very attractive. There are some Canadian hothouse tomatoes on the market now worth 14 to 16 cents a pound. Mississippi stuff is higher, and we quote \$1.50 as outside price.

Asparagus, Canadian, baskets	1 00	1 80
Beets, hamper, doz. bunches	0 20	0 30
Beans, wax, hamper	0 40	0 75
Cabbage, new, crate	0 25	0 40
Cauliflower, hamper	1 50	1 75
Cabbage, bush	0 40	0 50
Carrots, new	0 15	0 25
Celery, doz.	0 25	0 30
Cucumbers—		
Slicing, hothouse, basket	0 75	0 90
Hampers	1 70	1 90
Egg plant, doz.	2 00	2 00
Mushrooms, 6 qt. basket	1 50	1 80
Onions—		
Can., 75-lb. bags	1 25	1 50
Can., 100-lb. sacks	2 25	2 50
American	1 00	1 10

(Continued on page 30.)



FISH AND OYSTERS



Halibut Scarce and Higher

Supplies, for a Time, Are Lower—Roe Shad and Blue Fish Finished—Price on Eastern Salmon Down—Large Frogs' Legs Selling—Mackerel Pretty Well Cleaned Up.

MONTREAL.

FISH AND OYSTERS.—The feature of the market this week is a sudden jump in the price of halibut in original sources. The upward tendency is strong and seems likely to continue; quotations to the trade are expected to advance next week. Though the demand has not been much in excess of last year there is a certain speculative interest with a view to marketing large quantities of frozen on the English markets. Gaspé salmon has, against expectation, sold at unprecedentedly low prices during the past week and it would appear that the bottom has been reached with improvements probably from now on as the fishing is nearly over in many of the districts. Haddock and cod are plentiful and prices rule very low. Lobsters are getting scarcer with a tendency to stiffen in price. All kinds of lake fish are about normal in supply excepting pickerel and the demand as usual is good. In smoked, prepared, salted and pickled lines there is not much movement; it may be noted, however, that some dried and salted codfish has been offered and found purchasers though at a less figure than under similar circumstances last year. Gaspé salmon has started to come but as the total crop has not yet been figured, holders hesitate to put a price.

TORONTO.

FISH.—There has been a big demand this week for halibut and at the same time a scarcity happened along. Under these circumstances 10c is a low price because halibut is being imported from New York. We quote 13 to 14 cents. Mackerel is pretty well off the market now. Eastern salmon has got down to 18 cents: it is getting more business than western though that is now the same price. Roe shad and blue fish are virtually off the market now. Shad was a big success this year, so far as high class trade is concerned. Eels at 8 cents are getting good business right along and supplies were not so heavy this last week. White fish and trout are still the big business getters and trade from these

lines keeps up well. Brook trout is now getting quite a lot of demand. With regard to frog's legs only the large stuff is left and we quote 45c as an average price.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, filets, per lb.	.10	.10
Haddies, Niobe, boneless, per lb.	.08½	..
Herring, Ciscoes, per lb.	.10	.12
St. John bladders, 60 in box	1.10	..
Yarmouth bladders, 60 in box	1.20	..
Smoked herrings, medium, box	.30	..
Smoked boneless herrings, 10-lb. box	1.20	..
Kipped herrings, selected, 60 in box	1.25	..
Smoked salmon, per lb.	.20	.12
Smoked halibut	..	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.13	..
Dried, steel heads, per lb.	.12	.12-.13
Red, sockeyes, per lb.	.12	..
Red, Cohoes or silvers, per lb.	.08-.08½	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09½
Halibut, eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.05
Market codfish, per lb.	.03½	..
Steak codfish, per lb.	.04-.04½	.09
Canadian soles, per lb.	.06	..
Blue fish, per lb.	.15-.16	..
Smelts	.09	.05
Herrings, per 100 count	3.00	..
Round pike	.06-.06½	..
Grass pike	.06	..

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	..
Dried pollock, medium and large, 100 lb.	6 00	..
Dressed or skinless codfish, 100-lb. case.	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes.	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	..
Standard, bulk, gal.	1 50	1 40
Selects, per gal., solid meat	2 00	2 5
Best clams, imp. gallon	1 50	..
Best scallops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	..
Best shrimps, imp. gallon	2 25	..
Sealed, best standards, qt. cans, each	0 40	..
Sealed, best select, quart cans, each	0 50	..

CLAMS, MUSSELS AND SHELL FISH.

CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	12 00	..
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	7 00	8 00
Live lobsters, small	0 20	0 18
Live lobsters, medium and large, lb.	0 22	0 30
Little necks, per 100	1 25	1 50
Soft shell crabs	..	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	13-14
Haddock, fancy, express, lb.	4-4½	8
Mackerel, each	15-16	18
Steak, cod, fancy express, lb.	5½-6	8
Herrings, Gaspereaux	3	..
Flounders	5	7
Salmon, Western	15-16	..
Salmon, Eastern	16-18	18

FRESH LAKE FISH.

Carp, lb.	0 07	..
Pike, lb.	0 07	0 07
Brook trout	0 24	0 28
Perch, lb.	0 06	0 07
Suckers, lb.	0 05	0 05
Whitefish, lb.	0 12	0 12
Herrings, lb.	0 04	0 07
Lake trout, lb.	0 11	9-10

Dressed bullheads	0 12	..
Eels, lb.	0 08	0 08
Frogs, medium, lb.	0 20	0 20
Frogs, large, lb.	0 35	0 45
Dore	12-13	..

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tullibeas, lb.	.05½-.06	..
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-.13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	..
Salmon, Labrador, bbls., 200 lbs.	14 00	..
Salmon, Labrador, half bbls., 100 lbs.	7 50	..
Salmon, B.C., bbls.	13 00	14 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00	..
Sea trout, Labrador, bbls., 200 lbs.	12 00	..
Sea trout, Labrador, half bbls., 200 lbs.	6 50	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00	..
Mackerel, N.S., half bbls., 100 lbs.	7 00	..
Mackerel, N.S., pails, 20 lbs.	1 75	2 00
Herrings, Labrador, bbls.	6 00	6 25
Herrings, Labrador, half bbls.	3 25	3 25
Lake trout, 100-lb. kegs	6 00	6 00
Quebec sardines, bbls.	6 00	..
Quebec sardines, half bbls.	3 50	..
Tongues and sounds, per lb.	0 07½	..
Scotch herrings, imported, half bbls.	8 00	..
Holland herrings, imp'd milkers, hf bbls	8 00	..
Holland herrings, imp'ted milkers, kegs	0 95	0 75-1 00
Holland herrings, mixed, half bbls.	7 00	..
Holland herrings, mixed, kegs	0 85	0 70-0 95
Lochme herrings, box	1 35	..
Turbot, bbl.	14 00	..
Green cod, No. 1, bbl.	9 00	10 00
Green cod, No. 2, bbl.	7 00	8 50

TAKING ADVANTAGE OF SPECIAL EVENTS

Here is a timely advertisement used by Peebles, Hobson & Co., Hamilton, Ont., prior to the grocers picnic on Wednesday:—

GROCERS' HOLIDAY WEDNESDAY.

The Grocers' Annual Picnic

Customers will confer a great favor upon all grocery clerks by placing their orders early on Tuesday, thus enabling all stores to close for the whole of Wednesday.

For your picnic baskets we have roast chickens, roast ducks, delicious cooked ham, 40c; roast veal, 40c; roast pork, 45c; roast beef, 45c; ox tongue, 45c; spiced beef, 45c; jellied beef, 25c; chipped dried beef 40c; dressed spare rib, 15c; summer sausage, 40c, cut in wafer slices, cooked ham by the piece, 33c.

PEEBLES, HOBSON & CO., LTD. Quantity Grocers, King and MacNab Sts., Phones 181, 182, 1103.

This is a splendid example of taking an advantage of special circumstances.



PRODUCE AND PROVISIONS



Cheese Lower: Export Demand Declines

But it Looks Like a Flash in the Pan—Demand for Cooked Meats—Butter Will Not be Easier—Production Not Over-large.

MONTREAL.

PROVISIONS.—The effect of the hot weather is seen in the brisk demand for cooked and smoked meats. Prices are generally firm and the advances on backs and roast hams which were put into effect last week have been well absorbed.

Hams—		
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Backs—		
Plain, bone in	0 24
Boneless	0 26
Peameal	0 26
Bacon—		
Breakfast, per lb.	0 22
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—		
Hams, boiled, per lb.	0 28
Hams, roast, per lb.	0 31
Shoulders, boiled	0 25
Shoulders, roasted	0 26
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—		
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	29 00
Clear pork	27 00
Lard, Pure—		
Tierces, 350 lbs. net	0 12½
Tubs, 50 lbs. net	0 13½
Boxes, 50 lbs. net	0 12½
Pails, wood, 20 lbs. gross	0 13
Pails, tin, 20 lbs. gross	0 13
Cases, 10 lbs. tins, 60 in case	0 13½
Cases, 5 and 5-lb. tins, 60 in case	0 14½
Bricks, 1 lb. each	0 15
Lard, Compound—		
Tierces, 375 lbs. net	0 09%
Tubs, 50 lbs., net	0 10½
Boxes, 50 lbs., net	0 10½
Pails, wood, 20 lbs., net	0 10½
Pails, tin, 20 lbs., gross	0 10½
Cases, 10-lb. tins, 60 in case	0 11½
Cases, 5 and 5-lb. tins, 60 in case	0 11½
Bricks, 1 lb., each	0 12½
Hogs—		
Dressed, abattoir killed	13 50 13 75

BUTTER.—Conditions in the butter market are dull; prices on Saturday at Cowansville were 27½¢, which is on a par with the comparatively low level of a week ago. Owing to the lower prices being generally offered for cheese it is reported that some of the factories will turn to the manufacture of butter which would naturally have the effect of making the output of the latter product comparatively heavy. In the United States the market is weak, declines of 1c to 2c the pound being recorded during the past week; the downward tendency is due to heavy receipts and comparatively small export inquiry. Quotations to the trade are unchanged but the tendency is downward.

Butter—	
Finest creamery 0 30

Dairy prints	0 26
Dairy, solids	0 24
Separator prints	0 23
Bakers	0 21

CHEESE.—There has been a continuance of generally weakening tendencies during the week with the result that prices have been tending lower, although as yet the quotations to the grocery trade have not been materially affected except on large quantities. There are many factors working towards lower prices, the most important of which is the weak demand abroad; the trade offers little gossip but the opinion appears to prevail that the rock bottom has not yet been touched.

Cheese—		
Old make	0 22
New make	0 17
Old specials, per lb.	0 27
Stilton	0 18 0 19

EGGS.—The egg market is fairly steady, although there is a feeling that conditions are slightly weaker. There has been no new export business during the past week and the British market is reported as being dull and depressed due to heavy arrivals of Russian and Chinese products. There are several cars of Manitoba and Middle West eggs on the way to Toronto and Montreal, so that for the present the market is well supplied. The consumption will have to increase to take care of the supplies coming forward or prices will decline as no one wants to store these hot weather eggs.

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

POULTRY.—The hot weather call for poultry is comparatively small as usual. Ducklings have taken a big drop and are now being quoted at 15c to 17c as compared with 19c to 20c last week which was a decline under the previous week. Live broilers are now coming freely but the demand is light; present quotations are 19c to 21c. Dressed broilers remain about the same.

Poultry—		
Frozen stock—		
Large roast chicken	0 23
Fowl, small	0 13 0 16
Turkeys, fancy	0 20 0 25
Ducks	0 16 0 18
Geese	0 12 0 15
Pigeons, pair	0 30 0 35
Fresh stock—		
Fowl, dressed	0 18 0 19
Spring broilers, dressed, pair	0 75 1 00
Squabs, pair	0 50 0 60

Live stock—			
Fowl, 5 lbs. and over	0 17	0 18
Fowl, small	0 16
Turkeys	0 15	0 16
Ducks, old	0 18
Geese	0 10
Ducklings, 3 lbs.	0 15	0 17
Broilers	0 19	0 21

Receipts in Montreal.

Receipts of butter, cheese and eggs in Montreal are:			
	boxes	boxes	cases
Week ending July 17, 1915	14,403	90,061	23,786
Week ending July 17, 1914	18,719	70,788	7,860

TORONTO.

PROVISIONS.—There is nothing to report on this market this week except the call for cooked meats which keeps up and increases as the hot weather continues. Lard prices, though a shade stiffer, show no alteration.

Hams—		
Light, per lb.	0 18 0 19
Medium, per lb.	0 18 0 18½
Large, per lb.	0 14½ 0 16½
Backs—		
Plain, per lb.	0 23 0 24
Boneless, per lb.	0 25 0 26
Pea meal, per lb.	0 26 0 26
Bacon—		
Breakfast, per lb.	0 20 0 23
Roll, per lb.	0 14 0 15½
Shoulders, per lb.	0 14 0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 13½ 0 14
Cooked Meats—		
Hams, boiled, per lb.	0 25 0 26
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½ 0 12
Tubs, 50 lbs.	0 11½ 0 12½
Pails, 20 lbs.	0 12 0 12½
Tins, 3 and 5 lbs., per lb.	0 12 0 12½
Bricks, 1 lb., per lb.	0 13 0 13½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 0 09½
Tubs, 50 lbs., per lb.	0 10½ 0 10½
Pails, 20 lbs., per lb.	0 10½ 0 11
Hogs—		
Dressed, per cwt.	14 00
Live, per cwt., off cars	9 65

BUTTER.—Prices remain much the same and little sentimental alteration is apparent in this situation. Supplies continue to be large: they are speeding up some now although up to last week, they were short some 23,000 packages as compared with the year before. The large make of cheese, doubtless, is working against over — or even adequate—production of butter, and therefore we do not figure on any lower levels in butter as the season gets on.

Butter—		
Creamery prints, fresh made	0 27 0 29
Dairy prints, choice, lb.	0 22 0 24
Dairy solids, lb.	0 21 0 23
Bakers', lb.	0 19 0 21

CHEESE.—New cheese has come

Further Information re War Orders

(Continued from page 20)

which are required for the maintenance of an army in the field is no reason why she should not manufacture them now.

However, the present indications are that while shell production in Canada was to some slight extent fostered by the Government through the shell committee, in other lines manufacturers are being left to depend entirely upon their own efforts. The arrangement of the British War Office with the Canadian Pacific Railway purchasing department may be expected to pretty thoroughly cover Canada so far as past and present production is concerned, but what is now wanted is the development of our industries to meet the new requirements.

In placing the shell orders the Shell Committee had practically an unlimited order for a specific product; in regard to miscellaneous supplies it is different. Orders are placed by the purchasing agent as they are received from the War Office and the scope of these orders can best be increased under the present system by submitting to the War Office definite information as to what Canadian manufacturers can produce.

TELL OUR POTENTIALITIES.

A feature of the machinery of the War Purchasing Department is that facilities will be provided for manufacturers to get into touch with the War Office. The present system does not extend

co-operation so far as direct guidance in assistance in production—although such assistance might possibly be given if the conditions surrounding future orders require it—but we are told that any reasonable proposition will receive attention.

Canadian Grocer has been assured that information from individual manufacturers or groups or from any interests having goods to offer (or the facilities for producing them), which may be of interest to the British War Office, will at once be forwarded. Such information may not lead to business directly, but it will be put on file and the manufacturers will be advised as to the possibilities there may be for securing business. In connection with such propositions price may be regarded as an important factor, although Canada will naturally have some preference over foreign countries.

Manufacturers will be guided to a considerable extent by orders which have already been placed while offers to supply anything which is part or parcel of a soldier's kit or of the military machinery which makes for his efficiency at the front will be at once forwarded to London and the information kept on record for use in the event of the War Office sending out requisitions for any of these goods. Details as to the articles of the soldier's kit or other articles coming within the range of possible requirements could probably be secured from officials of the Dominion Government at Ottawa.

down again a trifle and there are lots of people who hope it is a permanent improvement. The market is still very unsettled, owing to the continuance of the large make and the easing-up of cable demand. This probably is only a temporary condition. The first of the make has been on now three weeks and can't in the nature of things, continue indefinitely. When it lets up we will see better over-sea demand and presumably higher levels again. Cheese is a mighty good buy at present prices.

CHEESE—
Old, large, per lb. 0 21 0 22
Old, twins, per lb. 0 22½ 0 23½
New, large, per lb. 0 16 0 16½
New, twins, per lb. 0 16½ 0 16¾

EGGS.—The market contains little of interest. Levels are maintained and are firm at that. Storage demand is still an item. Quality of fresh eggs is still not up to the best.

Eggs—
Specials (in cartons), doz. 0 24 0 25
Extra (selects) 0 23 0 24
No. 1s (straight new laid) 0 21 0 22
No. 2 0 18 0 19
Cracked 0 16 0 17

POULTRY.—Broilers are getting some business when they are of right weight. This is 1½ to 2½ lbs. Ducklings are selling fairly well, but the summer demand for poultry is nothing to write home about.

Poultry—
Old fowl, lb. Live. Dressed.
12-14 15-18
Spring broilers 17-20

Old turkeys 16-20
Turkeys 23-25
Ducklings 13-15 17-18

HONEY.—There is no change of price or situation.

Honey—
Buckwheat, in bbls. 0 07 0 07½
Buckwheat, in tins 0 07¼ 0 08
Strained clover 0 12½ 0 00
Comb honey, No. 1, doz. 3 00 0 00
Comb honey, No. 2, doz. 2 40 0 00

WINNIPEG.

PROVISIONS.—This week we have to report that the provision market is a little easier, cured meats being about 1c lower. Eggs are still plentiful, but unchanged in price. Butter has advanced 1c.

Hams—
Light, per lb. 0 18
Medium, per lb. 0 17
Large, per lb. 0 14 0 15
Backs, clear, per lb. 0 20 0 23
Bacon—
Breakfast, per lb. 0 17 0 20
Shoulders, per lb. 0 12 0 15
Dry Salt Meats—
Long clear bacon, light 0 12
Cooked Meats—
Hams, boiled, per lb. 0 26 0 27
Shoulders, boiled, per lb. 0 22 0 23
Barrelled Pork—
Heavy pork, per bbl. 22.00
Lard—
Tubs 0 13½
Tubs 6 25
Pails 2 77
Cases, 50 8 47
Cases 8 70

BUTTER.—

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

EGGS.—

Eggs—
New laid 0 15

CHEESE.—

Cheese—
New, large 0 17½
New, twins 0 18
Manitoba 0 15 0 16½

POULTRY.—

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

FRUIT AND VEGETABLES.

(Continued from page 36.)

Bermudas, crate 1 20 1 30
Green onions, doz. 0 12½ 0 20
Green peppers, basket 0 60
Green peas, Can. 0 25 0 35
Potatoes, N.B., Delawares 0 65 0 60
Potatoes, Ontario, bag 0 60 0 55
Potatoes, Carolina, bbl. 5 00
Potatoes, new, hamper 2 20 2 50
Parsley, basket, 11-qt. 0 15 0 25
Radishes, doz. 0 10 0 15
Tomatoes, Mississippi flats, 4-bkt. carriers 1 25 1 50
Tomatoes, Can. hothouse, lb. 0 14 0 16
Lettuce, leaf 0 15 0 20
Lettuce, Boston, head, small, doz. 0 60 0 65
Lettuce, Canadian, head, doz. 0 30 0 40

WINNIPEG.

FRUITS.—Fruits for preserving are plentiful. Peaches are now \$1.50 a case, and plums \$1.75, while apricots are \$1.50. Pineapples are off the market.

Apples—
Washington 2 80
Apricots 1 50
Bananas, lb. 0 05
Cherries, per box (10 lbs.) 2 00
Lemons, Cal. case 5 50 5 50
Oranges, Valencia 5 00
Med. Sweets 4 25 4 90

(Continued on page 40.)



FLOUR AND CEREALS



Rolled Oats and Feeds Advance

Firmness in These Lines on Toronto Market—Mills Running Short on Feeds, Hence Tightness—Flour Export Somewhat Better—Winter Wheat Flour Finds Demand.

MONTREAL.

FLOUR.—The week has found little change in the conditions in the flour market. Prices have not changed but have continued generally strong in the face of the low consuming demand which has prevailed for some time. The call for domestic purposes is very light and conditions abroad are not favorable to export. Crop reports continue favorable and with the increased acreage there should be—barring unlooked for developments—the biggest wheat crop that Canada has seen. Winter wheat flour quotations are nominal but prices are generally firmer in sympathy with the strong market for the raw material; the opinion prevails in the trade that higher prices are likely.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 10
Second patents	6 60
Strong bakers	6 40
Flour in cotton sacks, 10 cents per barrel more.	
	Car Small
	lots. lots.
Winter Wheat Flour—	
Fancy patents	6 30 6 50
90 per cent. in wood	5 90 6 19
90 per cent., in bags	2 75 2 85

CEREALS.—Situation in cereals is reported as being comparatively quiet on fair demand and firm. There are no price changes announced and quotations on oats are within a narrow range and steady.

Corrmeal—	Per 96-lb. sack
Gold dust	2 45 2 50
Unbolted	2 15
Rolled Oats—	90's in jute.
Small lots	3 25 3 35
25 bags or more	3 15
Packages, case	4 50
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 80
Hominy, per 96-lb. sack	2 75
Corn flour, bag	2 50
Rye flour, bag	3 20
Barley, pot	2 75

MILL FEEDS.—Stocks of feed are generally low both in the hands of millers and jobbers; this is the development of slack operations of the big flour plants. There is little prospect of millers offering large quantities while the present conditions prevail and the tendency is to hold feeds as a lever in placing flour business; this is the course usually followed when the demand for the by-products becomes stronger than that for principal output of the mills. Quotations are unchanged but strong.

Mill Feeds—	Per ton
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 50
Mixed chops, ton	35 00
Crushed oats, ton	40 00
Barley, pot, 96 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	35 00
Feed oats, cleaned, Manitoba, bush.	0 69
Feed wheat, bag	2 30

TORONTO.

FLOUR.—There is no advance to record in flour levels this week. There might well have been, for wheat prices have stiffened considerably due to some bad weather and heavy demand over the border and in Canada too. Export of flour has become a little more brisk, English importers apparently being willing to pay our prices, whether willingly or no, at least of necessity. Domestic business is only fair. Demand is not heavy; indeed it is not up to the usual standard for this time of the year and if present levels will not attract it is surely evidence that buyers are not keen. Nevertheless quotations are fairly firm, particularly on winter wheat flour.

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

CEREALS.—Following the activity in rolled oats, noted by us in our report of last week, prices have been advanced here making bottom figure now \$3.15. They are said to be scarce and there is a shortage before the crop. Demand has risen in just such proportion, apparently, as supply has decreased; hence the strength and comparative height of the market. Other cereals show no price alteration and little sentimental change.

Barley, pearl, 96 lbs.	5 00
Buckwheat gro, 96 lbs.	4 15 4 25
Corn flour, 96 lbs.	2 55 2 75
Corrmeal, yellow, 96 lbs.	2 25 2 40
Graham flour, 96 lbs.	3 30 3 40
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 50
Oatmeal, granulated, 96 lbs.	3 50
Peas, Canadian, boiling, bush.	2 90 2 90
Peas, split, 96 lbs.	4 75
Rolled oats, 90-lb. bags	3 15 3 35
Rolled wheat, 100-lb. bbl.	3 85 4 00

Rye flour, 96 lbs.	3 10	3 25
Whole wheat flour, 96 lbs.	3 30	3 40
Wheatlets, 96 lbs.	3 65	3 75

MILL FEEDS.—Both brans and shorts are firmer this week and higher by 50c than previous quotations. The mills are running short nowadays and the smaller quantity turned out naturally makes for higher prices. The demand for bran is especially firm at present.

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

WINNIPEG.

FLOUR AND CEREALS.—There is no change in the flour or cereal situation, the market being rather dull.

Flour—	per bbl.
Best patents, per bbl.	7 00
Bakers'	6 80
Clears	6 50
XXX	4 80
Rolled oats, 90 lbs.	3 10
Corrmeal, 96 lbs.	2 35

PRODUCE AND PROVISIONS.

(Continued from page 39.)

Peaches	1 50
Plums, case	1 75
Pineapples, per case	4 00
Raspberries	3 00
Tomatoes, Florida	1 10
Watermelons, doz.	7 50

VEGETABLES.—

Potatoes, car lots, bushel	0 50
Potatoes, small lots	0 75
Onions, Washington, sack	3 90
Onions, Australia, sack	3 90

R. H. Patchett, manager of the Wm. Beatty Grocery Department has demonstrated his ability as a real salesman by winning first prize in a competition held by the Canadian Grocer, illustrating the possibilities of the wide awake man behind the counter. Mr. Patchett is to be congratulated upon winning out in a contest in which the very best salesmen in the Dominion took part. — The Star, Parry Sound, Ont.

Don't stop to chat socially with one customer after a sale is made if another is waiting for attention.

Reconstruction of Canadian Cereal & Flour Mills, Limited

To the Grocers of Canada:

We wish to take this opportunity to correct a statement which was made in some papers during the past week in regard to the future operations of this company.

The judicial advertisement that the properties are for sale is a necessary legal procedure which must be followed, and is one of the steps towards reconstruction.

The company is now being reorganized, and while we have in the past enjoyed a large business in flour, cereals and other products, we shall now be in a better position to take care of your requirements as active capacity is being increased.

Two new products have been added to our large range. Both show a handsome profit. We will be pleased to send you a sample of Tillson's "Scotch" Health Bran (for indigestion), and Tillson's "Scotch" Fine Cut Oatmeal (invaluable for invalids). They

are the same high quality as our Tillson's Rolled Oats, which have been the leader for over fifty years. A trial will convince you of their merit.

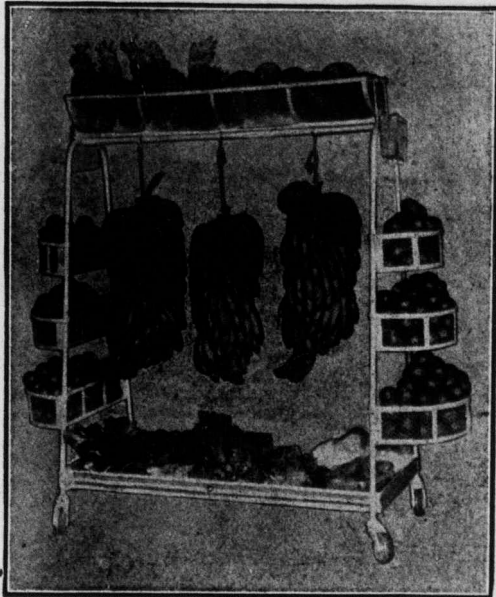
We thank you for past favors and solicit your continued patronage.

You may at once deny any rumors that the company is being wound up.

Faithfully yours,

Canadian Cereal & Flour Mills
Limited, Toronto.



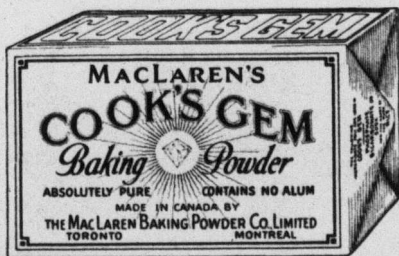


Sales, Sanitation and Display

Look all through this paper and see if you can find any piece of **selling equipment** to equal this Fruit Display Stand for sales results, or for the uplift in the appearance of your store. It would have to be some store that this modern stand would not improve in appearance and sales.

Write to-day for pamphlets and terms.

THE METAL CRAFT COMPANY
GRIMSBY, ONTARIO, CANADA



**A NEW FIRM
A NEW PRODUCT
A NEW AND CLEAN FACTORY**

We Invite the Trade to Inspect Our Plant

COME AND SEE HOW
COOK'S GEM Baking Powder
IS MADE

Manufactured by
MacLaren Baking Powder Co.
Limited

41-45 Lombard St., Toronto

**QUOTATIONS FOR
PROPRIETARY ARTICLES**

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

BAKING POWDER.

**WHITE SWAN SPICES AND
CEREALS, LTD.**

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

ROYAL BAKING POWDER.

Size	Bbl. lots	
	Less than 10 case lots	or 10 cases and over
	Per doz.	Per doz.
Dime	\$.95	\$.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.00	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

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

(UN-NUMBERED.)

100 books and over, each	0 03 1/2
500 books to 1,000 books	0 03
For numbering cover and each coupon, extra per book,	1/2 cent.

CEREALS.

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

DOMINION CANNERS, LIMITED.

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

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

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	0 72	1 00
Black currant	0 65	0 65
Raspberry	0 65	0 86
Aylmer 14's and 30's per lb.		
Strawberry		0 14
Raspberry		0 14

**COCOA AND CHOCOLATE.
THE COWAN CO., LTD.**

Cocoa—

Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 21
Soluble bulk, No. 2, lb.	0 19
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 1/4's, 6 and 12-lb. boxes	0 27

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 00
---	------

Chocolate Confections Per lb.

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

TEA

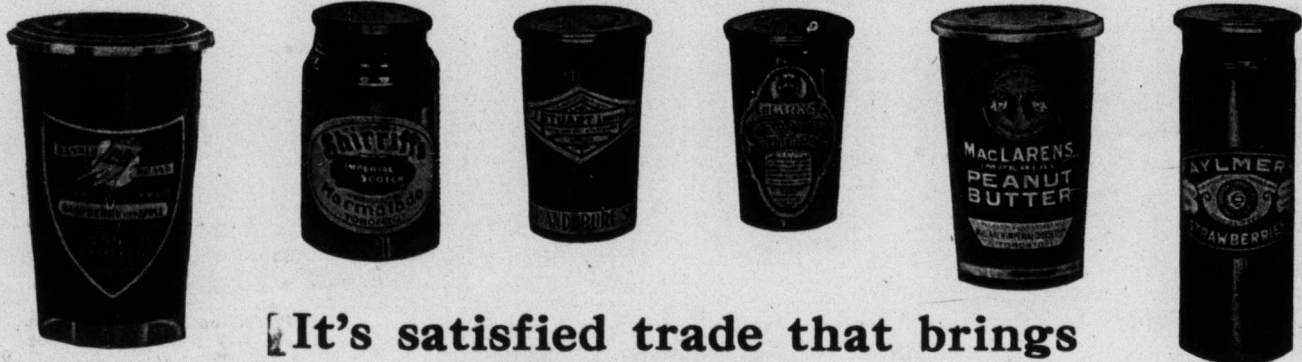
It is said that opportunity knocks at everybody's door. We are convinced that opportunity is now knocking at the door of every Merchant handling Tea. At the present time there is a world-wide temperance movement and a disposition on the part of everyone to economize. Tea, therefore, will be the natural substitute for liquor and many fancy and expensive drinks used freely heretofore. We, therefore, feel that everyone handling Tea at the present time should push it for all it's worth. Demonstrate to the public what good Tea is and how insignificant is the cost per cup: For instance, one pound of Tea at 50 cents contains about 200 cups; the cost per cup, therefore, is one-quarter of a cent. The increase in the cost of Tea is not affecting consumption, as after all it is very trifling to the consumer. Tea, in Canada, is probably sold at a lower price to the consumer than in any other country in the world, as there is no duty of any kind on Tea imported into this country. If it is necessary to raise the price to the consumer, do so, but on no account reduce the quality. We have heard many complaints from the public that Tea has gone up in price and the quality gone down. We feel that the fault is with the Merchant serving these people, as they have not raised the price enough in order to supply proper quality to give satisfaction.

We are in the Tea business and **Tea business only**, and are therefore interested in seeing the consumption of Tea grow in Canada. We carry, probably, the largest and most varied assorted stock in America and are able to supply your every want for Tea and at the very lowest possible price. Communicate with us and we will have pleasure in forwarding you prices and samples of any Teas asked for and we will also be pleased to assist in any way possible anybody interested in the sale of Tea

John Duncan & Co.

Established 1866

MONTREAL



**[It's satisfied trade that brings
sure returns—**

the trade that comes gladly to your store with that eager-to-buy expression. There's no doubt about the customer's satisfaction whatever, when the goods she purchased possess all the quality and goodness the maker strove to put in them; when they open out on the table with all the full, rich flavor and deliciousness as when they were bottled at the factory. Makers all over the country have proven the only sure means of doing this is by the use of Anchor Caps—the positive seal that retains all the original freshness and flavor of the goods.

Your jobber can get Anchor Caps for you on any bottled goods you are handling or would like to handle. To ensure the complete satisfaction of your trade, why not insist to-day upon having Anchor Caps on all your goods?

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt]Road

TORONTO, CANADA



A Light, Nourishing Summer Food that makes a Strong Appeal at this Time

Brunswick Brand SEA FOODS

find a response in the needs of each of your customers.

You can't expect a woman to enjoy being stuck up in a kitchen, bending over a hot stove these warm summer days.

Naturally she's on the lookout for appetizing foods that are easy to prepare and give her more time for the cool out-of-doors.

Just suggest Brunswick Brand and see how eagerly she takes to it. The very thing to give her nourishing meals without the bother and fuss of tedious preparation.

The large variety you can offer her makes it easy to plan delightful dishes for almost every meal or occasion.

- | | |
|-----------------------|-------------------------|
| ¼ Oil Sardines | Kipperd Herring |
| ¾ Mustard Sardines | Herring in Tomato Sauce |
| Finnan Haddies | Clams |
| (oval and round tins) | Scallops |

Get your wholesaler to supply you to-day.

Connors Bros., Limited
Black's Harbor, N.B.



- Nonparell wafers, No. 1, 5-lb. boxes 0 32
- Nonparell wafers, No. 2, 5-lb. boxes 0 27
- Chocolate ginger, 5-lb. boxes 0 33
- Milk chocolate wafers, 5-lb. boxes 0 38
- Coffee drops, 5-lb. boxes... 0 30
- Lunch bars, 5-lb. boxes ... 0 38
- Milk chocolate, 5c bundles, 3 doz. in box, per box 1 36
- Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box 0 90
- Nut milk chocolate, ½'s, 6-lb. boxes, lb. 0 38
- Nut milk chocolate, ¼'s, 6-lb. boxes, lb. 0 38
- Nut milk chocolate, 5c bars, 24 bars, per box 0 90
- Almond nut bars, 24 bars, per box 0 90

JOHN P. MOTT & CO'S.

- Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.
- doz. 10c size (for cooking) 0 90
 - Mott's breakfast cocoa, 2-doz. 10c size, per doz. 0 85
 - Nut milk bars, 2 dozen in box 0 80
 - Breakfast cocoa, ¼'s and ½'s 0 36
 - No. 1 chocolate 0 30
 - Navy chocolate, ¼'s 0 26
 - Vanilla sticks, per gr. 1 00
 - Diamond chocolate, ¼'s 0 24
 - Plain choice chocolate liquors 20 30
 - Sweet chocolate coatings ... 0 20

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

- East of Fort William, Ont.
- | | |
|---|----------|
| Preserved | Per case |
| Eagle Brand, each, 4 doz. | \$6 25 |
| Reindeer Brand, each, 4 doz. | 6 25 |
| Silver Cow Brand, each, 4 doz. | 5 75 |
| Gold Seal Brand, each, 4 doz. | 5 60 |
| Mayflower Brand, each, 4 doz. | 5 60 |
| Purity Brand, each, 4 doz. | 5 60 |
| Challenge Brand, each, 4 doz. | 4 85 |
| Clover Brand, each, 4 doz. | 4 85 |
| Evaporated (Unsweetened) | |
| St. Charles Brand, small each 4 doz. | 2 00 |
| Peerless Brand, small, each 4 doz. | 2 00 |
| St. Charles Brand, Family, each 4 doz. | 3 90 |
| Peerless Brand, Family, each 4 doz. | 3 90 |
| Jersey Brand, Family, each, 4 doz. | 3 90 |
| St. Charles Brand, tall, each 4 doz. | 4 50 |
| Peerless Brand, tall, each, 4 doz. | 4 50 |
| Jersey Brand, tall, each, 4 doz. | 4 50 |
| St. Charles Brand, Hotel, each, 2 doz. | 4 25 |
| Peerless Brand, Hotel, each, 2 doz. | 4 25 |
| Jersey Brand, Hotel, each, 2 doz. | 4 25 |
| St. Charles Brand, gallons, each, ½ doz. | 4 75 |
| "Reindeer" Coffee and Milk, "large" each, 2 doz. | 4 80 |
| "Reindeer" Coffee and Milk, "small," each, 4 doz. | 5 50 |
| "Regal" Coffee and Milk, each, 2 doz. | 4 50 |
| "Reindeer" Cocoa and Milk, each, 2 doz. | 4 80 |

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 22
- 1 lb. tins, 2 doz. to case, weight 40 lbs. 0 20

MOJA.

- ½ lb. tins, 2 doz. to case, weight 22 lbs. 0 32
- 1 lb. tins, 2 doz. to case, weight 40 lbs. 0 36
- 2 lb. tins, 1 doz. to case, weight 40 lbs. 0 36

PRESENTATION COFFEE.

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

MINTO BROS. MELAGAMA COFFEE.

- | | |
|-----------------------|------------|
| | Whol. Ret. |
| 1s, ½s, B. or G. | 0 25 0 30 |
| 1s, ½s, B. or G. | 0 32 0 40 |
| 1s, ½s, B. or G. | 0 34 0 45 |
| 1s, ½s, B. or G. | 0 37 0 50 |

Coffees packed 30-50 lb. cases.

MINTO COFFEE (Bulk.)

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

FLAVORING EXTRACTS. WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO. CRESCENT MAPLENE.

Special Delivered Price for Canada.

- | | |
|---|----------|
| | Per doz. |
| 1½-oz. (4 doz. case), weight 9 lbs., retail each 15c | \$1 40 |
| 1 oz. (4 doz. case), weight 14 lbs., retail each 30c | 2 50 |
| 2 oz. (3 doz. case), weight 15 lbs., retail each 50c | 4 40 |
| 4 oz. (2 doz. case), weight 17 lbs., retail each 90c | 7 00 |
| 8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50 | 13 00 |
| Pint (1 doz. case), weight 29 lbs., retail each \$3 | 25 00 |
| Quart (1 doz. case), weight 53 lbs., retail each \$5.50 | 47 75 |
| Gallons, each, retail each \$20 | 17 15 |

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

- Compressed Corned Beef, ¼s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$13; 14s, \$37.
- Roast Beef, ½s, \$1.50; 1s, \$2.75; 2s, \$5; 6s, \$16.
- Bolled Beef, 1s, \$2.75; 2s, \$5; 6s, \$16.
- Jellied Veals, ¼s, \$1.50; 1s, \$2.75; 2s, \$4.50; 6s, \$18.
- Corned Beef Hash, ¼s, \$1.50; 1s, \$2.30; 2s, \$4.25.
- Beefsteak and Onions, ¼s, \$1.50; 1s, \$2.75; 2s, \$5.
- Cambridge Sausage, 1s, \$2.40; 2s, \$4.
- Boneless Pigs' Feet, ¼s, \$1.50; 1s, \$2.25; 2s, \$4.25.
- Lambs' Tongues, ¼s, \$1.90.
- Sliced Smoked Beef, tins, ¼s, \$1.65; 1s, \$2.65.

Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms**.

Walter Woods & Co.
HAMILTON

California

**Bartlett Pears, Peaches
and Plums**

Georgia Elberta Peaches
6 Basket Crates

California Cantaloupes

Watermelons, New Apples in Hampers

A full supply daily of local Fruits and Vegetables.

Heaviest receivers and largest Assortment.

Your orders solicited.

White & Co., Limited
TORONTO

Wholesalers of Fancy Fruits.

COIN PURSES

(Our new penny piece)

NIGHT STICKS

WHISTLES

FLEXIBLE STICKS

CIGARETTES

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

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company
MONTREAL



Think of getting an aluminum Wash Board in place of a Zinc at no advance in price!

WAR
*has raised
the price*

of zinc to such an extent as to soon make it too costly for the manufacture of wash boards. We are therefore making the offer of supplying our standard brands of washboards with aluminum instead of zinc face.

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

Just tell your customers you are in a position to supply, at their request, the well-known "Cane" models with aluminum instead of zinc face. They'll appreciate the extra advantages. Speak to them to-day.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.



"Perfectly Satisfied"

An ambitious merchant is always on the lookout for more business. No man who hopes to succeed can afford to be "perfectly satisfied."

You know how much good it has done your trade in the past whenever you have introduced a new line that satisfied your customers—that brought you repeat business.

White Swan Pure Food Products are quality goods. You can safely recommend them to your customers. They will satisfy the most exacting and will build repeat business for you.

The Government Warranty, which seals and guarantees every package of White Swan Pure Food Products, will dispel any doubts you may have regarding the purity of our products.

Make your business grow by recommending White Swan Products.

White Swan Spices and Cereals, Ltd.

156 Pearl St., TORONTO

We know our goods and want none but satisfied customers

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
 Tongue, Ham and Veal Pate, ½s, \$1.20.
 Ham and Veal, ½s, \$1.
 Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
 Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
 Ox Tongues, tins, ½s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
 Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
 Mince-meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
 In Pails, 25 lbs., 8c lb.
 In Tubs, 45 lbs., 7½c lb.
 In Glass, 1s, \$2.25.
 Plum Pudding, 1s, \$2.30; 2s, \$2.80.
 Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
 Clark's Peanut Butter—Pails 24 lbs., 16c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
 Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Chill Flat, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
LAPORTE, MARTIN, LIMITED
 Montreal. Agencies.
BASIN DE VICHY WATERS.
 L'Admirable, 50 btles, litre, cs. 5 50
 Efficace 6 00
 Neptune 7 00
 San Rival 8 00
VICHY LEMONADE.
 La Savoureuse, 50 btles., cs. 8 00
MINERVA PURE OLIVE OIL.
 Case—
 12 litres 8 00
 12 quarts 7 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50 btles, cs. \$9 00
IMPORTED GINGER ALE AND SODA
 Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 10
 Ginger Ale, Trayders, cs. 6 doz., splits, doz. 0 90
 Club Soda, Trayders, cs., 6 doz. pts., doz. 1 00
 Club Soda, Trayders, cs., 6 doz. splits, doz. 0 90
BLACK TEAS.
 Victoria Blend, 50 and 30-lb. tins, lb. 0 37
 Princess Blend, 50 and 30-lb. tins, lb. 0 33
JAPAN TEAS.
 H. L., ch., 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. 0 30
 Princess, cad., 5 lbs., lb. 0 25
COFFEES.
 Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
 Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
 Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
 Miller of Milwaukee, cs. 2 doz., cs. 4 40
 Miller of Milwaukee, brl. 8 doz., brl. 16 20
BOAR'S HEAD LARD COMPOUND.
N. K. FAIRBANK CO., LTD.
 Tierces 0 10½
 Tubs, 60 lbs. 0 10½
 Pails, 20 lbs. 0 10½
 Tins, 20 lbs. 0 10½
 Cases, 3 lbs., 20 to case .. 0 11½
 Cases, 5 lbs., 12 to case .. 0 11½
 Cases, 10 lbs., 6 to case .. 0 11
 F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEBEN'S.

Per doz. tins
 D. S. F., ¼-lb. \$ 1 50
 D. S. F., ½-lb. 2 68
 D. S. F., 1-lb. 5 36
 F. D., ¼-lb. 0 95
 F. D., ½-lb. 1 03
 Per Jar
 Durham, 4-lb. jar 0 87
 Durham, 1-lb. jar 0 28

JELLY POWDERS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
 List Price.

SPICES.

WHITE SWAN SPICES AND CEREALS, TORONTO.

Dredge
 Canister 4oz. Round Pkgs.
 Allspice \$0.90 \$0.90
 Arrowroot, 4 oz. tins, 85c.
 Cayenne 0.90 0.90
 Celery Salt
 Celery Pepper
 Cinnamon 0.90 0.90
 Cinnamon, 1 oz. Fag-ots, 45c.
 Cloves 0.90 0.90
 Curry Powder
 Mace
 Nutmegs 0.90 ..
 " Whole, 5c. Pkgs., 45c.
 Paprika 0.90 ..
 Pepper, Black 0.90 0.90
 Pepper, White 1.10 1.10
 Pastry Spice 0.90 0.90
 Pickling Spice (Window front) 0.75
 Dozens to case 4 4
 Shipping weight, per case 10 lbs. 17 lbs.

WHITE SWAN LYE.

Single cases, 4 doz. \$ 3 50
 5 case lots, 4 doz. 3 35
 Shipping weight 50 lbs. per case.

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

Laundry Starches—
 Boxes. Cents
 40 lbs., Canada Laundry .. .06½
 40 lbs., boxes Canada white gloss, 1 lb. pkg.06½
 48 lbs. No. 1 white or blue, 4 lb. cartons07½
 48 lbs. No. 1 white or blue, 3 lb. cartons07½
 100 lbs., kegs, No. 1 white06½
 200 lbs., bbls., No. 1 white06½
 30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.07½
 48 lbs. silver gloss, in 6-lb. tin canisters08½
 36 lbs., silver gloss, 6-lb. draw lid boxes08½
 100 lbs., kegs, silver gloss, large crystals07½
 28 lbs., Benson's Satin, 1-lb. cartons, chrome label07½
 40 lbs., Benson's Enamel (cold water), per case ... 3 00
 20 lbs., Benson's Enamel (cold water), per case ... 1 50
 Celluloid—boxes containing 45 cartons, per case 3 60
Culinary Starch.
 40 lbs. W. T. Benson & Co.'s prepared corn07½
 40 lbs. Canada pure corn starch06½
 (120-lb. boxes ¼c higher.)
 Casco Potato Flour, 20-lb. boxes, per lb.10
BRANTFORD STARCH.
 Ontario and Quebec.
 Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40 lbs.06½
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs.07½
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
 Lily White Gloss—
 1-lb. fancy carton cases 30 lbs.07½
 8 in case05

In buying KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

Quality and Service

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

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

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

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

ROYAL SALAD DRESSING

**For the Picnic
For the Dinner
For the Luncheon**

Summer is the special time to mention ROYAL SALAD DRESSING for the above occasions.

Made only by

The Horton-Cato Mfg. Co.
WINDSOR, CAN.

**Purity
TABLE
SALT**

is Canada's purest salt made in the most modern vacuum salt manufacturing plant by expert salt makers. This is the secret of its purity, its whiteness.

You should stock and sell our new free-running, moisture-proof packages—a real benefit to the good housewife.

**A money maker for you.
Show them in your window.**

**The
WESTERN SALT CO.
LIMITED
COURTRIGHT,
ONT**

**PURITY
BRAND
FREE RUNNING
TABLE
SALT**
The WESTERN SALT CO. LIMITED
COURTRIGHT ONTARIO

Everybody
Wants
More



Orangeade

Sales keep climbing and climbing as the temperature goes up. Not only is Sterling Orangeade cooling to the tongue and irresistibly pleasing to the taste, but too much of it cannot be taken. Sterling Orangeade is a most beneficial beverage. Folk just can't resist its delightful flavor. A few cases will last no time. Get your jobber to supply you to-day.

T. A. Lytle & Co.
LIMITED

Sterling Road

TORONTO

More Than Ever in a Class by Itself

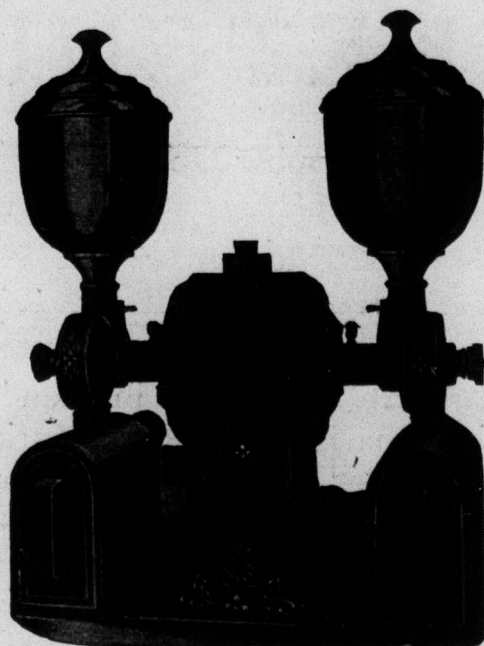
One of our
12 new
models.

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

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

Furnivall's

FINE
FRUIT
PURE JAM

The new 1915 pack shows your customer how really delightful Strawberry Jam can be. The new pack is ready. Get your nearest jobber to supply you to-day.



Furnivall-New
LIMITED

Hamilton, Canada

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



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

Say You Saw It

in

Canadian Grocer

BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



TRY IT

SOLD BY
ALL
JOBBERs

Are You Interested?

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

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

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

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

No Other Paper Reaches
All These Men.

RATES:

(payable in advance)

2c per word, first insertion.

1c per word, subsequent inser-
tions.

5c extra per insertion when re-
plies are to be addressed c/o
Canadian Grocer.

Canadian Grocer

143-153 University Ave., Toronto

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.

Owen Sound, Ont.

For Your
Particular
Customers
Buy

"Aurora"

The Extra
Fancy California
Valencia Oranges

J. J. McCabe

Agent
TORONTO

Buyers' Guide

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

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

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

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

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

A SEED DEPARTMENT
will add to your profits
Kolway Langport
England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for
rock-bottom prices and illustrated catalogue.
Buy well ahead to secure
LOWEST PRICES. WRITE TO-DAY

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

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

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE — SAUCE MANUFACTURING
business, including plant, formulae, etc. Box
No. 100, Canadian Grocer, Toronto.

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

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

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

FOR SALE — GROCER'S SET "ONKEN
Younits" window display outfit. Oak. Make
variety window trims. Cost \$40. Price (de-
livered), \$20. T. A. Shanks, 1231 Fairfield
Road, Victoria, B.C.

WANTED

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

SMALL CASH REGISTER FOR CANDY
counter; must be in first-class shape in every
particular. Give style, make, and capacity.
J. W. Burgess, Ltd., Bala, Ont.

WANTED BY AN OLD-ESTABLISHED
packing house, a representative between To-
ronto, Ottawa and Montreal, and between
Orillia and the Soo, on commission basis.
Write Box 98, Canadian Grocer, Toronto.

WANTED — COMMISSION BROKERS IN
grocers' sundries calling on wholesale and
retail trade desire additional lines for British
Columbia. Best of references furnished.
Halliday & Thomson, 500 North-West Trust
Bldg., Vancouver, B.C.

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

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

MISCELLANEOUS

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

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

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

ACCURATE COST-KEEPING IS EASY IF
you have a Dey Cost Keeper. It automatically
records actual time spent on each operation
down to a decimal fraction of an hour. Sev-
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Up in the North Country, in the Temagami, the big fish abound. That is where the angler gets real sport. An article appearing in July MacLean's tells about the fish in Temagami—the genteel brook trout, the sportive black bass, the stately grey trout, the common every-day pickerel and the scavenger pike — and how they are caught.

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

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

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This offer is good until the 15th of August.

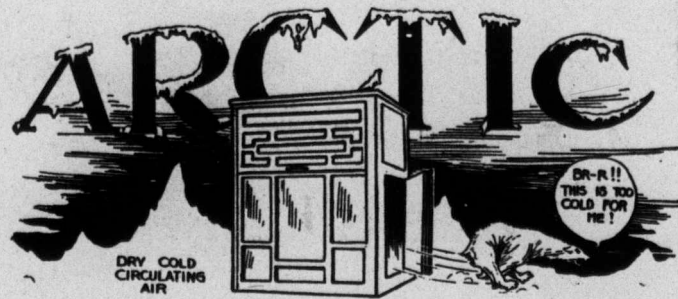
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August's Coming

and with it the never-failing warm, yes, hot weather, spoiled fruit, melted and rancid butter and lard, tainted meats, etc.

It's your move

Invest in an Arctic Refrigerator right now and pay the first payment on it in your saving the first month. The Arctic with its perfect system of dry, cold circulating air is a paying investment, *not an expense.*

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Makers of High-Grade Refrigerators and Fish Cases

TORONTO

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created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

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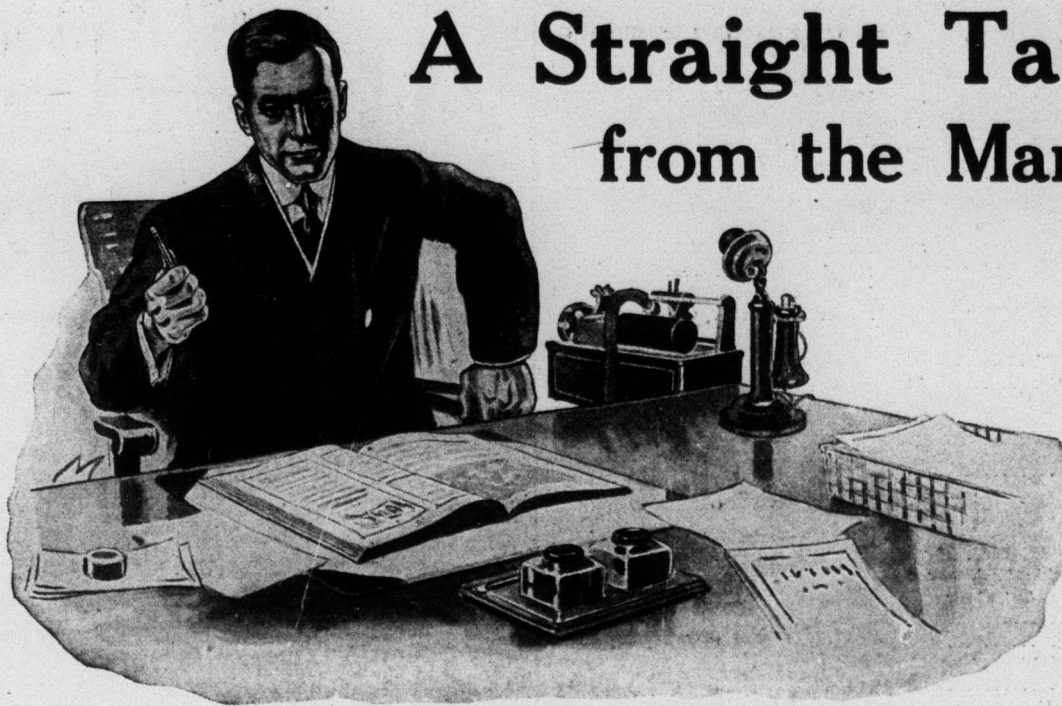
The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Canadian Shredded Wheat Co., Limited

Niagara Falls, Ontario

(75-L)

A Straight Talk from the Manager



*Working
for the
garbage
can*

"To prevent a heavy loss we had to take over the store. We put in charge a bright young fellow who had been confidential clerk in one of the best stores in the city. He was a hustler and appeared to have every recommendation. He took hold well. He cut down the amount of credit, increased the sales, kept the store looking spick and span. In six months' time, to our surprise, I found we were losing money. I couldn't understand it. We were getting good prices and should have shown a profit.

"I put in a little detective work and soon located the leak. It was the garbage can.

"My manager's weakness was over-buying. Biscuits, fruit, vegetables went bad and carried our profits out the back door. No one could have been more surprised when I pointed out the leak. But, see the profit on these lines, he urged. He didn't realize that a garbage can full of spoiled fruit cancelled a big lot of perfectly good profits.

"Well I'll see you again," concluded my wholesale friend as he swung on to his car.

Meantime I pondered over the question: are any of our subscribers working for the garbage can?

THE MANAGER.

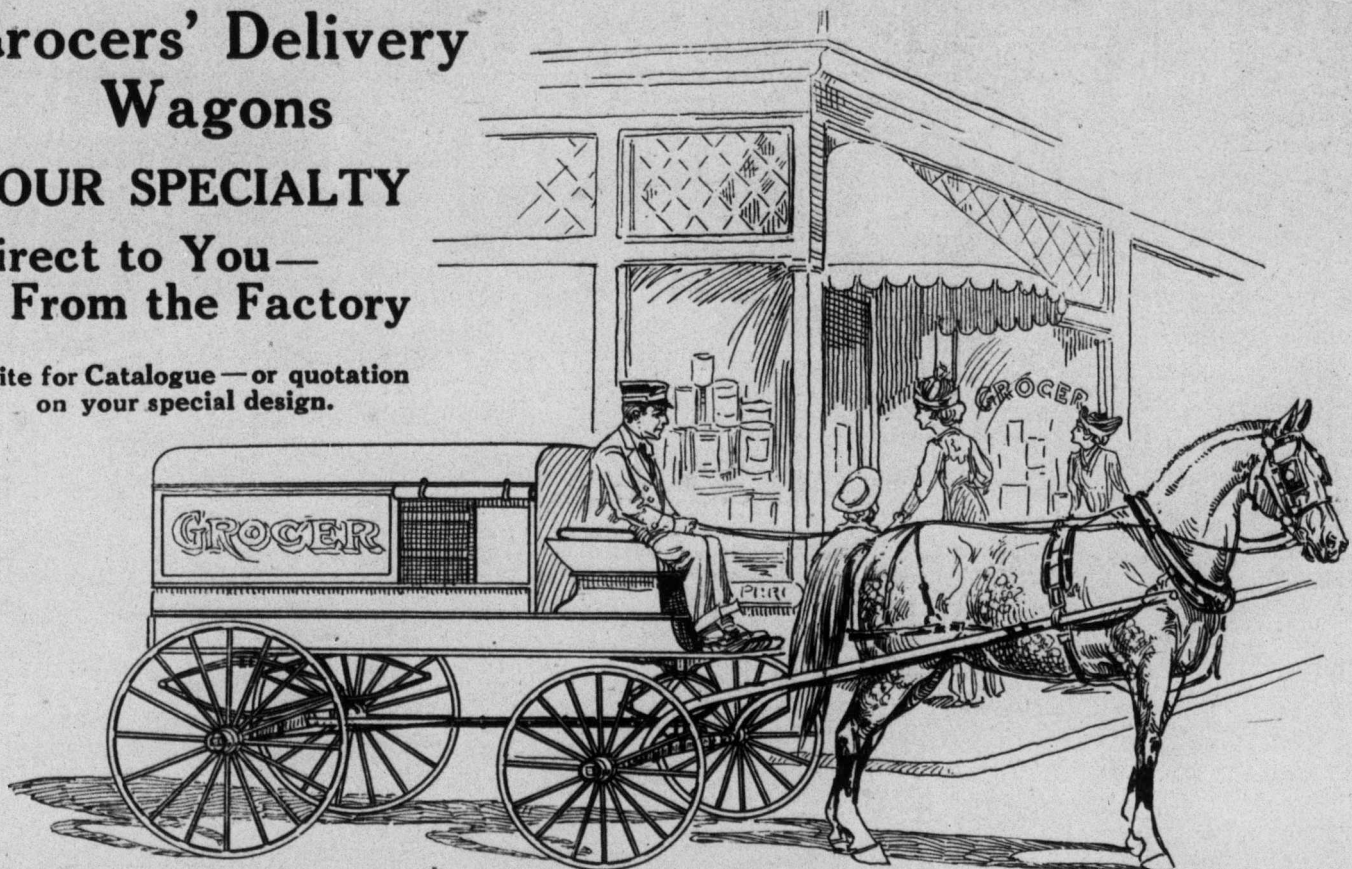
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In short, it is the Vinegar which will pay you best to handle.

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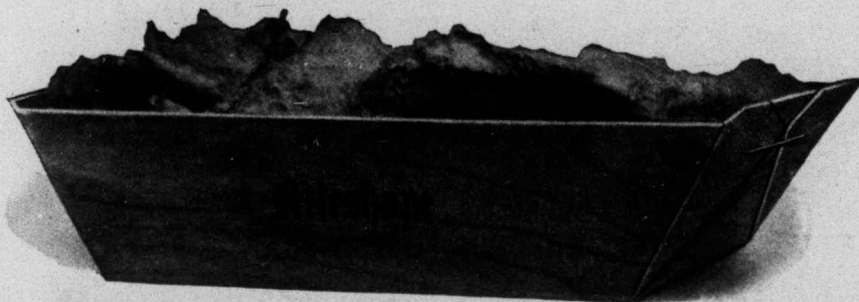
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Recommend the food they carry



LOOK CLOSELY AT YOUR PACKAGES

Are you sending out bulk foods in sanitary, attractive, moisture-proof, oil-proof packages?

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