

CANADIAN GROCER

Members of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIII

PUBLICATION OFFICE: TORONTO, JUNE 20, 1919

No. 25

Welch's

"THE NATIONAL DRINK"

Your customers who know
Welch's will buy

Welch's Grapelade

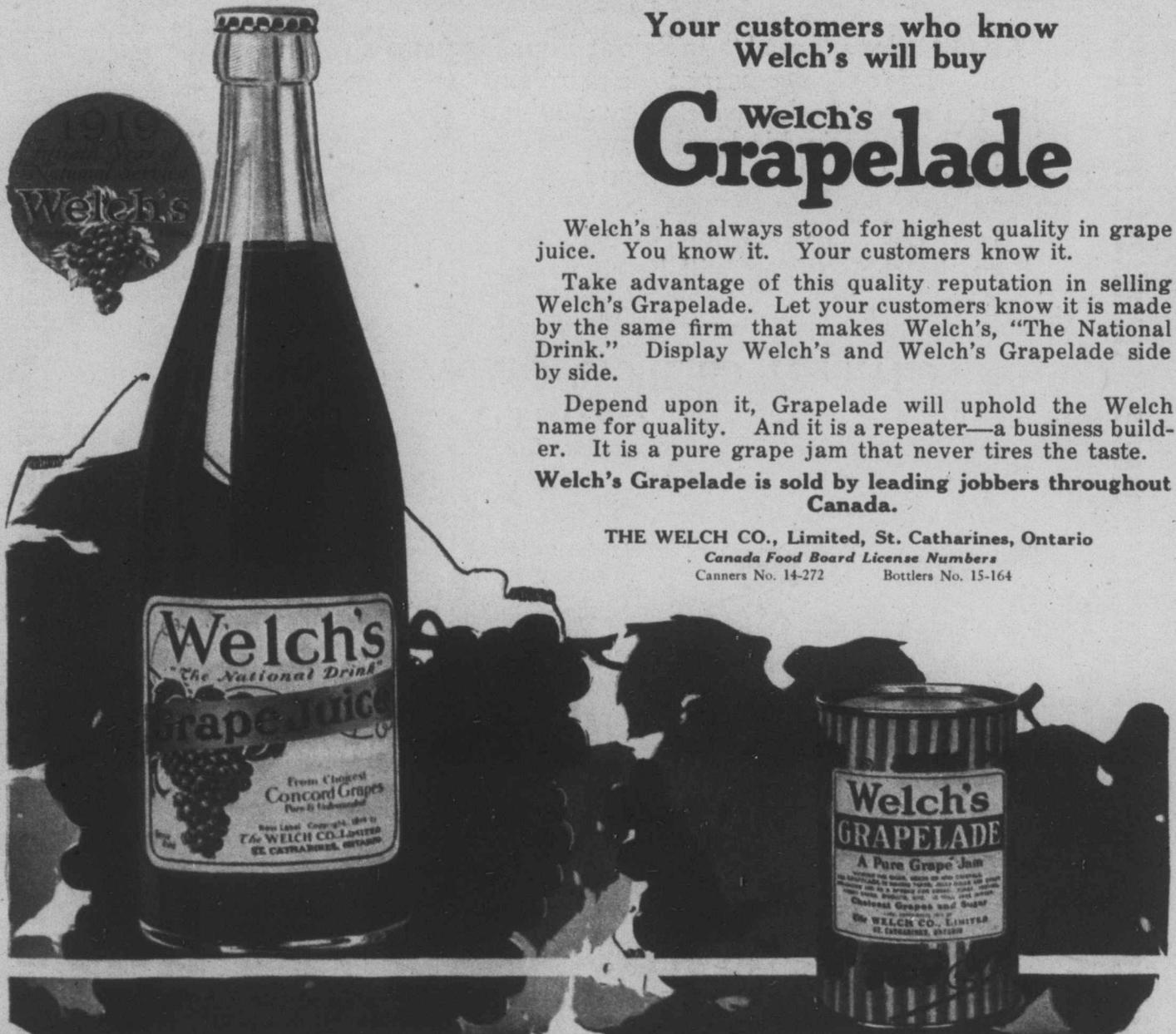
Welch's has always stood for highest quality in grape juice. You know it. Your customers know it.

Take advantage of this quality reputation in selling Welch's Grapelade. Let your customers know it is made by the same firm that makes Welch's, "The National Drink." Display Welch's and Welch's Grapelade side by side.

Depend upon it, Grapelade will uphold the Welch name for quality. And it is a repeater—a business builder. It is a pure grape jam that never tires the taste.

Welch's Grapelade is sold by leading jobbers throughout
Canada.

THE WELCH CO., Limited, St. Catharines, Ontario
Canada Food Board License Numbers
Canners No. 14-272 Bottlers No. 15-164



The Welch Co., Limited, St. Catharines, Ontario

Your LINK-UP

HAVE you seen some of the O-Cedar advertisements in the newspapers?

They are inserted to help you sell more O-Cedar Products. The large number of satisfied users of these products must be reminded about O-Cedar Polish and O-Cedar Polish Mop. The number of women using O-Cedar Polish is being increased by its merits becoming better known.

All O-Cedar ads read "On Sale at Your Grocery Shop." It is only necessary for a merchant to display the goods in his window and advertise O-Cedar Products in his local newspaper to get a good share of the O-Cedar Demand.

Keep O-Cedar Products in evidence in your newspaper ads and about the shop. You will be surprised at the way your sales will increase.



**CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO**





Borden's
MILK PRODUCTS LEAD IN QUALITY

The Sort of Milk Products that are always safe

RICH, pure, wholesome, hygienic milk from healthy cows pastured on the green meadows of Canada's finest dairying districts. Milk that's rigidly inspected and scientifically processed by the proven methods of a half-century's experience. That is the sort of milk contained in every tin bearing the Borden label. It is the sort of milk you can use on your own table—the sort you can with confidence recommend to every good housewife. She knows Borden's—everybody does. And a suggestion from you will mean good sales and better profits.

Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

Upton's Orange Marmalade



Absolutely Pure

All the goodness of Rich, Juicy Oranges and Pure Granulated Sugar—nothing added.

Its delightful flavor and uniform high quality can always be depended upon.

Canadian housewives all over the country are finding new and delicious uses for Upton's Orange Marmalade.

Note—Our latest Recipe Book, "New Ways to Use Orange Marmalade," just off the press. Write for a supply for your customers.

The T. Upton Company, Limited
HAMILTON, CANADA

Selling Agents

S. H. Moore & Company
TORONTO, ONT.

Rose & Laflamme Limited
MONTREAL, QUE.

Gaetz & Co.
HALIFAX, N. S.

Schofield & Beer
ST. JOHN, N.B.

Cowan & Co.
ST. JOHNS, NFLD.

Scott Bathgate & Co.
WINNIPEG, MAN.



A Real Drink

JUST imagine a nice refreshing drink of this cool sparkling beverage. It's a real drink and its taste will give you a pleasing sensation. Your customers would appreciate

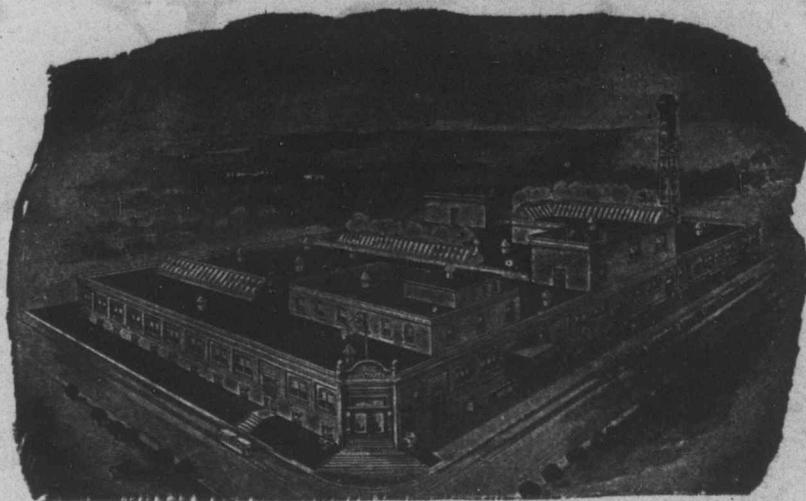
MALTBRU

Send your order in now. Ask your jobber. Do you know that Blackwoods have the *best* line of soft drinks?

Blackwoods, Limited
WINNIPEG - MAN.

"Here Since 1876"

Prepared
in
Copper
Kettles
Boiled
in
Silver
Pans



Packed
in
Gold
Lined
Pails
and
Glass
Jars

THE MOST MODERN AND UP-TO-DATE FRUIT
PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

NEW SEASON'S 1919

STRAWBERRY JAM

Now Ready for Delivery

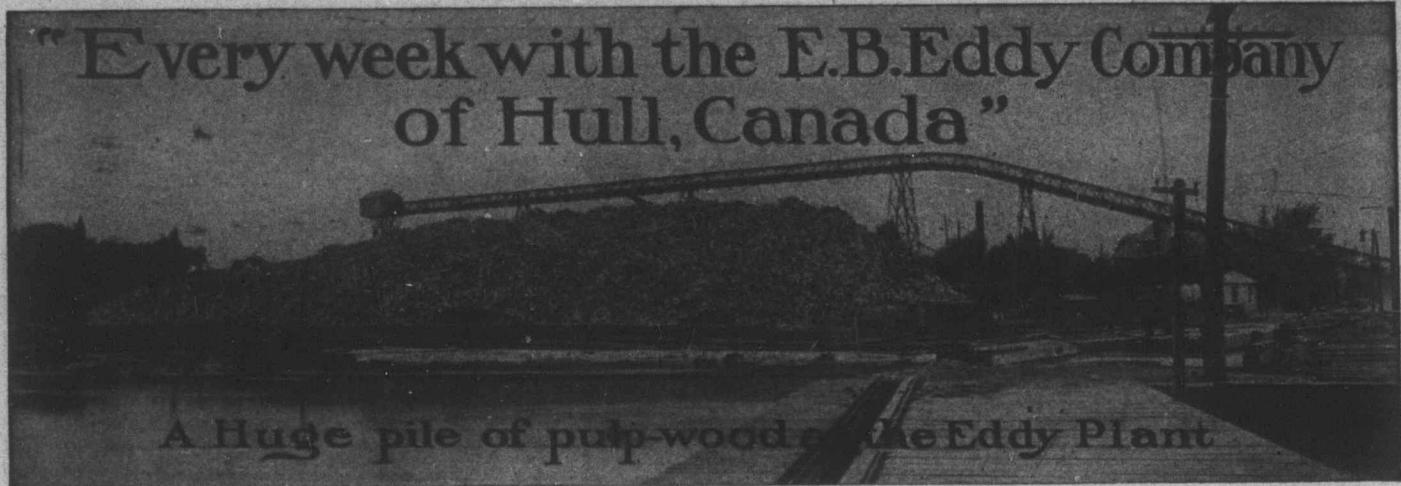
Order from Your Wholesale Grocer

WAGSTAFFE, LIMITED

Pure Fruit Preservers

HAMILTON

CANADA



"Every week with the E.B. Eddy Company
of Hull, Canada"

A Huge pile of pulp-wood at the Eddy Plant

Story for Week Dated June 20, 1919

Being No. 39 in the Series

Interesting Features About Some Special Eddy Paper Bags

THE paper bags with which you are familiar as a retailer come to you probably in the bundles in which they are packed at the Eddy plant for shipment. The aim in bundling the bags is to make each bundle as nearly the same size as the next, no matter what size of bags it may contain. Thus there will be 20,000 quarter-pound bags in a bundle, which will hold only 5,000 three-pound bags, or 1,000 larger sized bags.

Some of the special paper bags made at the Eddy Plant possess interesting features. Thus the banana bags are devised exactly right to hold a whole bunch of bananas, and to slip with them into a crate 25 by 50 inches, side measurement.

The Eddy Company bags to hold explosives are especially interesting. They are made of a highly sized paper, and the paper is crimped. This has the effect of making the bag slip easily into the powder box, but when the powder is put in the crimping expands, and every crevice is absolutely filled firm, so that the bag fits the box like a silk lining.

Another interesting note as to paper bags refers to the paper bags which go into starch barrels. They are always a beautiful deep blue color. Why? Because the effect of the blue is to bring out most dazzlingly the whiteness of the starch.

Sugar is the standard used to measure the weight content of a paper bag. The number stamped on the bag tells how many pounds or fractional parts of a pound of sugar the bag will hold. This, every retailer of experience will know, and every clerk, early in his experience will want to know.

Next week there will be shown on this page a splendid photograph of an E. B. Eddy paper bag specially made to hold an automobile.



EDDY'S

**SELF-OPENING, BOX-SHAPED
GROCERY BAG**

Watch for articles in this series describing the
making of Eddy paper bags

There's
rare
Goodness
in the New



The
Golden Flakes
in the
Golden Package
are made by our
New Process
W. K. Kellogg

NOTE CAREFULLY

Toasted Corn Flakes

and all other products made by

W. K. Kellogg

at Battle Creek, Mich., and Toronto, Can.
are always protected by the

WAX-TITE

Moisture Proof Wrapper.

Kellogg's Dominion Corn Flakes in

THE GOLDEN PACKAGE

with the WAXTITE wrapper is your guarantee that you
are giving your customers the only Corn Flakes made
in Canada that can be truthfully called

Kellogg's

It seems like locking the stable after the horse is out to have an inefficient refrigerator while the rest of your store is up-to-date.

INVEST IN A

EUREKA

FOR THIS WOULD

Be an investment with sure returns. Ice saved and foodstuffs kept in their best condition.

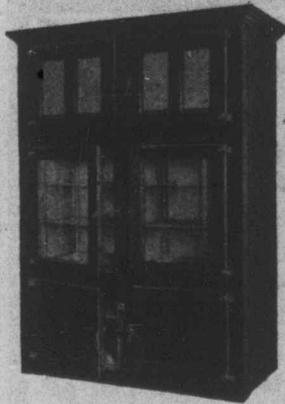
All Eureka's equipped with Eureka patented cold dry air circulation system.

WRITE FOR CATALOG. WE HAVE A EUREKA REFRIGERATOR TO SUIT YOU.

Eureka Refrigerator Co., Limited

Head Office : Owen Sound

Branches : Toronto, Montreal, Hamilton, Halifax



No. 188, No. 19
Eureka Grocer's Refrigerator

MR. GROCER! Are Your Accounts Up-to-Date ?

The completion of the European war means economy and system for the foundation and reconstruction of your business if same is to be carried on successfully.

The grocers using our system vouch for the labor, time and money saved.

Accounts handed to a charge customer at a moment's notice.

Our security envelope file-check system keeps accurate accounts.

Are you interested in putting your business up-to-date?

Write for catalogue illustrating and describing same.

**SECURITY ENVELOPE
FILE-CHECK SYSTEM**

29 Ontario Street STRATFORD, Ont.
Copyrighted.

Our advertising to your customers has made DEL MONTE the best known and most-called-for brand of canned fruits and vegetables in America, and, therefore, one of the most profitable to the dealer.



Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper, because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

Representatives

required in every Province of the Dominion of Canada to sell the famous Purity Brand Syrups and Molasses. Write or wire us for information.

QUEBEC REFINING CO.
29 William St.,
Montreal, Que.

1919 Pack Now Ready

WETHEY'S Pure Strawberry Jam

has been rightly named "the consumer's delight"

The
Wethey
Label
Perfects
The
Table

*Order from your Jobber
or write us direct*

J. H. WETHEY, LIMITED

St. Catharines, Ontario

DESICCATED COCOANUT

We import direct from our own mills at Colombo, Ceylon, and stand behind the quality of our goods. The prices we quote are rock-bottom. Let us quote you on your next requirements.

Our agents are:

Tees & Perse, Ltd., Winnipeg, Fort William, Regina, Saskatoon, Moose Jaw; Tees & Perse of Alberta, Ltd., Calgary, Edmonton, Newton A. Hill, Toronto, Ont.; E. T. Sturdee, St. John, N.B.; R. F. Cream & Co., Ltd., Quebec, Que.; J. W. Gorham & Co., Halifax, N.S.; C. T. Nelson, Victoria, B.C.

Dodwell & Co., Ltd.

Importers & Exporters

VANCOUVER



HOPS.

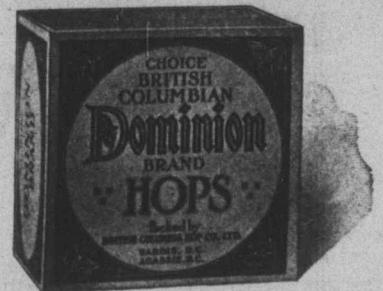
**In Quarter and Half Pound
Full and Short Weight Packages**

BUY DIRECT FROM THE PRODUCER

BRITISH COLUMBIA HOP CO., LTD.

**Ranches located at
Sardis, Agassiz,
B.C.**

**Head Sales Office:
235 Pine Street,
San Francisco,
California.**



Largest Hop Growers in Canada

Write for Prices—Samples

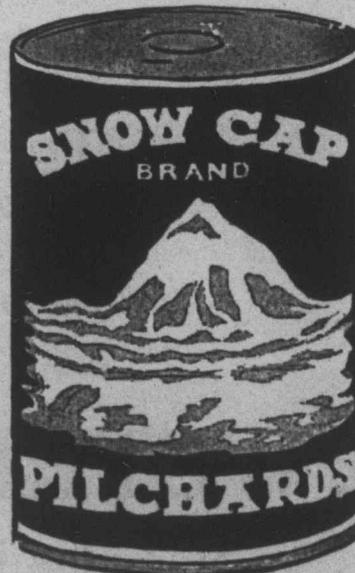
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



**We are offering the best value
in Rice on the Canadian
market to-day.**

SNOWCAP PILCHARDS



**Delectable
and
Dainty
Hand
Packed**

BY

**The Nootka
Packing Co., Ltd.**

NOOTKA, B.C.

**Packed in 1 lb. Tins
and 1-2 lb. Flats.
Sold By Your Jobber.**

EXCLUSIVE DISTRIBUTORS

Dodwell & Co., Limited

VANCOUVER, B.C.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

BRITISH COLUMBIA

Squirrel Brand PEANUT BUTTER

C. T. NELSON GROCERY BROKER

165 Hibben-Bone Bldg., Victoria, B.C.
In touch with all British Columbia wholesalers and jobbers, and can place your line to best advantage. Live men calling on retail trade.
VICTORIA VANCOUVER

KELLEY-CLARKE CO. VANCOUVER, B.C.

GROCERY AND SALMON BROKERS
MANUFACTURERS' AGENTS
Offices also at Seattle, Tacoma and Spokane, Wash.; Portland, Ore.; San Francisco, Los Angeles, Cal.; Boise, Idaho; New York City.

B.C. Market?

We can place one or two good Specialty lines. Our firm has back of it a 15 years' success reputation. We have a staff of aggressive salesmen and first-class storage and warehousing facilities. Write us if you want real representation.

Little Bros. Ltd. VANCOUVER

M. DESBRISAY & CO.

Salmon Cannery and Manufacturers' Agents
VANCOUVER, B.C.

Our organization is equipped to handle any manufacturers' line. Our salesmen get results.

North West Trading Co., Ltd.

Importers of Australian and Oriental Produce
SALMON BROKERS

DOMINION BLDG. VANCOUVER

EXCELLENT FACILITIES FOR SELLING AND DISTRIBUTING
FREE and BONDED WAREHOUSE

CAMPBELL BROKERAGE CO.
840 CAMBIE ST. - - VANCOUVER

PETER LUND & COMPANY MANUFACTURERS AGENTS

Can sell, and if required, finance one or two additional staple lines for
British Columbia Territory

Interested manufacturers please communicate
505 Metropolitan Bldg. Vancouver, B.C.
Reference: Merchants Bank of Canada, Vancouver, B.C.

SAY YOU SAW IT IN
CANADIAN GROCER



ALBATROSS BRAND

CLAYOQUOT-SOUND CANNING CO. LTD.
J.L. BECKWITH, AGENT
VICTORIA, B.C.

FRESH
BRITISH COLUMBIA



PILCHARD

INSTRUCTIONS.
WHEN REQUIRED
DO NOT PLACE THE
CANS BEFORE HEATING
OPENED INTO
BOILING WATER
FOR TEN
MINUTES.

Your Customers Will Like
ALBATROSS BRAND

PILCHARD

It is a wholesome and delicious Sea Food and with the prevailing big demand for fish dealers will find Albatross Brand Pilchards a quick-mover and a good money-maker, too.

Clayoquot-Sound Canning Co., Ltd.

J. L. BECKWITH, Agent
VICTORIA - B.C.

Watson's

FISH PASTE
in 4 oz. +
GLASS JARS

BLOATER
ANCHOVY
SARDINE
SALMON



Packed by—WATSON BROS. FISHING & PACKING CO., LTD., VANCOUVER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WESTERN PROVINCES

A. M. Maclure & Co.MALTESE CROSS BUILDING
WINNIPEGIMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES**ALEX. BAIRD LTD.**Manufacturers' Agents
300 Montreal Trust Bldg.

WINNIPEG, MAN.

Correspondence Solicited

**Wholesale Grocery Brokers
Commission Merchants**410 Chamber of Commerce, Winnipeg
Personal attention given to all business entrusted
to us. Established here 1906.Correspondence Solicited.
GEORGE ADAM & CO.**C. H. GRANT CO.**Wholesale Commission Brokers and
Manufacturers' Agents810 Confederation Life Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.**W. L. Mackenzie & Co., Ltd.**

Head Office: Winnipeg

Branches at
Regina, Saskatoon, Calgary, Edmonton**Joseph E. Huxley & Co.**

Wholesale Grocery Commission Agents

WINNIPEG

CANADA

Macdonald, Adams Company

Brokers and Manufacturers' Agents

Open to negotiate for new lines of
Grocery Specialties in Western Canada
502 Avenue Building, Winnipeg**The McLay Brokerage Co.**Wholesale
Commission Merchants and Brokers
Write Us Regarding Your Account

Winnipeg

See Page 72 of this Issue,
it will interest you. It has
helped others, it may help
you.

Donald H. Bain Co.

WHOLESALE GROCERY COMMISSION AGENTS

A sales force of competent men.

Ample capital—and the reliability that goes with it.

A record of results—and the prestige that follows it.

An energetic, result-getting organization—with satisfied clients to
prove it.

Are all at your disposal if WE represent you.

Every branch a business in itself, directed by capable, experienced
managers.

All varieties of Food Products.

If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

ALSO AT 60 CHEAPSIDE, LONDON, E.C. 2, ENGLAND

Canada Food Board License No. 5-480

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.



The Largest in Western Canada

We are the largest Storage Distributing and Forwarding House in the Western field. Total Storage space ninety-six thousand square feet of Bonded or Free Storage. Heated Warehouse. Excellent Track facilities. The Western House for Service.

Williams Storage Co.
WINNIPEG

and
Winnipeg Warehousing Co.

F. D. Cockburn Co., 149 Notre Dame Ave. E., Winnipeg

We represent some of the best manufacturers and will give your line the same attention. From Port Arthur to the Rockies we represent, among other lines, Jireh Food Co., Jas. Epps & Co., Ltd., and Kerr Bros.

SIX HOUSES IN WESTERN CANADA

W. H. ESCOTT CO., LIMITED
W. H. ESCOTT CO., LIMITED
W. H. ESCOTT CO., LIMITED

Winnipeg, Man.
Saskatoon, Sask.
Regina, Sask.

W. H. ESCOTT CO., LIMITED
W. H. ESCOTT CO., LIMITED, Fort William, Ont.
W. H. ESCOTT CO., LIMITED
Edmonton, Alta.

WHOLESALE GROCERY BROKERS, MANUFACTURERS' AGENTS, IMPORTERS

Consignments Solicited

HEAD OFFICE: 181-183 Bannatyne Ave. East, WINNIPEG

Write Us

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN CANADA



The House of Scott-Bathgate Co., Limited

Founded on Service, Integrity and Reliability. Have an organization equipped to introduce your products in Western Canada.

Manufacturers should write us.

Address

140 Notre Dame Ave. E., Winnipeg

"Always On The Job"

The H. L. Perry Co., Ltd., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE

DISTRIBUTING

FORWARDING

ALBERTA

D. J. MacLeod & Co.

Manufacturers' Agents
and Grocery Brokers
EDMONTON, ALTA.

Open to negotiate for new lines in Alberta. Our staff calls on wholesale trade and does detail work.

PACIFIC CARTAGE CO.

C.P.R. Carters

Office: C.P.R. Freight Sheds CALGARY

Distribution of Cars a Specialty
Storage and Forwarding Prompt Service

MacCosham Storage & Distributing Co., Limited

MacCosham Bldg., Edmonton, Alberta
CARLOAD DISTRIBUTORS, CARTAGE
AND WAREHOUSEMEN
Free and Bonded Storage
5 floors—60,000 sq. feet.

Watson & Truesdale, Winnipeg

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

Wholesale Grocery Brokers and Manufacturers' Agents

TRACKAGE
STORAGE
DISTRIBUTION

A BRANCH HOUSE WITHOUT THE COST OF MANAGEMENT

The Regina Cold Storage & Forwarding Co. Ltd.

Regina - Saskatchewan

COLD STORAGE

WAREHOUSING

CAR DISTRIBUTION

Mention Canadian Grocer when writing to advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

T. M. SIBBALD & SON
GROCERY BROKERS
Agent for KELLOGG'S Toasted Cornflakes
Another Agency Solicited
311 KING ST. E. - TORONTO
Storage and Bonded Warehouses

MACLURE & LANGLEY
LIMITED
Manufacturers' Agents
Grocers, Confectioners and Drug
Specialties
12 FRONT ST. EAST, TORONTO

**LOGGIE, SONS
& CO.**
Merchandise Brokers and
Manufacturers' Agents
Grocery, Drug and Con-
fectionery Specialties
Foy Building, - 32 Front Street
TORONTO - ONTARIO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

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

\$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay \$1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,600 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,600 and more likely places, remember that. No other single newspaper in the world gets into 5,600 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.
153 UNIVERSITY AVENUE, TORONTO

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED

*Commission Merchants
Grocers' Specialties*

MONTREAL TORONTO
Canadian Food Control License Nos. 6-236/7/8

THE S. G. BENDON UTILITY CO.

Brokers and Commission Agents

30 St. Francis Xavier St., Montreal
Our Motto: Always at Your Service

JOHN E TURTON

Wholesale Grocery Broker
BOARD OF TRADE BUILDING
MONTREAL

Established 1889
HOWE, McINTYRE Company
Grocery Brokers, Importers and Manufacturers' Agents.
91-93, Youville Square,
MONTREAL CANADA

J. C. THOMPSON COMPANY

Brokers and Commission Agents
Montreal, P.Q.

J. L. FREEMAN & CO.

Wholesale Grocery Brokers
ROOM 122 BOARD OF
TRADE BUILDING - Montreal

Paul F. Gauvreau

Wholesale Broker
FLOUR, FEEDS AND CEREALS
84, St. Peter Street, Quebec

Am buyer of Peas, Beans, mixed Grain of all kinds. Mail samples and prices. Need big quantities to fill contracts.

MANUFACTURERS

We want Agencies for Food Stuffs
FOR QUEBEC PROVINCE
References: Royal Bank
NAP. MORRISSETTE

18 Jacques Square MONTREAL

MARITIME PROVINCES

GAETZ & CO.

MANUFACTURERS' AGENTS AND
GROCERY BROKERS

47-49 Upper Water St., Halifax, N.S.

The Grocer of to-day must keep in close touch with market prices. If you are a reader of **CANADIAN GROCER** you will be better able to carry on your business.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

Mention this Paper When Writing to Advertisers

Man Left You, Did He?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small condensed advertisement in **CANADIAN GROCER**.

If you wanted a blacksmith, we wouldn't recommend **CANADIAN GROCER**, but when it comes to finding

a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of **CANADIAN GROCER**.

The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our care. Send your advertisement and remittance to

Canadian Grocer Want Ads. 143-153 University Avenue
TORONTO

Answer with name. Don't say "Hello!"



When you answer the telephone by saying "Hello?" it causes delay in service, with a possibility of turning away customers. How much easier it is to answer with your own name by saying, "Mr. Elliott speaking," or better still "Scott & Co., Mr. Elliott speaking." By answering at once with your own or firm name you save time and annoyance, and reduce "line's busy" to the minimum.

The Bell Telephone Company
of Canada



For That Dominion Day Picnic



Put up in glass jars, attractively labeled, one dozen to a box. A 25% profit.

Scotch Snack makes the most delicious sandwiches and should be included in every picnic lunch basket. Have your stock well to the front immediately prior to the holiday. A little card reminding your customers of "Scotch Snack for Sandwiches" will pull results.

We guarantee the sale

ARGYLL BUTE, 637 St. Urbain St., MONTREAL

Ontario Agents—Walter G. Bayley, 20 Front St. E., Toronto. Phone Main 2226
Western Agents—Watson & Truesdale, Winnipeg

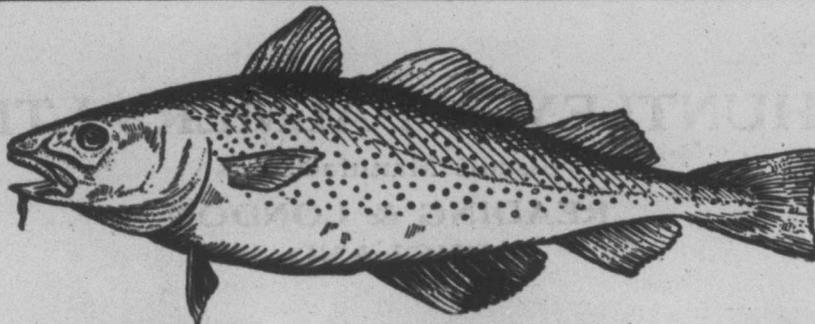
"PRIDE OF CANADA" PURE MAPLE SUGAR AND SYRUP

We can supply this season's crop. Our goods are backed by a written guarantee to be absolutely pure maple only. Order your requirements now direct or from our Agents.

REPRESENTATIVES:—W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary, and Edmonton; Oppenheimer Bros., Limited, Vancouver, B.C.; S. H. P. MacKenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S., and The Canadian Maple Products Company, Limited, 5 Justice Walk, Church Street, Chelsea, London, S.W.

MAPLE TREE PRODUCERS ASSOCIATION, LIMITED

Offices: 58 Wellington St. W., Montreal, Canada



Shad

Gaspe

Salmon

Mackerel

Our prices are the lowest. Prompt attention, best services. Always patronize the old and reliable headquarters

Established 1874

D. Hatton Company

MONTREAL

By Appointment to H.M. King George V.



From War to Peace

The war restrictions on the shipment of Biscuits having been removed,

Huntley & Palmers Biscuits

are once again being sent to all parts of the world. They are of the same standard of

Unrivalled Quality

as in the past, and to prevent disappointment, the public should place their orders at once with their usual suppliers.

HUNTLEY & PALMERS LTD.

Biscuit Manufacturers
READING & LONDON
ENGLAND

SUMORE

The Perfect
Peanut

PACKED IN TINS

ASK YOUR JOBBER

OR

Montreal Nut and Brokerage Co.

30 and 32 Jurors Street, Montreal, P.Q.

LOGGIE SONS CO., Agents, TORONTO

VOL-PEEK



MENDS HOLES IN
POTS & PANS IN
TWO MINUTES
WITHOUT TOOLS

Vol-Peek stops leaks in all kinds of kitchen utensils, such as Pots, Pans, Tinware, Graniteware, Copper, Aluminum, etc. Note the absence of tools. Can be applied by the finger. A feature that induces the housewife to purchase. Vol-Peek is being advertised all over Canada. Every home needs it. Our attractive display stands suggest sales on sight. Write for it to-day. Contains 24 packages, \$2.25, 60% profit.

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(Owning and operating Vol-Peek Mfg. Co.)

Wantmore PEANUT BUTTER

The Finest Spread
for Bread



A delicious line. Made from selected hand-picked, blanched peanuts.

Healthful, nutritious and palatable.

Physicians recommend it for children.

When you sell a customer one can of WANTMORE Peanut Butter you will sell her many more.

Its goodness will keep it repeating and you make a good profit on every sale.

Ask your jobber for it, or write direct to us.

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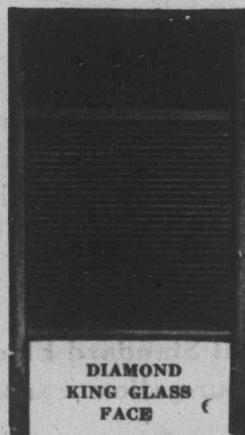
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CANE'S WASHBOARDS



The Life
of a
Washboard

is the life of the rubbing plate. That's why such care is taken in the selection and handling of materials for the rubbing plates of Cane's Washboards. They'll give longer service than any other.

Your jobber carries these "Cane" washboards:

- Diamond King—Glass rubbing plate.
- Improved Globe—Zinc rubbing plate.
- Original Globe—Extra heavy back, zinc plate.
- Western King—Enamel washing plate.

The frames and backs of these washboards are made of selected, clean, white basswood.

Ask your jobber, too, about other Cane lines, including Pails, Tubs, Clothes Pins, etc.

The Wm. Cane & Sons Company, Ltd.

Manufacturers

NEWMARKET, ONTARIO

Keep Your Stock Spotless

THERE is no feature of your store service more important than the cleanliness of your merchandise. All customers prefer to trade with the cleanest store. You cannot keep dust out of your store, but you can effectively control it and keep it off your goods by using—

STANDARD Floor Dressing

When you use the old-fashioned duster you merely displace dust, whereas Imperial Standard Floor Dressing definitely *lays* and *holds* 90% of all atmospheric dust. Dust cannot rise where Imperial Standard Floor Dressing is used.

Imperial Standard Floor Dressing cleans and preserves the surface of wood, linoleum and oil cloth. A single gallon suffices for 500-700 square feet of space and lasts for several months. It may be applied with an ordinary floor sprayer.

Imperial Standard Floor Dressing will not only help you to keep a brighter and more attractive store, but it will also bring you a new source of business. Your store and stock will demonstrate to neighboring merchants its cleansing, dust-preventing qualities, and they will want some, too.

Imperial Standard Floor Dressing is sold in one and four-gallon cans, also half-barrels and barrels.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES



**GOOD
BUSINESS
FOLLOWS GOOD VALUE**

**"SALADA"
TEA**

*The value is incomparable
The sale is irresistible*

**26 MILLION
PACKETS
ANNUAL
SALE**

Sold all over
Canada, United States,
West Indies
and
South America

Sealed packets only
**BLACK,
GREEN,
or MIXED**

Went to War

The Government took it all for the boys in the trenches---one hundred million cups of it. The firing line had to have the best. Now that the war is over---your grocer has it again.



Back from the War

HOME AGAIN

On the Market since 1909

At the Front since 1914

G. Washington's **REFINED** Coffee

CANADIAN SALES AGENTS:

Grocers' Specialty Company, 167 William St., Montreal, Canada

Why Did We Let Trotzky Go?

THERE was a time when Canada had it in her power to end the war. In the early days of the Russian Revolution a bushy-haired German was taken off a boat at Halifax and interned at Amherst, N.S. He pretended to be a Russian but was known to be in German pay—on his way to push the revolution—British and American Intelligence Officers so informed our authorities. But pressure was brought to bear and the man was finally released. He got to Europe and became the most sinister figure among the Bolsheviki. Largely as a result of his work, Russia dropped out of the war and Germany was able to fight on for eighteen months. That man was Leon Trotzky. His real name was Braunstein.

Why was Trotzky allowed to leave Canada?

Colonel MacLean discusses this question in the June issue of **MACLEAN'S MAGAZINE**. He tells the story of Trotzky's activities, of his arrest and subsequent release in full detail, tracing the threads of a strange intrigue from Germany to Washington, and Washington to Ottawa. It is a gripping story, the most important inside story of the war.

Other National Features of This Issue

"Victory Stuff" By Robert W. Service.

"Hobson's Hard Start" By William Byron.

"Solving the Problem of the Arctic"

"The Menace in the South"

By Vilhjalmur Stefansson.

By Agnes C. Laut.

"The Gold Wolf" By W. A. Fraser.

"The Undercurrents" By J. K. Munro.

And a score of other interesting articles.

Secure **YOUR** Copy **EARLY**--While Supply Last

Over a Quarter of a Million Canadians Will Read
MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

20c. — June — 20c.

ON SALE AT ALL NEWSDEALERS

Stick this on your window

The Best Way To Make "Iced" Tea

This recipe is taken from a book published by the Indian Tea Association with headquarters at London, England.

"Use a **QUARTER** more tea leaves than for hot tea. Pour on **BOILING** water and allow to steep not more than **FIVE** minutes.

"Pour the liquid off the leaves into another pot or jug and allow to cool **GRADUALLY**. **NEVER** use any artificial means of cooling till the time for serving comes.

"Then pour into glasses, and add a slice of lemon cut very thin and a little crushed ice to each glass.

"Note that the tea must be made some **THREE** hours before it is required to be served in order to allow of its being naturally cooled."

Don't use a cheap tea for iced tea. Poor tea is even more noticeable when "iced" than when hot. A good, vigorous, richly-flavored tea, consisting chiefly of the **ASSAM** teas of northern India --- in other words,

Red Rose Tea

---is very satisfactory for this purpose.

KEEN'S OXFORD BLUE

Show Keen's in your displays
—keep it where the housewife
will see it.

She knows Keen's and only
needs to be reminded that you
are selling it.

Keen's Oxford Blue is always
a seller, but especially during
the Warm Weather and Holi-
day Season.

Keep well stocked.

MAGOR, SON & CO., LIMITED

191 St. Paul St. W., Montreal

30 Church St., Toronto

(Canadian Agents)



*One of these good looking Counter Stands will keep
your stock of Keen's moving.*



Hand Out a Bottle of Abbey's

when a customer asks for a good Effervescent Salt
—or for a Saline— or something for a Headache,
or Bilious Attack, or an upset Stomach, or Con-
stipation, or a general Run-Down condition of the
system.

Grocers have found out that it pays, and pays well, to handle
Abbey's Effervescent Salt and recommend it to their cus-
tomers.

Our big display advertisements in the papers and win-
dow displays are constantly reminding your customers
of Abbey's Salt. Get the benefit of this by stocking and
pushing ABBEY'S.

The Abbey Effervescent Salt Co., Montreal

Abbey's EFFERVESCENT SALT

CANADIAN GROCER

Vol. XXXIII.

TORONTO, JUNE 13, 1919

No. 24

Fruit Conditions Not Too Promising

Small Fruits, Except Currants, Show Only Small Acreage—Cherries and Plums Very Light—Peaches Show Heavy Loss, But Will be Average Crop—Apples Through Canada Generally Give a Very Fine Showing — Winter Varieties Should be Plentiful

WITH the arrival of the first shipments of Canadian-grown strawberries on the market, the fruit season may be said to have started. Early arrivals of Canadian berries sold at 40 to 50c a box. While this fancy figure was the result of the novelty of the offering, it gives some indication of the prices that may be expected this year.

In considering the situation it is well to remember that the world is faced by a widespread shortage of small fruits, and that products will be in great demand, so that not unnaturally there has been an unusual eagerness on the part of canners and jam manufacturers to secure adequate supplies of fruit, and they have contracted at figures that will set a pace for all the other buying of the season. Generally speaking through the great Ontario strawberry belt, stretching from almost Toronto to Niagara, there will be a very heavy yield for the acreage. Unfortunately, however, the acreage is abnormally light. The past two winters have been very hard on the strawberry vines, last winter owing to the small amount of snow, the ground in many places was sprung, and dislodged the plants, while during the previous winter there was a very heavy winter killing. This in conjunction with the abnormal difficulties in getting the fruit picked, has discouraged a good many growers, and the acreage set out in strawberries has been allowed to decline, so that despite the fact that the vines are bearing heavily there will be no heavy output.

Heavy Cannery Demand

Then again there is the heavy cannery demand. Around the Clarkson and Bronte section berries are being contracted at 17 cents a box, crates and boxes returned, but the growers are not eager to take this figure, believing the open market will be much better. In the Beamsville and Jordan section of the Niagara district, berries are being contracted at 20 to 25 cents. It is fairly

readily seen, therefore, that cheap berries, even moderately cheap berries, are not within the realms of possibility for more than a passing day.

In the Niagara section the movement of berries will be well advanced during the recent week, with the next week being the big week.

In British Columbia and the Maritimes the strawberry crop is also very considerably below normal.

Raspberry Crop Short

In the case of raspberries, about the same conditions prevail, splendid crop prospects, but a small acreage. Here again winter killing during the past couple of years has been largely responsible for the condition. In the case of raspberries, too, very high contract figures are being offered to the growers, and there is here again little likelihood that any fruit will be available on the market at much, if any, under the 25 cents a box figure, and if the contracting has been as extensive as appears possible, they may not reach this figure.

Fortunately there is a heavy crop of currants of all descriptions, and these should be available at somewhat more reasonable figures.

The cherry crop in the Niagara district is a practical failure. Sour cherries are very light, and the sweet cherries have been attacked by some kind of a blight. About Clarksons, Bronte, Burlington, and Oakville, the situation is very much better, there being a very fair promise, especially in sour cherries, which are the chief varieties in this district.

Plum Crop a Failure

The plum crop that a brief while ago promised very well, is failing in that promise, and there appears every reason to believe that there will be only a light crop of plums. This applies to practically all varieties. There seemed to be a fairly heavy setting after early unsatisfactory conditions, and it was hoped that there would be a good crop, but the June

drop proved to be a serious matter, and practically without exception all varieties of plums will be a light crop.

Peaches Will Show Normal Supply

In regard to peaches, here again the situation is far from encouraging. The early promise was for an exceptional yield. The blossom was probably the heaviest in years, and there was a very fine set of fruit, but later on the fruit was attacked by leaf curl, and since then it has been dropping steadily. Some varieties are more seriously affected than others, notably the Elberta, the great canning peach. Some other varieties, such as the Early St. John, have not suffered so much, but there has been a certain percentage of loss in all varieties which will preclude the possibility of a high crop. It will, indeed, only show a fraction of its early promise.

Despite this fact, however, it is not to be understood that the crop will be a complete failure, even under present conditions there will be a material improvement over the conditions of last year. There will be a fair average crop of peaches, as matters now stand, providing that conditions do not grow worse before the harvest season.

Pears will show a very fair crop in all varieties. Grapes also will, it is expected, show up well and will represent a good average crop.

In regard to tomatoes, varying conditions prevail. Such growers as were able to get their plants in have succeeded fairly well, but the persistent rains, and later the excessive heat, has prevented planting in many instances, so that some growers have not yet got the plants into the ground. This, of course, will make them very late, and add materially to the danger of frost catching them in mid-season.

The canners have been contracting tomatoes at 50 cents a bushel, which is a very fair purchase price.

A Cheering Prospect for Apples

The apple prospects are much more promising than in other lines of fruit. Nova Scotia reports a very heavy bloom, and with the growers devoting more care to their orchards in expectation of a good export market, there are prospects of a very heavy crop, with the exception that in some sections the Spy and Ben Davis crop is light, while in others the Duchess and Wealthy are a practical failure. On the whole, however, there is little doubt that there will be a big yield. Prince Edward County reports a prospect for a bumper yield, while the Cobourgh and Oshawa sections promised a yield far in advance of last year.

Western Ontario Somewhat Light

Western Ontario is hardly in as good a position. Lambton County has a light bloom on the Baldwins and Russet, but Greenings and McIntosh show a full bloom, and the general crop will probably be about average. Middlesex County promises a 50 per cent. yield in Spy, Baldwin, and Greening, and 100 per cent. in Kings, Duchess and Ben Davis. Oxford County will have an 80 per cent. yield of winter varieties, but fall varieties are reported very light. Elgin County reports a prospect of less than a half crop, while Norfolk will have about a 70 per cent. crop. In Halton County there is a very good prospect, while the Georgian Bay district will be about on a par with last year.

Average Crop of Winter Varieties

The Province of Quebec suffered from a very serious winter killing two years ago and the effects are still being felt. There is a promise of an average crop, however, in Fameuse, McIntosh, Alexander and Russet, with the Duchess, Wealthy, and St. Lawrence being light to medium.

Vancouver Island Will have Heavy Yield

British Columbia gives promise of a very heavy yield. Especially is this the case in the Okanagan Valley, which is expected to show a 50 per cent. increase over last year, due to a particularly heavy crop of Jonathan, Wealthy and McIntosh, which were light last year. Vancouver Island promises a heavy crop of all varieties except Jonathan and Newtons, which are somewhat light. The Kootenay Valley also reports a heavy setting of fruit, while the Creston district reports a medium to heavy bloom of winter varieties, and a fair to medium promise for fall fruit. The situation in New Brunswick and Prince Edward Island is as yet somewhat uncertain, but they do not affect the general market to any extent, so that generally speaking there is a very promising outlook for apples during the coming year.

Some time between 12 o'clock on Saturday night and Sunday morning the store of Wm. Hill, corner Colborne and Dundas Sts., Oakville, Ont., was entered, and approximately \$50 worth of cigarettes, tobacco, pipes, etc., stolen, also about 75 coppers. Entrance was made by prying up a window.

What About Dried Fruit?

A Great Uncertainty Regarding the Future of Dried Fruits, Especially Raisins—Keen Demand Expected

THERE has been a great deal of interest and a good deal of uncertainty regarding dried fruit products this year.

In practically all lines of dried fruits there are each season two sets of opening prices, those of the association of the growers of each fruit and those of the independent packers. As to most of the varieties, the associations control the biggest part of the dried pack, but the independent packers handle a sufficient percentage to make their competition a matter of importance to the associations, and perhaps also to the consuming public.

Right now the raisin and prune situations are of the greatest import to the jobbing trade. The associations in these two lines have not announced their opening prices and are accepting orders only at prices which will be named later. On the other hand, the independent packers have announced prices and booked business. Since the independents do not control the bulk of the output, however, the opening prices of the associations are the ones that will affect the largest part of the buying and the buyers.

It is stated that the Raisin Association has spread the news throughout the trade that it will name opening prices enough lower than the independents'

prices to make it worth while for the jobbers to hold off until such prices are named, the reason being given that the association wants to keep prices as low as possible in order that the consumer may benefit, and that raisins may not become a luxury.

There is some hesitancy in accepting this rumor, however, owing to what happened in the apricot deal. Many of the apricot jobbers did hold off, awaiting the opening prices of the association. When they came these prices were considerably higher than those quoted by independents earlier in the season. Those who held off, waiting for the association, feel, of course, as if their waiting had cost them money, although it is admitted that if everyone had bought or tried to buy from the independents their prices would have advanced sharply.

This is the condition that is worrying buyers in the raisin deal.

The opening prices on raisins quoted by the independents have advanced since the opening. Thompson seedless, for example, opened on a 12c basis for 25s and are now up to 13½c. Other descriptions went up in proportion.

The coming crop of raisins will be a large one, but the demand will also be large and present indications are that it will be oversold.

Record Purchase of Californian Beans

Californian Holdings Curtailed One-Half by One Purchase, and Negotiations Pending for the Balance—Removal of This Surplus Will Unquestionably Have a Decided Effect on the Market

THE forecast in these pages a week or so ago, regarding the probable increase in bean prices owing to exceptionally heavy buying of present

available stocks, is borne out by the announcement of a record purchase of California beans. Already fifty per cent. of the white bean stocks in California have been purchased by a large Eastern exporting house, and negotiations are under way for the purchase of the balance of the stocks of white beans in California from the California Bean Growers' Association, and negotiations are being carried on for the balance. In view of the fact that more than 80 per cent. of the available stocks of the United States are held in California and that the new purchases are for export, it would appear, say the trade, that very material advances in beans might be looked for in the near future. It is stated that this deal meant an outlay of \$3,500,000.

MANITOBA R.M.A. CONVENTION POSTPONED

Owing to the unsettled labor conditions in the West it has been thought advisable to postpone the Manitoba Retail Merchants' Association Convention which was to have been held in Brandon the middle of this month.

The Convention date has, therefore, been changed to August 12. There has been no change made in the programme, however, and it will be carried out as arranged.

Understanding Means Better Business

"NO, I don't sell much macaroni—wrong neighborhood, I guess—customers haven't any use for it."

I was talking with my neighbor, who had a grocery store not very far from my own shop, and with whom I was on friendly enough terms to discuss some of our mutual problems.

"Ever use it yourself?" I asked.

"Once—wife made a pudding of it—never again."

That little snatch of conversation set me thinking. There were so many good authorities saying that macaroni was one of the best and most appetizing of food products that there must be truth in the statement. But my neighbor couldn't sell it, and for the matter of that neither could I.

A Lack of Knowledge a Dangerous Thing

I hadn't thought before why it was that I couldn't. But my friend's evident personal disapproval gave me the hunch that it probably wasn't anything wrong with the product, but something wrong with the selling method. If my friend didn't like it, the chances were at least even that it was because it had not been properly prepared. Chances were also that our customers did not know any more about it than we did. Which was certainly reason enough to account for its slow sale.

Now I had quite a lot of money tied up in these goods. Not perhaps enough to cripple me—but enough to make the sledding considerably harder—and it worried me. Then it happened one day that a traveller for a macaroni house dropped in, and suggested that I come and visit the plant and see something of how macaroni was made. That seemed a good idea and I decided to try it. The manager took me around, showing me every process and explaining them fully, calling my attention to the quality of the raw materials, and the cleanliness of the process, and on leaving he gave me some pamphlets with some statistics regarding the food value of macaroni.

That visit made me see some possibilities that I had not seen before. On returning home I told my wife what I had seen, and interested her in a scheme for building a sale in this line.

Getting Some Pointers About the Product

We searched diligently through a standard recipe book for recipes. The more promising of these were tried out in my own kitchen, where they met with immediate favor. I felt then that I was now in a position to push the sale of macaroni intelligently.

Passing on the Knowledge

I put in a window display, using both packages and loose macaroni, besides several dishes of macaroni cooked in dainty and attractive ways. To these latter I attached cards showing approximate cost

Did it ever cross your mind that selling groceries is just like a University examination? You can't do it without information. Selling is becoming less and less a chance, and more and more a science. The successful man is the man who knows, and knows intimately the products that he sells. Here is a story, an actual story, of what a little knowledge meant in the sale of one product.

By a Practical Grocer

and food value, as compared with meat and fish. The exhibit brought numerous inquiries as to the preparation of the various combinations used in display. I had also samples in glass jars on the counter, which were used to illustrate my selling talk. The great majority of my customers decided to give it a trial.

Made Sure Purchaser Understood

I was always careful to find out if the buyer understood how to prepare it, and if she showed any hesitancy I gave her

the opportunity of looking over the recipes which we had tested, duplicates of which I kept at hand. Many housewives availed themselves of the privilege of making copies. Within a short time there was a brisk demand for the goods and within the year I had increased my sales in this line alone five hundred per cent. Not only that, but I found other lines which were used in combination with macaroni were increasing rapidly in output.

Now this increase in sales was not the result of any change in the goods, for they were identically the same, nor were they the result of any greater wish to sell these goods. With that lot of macaroni decorating my shelves, and the knowledge that there was plenty more of it out of sight, I was eager enough to make a sale, you may be sure. No, it seems to me, in thinking it over, that this better business was the result of a greater confidence in the goods, a confidence born of understanding. This is an individual instance, but I for one am convinced that the live merchant who is willing to study his goods, and who makes a point of stocking the character of goods that he can be proud of, can sell anything that he wishes to sell.

York Trading Co. Presents Case Before Commission

Claim That Wholesalers' Association Has Discriminated Against Them—Wholesalers Maintain Their Position, and Go to Ottawa Wednesday, to Answer to the Commission

W. J. PARKES, 472 Bloor Street W., was called before the High Cost of Living Commission at Ottawa, on Monday the 16th inst. He is a member of the York Trading Co. He told CANADIAN GROCER that the Wholesale Grocers' Guild had refused to admit the York Trading Company to its membership, and had so told the commission. He spoke of the way in which the investigation is being conducted, and believes that it would result in good to the trade. According to the evidence being brought out, Mr. Parkes stated the retailer is complaining that while their profits are considerably lower than they were before the war, the manufacturers and wholesalers still continue to make good profits.

Claims Some Privilege Curtailed. . .

The retailer could no longer, as he used to, purchase direct from the manufacturers, because the Grocers' Guild had put on the screws, and would not allow the manufacturers to sell direct to the retail trade. Robert Dawson, of Toronto, also complained of the way the York Trading Co. had been refused recognition by the wholesalers' association. As

a result of these remarks the officials of the association were required to appear before the commission.

A. C. Pyke, secretary of the Wholesale Grocers of Ontario, in speaking to CANADIAN GROCER in regard to the assertion that the Wholesale Grocers' Guild was a closed corporation, and refused to admit the York Trading Company within its ranks, denied that such was the case. The Guild had not, he pointed out, refused admittance to this company. As far as the manufacturers declining to sell goods to this company, Mr. Pyke believed that the manufacturer recognized the wholesale grocer as the real distributor of his goods, and that is why he did not sell direct to the retailer, and they were not entirely convinced that the York Trading Company was distinctly wholesale in character, and until that point was definitely settled they did not believe that it was fair to the general run of retailers to give this company, whose membership was entirely composed of retailers, a preference over other buyers. "Everything is open and above board in connection with the Wholesale Grocers' Association," Mr. Pyke reiterated, "and I am not aware

that the York Trading Company has been refused admittance to its membership."

Ready to Give Every Assistance

"We did not refuse to appear before the commission, as the newspapers have stated," continued Mr. Pyke, "as a matter of fact we did not receive our notification to appear on Monday morning in Ottawa until Monday afternoon. W. P. Eby, the president of the association, and myself will be in Ottawa on Wednesday, taking with us all the books of the association. We are quite willing to

give all the information we have that will assist in the investigation. We have absolutely nothing that we desire to hide. We are not trying to shut out any legitimate wholesaler from the association; we are in fact anxious to have them as members, but we want to assure ourselves that we are justified in admitting them before we take any steps in that direction."

H. P. Beckett, of W. H. Gillard & Co., Hamilton, and Hugh Blain, of Eby-Blain & Co., Toronto, also appeared before the Commission on Wednesday.

Sells 20 Cases Summer Drinks a Week

This is New Business With the Store—Catches the Passing Automobile Trade—Fruit and Chocolates Also Profit by This Trade

UNTIL this summer, McCullough and Marshall, Main Street, Brampton, had never stocked soft drinks. Results up to the present have been very gratifying, and this firm look upon this line as a very profitable one. Indications point to a very successful season in soft drinks, and from now they will be a permanent line in the McCullough and Marshall store. "Since the advent of the warm weather, we have been selling twenty cases a week," Mr. McCullough told CANADIAN GROCER. "We are very well satisfied, for a beginning, and with a hot summer possibly ahead of us, we look to do an enormous trade in these drinks."

This firm has been situated in its present premises only since last October, and Mr. Marshall told CANADIAN GROCER that he believed the change had been very beneficial to the business. It is rather a peculiar instance of the value of a proper situation, and Mr. Marshall is of the opinion that a great deal of the success of a business depends on where the store is situated. "We cater to a very large amount of what might be called 'catch trade,'" he said, "and this feature of our business has certainly expanded since moving to our present location." While this might seem an exaggeration of the value of a suitable location, when it is considered that their former place is not a stone's throw away, but on another street, diagonally opposite to their present premises, yet it is a proven fact, Mr. Marshall states, that business has grown, since their removal.

A great many motor parties pass through Brampton, on their way to Owen Sound, Kitchener and Stratford. Mr. Marshall too, has seen a few parties from as far as Chicago, motoring to Toronto, and eastern points in Ontario. Invariably he states, these people are good customers for fruit, chocolates, and very often for some lines of general groceries, particularly if they are carrying equipment for the preparation of light meals. The firm always has a fine stock of fresh fruits and vegetables, and a large silent salesman in the front of the store displays a full array of choice

chocolates. In their present store, this trade first strikes them. Both Mr. Marshall and Mr. McCullough believe that a great deal can be accomplished in the way of building up business by the proper display of goods. Mr. Marshall makes the best possible use of the front window, and just at present it is very attractively arranged with summer goods. The firm also uses the daily paper, and through the medium of their weekly advertisement reach a good many people. Competition in Brampton is very keen, not only because of the fact that there is a considerable number of good stores there, but one of Toronto's large

department houses has a daily delivery out there during the summer months.

SHOULD SEND GROCERY TRAVELLERS TO JAPAN

A. E. Bryan, Canadian Trade Commissioner at Yokohama, Japan, in a recent communication, urges the advisability of catering to the Japanese grocery trade before that trade is definitely established elsewhere.

"Wholesale grocery travellers from other countries," he states, "come out once a year or so to show their various brands. They bring their samples with them, and quote right on the spot. So far as the writer is aware, there has never been any Canadian wholesale grocer or traveller come to Japan for this purpose. To-day, when I was in one of the stores, an American traveller had about half a dozen large trunks open, and was displaying as well as taking orders for the various lines which he carried. Everything looked attractive, and he did some good business. This should be done by Canadians. Fish packers should combine for export and should send a traveller out once a year who would carry their goods, as well as perhaps a general line of Canadian groceries. Nothing can be done here without samples and prices f.o.b. Vancouver, or preferably c.i.f. Yokohama. Canadian packers should come out and study the market not only here, but in China, Korea and other eastern countries."

Fruit Sales Increased Tenfold

Bulk Display Has Proven a Most Successful Method of Stimulating Sales in Place of One Case Every Week or So—Merchant Now Sells Five or Six Cases Over the Week-End

FOLLOWING the suggestion as outlined in one of the advertisements in the CANADIAN GROCER recently, F. R. Bell, 1081 College Street, is achieving surprising results. The idea of displaying fruit in bulk in the window at the week-end has brought considerably increased sales, and he is an enthusiastic supporter of the plan of filling the window with oranges, or the particular fruit to be disposed of, and then drawing the attention of the passer-by by means of an attractive poster. Where two months ago he only sold a case of oranges in two weeks, he is now selling as many as five and six cases on a Saturday. Last week he filled one half of the window with oranges and the other half with Northern Spy apples, and the results were most gratifying indeed. Mr. Bell believes it more profitable to handle the very best brand of oranges obtainable and thus eliminate the possibility of any complaints following these special sales.

Mr. Bell has made a specialty of fruit, and last year, when groceries were inclined to sell a little slow he specialized in apples. In the fall, when the Snow

apples came on the market, he bought rather heavily but had little difficulty in getting rid of them, selling them in small lots at a profit that more than recompensed him for his investment.

Obtained the Assistance of the Small Boy

"I asked all the small boys in the neighborhood to bring me the fruit baskets that were lying around the house unused, and I paid them a cent a piece for them," he told CANADIAN GROCER. "These consisted of both six and eleven quart baskets. On Friday I would fill the window with baskets of Snow apples, with price cards on the same. In this way they proved a very ready sale, and it was not before the entire lot was cleaned up at a very gratifying profit.

Throughout the summer Mr. Bell handles fruit from the Niagara district on a very extensive scale. He has fairly large shipments sent him direct every day, and his stock is always in good condition. Displaying it attractively in the front of his shop, he sells readily to the consumer.

Criticism on Investigation Articles

"Canadian Grocer's" Reply—It Also Appears in June Issue of "Marketing" — The Dealer's Part in Creating Demand Outlined — Was the Evidence Manufactured?

RETAILERS and manufacturers as well as everyone concerned with the problem of distribution will be particularly interested in the following editorial, reprinted from the May issue of "Marketing," a paper for advertising men, published in Toronto, and CANADIAN GROCER'S answer to the points raised. This answer appears in the June issue of "Marketing":

AUTOCRATS OR AUTOMATS

"The grocer dictates what his customers shall buy. The customers' preferences cut little ice. Dealers decide as to the brands they shall carry, and this automatically makes the bulk of their customers users of that brand. Nonsense?"

"Well, that's what the 'Canadian Grocer' has been at great pains to prove for some weeks past. Taking up one product after another, examples are given, statements of scores of merchants quoted, to show that the grocer has no difficulty in inducing his customers to take any good brand. He decides which brand of corn flakes, or oats, or marmalade he wants to sell. Then when you ask for your favorite brand, or the new brand that you want to try, he easily satisfies you that you don't know what you want, and induces you to take something else 'just as good.' He is the real autocrat of the breakfast table. At least so we are told by the 'Canadian Grocer's' special investigator.

"Overlooking the obviously manufactured nature of most of the 'evidence' offered, we are naturally curious as to what good object is served with this sort of propaganda. That a good grocer is more than a mere automat, stands in a position of strategic advantage, and can help the sale of any speciality in which he takes an interest, is admitted.

"But that any grocer can flout the expressed preferences of his customers, and substitute 'in nine cases out of ten' as is repeatedly affirmed, is contrary to the best evidence. It is denied by the display shelves of any grocery-store you want to go into. Look for the most fly-sweaked, faded-out looking goods on the shelves, and they will be brands the grocer has been induced to buy on the strength of this argument.

"If the grocer is the autocrat the 'Canadian Grocer's' investigator makes him out to be, why was the R.M.A. brand of tea, and other packaged specialties, a failure? Why the difficulty in getting rid of brands of this and that, unknown to the consumer? Why does the grocer handle Heinz, Quaker, Kellogg's and the many other lines found in practically every grocery, when he is offered so many other 'Just-as-good' competing articles at a lower price?"

"The encouragement of substitution is questionable doctrine to be preached by any retailer's trade journal which seeks to advance his best interests."—From "Marketing," May issue.

CANADIAN GROCER'S Reply

In the May issue of "Marketing" you criticized in an editorial the series of articles in CANADIAN GROCER based on actual investigations in grocery stores, showing why retailers get behind certain brands of goods. We answer your points as follows:

You ask, for instance, why was the R.M.A. brand of tea a failure if the grocer is the "autocrat our investigator makes him out to be?"

Applying the principles outlined in the series of articles referred to, our answer would be that the R.M.A. brand of tea did not stay on the market because few retailers got behind the line. There were a number of reasons for this. Retailers felt that this tea did not have the quality, the flavor, the appearance,

etc., for the price. They were not sold on the line. They thought they were giving their customers better value and better satisfaction with some other line, and remember this brand was not put on the market with the approval of any large number of grocers. The men who put this R.M.A. brand on the market did not represent the opinion of 1% of the grocery trade in Canada. The R.M.A. brand had to stand or fall on its merits the same as any other brand. In fact, many grocers were prejudiced against it, as they did not think the R.M.A. should go into the manufacturing business.

Get Behind Them for Many Reasons

You also state that the majority of grocers stock Heinz, Quaker and Kellogg products because they are nationally advertised.

Retailers handle and push these products because they believe these goods have quality back of them and they stay sold. Retailers have not got behind them for any one reason. General publicity was found in some cases to be one reason, but it was only one. Other reasons are the knowledge of the retailer that the manufacturer is a reputable one and that he will continue to maintain the quality and character of his products up to a high standard; another is the appearance of the package, the appearance of the goods in them; still another is the personality of the traveling salesman.

It is such exaggerated claims as this that has caused many of the big advertising failures. Only the successful firms like Heinz, Quaker, Kellogg's, etc., are in the public eye; but for every success there has been a hundred failures, and mainly because someone has convinced a manufacturer with money that all he had to do was to advertise his goods to the general public and the dealer would then be forced to stock his line. There have been few advertising failures where the manufacturer has first sold the retailer and has made it a matter of first importance to keep the retailer sold.

Importance of Quality

In our series of articles there was no suggestion whatever that retailers should not sell nationally advertised lines. In fact, numerous instances were given where retailers were pushing sales of nationally advertised brands—but not for that reason alone. No brand of any line of goods will stand up on a market unless it is backed by persistent quality. In all our articles this point has been strongly featured—a point which you have evidently overlooked. Every retailer called on stated that he paid close

attention to quality, and this has been strongly hammered home with every opportunity.

Retailers who do not first make sure of the quality of an article are bound to have faded-out goods on their shelves. A number of prominent manufacturers have told us this is a most important point and that they have been very glad to see it gone into so carefully. The good retailer makes sure of the quality of his products before he stocks a line.

First-Hand Evidence

You intimate in your editorial the evidence we have presented is obviously of a "manufactured nature." A Montreal representative of CANADIAN GROCER was in the store of C. Schaprin, 243 Clark St., Montreal, discussing with him the selling power of the retailer when a traveler came in and entered the discussion as to whether customers always ask for goods by brand name, or whether the dealer in most cases selected the brand. It was suggested among the three that facts be permitted to talk for themselves and that they should all take note of the next ten articles asked for by customers. The result showed that two articles, a canned milk and a breakfast food, were asked for by brand name. Eight other articles—marmalade, coffee, margarine, canned peas, sugar, flour, canned tomatoes and bacon—were purchased without any suggestion of brand required, the merchant selecting the line he was pushing in each case. If you still consider this "manufactured evidence," I will be glad to go with the editor of "Marketing" and make a similar investigation.

The writer called on two of the best dealers in Brantford not long ago and discussed with them their cocoa sales. The first pointed out he sold altogether two or three brands of cocoa but by far the biggest sale was in one particular brand. By purchasing the one line in quantities he was able to get a better price and being sure it was a quality line, he knew the majority of his customers would accept it. Another grocer not more than 200 yards away had the bulk of his cocoa sales in a different brand. In fact apart from this, his sales were of a negligible quantity. He said the manufacturer had always maintained the quality of his cocoa and had co-operated with him through courteous treatment on the part of the salesman and by correspondence, by putting up an attractive package, by advertising the line nationally, and in other respects. He had sold this line for years because he felt

it was advantageous for him to do so from a monetary standpoint and knowing it would satisfy the majority of his customers.

In London, Ont., a retailer called on was pushing the sales of an entirely different brand from the other two. His reasons were pretty much the same as the grocers above mentioned. These retailers were Fred C. Harp and Forde & Co. of Brantford and J. L. Wyckoff, London, Ont. All the lines sold have been nationally advertised and are good standard brands on the market to-day. It remained for each retailer to select a brand which he got behind. We shall be very glad to supply you with the names of the brands in this case or in any other case in connection with any investigation. Does this look like "manufactured evidence?"

In the opening sentence of your editorial you use the word "dictates." This is obviously not the proper term. "Selects" would be better.

In the case of the cocoa investigation above outlined, ask yourself the question: "Do the customers of these three retailers decide on the brand each stocks in large quantities and sells or was the brand that showed the largest sale in each store selected by the retailer?"

With regard to substitution we have repeatedly pointed out that it is poor business on part of retailer to substitute for the brand asked for without the consent of the customer; but if a customer asks for a line which the merchant does not stock, that merchant would be considered a back-number if he did not attempt to sell a product he has in stock. He would not stay in business any length of time if he did not do this.

That is an entirely different case of substitution from sending a customer a brand other than the one asked for without first getting the approval of the customer. If, too, a customer asks for a particular brand and the dealer feels from his knowledge and experience that he can offer a better or more suitable article for the money, it is his duty to make the suggestion that that line be taken. Every progressive dealer knows it would be poor business to sell an article inferior to the one requested.

Frank Stockdale, lecturer and student on retail business topics, who meets retailers every day, has read the series of articles in CANADIAN GROCER and stated to an executive officer of our company he was in entire accord with them. He would not interpret them in any way as being opposed to national advertising. He also stated that if a merchant did not have the line asked for by a customer he would be a poor merchant if he did not try to sell him the goods he had provided he thought they would be suitable and give satisfaction.

Manufacturers, agency men and writers on advertising topics do not call on retailers every day as do the representatives of our business papers. The only way to get real facts—and it is real

facts we are all after—is by personally meeting the retailer.

Dealers Selects from Advertised Brands

You have overlooked the point entirely that where there are a number of nationally advertised brands of a particular line on the market, the retailer cannot stock them all. He must select a line he can buy in quantity and while in the majority of cases the line selected may be a nationally advertised line, yet the retailer must consider the merits of all, both advertised and unadvertised, and he will select the line which he thinks will give his customers the best value for the money and which at the same time will allow him a fair profit. National advertising can do a great deal towards getting co-operation of the dealer by taking the pains to keep him and his clerks informed regarding the merits of his goods

Millers Fear Effect of Tariff Changes

Claim the Changes in the Tariff Will Give the United States Mills an Advantage That Will Cause the Strangulation of the Canadian Industry

REPRESENTATIVE officials of the milling industry are greatly perturbed over the proposed tariff changes as they affect wheat and flour. They contend that, should the proposed tariff pass unamended it would mean a serious blow to the Canadian milling industry. At the present time the trade is so hedged about by restrictions that even if it were passed the change in the budget would have no appreciable effect, but certainly the passage of the clauses of the tariff dealing with wheat and flour would presuppose that these restrictions would at least eventually be removed, and that the reciprocity provided for under this tariff would become effective. If this were the case, the result, in the opinion of prominent officials of the industry, could mean little else but destruction as far as the milling industry in Canada was concerned. The mills in Canada would simply have to be removed across the line in order to survive the competition that would result.

Tax on Essentials the Reason

The reason for this is simple enough. The tariff on bags, barrels, mill machinery, fuel, oils, and everything that is used in the milling industry, is still in force. It is a premium charge that the Canadian miller must pay. He must buy his grain on the same market basis because the American grain market and the Canadian grain market are on approximately the same basis, and he must sell, under the new tariff provision, at the same market price, but his mills, and everything that goes into them in way of running machinery and supplies, costs him the American price plus the Canadian duty. He is therefore shut out of the American market, and is at a disadvantage on the world markets to that extent.

and also regarding the general publicity he is giving his goods.

The big point at issue in this whole series of articles has been whether the retailer should be a merchant giving advice and guidance to his customer, or whether he should merely be a warehouseman who would give delivery to his customers of the things they specifically asked for. The success of merchants who are looked upon as experts proves conclusively that customers want to deal with men who have a thorough knowledge of the goods they are selling.

Manufacturers and others interested in distribution want to get at the truth. We are giving real facts and instead of curtailing national advertising we believe our articles are encouraging it, because by backing it up with the co-operation of the dealer, national advertisers will secure better results.

The actual effect, it is stated, would be simply this: With the Canadian mills operating strictly at cost, the American mills, buying their materials, machinery, bags, barrels, etc., without any duty charge, could sell at the same figure identically as the Canadian mills, and show from 15 to 20 cents a barrel profit, which is all that the Canadian mills expect to make. With the reciprocity agreement in force, they could undersell the Canadian mills on their own ground. There is only one result to such a condition. The mills would have to be moved across the line where they could compete on an even footing, for, given this opportunity, they are confident of being able to maintain their present business.

THIS CUSTOMER DISAPPROVED OF CASH SYSTEM

Revenge, because Mrs. Joseph Froment refused to sell him a tin of tobacco on credit, is said by the police to have been the reason for an unknown individual setting fire to the grocery store of Jos. Froment, at 42 De Biencourt Street, Montreal.

Mr. Froment has laid a complaint with the police to the effect that on Saturday an unknown man entered his grocery store and asked his wife to sell him a tin of tobacco on "tick."

This she refused to do, and the man left in a temper, promising that she would "remember him." Yesterday, the man returned, and again asked for tobacco. Mrs. Froment, affrighted, went to call for help. When she returned she found one of the counters in flames. So far no arrest has been made in the case.

Claim Farmers' Co-operative Stores Menace Trade

Merchants Are Opposed to the Growing Movement, Claiming
It Will Become as Powerful as Mail Order House—Some
History of the Yorkton, Sask., Store

TO the visitor proceeding up town from the C.P.R. depot in Yorkton, Sask., there is an outstanding sign along the top and full length of a 120 foot brick building which catches and focuses his attention if he is interested in merchandising problems in Western Canada. The sign reads:

"Yorkton Grain Growers' Co-operative Store."

The store is one of the largest of its kind operated by farmers on the Canadian prairies. It is a purely local concern, with the stock all held by agriculturists around Yorkton. The shares were sold at \$10 apiece, and a limit placed on the number to be held by each shareholder, in order that the control of the store may not ultimately come into the hands of a few persons.

The firm invites business from all farmers, without regard to whether they are members of the Grain Growers' Association or not, and also sells to town trade, of which the manager states he gets a goodly share.

Farmers' Co-operative Store Menaces Trade

In this and in similar stores which are springing up over the West, retailers see a menace to their legitimate business which may soon rival the mail order houses as a competitor. It will be interesting, then, to hear how Yorkton merchants view this invasion of their field, and of the extent to which the store is obtaining a grip on trade. Here is the culmination in embryo of the Grain Growers' movement in Canada. In its larger field it has secured a firm hold on the grain trade of the West after fifteen years of ceaseless struggle. From its headquarters in Winnipeg, Regina and Calgary it now handles farm implements and tractors in large quantities. It has its own timber limits along the G.T.P., west of Prince George, in the Rockies, and its own saw mills, and is selling lumber to its members. It is also handling binder twine, flour, coal, fence wire and other commodities in large quantities, and in addition has entered the real estate field largely for the handling of farm lands with a subsidiary company known as the Grain Growers' Securities Company. In Winnipeg the organization publishes its weekly paper, and maintains an extensive job printing plant.

Buys Direct From Wholesale

The smaller retail stores which are springing up are part of the system, but in the case of the Yorkton store at least, they do not, according to the manager, depend upon their Regina headquarters for supplies, but buy direct from the wholesalers. He states that the headquarters store has to buy from the Winnipeg wholesalers in any

event, and that he might as well buy direct.

"We buy," he said, "where we can get the best values in order to compete with other stores in Yorkton."

Five Years Old

The history of the Grain Growers' store in Yorkton dates back to five years ago, when an office was opened along the tracks in connection with their grain business, for the co-operative purchasing of binder twine, lumber, coal, flour and other essential commodities. The present store was opened about one year ago in various extensive premises, but situated on a side street outside of the beaten path of trade a distance of about two blocks. Nevertheless its turnover for the year ending May 1 was \$101,000, and the manager is confident

he can reach the \$125,000 mark this year.

The store is rented by the farmers; has a frontage of about 40 feet, with a depth as stated of 120 feet. When it opened one year ago it was placed in charge of E. Pinkerton, a man who had had 15 years of practical store-keeping experience in Yorkton. Previous to his taking hold the business was conducted in the crudest manner, with inexperienced help. Mr. Pinkerton says that when the store was first opened, and for a considerable time afterwards, the stock was so limited that he was only able to fill the shelves on one side of it, while the centre and other side of the store were absolutely bare.

At the present time the store carries a general stock to the value of \$18,000, of which the larger share is groceries, in which a full line is carried. These are attractively displayed along the entire left side of the store. The balance of the stock is made up principally of hardware and articles of wearing apparel and shoes of the rougher class as used.

There is no attempt to handle fine
(Continued on page 38.)



Interior view of the grocery department of the Grain Growers' Co-operative general store at Yorkton, Sask. It occupies the entire left hand side of the store, and a complete stock is carried.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - President

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

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

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EDITORIAL BRIEFS

THERE was a considerable to do at Ottawa because some officials of the Ontario Wholesale Grocers' Association did not appear before the Cost of Living Commission on Monday morning. We learn that the summons to attend was not received in Toronto till Monday afternoon. One cannot help wondering if all the deliberations will be conducted in the same businesslike manner.

* * * * *

THE editor of the Toronto *Telegram*, commenting on the evidence of E. C. Fox, of the William Davies Company, before the Cost of Living Commission, intimated that there was information on the subject in his possession that Mr. Fox had withheld. The editor in question has been summoned before the Commission, to make public this information. It will be very interesting to discover what the editor knows about the business, or thinks he knows, that is hidden from the business man.

THE DANGER IN OVERESTIMATING

THE fact that the United States Army still holds enormous stocks of canned products is causing the American press to give vent to loud wailing about the waste of foodstuffs.

As a matter of fact, of course, there is no waste. Food properly canned is not a perishable commodity, under ordinary care, and certainly the contention that there has been an enormous wastage is absurd.

This surplus stock is certainly, however, going to be a serious item in the American trade, and it would seem that in their own interests it would have been better to have taken the loss at once.

There is little doubt that ultimately a serious loss must be met. But serious though this is, it is not so much in these extensive reserve stocks that the danger lies, but in the prominence that has been given to them, a prominence that will have the effect of unsettling the trade, and curtailing buying in the expectation of still lower prices, which it is possible may force prices far lower than is actually warranted by the stocks of food available.

IS THIS THE SOLUTION?

J. A. LEDUC, of Montreal, appearing before the Cost of Living Commission, now in session, advocated the Cash and Carry plan, as the panacea for the ills of the high cost of living. He also intimated that the greatest cause of the high cost of living was the telephone.

Doubtless there is something in what Mr. Leduc says. All services must of necessity be paid for, and credit, and delivery and the telephone are certainly very real services. But it is very questionable if the public as a whole would be willing to save money by the elimination of these services.

Most of the conveniences of life have been in a measure responsible for the steady advance of living costs, yet they are advances in our ways of living that mean a better type of national life.

There is unquestionably much to be said for the Cash and Carry system; there are also some arguments that can be raised against it. In most communities now there are stores of this description, and it has yet to be proved that the public as a whole are anxious to save their money that way.

AN ILL-CONSIDERED REMEDY

ASKED what would happen if a set price was put on hogs, E. C. Fox, of the William Davies Company, replied to the members of the Cost of Living Commission that it would be a tragedy.

Facetious newspaper editors, of course, made the most of this to again deride the company Mr. Fox represents. Despite this, however, there can be no question of the soundness of his contention. A maximum price set high enough to encourage production would mean no improvement in conditions for the consumer, and a maximum price set low enough to assure a benefit to the consumer, would inevitably react in decreased production. It is that of all things that Canada has to fear.

Essentially we are a nation of producers. All our great industries are built up on this production, and when it fails, they fail, and Canada suffers irremediably. There is no question but that any thoughtless action tending to price setting would be indeed a tragedy.

PROFIT ON CAPITAL OR PROFIT ON TURN-OVER

THE daily newspapers in their tirades against the profits of manufacturers, refer always to profits on capital, and disregard entirely the profit on turnover. Probably they are not aware of the difference. There is a very marked difference, however, and it is a difference that gives a very different aspect to the situation. The profit on capital is of no moment to anyone except the shareholders in the concern, the profit on turnover is the item that affects the cost of goods, and consequently the consumer. Many industries in Canada are doing an enormous business on a comparatively small capital. This means a high state of efficiency, a saving in the money so urgently needed in this country for furthering other activities, and it costs the consumer nothing. The packing house investigation is a case in point. The newspapers made much of the fact that the profits shown approached something about 80 per cent. on capital for some companies. That much-heralded fact had no bearing

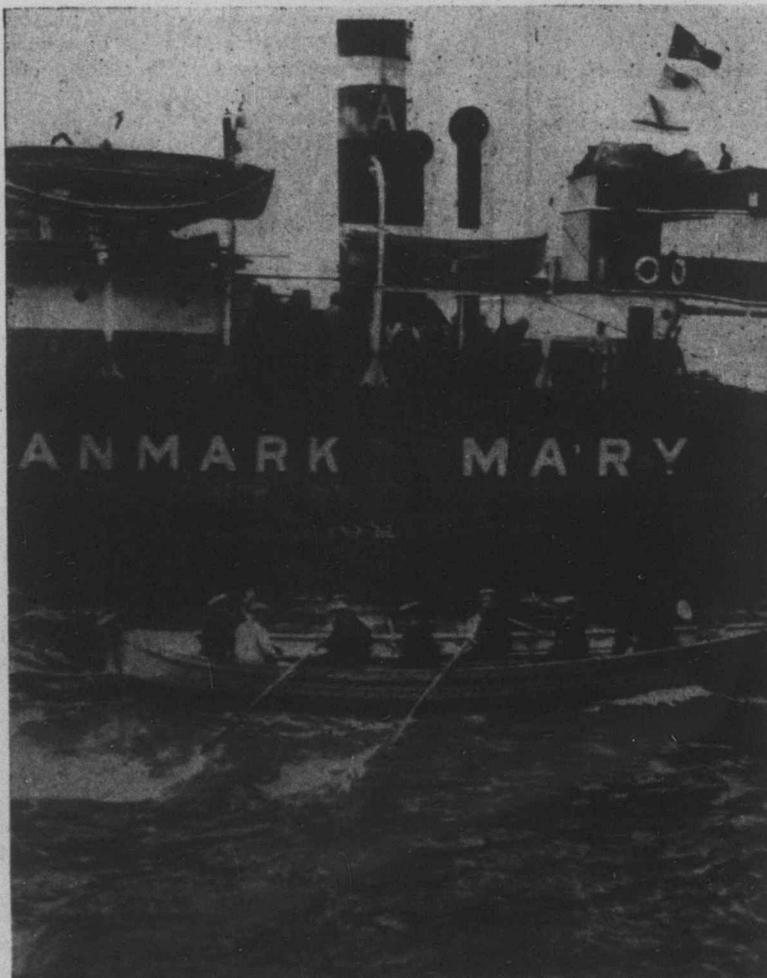
whatever on the cost of living. The fact that did have bearing was that these same companies made something less than 2 per cent. on turnover. In other words, if they had been wiped out entirely, it would not have been 80 per cent. that would have been saved to the consumer, but the something less than 2 per cent. This is worth remembering when compelled to read these newspaper fulminations on the cost of living.

WAS it a market change or just the weather man who is responsible for the "advance to higher levels" in thermometers these days?

CANADIAN manufacturers need to get together and establish a Made-in-Canada trade mark, in the opinion of Lloyd Harris, trade commissioner.

"ABSOLUTELY too busy to write an ad," was the headline used in the newspaper space used by one retail firm a few days ago. They at least keep their name before the people with last-minute news.

Current Events in Photograph



LEAVING THE RESCUE SHIP

Great interest attached to the flight across the Atlantic attempted by Hawker and Grieve. Their disappearance and subsequent rescue created consternation, followed by world-wide joy. This photo shows Hawker and Grieve (in white sweaters) leaving the Danish steamer Mary in a boat from the Destroyer Woolston.

Salespeople of To-day and To-morrow

Some Facts on Sales and Salespeople, and on What Salesmanship Means—The Vital Points in Handling Customers

Canadian Grocer's special report of the third lecture by FRANK STOCKDALE

THIS is the third of the addresses delivered by Frank Stockdale, the noted business expert, in connection with the Saskatchewan R.M.A. Convention, as reported by the special representative of CANADIAN GROCER.

The concluding address on "Meeting To-Day's Competition," which will appear next week, deals with some interesting points. The flypaper stage of business is passed, is Mr. Stockdale's contention in this lecture, customers no longer light and stick. He examines the nature of the competition and points out that it is not all from the Mail Order House. The need of studying conditions and evolving new methods. Limit the stock, but give the assortment. Our competitors are winning out because they are giving thought to the business, and the remedy is obvious.

THIS is a very important subject because the sales people are the front line forces of the retail business. They occupy the front line trenches between the counter and the shelves, and if they have not got the morale they require they will not "go over the top." If your store disappoints the customer he or she will be disappointed with your whole institution to a greater or less degree. We must realize that one of the most important things is to look after the front line trenches. The war has proved that no discovery during war time took the place of infantrymen who went over the top. The need was for man-power. Your store cannot battle successfully to-day with the competition it has to face unless it is equipped with the right kind of man-power, and that is the power of the salespeople behind your counters."

"It takes a lot of preparation to fit the soldier for modern battle. Modern warfare is not so far ahead of modern business. Soldiers must be put through months of training, even then they are not equipped, for years of training are required. The evolution of business is such that if you are eventually going to compete you will have to have your salespeople trained. Salespeople of to-day and to-morrow will be trained salespeople. It is not a waste of money to train salespeople, and very few are born salesmen.

The Imperative Need of Training

"If soldiers were going into battle against soldiers who were not trained they would not need to be trained, but your salespeople are in direct competition with the best in the country. The customers who come into your store are coming direct from dealings with trained salespeople in other stores, and they compare your salesmen with the trained and the best ones who have waited on them. You are being compared with the best, that is the reason the customer is particular. Some say customers are getting very particular and harder to please. Some merchants say salespeople are not as good as they used to be. I believe salespeople are better than they were, but their job is a great deal bigger because their competition with

trained people is so great. You perhaps lose more customers because of the service your salespeople render than from any other two causes.

"Salesmanship is a big job. If an electrician makes a mistake he blames it on anything which is not understood generally; if the doctor makes a mistake the customer dies, and the blame is laid at the door of some unknown disease, but if the salesman makes a mistake he is the big loser."

A definition of salesmanship, given at this point, was as follows: "Salesmanship consists in acquiring a psychological ascendancy over the mind of your customer."

When a Sale Happens

Mr. Stockdale stated that one merchant had remarked that he would like to know "when a sale happens." The reply from another merchant was as follows: "A sale happens in my store when a customer leaves the store after having bought more goods or better goods than he or she intended to buy. Otherwise the customer has just been "waited on."

"Negative salesmanship is where the salesman does not sell as much to a customer as he or she intended to buy when entering the store," continued Mr. Stockdale. "The people who work in retail stores are divided into two classes, store waiters and salespeople.

"Clerks, waiters and bar-tenders were listed together as non-essential occupations for the purposes of the draft system in raising the United States army. While this classification is in part insulting to the retailers, yet it is unfortunately only too true, in a great many cases."

Mr. Stockdale spoke of the type of merchant who thinks he is performing a great feat of salesmanship when, owing to his failure to stock a particular line of goods for which the customer asks, he is able to sell other goods to the customer in their place. Regarding this practice Mr. Stockdale pointed to the dangers of substitution.

"What is the thing you sell in your store?" asked Mr. Stockdale. The correct answer was "service." "The thing the customer wants to have is satisfac-

tion. Service is necessary to satisfaction. You may render service but if it is not of the right kind there will not be satisfaction.

Viewing Transactions From Both Sides of the Counter

"Our mail order houses in the United States are big and powerful as yours are. The head of one of the large mail order firms was asked the reason for the success of that particular business. His business has exceeded the record of \$1,000,000 of orders in one day. His answer was as follows: "The success of this institution is built on the fact that we endeavor always to view the transaction from both sides of the counter."

"Your customer lays down his money on your counter for satisfaction," added Mr. Stockdale. "The home plate of every sale is satisfaction, and if your service does not take you around to the home plate you will be left on the bases and will not score. Satisfaction consists in bringing the right goods and the right people together. You must know the goods and know the people. The first job of a salesman is to know the goods, but after that he must study the people."

At this point Mr. Stockdale referred to the point, "The customer is always right," and issued a warning that if the customers were not always right they soon became other merchants' customers. "We have to acknowledge that some of them tell the plainest lies. If you will look for honest people you will find however, that the proportion of dishonest people is very small and very few will come back time after time and try to get the better of you. Give this class of customer plenty of rope and he will be shamed.

The Folly of Argument

"Don't argue with your customers. You will never sell anything through argument. Real salesmanship avoids arguments. Do not try to convince the customer or a controversy is bound to ensue. The salesman who starts in to contradict the customer makes a big mistake. I have observed a lot of salesmen who get overconfident in sizing up a customer, and I find that many of this type are missing many sales. It is dif-

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CURRENT NEWS OF THE WEEK

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

MARITIME

T. M. Syer and Alec Smith have purchased the two businesses formerly operated by the late J. H. McWatters, at Penticton, N.B., and will carry on the business under the firm name of Syer & Smith.

QUEBEC

The Peterborough Cereal Company, Peterborough, was represented in Montreal this week by B. H. Meyers.

Wallace J. Baker, representing the Canadian Feed Mills of Fort William, Ont., was in Montreal this week.

A. E. Hurd, general merchant, Ayer's Cliff, has sold his store and stock to McIntosh and Rand, who took possession June 1.

At a meeting of the Maple Leaf Condensed Milk Co., Ltd., Montreal, held last week, Henry Miles was elected president. Under its operations last year the company is said to have had an aggregate output exceeding \$2,000,000 in value, with the prospect of this being exceeded greatly in 1919. From the condensery at Chesterville, practically the bulk of the product goes to the British Government under contract.

"Preventing Losses Through Dishonesty," was the subject of an address before the members of the Montreal Kiwanis Club last week. This was given by J. J. Fitzgerald of the Montreal Merchants' Association, and which is energetically working toward the prevention of losses to merchants. In a nutshell, the speaker contended that losses of the above nature were usually traceable to the two causes—presentation of temptation and immunity from punishment. Mr. Fitzgerald further stated that his association was responsible for 85 court cases, and which, he believed, had been conducted with satisfaction to its members.

ONTARIO

C. W. Haensal, of Port Huron, has been reappointed manager of the Chamber of Commerce in that city.

J. W. Charles, manager of the Marland-Woolnough Co., Niagara Falls, was in Toronto recently calling on the wholesale trade.

Considerable damage was caused by water in the grocery store of J. E. Howey in a fire which broke out in the Jackson Estate Buildings, Clinton, Ont.

The travelers' holidays this year are from July 26th to August 9th, inclusive.

An agitation is on foot among Toronto wholesale grocery houses to close their places of business for all of Saturday during the months of July and August.

Capt. P. K. Wade, of the Anglo-American Tea Co., Toronto, who has been overseas with the Army Service Corps, returned to the city about two weeks ago, and is now in his office at 27 Wellington Street East.

The employees of J. Sloan's store, Galt, gathered recently at the home of Miss I. Lawrence, one of their number, to wish her joy in her approaching marriage, and to present her with a cut glass water set and tray.

J. L. Lane, of Harold F. Ritchie & Co., McCaul Street, Toronto, spent a few days in Detroit this week, the primary object of his visit to attend the graduation of his nephew at the University of Michigan.

ONTARIO BUSINESS CHANGES

F. C. Beck, grocer, Toronto, has sold to Mrs. Jackson.

H. Brierley, general merchant, Toronto, has sold to M. Dabons.

S. Miller, groceries and shoes, Ottawa, has sold his shoe business.

Frank Britton, London, is retiring from business and is advertising his business.

F. C. Beck, grocer, Toronto, has sold to Mrs. Jackson.

F. S. Archer, general merchant, Wellandport, has sold out.

A. H. Mealing, Orillia, Ont., has sold his grocery, confectionery, flour and feed business to G. E. Hurl. Mr. Hurl will take possession July 1st.

YOUNG BANDITS HAVE SHORT CAREER

Two would-be hold-up men had a short career when two boys who recently held up Miss Ellie Hogan, who keeps a general store and post office at Millbridge, Ont., were captured by the brother of Miss Hogan and handed over to the police. The eldest, a boy of about 19 years, after entering the store and making certain purchases, finally drew an antiquated pistol and demanded that the cash drawer be opened; the smaller boy, under his leadership, took the money and the parcels they had ordered. They were apprehended, however, before they could get any distance.

WOULD ENLARGE CLERKS' UNION

An effort is being made to have all the retail clerks of Toronto, estimated at about 25,000 in numbers, enrolled in the Retail Clerks' Union. Organizer J. Hoop is at present in the city, endeavoring to bring this about. Only about 200 at present belong to the local.

A city-wide campaign is to be launched to get as many of the unorganized men into the union as possible, with the ultimate object of securing an 8-hour

day and a minimum wage of \$25 a week.

ST. THOMAS, ONT., CLERKS START MOVE FOR EARLY CLOSING SATURDAY

The retail clerks and employees of local business houses gathered recently in the city hall for the purpose of obtaining an expression of opinion on the question of closing all stores not later than 6 o'clock on Saturday evenings.

Ask Public Co-operation

There were various expressions of opinion, and a number of merchants were present, but there was not a single dissenting voice when the early Saturday closing was discussed. The final decision was to conduct a publicity campaign, the general feeling being that as salespeople, the various clerks interested could sell an early Saturday closing just as easily as they could sell the goods over the counter.

Among other resolutions passed was one in which the large audience present called on all salespeople, store employees, assistants and their families in the city of St. Thomas to positively refrain from shopping or buying anything after the hour of 6 o'clock at night.

Officers Elected

Frank Shaw, of Clacott's, presided, and Omer Gray, a local grocery clerk, acted as secretary of the meeting. They were later elected as president and secretary, with the following as advisory board members: W. Richardson, J. McGregor, H. Penwarden, W. Silcox, J. Coombs, and A. J. Clarke. The executive board consists of the following: S. H. Pavey, Stan. Goldsmith, C. Trull, Ed. McElleroy and Misses Venning, N. Lordan and Pearl Morris.

RETIRING FROM T. KINNEAR & CO., RECEIVES PRESENTATION

T. H. Kinnear, head of T. Kinnear & Co., wholesale grocers, Toronto, and members of the selling staff of the organization, visited the home of A. H. Lawson, Stouffville, to express their regret that his health has made it necessary for him to sever his connection with the firm after more than a quarter of a century's association. Mr. Lawson was presented with a club bag, and Mrs. Lawson with a purse as an indication of the esteem in which they were held by the members of the firm.

HONEY FLAVORS CREAM

Next time you whip cream use a teaspoonful of strained honey instead of sugar to sweeten it. It will give a delicious flavor and you can whip cream early in the day, because it will remain firm all day.

"SALES PEOPLE OF TO-DAY AND TO-MORROW"

Continued from page 34

difficult to sell one article after having gone the limit in sales talk on another article, and this is the danger if you make a mistake in sizing up what the customer wants before you know."

"When you try to sell a customer something they do not want they forget to come back to your store again. Be careful of over-insistence. Lead the customer instead of trying to drive. We are apt to size the customer up according to our standards instead of according to their standards.

In referring to the customer who comes into the store and says that he or she is "just looking," Mr. Stockdale gave the following illustration:

"A Woodstock, Ont., merchant told of a lady who came into his store to look at certain goods which she was thinking of buying in the Fall—some few months later. The salesman explained that they would have some better lines in at that time, and suggested that she delay looking until the Fall, and then visit the store. The lady in question went to another store in town, and by the exertion of salesmanship was induced to buy goods on the spot.

Mr. Stockdale gave another illustration of how some merchants take much for granted and make a mistake in sizing up customers. He referred to the travelling salesman, who often makes purchases from merchants whom he usually visits in a business way. The point was emphasized that many merchants mistake good customers for salesmen, and do not give them even usual attention.

"The merchant who will not pay the greatest attention to the travelling salesman reaps his own reward," added Mr. Stockdale.

People Learning to Shop

"Merchants should also give customers the same attention when they do not buy as when they do make a purchase." The 5, 10 and 15c store is teaching the people to shop. We are developing a nation of looker-shoppers. It is there they are getting their education.

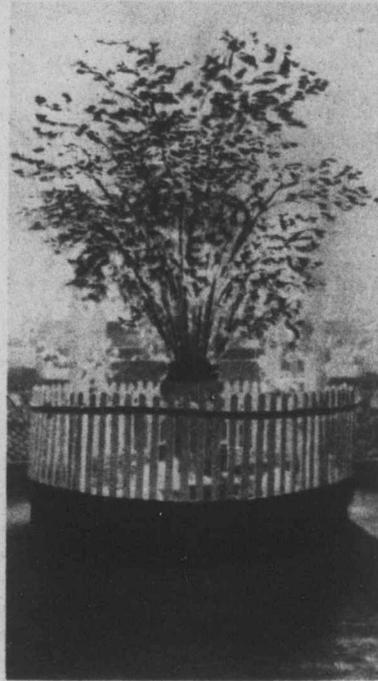
"The customer who comes in to buy a 10c article should be given the same attention as the one who comes in to buy a \$10 article. Take care of the people who come in to look. Don't let any lookers come in to your store, as far as your treatment is concerned.

"The attention you give to Mrs. Brown has a greater influence on your store than you imagine. Mrs. Brown takes a lot of your time and buys very little, and she is hard to wait on. When you take this attitude towards customers you are making the mistake of your merchandising life. You may call this customer what you please, but Mrs. Brown corresponds to the baseball fan. She is the store fan—what would baseball be without the fan? Mrs. Brown knows more about the merchandise than the clerk behind the counter. She asks questions which are hard to answer. Mrs. Brown belongs to all the clubs in

NEARLY FIVE THOUSAND GUESSES

The unique contest put on by the Paquet Co., Ltd., Quebec, and which was described in the Spring number of CANADIAN GROCER, brought to this firm the large number of four thousand, eight hundred and forty-six guesses from the kiddies, and for whom this guessing contest was arranged.

The accompanying snapshot will serve to show the "rose tree" on which several hundred artificial roses were placed. The tree was an actual one, and this was



planted in a large wooden tub, and enclosed within the low fence a small rabbit run or yard was afforded for the rabbits which were the prizes of successful contestants.

This idea was carried out at one end of the entrance to the grocery department, and was immediately attractive to every customer entering. But it was very attractive to the kiddies, and the above number of guesses indicate that close to five thousand of Quebec's kiddies took the trouble to make a guess, register their names and go away with a vivid impression of the store that put the contest on. Mr. Dubuc, the manager of this department, is very enthusiastic regarding the advantage accruing to contests, for this is but one of the many that have been conducted.

the town and attends them regularly. Don't forget the stores are well discussed at these meetings. The reputation of your store is made or marred right there. Mrs. Brown is sending customers to your store or away from it. Get Mrs. Brown boosting for your store.

"A satisfied customer" is the greatest advertisement. Mrs. Brown is satisfied or is a dissatisfied customer who gives much of her time giving word of mouth advertising.

"Whenever you think of salesmanship you think of certain clerks who are born

and not trained. If you have the right foundation salesmen can be developed through experience, and if you do not have the right foundation you cannot develop a salesman. The study of the science of salesmanship is a good thing.

"The person who stands behind the counter to-day and succeeds is the person who really wants to serve the customer, the salesman who has the spirit of service. How many can say that their customers feel you like to serve them? If they feel that way they will come back to your store, but you must have the service spirit in your salesmanship.

"Don't forget the Biblical quotation: 'He who would be the greatest among you let him be the most willing servant.'"

LOOSENING OF FOOD EMBARGOES

Foodstuffs May Now Be Shipped to Neutral Countries, and in Some Cases to Germany.

The British Board of Trade announce that, following on the relaxations recently made in the blockade regulations relating to foodstuffs, whereby:—

(a) The quantitative limitations on the import of foodstuffs into neutral countries have been removed;

(b) Consignment may be made direct to neutral traders and need no longer be made through the N.O.T. or other importing associations, and

(c) Export from neutral countries to Germany is allowed;

It has been decided to authorize the resumption, by firms in the United Kingdom, of exports of foodstuffs to Germany, through neutral and allied countries, within the monthly ration of foodstuffs allowed to Germany under the Brussels Agreement and a general license under the Trading with the Enemy legislation has been issued to give effect to this decision.

All arrangements for finance should be made by and at the risk of the private traders and the neutral or allied firm or Government concerned.

Foodstuffs on list C of prohibited exports may be exported to northern neutrals and Switzerland as well as to allied countries without license; but foodstuffs on lists A and B can be so exported only under license from the Export License Department, 4, Central Buildings, S.W.I.

The term "foodstuffs" means food, beverages, spices, edible oils or other articles intended solely for the manufacture of human food.

RECENT PRICES PAID FOR FRUIT

It is reported from Santa Clara Valley, California, that as high as 32c per lb. is being paid the growers for apricots, as compared with from 15c to 18c per lb. last year. Some prunes have brought as high as 13¼c. Peaches are up to 16¼c and pears to 19c per lb.

Only the fig crop appears to be steady, with Calmyrns quoted at 22¼c and white Adriatics at 16c per lb.

NEWS FROM WESTERN CANADA

WESTERN

S. Landstrom, grocer, Kingman, Alta., has suffered loss by fire.

The retail clerks of Prince Albert are reported to have formed a union with a membership of 200.

Mr. Bean, manager of the Weyburn Grocery Co., was a business visitor in Winnipeg last week.

G. Adamson, formerly of Swift Current, has purchased the Princess Candy Company's business at Morse.

Fletcher & Co., Burdett, Alta., have begun to build on the site of the former store and expect to be doing business by fall.

C. Hall, who has been in business in Wadena for a number of years, has disposed of his stock to the Wadena Supply Company.

William Carey, of the Veteran Grocery, Weyburn, visited Regina and assisted in welcoming home his comrades of the 28th Battalion, in which battalion he distinguished himself as a sniper.

Mooney and Gray, of Meota, have opened up a business in the new town of Spruce Lake. Mr. Gray was formerly with Fairweather and Gregory, and Mr. Mooney was formerly in the employ of J. S. Dart, Meota.

Lim Lip Wing, manager of the business of Sam Hop & Company, merchants of Vancouver, and also vice-president of the Chinese Consulate Benevolent Association and a prominent Chinese Free Mason, is on a visit East as far as Montreal and Quebec.

H. H. Kidd, manager of the Moose Jaw Branch of the Tees and Persse, has been appointed manager of Tees and Persse at Fort William and Port Arthur. Mr. Kidd has been in Moose Jaw over eight years. He is well known in musical circles and is a member of the Rotary Club.

James Gall, who has been in the employ of the Weyburn Grocery Co., Weyburn, has accepted a position with the MacLean Grocery Co., Regina, and will leave Weyburn shortly to assume his new duties in the capital. Mr. Gall, during his residence in Weyburn has been scout master in the Boy Scouts movement, and his removal from the city will be a matter of much regret.

Twelve to fifteen hundred dollars was the damage to the building and stock of the Independent Grocery Company's store on Second Avenue west, Swift Current. Most of the damage to stock was caused by smoke, and probably 75 per cent. of the stock carried is damaged to same extent in this way. Damage to the building amounts to about \$400. Insurance is carried by the Dominion Insurance Company to the amount of \$1,500 and in

the London Insurance Company to the extent of \$700. The cause of the fire is unknown.

Jack Arbells, an employee of the P. Burns plant at Prince Albert, was unexpectedly gassed in disconnecting cooling pipes in connection with the ammonia plant. He was able to resume work the following day little the worse for his experience.

While visiting in Regina, Ed. Wiggins, traveller for the Walker Fruit Company, Weyburn, had his Chevrolet car stolen. The police were notified and George Allen was arrested. He had driven the car to Whitewood. Allen pleaded guilty and was sentenced to serve nine months in jail.

A new wholesale house has been opened at Prince Albert. Husk and Phillippe have leased the ground floor and basement of the McDonald block and will carry a stock of tobaccos, confectionery, soft drinks and smokers' supplies. Mr. Husk was for years manager of Johnson and Boon, wholesale tobacconists, Saskatoon, and Mr. Phillippe has been traveling for the Hudson's Bay Company.

WINNIPEG FIRM OPENS SASKATOON BRANCH

H. P. Pennock & Co., Ltd., Winnipeg, have opened a branch office at Saskatoon, Sask., in order to give closer supervision to their business in Northern Saskatchewan.

The branch will be under the management of G. Donnell, formerly buyer for the Mutual Purchasing Co., who recently joined their sales organization.

Mr. Donnell is very well known in the wholesale grocery business in Western Canada.

VANCOUVER MAN PRESIDENT OF PACIFIC COAST TRAVELLERS

The convention of the United Commercial Travellers' Association, jurisdiction of Washington, Oregon and British Columbia, which has been in progress at Vancouver recently, elected the following officers:

Past Grand Counsellor, A. R. Macfarlane, Vancouver.

Grand Counsellor, Percy Martin, Vancouver.

Grand Junior Counsellor, P. E. Arlett, Portland.

Grand Secretary, H. W. Thompson, Tacoma.

Grand Treasurer, G. R. Kerr, Seattle.

Grand Conductor, E. M. McConnan, Victoria.

Grand Page, C. W. Moore, Spokane.

Grand Sentinel, W. H. Rice, Seattle.

The next convention will be held at Portland, Oregon.

SASKATOON PLANT OR QUAKER OATS CO. SUFFERS SERIOUS FIRE

Damage to the extent of half a million dollars resulted from a fire in the crib elevator of the Quaker Oats plant, Saskatoon, Sask. Had it not been for the automatic sprinkler system, it is believed that the entire plant would have been destroyed. The fire started in the superstructure of the crib, a hundred and fifty feet above the ground, and above the level of the sprinkler installation, due, it is believed, to the burning out of a motor in the pulley house, and had gained considerable headway in the wooden and galvanized iron superstructure before discovered.

Included in the loss was about fifty thousand bushels of grain. The crib elevator is situated between the two main buildings of the plant, which sustained only the slightest damage. The oatmeal manufacturing plant resumed work shortly, and the flour mill will be put into operation as soon as it is possible to instal a new power transformer. The company stated to-day that the crib elevator would be rebuilt immediately.

WORKERS TO BE PROTECTED

The employees of the Acme Vinegar works, on Selkirk Ave., Winnipeg, when attempting to go to work one day last week, were stoned by a mob of aliens. The manager of the plant visited the city hall and asked that protection be provided for his employees, who are all British subjects. He was referred to the chief of police, and the latter was instructed to supply the necessary men to protect the workers of the company.

REGINA BOARD OF TRADE CONSIDERS EMBARGO ON WESTERN EXPRESS SHIPMENTS

Regina Board of Trade Will Endeavor To Have It Lifted In Near Future

Regina Board of Trade is considering the question of the inspection of all eggs entering cold storage plants. The wholesale committee has been asked to investigate the question and report. A. H. Wilford, produce broker, addressed the board on the question, pointing out that much valuable space was taken up by spoiled eggs, which waste could be prevented if the eggs were inspected when they were first placed in the plant.

Another matter considered by the board was the embargo on all express shipments destined to Western Canada on account of the Winnipeg strike. It was pointed out that express could still reach Regina through Portal, and an effort is to be made to have the embargo lifted. All Saskatchewan, Manitoba and Alberta points were affected by it, it was stated.

EBON EDMONDS DIES AT SIMCOE, ONTARIO

Ebon Edmonds, a leading wholesale and retail flour, feed and seed merchant of this town since 1893, died at his home, Simcoe, Ont., recently, aged 70. He was actively engaged in business till about March 1st last, when he was severely stricken with paralysis, from which he never recovered. He was a Welshman. He came to Canada as a young man, and first went into business as a miller at Smithville. In 1880 he purchased the oatmeal mills at Lynn Valley, and operated this plant till coming to Simcoe.

MANITOBA CONVENTION POSTPONED

Winnipeg, Man.—The annual convention of the Manitoba branch of the Retail Merchants' Association of Canada, which was to have been held in Brandon for three days, commencing on Tuesday, June 17, has been postponed until August, owing to the serious strike situation prevailing in Winnipeg, Brandon and other Western centres.

Secretary J. H. Curle, of the Manitoba association, in making this announcement, stated that the strike would seriously affect the attendance of merchants from Winnipeg and other provincial points at the convention, and that in the best interests of the retailers it was thought best to postpone the meeting so that a larger attendance would be assured. Mr. Curle states that the program as outlined will be adhered to at the convention in August.

A suggested postponement until sometime in July was overruled owing to the fact that the annual Brandon Fair is held in that month, and it was thought better to hold the convention two or three weeks after the Fair.

SOURIS, MAN., TO HAVE MONTHLY SHOPPING DAY

Reviving a Scheme to Keep Money at Home. Inducements to Come to Town Not Only to Shop, but to Meet Other Shoppers

All the merchants in the town of Souris, Man., are combining this month to inaugurate what will be known as a monthly shopping day. Rather they are going to re-establish this plan which was in effect for several months up till one year ago. As this town is a divisional point on the C.P.R. this special shopping day will be fixed for the sixteenth of the month, or the day following pay day. All merchants will lay themselves out to have their stocks in excellent shape for this day, and bargain sales will be the rule in all lines.

Such a day is sure to put a serious check on the practice of sending pay-day money to the mail order houses, but it has another effect in that it draws country trade as well as town trade. In other words it adds another big "Saturday" to the month. To use a worn-out expression a peculiar psychological effect follows the institution of this monthly shopping day. When it is heralded from every advertisement in the weekly newspaper, and passed on by

word of mouth, a desire is created to join the big throng that will be in town that day, and there is nothing the people on the lonely farms crave more than a jaunt to town to meet old friends and make needed purchases. This idea is accelerated by the offer of special values.

For the opening month it is planned to start with the old-fashioned "dollar-day," when the greatest possible assortment of goods will be marked at this figure.

MANITOBA TOWNS FIND CO-OPERATIVE DELIVERY SATISFACTORY

Merchants in at least two Manitoba towns are successfully carrying out the system of co-operative delivery. In the town of Souris this plan has been in force for the last two years, four of the largest merchants paying proportionately for the delivery of goods to their customers. In Carberry the delivery has only been in force a few months. In both towns the deliveries are made by motor truck, operated by its owner, and regular schedules are maintained of two deliveries in the morning and three in the afternoon, so that the merchant may promise his customer exactly when her purchases will be taken to her home. In this way not only is overhead expense reduced for each merchant, but there is an elimination of a duplicate delivery system.

CASH BUSINESS FAVORED BY WINNIPEG RETAILERS DURING STRIKE

Elimination of the credit business and the adoption of the "cash and carry" system during the continuance of the strike is the practice of food vendors practically all over the city. No new accounts are being opened, and old customers are being closely checked up, and if too heavy in books are cut off. It was stated that persons known to be on strike are asking for credit in increasing numbers from butchers and grocers, and are being refused.

WESTERN TRAVELERS ELECT OFFICERS

G. S. Davidson, of Edmonton, was elected grand counsellor of the grand council of United Commercial Travelers of Saskatchewan, Manitoba and Alberta at the closing session, Saturday. The grand council will meet at Medicine Hat next year, June 4 and 5.

Other officers elected were: Junior grand counsellor, George R. Raymond, Saskatoon; grand secretary, W. H. McKibbin, Regina; grand treasurer, G. R. O'Neill, Calgary; grand conductor, W. Heslop, Lethbridge; grand page, W. W. Muir, Moose Jaw; grand sentinel, H. A. Styles, Edmonton. The new grand executive committee is as follows: J. E. McRobie, Winnipeg; P. D. Osborne, Saskatoon; W. E. Clark, Medicine Hat; W. C. Swanston, Regina. Delegates appointed to the supreme council, which will meet in Columbus, Ohio, are: G. S.

Davidson, S. S. Savage, H. A. Knight and H. F. Moulden.

CLAIM FARMERS' CO-OPERATIVE STORES MENACE

Continued from page 31.)

dress goods, fine shoes, or in fact, fine goods of any kind.

Business At a Profit

The store does business both for cash and on short term credit, and, according to Mr. Pinkerton, is operating at a profit. He stated that he refused to become manager of the store unless he was allowed to place it on a paying basis. That is to say goods are not sacrificed to the shareholders of the company, of which there are a great number. Mr. Pinkerton states that his policy is to place his prices at such a figure as to make a quick turnover. Two clerks are employed, and one rig handles the delivery system in town. The store does not advertise in either of the two local papers, such a policy being opposed by the farmer directorate.

The store handles twine orders, but there is no Grain Growers' agency for implements in Yorkton, all individual orders being sent to Winnipeg.

Merchants in Yorkton who were interviewed on the matter professed to have little concern for the operation of this store which infringes on their legitimate business. There was no getting around the fact, they said, that it took a portion of the business which should come to them, but they were not greatly worried. The manager of one store expressed the view that the co-operative store was run contrary to the laws of Saskatchewan.

WESTERN STORES CLOSE

HUMBOLDT, SASK.—Stores close Wednesday afternoon June, July and August.

WEYBURN, SASK.—Stores close Thursday afternoon June, July and August.

BOISSEVAIN, MAN.—Half holiday closing has been changed from Wednesday to Thursday afternoon 1 p.m. June and July.

Peterborough, Ont.—Stores close Thursday afternoon during July and August.

DUNNVILLE, ONT.—Stores will close Wednesday 12.30 during June, July, August and September.

GRANDVIEW, MAN.—Stores close Thursday, at 1 p.m., during June and July.

MAPLE CREEK, SASK.—Stores close Wednesday, at 1 p.m., during June, July and August.

ONTARIO BUSINESS CHANGES

James Lowrie, 50 Wellington St. N., Hamilton, has sold his grocery business to Harold Allenson.

Carl B. Key has sold his grocery and confectionery business, corner of William and Willow streets, Paris, to Angus Tough.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

BUSINESS during the week continues to be of a very satisfactory order. There is, of course, a very serious situation facing the trade in certain localities, owing to labor conditions, that has made it difficult to move the goods. Other than these artificial restrictions, however, business continues to move along steadily, and at a fair profit.

MONTREAL—Many advances of price have been made this week on the part of the wholesale jobbing trade. The importance of these will be seen in the number of items following. Borax is higher and imported knife polish, which has been scarce for some time, is again on the market at higher prices. Lithia water is advanced and higher prices obtain for cottonseed oil, whisks and axle grease. Various lines of canned meat have been revised in price. Strawberries of the canned sort are higher and crab meat and Canadian sardines are also higher in price. Tapioca has advanced to 12c per pound. Almonds and Brazil nuts have been firming in primary markets. Peanuts, on the other hand, may decline, this depending upon the interpretation of the new law regarding war tax. Supplies, it is stated, are held in customs pending this decision. Feed oats are up one cent per bushel. A firm market prevails for sugar, spices, shorts, coffee, tea and fruits.

Declines of the week are confined to salt, caustic soda, hay and some green vegetables. There is much activity in this market, particularly good business coming from the country.

TORONTO—Comparatively few changes are noted in the staple lines of groceries, as compared with a week ago. Further upward tendencies in rice feature the markets, together with sharp declines in some of the produce lines. Rice is likely to be very scarce and

local stocks are assuming small proportions. As there is an embargo on Japanese rices, there is likely to be little imported from this direction. American rices, too, are very light in supply. Rices available show advances of from a cent to a cent and a half this week, and the quality of the rices is very poor indeed. Raw coffees are from one to two cents higher, and prices are more than likely to advance on future buying. Teas are unchanged, but all indications point to higher prices. Currants are two cents higher, but the majority of dried fruits are unchanged, and in light supply. There is a brisk inquiry for canned goods, particularly salmon. Tomatoes are steady at last week's advance and corn and peas are being pretty well cleaned up at strong prices. All fresh fruits and vegetables are selling well and take precedence over any of last year's crop remaining on the market.

In the produce market, sharp declines are noted in eggs. Supplies continue plentiful, and with lessened consumption, and none being stored, quotations took a rapid decline at the close of last week. Butter is also easier. Fresh meats are marked down several cents this week, but smoked and cooked meats are at very strong figures.

WINNIPEG—Very little trading is being done, owing to the fact that express shipments are stopped and freight is being handled only in carload lots. Beans are scarce and remaining stock has advanced in price. Prunes are almost off the market and other dried fruits are very scarce. Canned goods are firm, owing to recent heavy export. Canned tomatoes have advanced. New pack will not be lower in price. The demand for sugar is keen. Coffee is expected to advance shortly. Nuts are high in price and supplies are light.

QUEBEC MARKETS

MONTREAL, June 18—Much activity characterizes the grocery markets this week and it appears to be a matter of getting ample supplies rather than that of price. Advances of price have been made and there is a considerable tendency toward strength on many lines. Country business is reported to be particularly brisk.

Borax Up;

Salt, Caustic Down

Montreal.

BORAX, CAUSTIC, SALT, POLISH.

—A line of borax, Windsor, has been ad-

vanced 5c to 95c per dozen. Broken caustic in 100 lb. drums is down 50c per drum to \$7.25. Salt, of various grades, has been reduced in one quarter and is selling as follows: Coarse, in 140 lb. bags, down 15c to \$1.60; 100 lb. bags

down 10c to \$1.25; ice cream salt in 150 lb. bags down 10c to \$1.40.

Oakey's Wellington Knife Polish is again on the market and is selling at the advanced price of \$1.80 per doz., the former price being \$1.60.

Lithia Water Up;

Cottonseed Oil

Montreal

OIL, LITHIA WATER.—Advances are made this week for White Rock Lithia Water. The new prices are much higher than the old, Splits being advanced to \$12, from \$9.50; Pints from

\$11 to \$15 and Quarts from \$10.50 to \$11.50 per case. Another advance for cottonseed oil is made, the new price being \$3 per gallon, in barrels.

**Whisks Are Up;
Also Axle Grease**

Montreal.
WHISKS, AXLE GREASE.—Prices are higher on corn whisks. The advance is equal to 25c per dozen and the range of prices is from \$3 to \$5.25 per dozen.

Imperial axle grease is advanced from \$5.65 per case to \$5.80, in wood boxes containing 4 dozen.

**Big Movement Will
Take Much Sugar**

Montreal.
SUGAR.—Jobbers report a stimulated demand for refined sugars. This presages what they expect to be a heavy outward movement of supplies to the grocers and who will soon be experiencing the preserving season demand. There is also a continued movement on export account, but this is, of course, less marked than it would be were there not any restrictions. No change was made, of course, through the budget working, and no reduction of price is contemplated. Supplies are good but will gradually be drawn upon increasingly.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 95
Acadia Sugar Refinery, extra granulated	9 95
St. Lawrence Sugar Refinery	9 95
Canada Sugar Refinery	9 95
Dominion Sugar Co., Ltd., crystal granulated	9 95
Ising, barrels	10 15-10 30
Ising (25-lb. boxes)	10 05-10 70
Ising (50-lb. boxes)	10 35-10 50
Do., 1-lb.	11 05
Yellow, No. 1	9 75-9 55
Yellow, No. 2 (Golden)	9 45-9 55
Yellow, No. 3	9 35-9 45
Powdered, barrels	10 05-10 20
Powdered, 50s	10 15-10 50
Powdered, 25s	10 35-10 60
Cubes and Dice (asst tea), 100-lb. bxs	10 55-10 65
Do., 50-lb. boxes	10 65-10 75
Do., 25-lb. boxes	10 85-10 95
Do., 2-lb. pack	11 95-12 05
Paris lumps, barrels	10 55
Paris lumps (100 lbs.)	10 65
Paris lumps (50-lb. boxes)	10 75
Paris lumps (25-lb. boxes)	10 95
Paris lumps (cartons, 5-lb.)	11 70
Do., (cartons, 2-lb.)	12 45
Crystal diamonds, barrels	10 55
Crystal diamonds (boxes 100 lbs.)	10 65
Crystal diamonds (50-lb. boxes)	10 75
Crystal diamonds (25-lb. boxes)	10 95

**Strawberries Higher;
Crab Meat; Sardines**

Montreal.
CANNED GOODS.—An advance was made in one quarter this week for canned strawberries. Most lines of fruit are decidedly firm and scarce. In vegetables, tomatoes are the one line that seem plentiful at all, and this is the two pound size. There has been a firming of the price on most lines and some export still is reported, with local sales seasonably good. Japanese crab meat is advanced from \$6.00 to \$6.50 per doz.

Canned Fruits—	
Apples, 2½s, doz.	1 40 1 65
Do., 3s, doz.	1 50 1 80
Do., gallons, doz.	4 75 5 25
Blueberries, 2s	2 00 2 25

Currants, black, 2s, doz.	4 00
Do., gallons, doz.	13 00
Cherries, red, pitted, doz.	2 90 3 20
Gooseberries, 2s, doz.	3 00
Do., 2s (pails)	2 77½ 2 80
Peas, 20 oz., doz.	2 50
Do., No. 2	2 80 3 00
Do., 2½	3 25 3 75
Pears, 2s	2 50 2 90
Do., 2½	3 25 3 75
Do., 2s (light syrup)	1 90
Pineapples (grated and sliced), 2s	3 60
Do., 2½	4 50
Plums—Lombard	2 00
Gages, Green, 2s	2 45
Do., (light syrup), 2s	2 00
Raspberries, 2s	4 00 4 20
Do., 2½	2 60
Strawberry, 2s	4 25 4 50
Canned Vegetables—	
Asparagus (Amer.) mammoth green, doz.	4 25 4 75
Asparagus, imported (2½s) ..	4 35 5 25
Beans, Golden Wax	1 95 1 97½
Beans, Refugee	1 40 1 42½
Beets, new sliced, 2-lb.	2 10 2 35
Corn (2s)	1 45 1 75
Carrots (sliced), 2s	7 25 7 50
Corn (on cob), gallons	3 00
Spinach, 3s	3 15
Spinach, California 2½s	10 00
Do. (wine gals.)	0 95 1 00
Tomatoes, 1s	1 40
Tomatoes, 2s	1 90 2 00
Tomatoes, 2½s	1 95 2 10
Tomatoes, 3s	6 00 7 02½
Pumpkin, 2½s (doz.)	1 10
Pumpkins, gallons, (doz.)	4 25
Peas, standards	1 45 1 50
Peas, early June	1 60 1 62½
Peas, extra fine, 2s	2 30 2 35
Do., fancy, 20 oz.	1 87½
Potatoes, Can. sweet, 2½-lb tins ..	2 75
Do., 2-lb. tins	1 35
Olives (in bls. 49 wine gals.), gal.	Per gal.
Specialties	7 50
Olive oil (pure), 1 gal. tins	8 00
Do., ½ gal. tins	7 00
Do., 5 gal. tins	32 00
Tomato Paste, 100 tins (case)	35 00
Do., 200 tins (case)	39 00
Do., 12-lb. tins	2 50
Salad oil (bbls. 50 gals.), gal.	1 45
Olives, Queen, gal.	1 45
Canned Fish—	
Salmon—	
“Clover Leaf,” ¼-lb. flats	2 45 2 80
Sovereign, 1-lb. flats	4 62½
Do., ½-lb. flats	2 30
1 lb. tins, cases 4 doz., per doz.	4 50 4 80
½ flats, cases 5 doz., per doz.	1 50 2 00
Chams, 1-lb. tins	2 05 2 17½
Do., ½s, flat	1 17½ 1 25
Pinks, 1-lb. flat	2 25
Pinks, 1-lb. tins	2 60 2 75
Pale, ½-lb., doz.	1 37½
Pale, 1 lb., doz.	2 37½
Pinks, ½-lb., doz.	1 62½
Cohoos, 1-lb. tins	3 75
Cohoos, 1-lb. flats	2 25
Cohoos, ½ lb., flat	1 75
Herrings, kippers, ds. (4 ds. case) ..	2 25
Herrings (tomato sauce), doz.	2 50
Haddies (lunch) (½-lb.), doz.	1 00
Haddies, chicken (canned), doz.	9 00 9 25
Red Springs, 1-lb. tins	4 00 4 60
Red Springs, ½ lb.	2 45
White Springs (1s)	2 30
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Labrador salmon, 1-lb. flat	3 60
Pilehards, 1-lb. tins	1 90 2 00
Whale Steak, 1-lb. flat	1 90
Canadian sardines (case)	6 75 7 00
Norwegian sardines, per case of 100 (¼s)	22 00 20 00
Oysters (Canned)—	
5 oz., doz.	2 60
10 oz., doz.	4 75
Lobsters, ¼-lb., doz.	2 25
Do., ½-lb. tins, doz.	3 60 3 75
Do., 1-lb. tins	3 25 3 75
Do., ¾-lb., doz.	6 00
Do., 1-lb. flats	3 25 3 40
Lobster paste, ½ lb. tins	3 25 3 40
Sardines (Amer. Norwe’n style)	14 00
Sardines (Gen. Norwegian)	22 00
Sardines—Canadian brands (as to quality), case	6 75 17 50
Sardines, French	32 00
Scallions, 1-lb., doz.	3 25
Scotch Snack, No. 1, ds., Montreal ..	2 50
Do., Eastern trade	2 50
Do., Winnipeg and Western	2 50
Scotch Snack, No. 2, doz.	4 50
Shrimps, No. 1	2 25
Crabs, No. 1 (es 4 doz.)	4 75
Crab meat (Japanese), doz.	6 50
Clams (river) (1 lb.), doz.	1 90

**Beans Are Moving
More Than Usual**

Montreal.
BEANS, PEAS.—Although, at this season of the year, beans are not a big-seller, there is a bigger movement than usual, apparently, and this is attributed to the better price basis at which they are selling. Best grades are higher in price than they were and some of the local supplies are now being liquidated.

Beans—	
Canadian, hand-picked, bush... ..	5 00 5 40
British Columbia	5 00
Brown Beans	3 50 4 00
Japanese	4 50 4 60
Yellow Eyes	5 50
Lima, per lb. (as to quality)	0 10 0 15
Kidney beans	6 00 6 50
Peas, white soup, per bushel	3 25 3 50
Peas, split, new crop (98 lbs.)	5 50 6 00
Peas (blue)	0 05 0 00

**Rice Firm;
Tapioca Advances**

Montreal.
RICE, TAPIOCA.—The feature of the week is an advance for seed and pearl tapioca of half a cent and both pearl and seed are selling at 12c. Rices are decidedly firm, the Far Eastern situation being a factor in making a strong world market, from a price standpoint. The tariff change will not make any difference, it is stated by importers, and no reduction of price can be looked for, they assert, until new crop arrives, and which will not be until after the first of the New Year.

Ice Drips—Japan (per 100 lbs.)	13 60
Carolina	14 00
Honduras	0 15
Siam, No. 2	7 65 8 00
Siam (fancy)	10 50 11 00
Rangoon “B”	9 75
Rangoon CC	8 10
Mandarin	10 75
Pakling	9 50
Tapioca, per lb. (seed)	0 12
Tapioca (pearl)	0 12
Tapioca (flake)	0 11

**Almond Prices Up;
Will Peanuts Drop?**

Montreal.
NUTS.—Interest centres in the peanut situation. Some of the importers seem to be in doubt as to the interpretation of the new regulations and are awaiting a ruling as to whether the 7½ per cent. War Tax will come off. If it does, there ought to be a reduction in prices, and it is stated that large quantities of nuts are being held for clearance, subject to a decision on this point, and which ought immediately to be decided. Almonds are particularly scarce and firm and the prices for import are advanced. Filberts are very firm too.

Almonds, per lb.	0 27 0 28
Almonds (shelled)	0 55 0 56
Almonds (Jordan)	0 70
Brazil nuts (new)	0 24 0 26
Brazil nuts (med.)	0 15 0 17
Filberts (Stiely), per lb.	0 25 0 27
Filberts, Barcelona	0 25 0 26
Hickory nuts (large and small), lb.	0 10 0 15
Peanuts (roasted) —	
Jumbo	0 19 0 20
Fancy	0 16 0 17
Extras	0 12 0 14
Shelled, No. 1, Spanish	0 19 0 20
Salted Spanish, per lb.	0 25 0 26
Shelled, No. 1 Virginia	0 15 0 15½
Do., No. 2	0 14
Peanuts (salted) —	
Fancy wholes, per lb.	0 33
Fancy splits, per lb.	0 33

Pecans (new Jumbo), per lb...	0 32	0 40
Pecans, large, No. 2, polished...	0 32	0 35
Pecans, New Orleans, No. 2...	0 21	0 24
Pecans "paper shell," extra large		
Jumbo	0 60	
Walnuts (Grenoble)	0 29	0 35
Walnuts (new Naples)	0 23	0 25
Walnuts (shelled)	0 78	0 80
Walnuts (Spanish)	0 30	0 33

Note—Jobbers sometimes make an added charge to above prices for broken lots.

Muscatel Raisins 15c; Dried Fruits Scarce

Montreal.
DRIED FRUITS.—Jobbers, at least, look ahead with a view to paying high prices for their requirements of dried fruit next fall. In the meantime, small stocks serve the needs of the trade fairly well, for the demand is not excessive. Prunes are particularly scarce. A shipment of new Muscatel raisins is reported by one jobber and these are selling at 15c per lb.

Dried Fruits—		
Choice	0 24	0 25
Slabs	0 23	0 24
Piney	0 29	0 30
Apples (evaporated)	0 19	0 21 1/2
Peaches (fancy)	0 25	0 25
Faced	0 19	0 20
Choice	0 29	0 24
Extra choice	0 31	0 24
12 oz., per pkgs.	0 16	0 18
Pears	0 20	0 22 1/2
Drained Peels (old)—		
Citron	0 45	
Lemon	0 36	
Orange	0 37	
Cut mixed (1-lb. cartons), doz.	4 10	4 00
In 36 lb. case		12 75
Cut, 10-lb. boxes (lb.)		0 48

Raisins		
Bulk, 25-lb. boxes, lb.	0 18	0 20
Malaga, table box of 22 lbs., 3-crown cluster, \$5.50; 4-crown cluster, \$6.50-\$6.75; 5 crown, \$7.50; 6 crown cluster, \$7.00-\$7.75.		
California loose Muscatels, lb.	0 15	0 15
Cal. seedless, cartons, 16 oz.	0 17	0 19
Choice seeded, 12 oz.	0 14	0 14
Fancy seeded, 16 oz. pkgs.	0 15 1/2	0 16
Choice seeded, 16 oz. pkgs.	0 15	0 17
Seedless, 11 oz., packages	0 13	0 15
Do., 15 oz. pkgs	0 17	0 18
Do., bleached, 15 oz. (choice)	0 15	0 15
Do. (fancy)	0 18	0 18
Valencias, selected	0 11 1/2	0 11 1/2
Valencias, 4-crown layers	0 11 1/2	0 11 1/2
Sultanas (bleached), 50-lb. boxes	0 18	0 20
Do. (15 doz. boxes)	0 22	0 22
Currents, old pack., 15 oz.	0 29	0 31
Currents, Greek (bulk)	0 18	0 18
12 oz.	0 16 1/2	0 16 1/2
50-lb. boxes, loose	0 20	0 23
15 oz. pkgs	0 20 1/2	0 23
Pkgs. 8 oz. (20 pkgs.)	2 00	2 00
Pkgs. 6 oz. (50 pkgs.)	3 00	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
80 lb. Ainslia	0 23	0 23
12 oz.	0 26	0 26
Do., new	0 33	0 33
Cal. currants (loose)	0 18	0 22
Cal. "Currants," 15 oz. pkgs	0 20	0 22
Dates, Excelsior, per case (36-10s)	7 00	7 00
Do., Dromedary (36-10 oz.)	8 25	8 50
Packages only, Excelsior	0 20	0 20
Packages only	0 19	0 20
Do., Dromedary	0 22	0 22
Figs (layer), 10-lb. boxes	2 60	3 00
Figs, white (70 4-oz. bxs)	5 40	5 40
Do., (28 8-oz. bxs)	3 50	3 50
Do., (12 10-oz. bxs)	2 20	2 20
Figs (cooking), 50-lb. boxes, lb.	0 16	0 16
Prunes—		
(25-lb. boxes)—		
30-40s	0 30	0 31
60-70s	0 22	0 23
70-80s (25-lb. box)	0 19	0 20
80-90s	0 16 1/2	0 17
90-100s	0 15	0 16
100-120s	0 11 1/2	0 12

Demand Has Lagged; But Molasses Held

Montreal.
MOLASSES AND SYRUPS.—Summer demand obtains for syrups and molasses and there is therefore a limited sale. Prices are, however, held on a steadier basis, for the corn market and

that of sugar are steadily firm. Molasses has been in good demand from the country points, one jobber reporting splendid business for the season of the year.

Corn Syrups—		
Barrels, about 700 lbs., per lb.	0 07 1/2	
Half bbls.	0 08	
Kegs	0 08 1/2	
2-lb. tins, 2 doz. in case, case	5 15	
5-lb. tins, 1 doz. in case, case	5 75	
Jorn Syrup—		
10-lb. tins, 1/2 doz. in case, case	5 45	
20-lb. tins, 1/4 doz. in case, case	5 40	
2-gal. 25-lb. pails, each	2 45	
3-gal. 38 1/4-lb. pails, each	3 65	
5-gal. 65-lb. pails, each	5 90	
White Corn Syrup—		
2-lb. tins, 2 doz. in case, case	5 65	
5-lb. tins, 1 doz. in case, case	6 25	
10-lb. tins, 1/2 doz. in case, case	5 95	
20-lb. tins, 1/4 doz. in case, case	5 90	
Cane Syrup (Crystal Diamond)—		
2-lb. tins, 2 doz. in case, per case	7 00	
Barrels, per 100 lbs.	9 75	
Half barrels, per 100 lbs.	10 00	
Glucose, 5-lb. cans (case)	4 80	

Barbadoes Molasses—		Prices for
Punchoons	0 98	Island of Montreal
Barrels	1 01	1 06
Half barrels	1 08	1 08
Antigua Molasses—		
Punchoons	0 95	
Barrels	0 98	

Note—Prices on molasses to outside points average about 3c per gallon less.

Honey Demand Fair; Stocks Ample

Montreal.
HONEY, MAPLE PRODUCTS.—Demand of fair proportions exists for honey and this is selling on a fairly steady basis, with ample supplies available. Pail honey has been a good seller. Maple products are generally held on a firm basis, with some sales made in car lots, of maple sugar.

Maple Syrup—		
13 1/4-lb. tins (each) (nominal)	\$2 10	\$2 25
10-lb. cans, 6 in case, per case		15 10
5-lb. cans, 12 in case, per case		17 10
2 1/4-lb. cans, 24 in case, per case		18 50
Maple Sugar (nominal), small lots	0 27	0 30
Honey, Clover—		
Comb (fancy)	0 30	0 30
Comb (No. 1)	0 28	0 28
In tins, 50 lbs.	0 26	0 26
30-lb. pails	0 27	0 27
10-lb. pails	0 28	0 28
5-lb. pails	0 28	0 28
Honey—Buckwheat, tins or bbls.	0 18	0 20

No Reductions To Come On Spices

Montreal.
SPICES.—Reductions are not to come on spices. At least this is the opinion of the Montreal spice importers. One of these men stated in effect to CANADIAN GROCER this week that increased cost of labor (in some instances 25 per cent.), overhead charges and primary costs, will serve to much more than offset the withdrawal of the 7 1/2% war tax. This means that the price basis to the trade will be no less, and primary market tendencies, it is said, rather suggest advances for some lines. Cream of tartar is decidedly scarce and there is likelihood of this being scarce for at least two months. Ground cloves are advancing.

Allspice	0 20	0 22
Cassia (pure)	0 32	0 35
Cinnamon—		
Rolls	0 35	0 35
Pure ground	0 35	0 40
Cloves	0 45	0 55
Cream of tartar (French pure)	0 75	0 80
American high test	0 80	0 85
Ginger	0 28	0 33
Ginger (Cochin or Jamaica)	0 30	0 30
Mace	0 80	1 00

Mixed spice	0 30	0 32
Nutmegs, whole	0 60	0 70
Do., ground	0 60	0 65
Pepper, black	0 38	0 40
Pepper, white	0 45	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 45	0 70
Turmeric	0 28	0 30
Tartaric acid, per lb. (crystals or powdered)		1 30
Cardamom seed, per lb., bulk		2 00
Carraway (nominal)	0 75	0 80
Cinnamon, China, lb.		0 30
Cinnamon, per lb.		0 35
Mustard seed, bulk	0 35	0 40
Celery seed, bulk (nominal)	0 75	0 80
Shredded coconut, in pails	0 21	0 23
Pimento, whole	20	0 22

For spices packed in cartons add 3 1/2 cents a lb. and for spices packed in tin containers add 10 cents per lb.

Summer Sales Made Of Various Teas

Montreal.
TEAS.—While selling is not overbrisk for some varieties, there has been quite a steady demand for others, particularly of the better kinds. It will be some time before new teas arrive that will be subject to the more favorable price basis, and costs of new crop teas, in any case, will be higher. The market is an unchanged one.

Pekoe, Souehongs, per lb.	0 45	0 47
Pekoes, per lb.	0 49	0 50
Orange Pekoes	0 53	0 55
Javan Teas—		
Choice	0 65	0 75
Early picking	0 55	0 65
Javas—		
Pekoes	0 39	0 41
Orange Pekoes	0 44	0 47
Broken Orange Pekoes	0 40	0 43

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Importers of Coffee Not Expecting Decline

Montreal.
COFFEE, COCOA.—That there will be no reduction in the price of coffee is borne out by coffee importers. Difficulties of getting supplies, decreased holdings by the importers and roasters, who have been hoping that a more favorable buying market would develop, and higher prices being asked right along by the Brazilian sellers, are factors that mean a maintenance of the present high prices being asked of the trade. These importers state that present prices are based on costs to them that were much below to-day's costs in the South, and they do not look for declines at all. It is possible, however, that for some time there may not be further advances.

Cocoa is firm and unchanged.		
Coffee—		
Bogotas, lb.	0 41	0 44
Jamaica, lb.	0 36	0 39
Maracaibo, lb.	0 38	0 40
Mocha (types)	0 40	0 43
Mexican, lb.	0 40	0 42
Rio, lb.	0 35	0 37
Santos, Bourbon, lb.	0 41	0 42
Santos, lb.	0 40	0 42
Cocoa—		
In 1-lb., per doz.		4 60
In 1/2-lb., per doz.		2 45
In 1/4-lb., per doz.		1 35
In 10s size, per dozen		0 95

Cereals Still Sell; Export Continues

Montreal.
CEREALS.—While the summer season usually records inactivity in the matter of cereal business, there has been quite a continued demand. The export

orders held by the mills have been much appreciated and this has helped to swell the output materially. Prices are unchanged.

Self-raising Flour—	
3-lb. pkgs., doz.	2 90
6-lb. pkgs., doz.	5 70
Cornmeal, Gold Dust	5 25
Barley, pearl	6 75
Barley, pot, 98 lbs.	4 25
Barley (roasted)	7 50
Buckwheat flour, 98 lbs.	5 50
Cornflour, white	5 00
Rice flour	8 75
Hominy grits, 98 lbs.	5 75
Hominy, pearl, 98 lbs.	5 75
Graham flour	5 75
Oatmeal (standard-granulated and fine)	4 75
Oatmeal (packages) fine cut	5 70
Peas, Canadian, boiling, bush.	4 00
Split peas (per 98 lbs.)	6 00
Rollod oats, 90-lb. bags	4 40
Rollod oats (family pack.), case	5 60
Rollod oats (small size), case	2 00
Oat Flakes (case 20 pkgs.)	5 10
Rollod wheat (100-lb. bbls.)	7 10
Porridge Wheat—	
Packages, 36 in case	6 00
Packages, 20 in case (family pack.)	5 80
Tapioca flour, lb.	0 15

Millers Getting Good Business

Montreal
FLOUR—With the expected business coming to the mills and that of a domestic nature, there is really a large output of flour. Prices are steadily held on a firm basis without change.

Standard Wheat Flours—	
Straight or mixed cars, 50,000 lbs. on track, per bbl., in (2) jute bags, 98 lbs.	
per bl., in (2 cotton bags), 98 lbs.	11 00
Small lots, per bbl. (2) jute bags, 98 lbs.	11 30
Winter wheat flour (bbl.)	11 00

Bran Demand Less; But Shorts Active

Montreal
FEEDS—Bran has not been an active seller of late, and yet the millers feel that the trade look for business later, when the mills may be closed as is usual in the midsummer season. This has brought some orders to hand, it is stated. Shorts have continued to sell well and the price basis of both commodities is unchanged.

Feeds—	
Shorts—	
Mixed cars	44 25
Bran—	
Mixed cars	42 00
Crushed oats	56 00
Barley chop	56 00
Special, middlings	56 00
Feed flour (98 lbs. sack)	3 50
Gluten Feed (22% Protein)—	
F.O.B. Cardinal	54 00
F.O.B. Fort William	50 00

Hay Has Declined; Oats Advanced

Montreal
HAY, GRAIN—While there are still limited offerings of hay from the farmers, demand has been so light that the price basis has lowered and best grades are being sold down \$5 to \$6 per ton. This is a condition rather unexpected until the past day or two. Oat prices have again advanced one cent per bushel. Barley is unchanged.

Good, No. 1, per 2-\$\$\$-lb. ton	35 00
Do., No. 2	32 00
Do., No. 3	30 00
Straw	11 00
Oats—	
No. 2 C.W. (34 lbs.)	0 93 1/2

No. 3 C.W.	0 91
Extra feed	0 91
No. 1 feed	0 89
No. 2 feed	0 84 1/2
Barley—	
No. 3 extra	1 50
No. 3	1 52 1/2
No. 2	1 55

Note—These prices are at elevator and bags and bagging are not included.

Peaches in at \$4.50; Lemons Very High

Montreal
FRUITS—New peaches are arriving in larger supply from week to week and there has been an improvement in the quality. Strawberries are still being sold at high prices, and there is, as a matter of fact, very little change, as yet, in the quotable basis of fruits. There ought to be lower prices at once on a number of lines, both because of the removal of the war tax and because of increased supplies. Musk melons and watermelons are selling at high prices.

Apples—	
Ben Davis, No. 1	9 00
Russets	9 00
In boxes	5 50
Bananas (fancy large), bunch	5 50
Cherries (California), box	4 50
Cocoanuts, sack	9 00
Grapefruit (fancy Porto Rico)	4 50
Lemons (California)	8 00
Mellons (Musk), each	0 50
Do. (water), each	0 75
Pears, Cal., eating, small box	4 00
Pears, California (110 size)	5 50
Oranges, Porto Rico	4 50
Oranges, Cal. navels, 126	6 00
Do., 150	6 50
Do., 176	6 50
Do., 200-216	6 50
Tangerines, half boxes	4 75
Blond oranges	4 50
Pineapples (24s to 36s)	7 00
Peaches (6 baskets)	4 50
Strawberries, large	0 40

Lettuce is Down; Spinach, Radishes

Montreal
VEGETABLES—Lower prices are in effect this week for radishes, lettuce and spinach. Rhubarb is also lower in price and there is coming to be much freer supplies of various vegetables of the green sort. Potatoes are holding pretty steadily but there should be a reduction in these ere long.

Asparagus (doz.)	4 00
Artichokes, bag	2 00
Beans, new string (American) basket	4 50
Beets, bag	1 00
Do., new, doz.	1 75
Cucumbers, Florida (basket)	4 50
Chickory, doz.	3 00
Cauliflower (imported), doz.	5 50
Cabbage, new, doz.	6 00
Carrots (new), crate	1 75
Celery (Wash.), doz.	2 50
Do., crates (3-4 doz.)	3 00
Egg plant	3 00
Horseradish, lb.	0 20
Lettuce (curly), box (3 doz.)	1 50
Lettuce, Boston, box	3 00
Leeks	2 00
Mint	0 25
Mushrooms, lb.	1 75
Basket (about 3 lbs.)	4 00
Onions, Texas, crate	6 00
Red, 100 lbs. bag	9 50
Onions (Shallots), doz.	1 00
Oyster Plant	0 75
Parsnips, bag	2 50
Parsley (Canadian)	0 75
Parsley (American)	1 50
Potatoes, Montreal (90-lb. bag)	1 75
Potatoes (New Brunswick), bag	2 25
Potatoes (new), Florida (per bbl.)	9 00
Radishes, doz.	0 20
Rhubarb, doz.	0 20
Spinach, box	0 75
Turnips, Quebec	2 50
Tomatoes (hothouse) lb.	0 40
Tomatoes, crates (fancy)	6 50
Tomatoes (choice), crate	5 00

ONTARIO MARKETS

TORONTO, June 18—The grocery trade is very active at the present time, with a good demand for canned goods, particularly salmon. Prices are for the most part steady, with upward tendencies in coffees and rices. The latter are likely to be very scarce, and only very poor qualities are available. All fresh fruits and vegetables are arriving plentifully, and are in active demand.

Brisk Inquiry Now For Sugar

Toronto
SUGAR—There is a very heavy demand for sugar at the present time, but supplies are equal to the inquiry, and there is little likelihood of an advance as the result of the same. Prices are very firm at present levels. Movement is very active from all refineries.

St. Lawrence, extra granulated	10 16
Atlantic, extra granulated	10 16
Acadia Sugar Refinery, extra granulated	10 16
Can. Sugar Refinery, extra granulated	10 16
Dom. Sugar Refinery, extra granulated	10 16
Differentials: Canada Sugar, Atlantic, St. Lawrence, Dominion: Granulated, advance over basis: 50-lb. sacks, 10c; barrels, 5c; gunnies, 5/20s, 25c; gunnies, 10/10s, 40c; cartons, 20/5s, 45c; cartons, 50/2s, 55c.	
Differentials on yellow sugars: Under basis, bags 100 lbs., No. 1, 40c; No. 2, 50c; No. 3, 60c; barrels, No. 1, 35c; No. 2, 45c; No. 3, 55c.	
Acadia granulated, advance over basis: gunnies, 5/20s, 40c; gunnies, 10/10s, 50c; cartons, 20/5s, 60c; cartons, 50/2s, 70c. Yellows same as above.	

Prices Unchanged on Molasses

Toronto
MOLASSES, SYRUPS—There is not a great deal of demand at the present time for molasses or syrups. The movement in the same is only fairly active. Prices are strong at unchanged figures.

Corn Syrups—	
Barrels, about 700 lbs., yellow, per lb.	50 07 1/2
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over bbls.	
Cases, 2-lb. tins, white, 2 doz. in case	5 65
Cases, 5-lb. tins, white, 1 doz. in case	6 25
Cases, 10-lb. tins, white, 1/2 doz. in case	5 95
Cases, 2-lb. tins, yellow, 2 doz. in case	5 15
Cases, 5-lb. tins, yellow, 1 doz. in case	5 55
Cases, 10-lb. tins, yellow, 1/2 doz. in case	5 45
Cane Syrups—	
Barrels and half barrels, lb.	0 88
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over	

Cases, 2-lb. tins, 2 doz. in case	7 00
Macaroni—	
Fancy, Barbadoes, barrels	1 10 1 15
Choice Barbadoes, barrels	1 00 1 00
West India, buls., gal.	0 44 0 44
West India, No. 10, kegs	6 50 6 50
West India, No. 5, kegs	3 25 3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90 4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	6 75 6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30 5 30
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20 5 20
Tins, No. 2, baking grade, case 2 doz.	3 50 4 00
Tins, No. 3, baking grade, case or 2 doz.	4 70 6 50
Tins, No. 5, baking grade, case of 1 doz.	3 75 6 20
Tins, No. 10, baking grade, case of 1/2 doz.	3 60 6 00
West Indies, 1 1/2s, 48s	4 60 6 95

New Lines Quoted in Package Goods

Toronto.
PACKAGE GOODS.—Several lines of package goods that have been off the market during the years of the war are being quoted again this week for the first time. Fine oatmeal in 20's is selling at \$5.60, and cornmeal in 24's at \$3.65. Farina and barley in 24's is selling at \$2.35, and Pettijohn breakfast food in 18's at \$2.85. Other lines unchanged at steady prices.

PACKAGE GOODS	
Rolled Oats, 20s round, case	\$5 60
Do., Do., 20s square, case	5 10 5 60
Do., Do., 36s, case	4 00 4 00
Do., Do., 18s, case	2 00 2 00
Corn Flakes, 36s case	3 60 4 25
Shredded Wheat, 36s, regular, case	4 50 4 50
Porridge Wheat, 36s, regular, case	6 00 6 00
Do., Do., 20s, family, case	5 80 5 80
Cooker Package Peas, 36s, case	3 60 3 60
West Indies, 1 1/2s, 48s	4 60 6 95
Cornstarch, No. 1, lb. cartons	0 11 0 11 1/2
Do., No. 2, lb. cartons	0 09 1/2 0 09 1/2
Canada Laundry Starch	0 09 1/2 0 09 1/2
Laundry Starch, in 1-lb. cartons	0 11 1/2 0 11 1/2
Do., Do., in 6-lb. tin canisters	0 12 3/4 0 12 3/4
Do., Do., in 6-lb. wood boxes	0 12 3/4 0 12 3/4
Potato Flour, in 1-lb. pkgs.	0 16 0 16
Fine oatmeal, 20s	5 60 5 60
Cornmeal, 24s	3 65 3 65
Farina, 24s	2 35 2 35
Barley, 24s	2 85 2 85
Pettijohn Breakfast Food, 18s	2 85 2 85

Rice Quotations Again Higher

Toronto.
RICES.—The market for rices is very strong, and further advances are not unlikely. Supplies are exceedingly small among the dealers, and the likelihood is for further curtailment in receipts. The fact that there is an embargo on Japanese rices, and that American rices have been pretty well taken care of in their own country makes future quotations in rices likely to be very high. Some dealers are quoting Blue Rose, Texas, at from \$14.50 to \$15, while others are selling what stocks they have at unchanged figures. There are some very poor quality Siam rices on the market.

Texas, fancy, per 100 lbs.	14 50 15 00
Blue Rose, Texas, per 100 lbs.	13 00 14 00
Hondurah, fancy, per 100 lbs.	13 00 13 50
Siam, fancy, per 100 lbs.	10 50 12 00
Siam, second, per 100 lbs.	12 00 12 50
Japans, fancy, per 100 lbs.	12 00 12 50
Japans, second, per 100 lbs.	11 00 12 00
Chinese XX, per 10 lbs.	12 00 12 00
Do., Simiu	13 00 14 00
Do., Mujin, No. 1	11 50 11 50
Do., Paklin	10 00 10 00
White Sago	0 12 0 13
Tapioca, per lb.	0 12 0 13

Nuts Are Likely to See Advances

Toronto.
NUTS.—Quotations on nuts are unchanged at present prices, although the market is very firm. Indications point to very strong figures for nuts in the fall. Sicily filberts are being quoted at 24 cents in New York. Walnuts in the shell for September shipment to the jobber are likely to cost 26 cents per pound as they are quoted at 100 shillings per bag at Bordeaux. Prices on new stocks as far as the Toronto market is concerned are likely to be very strong.

Almonds, Tarragonas, lb.	0 28 0 32
Butternuts, Canadian, lb.	0 08 0 08
Walnuts, California, lb.	0 40 0 42
Walnuts, Grenoble, lb.	0 34 0 35
Walnuts, Bordeaux, lb.	0 28 0 30
Filberts, lb.	0 23 0 24
Pecans, lb.	0 20 0 20
Cocanuts, Jamaica, sack	10 00 10 00
Peanuts, Jumbo, roasted	0 18 0 19
Brazil nuts, lb.	0 21 0 22
Shelled—	
Almonds, lb.	0 55 0 58
Filberts, lb.	0 44 0 46
Walnuts, lb.	0 80 0 85
Peanuts, Spanish, lb.	0 19 0 19
Do., Chinese, 30-32 to oz.	0 14 0 15
Brazil nuts, lb.	0 78 0 80

Dried Fruits Are Well Cleaned Up

Toronto.
DRIED FRUITS.—Prunes, apricots and peaches have been practically cleaned off the market. There are scarcely any offered among the different wholesale houses. The demand for them, however, is rather negligible at the present time, fresh fruits taking the precedence over the dried varieties. An advance is recorded in Grecian currants this week. They are up from two to three cents at from 25 to 26 cents. Importers of Turkish figs have received word from their shippers that two cars of natural figs in bags have been shipped on the SS. "Warpeyton" via New York. These are the first figs from Smyrna for Canada since the Summer of 1914. They should be on the Canadian market in the course of a month.

Apples, evaporated, Ontario	0 21 0 21
Apricots, unpitted	0 16 1/2 0 16 1/2
Do., fancy, 25s	0 30 0 30
Do., choice, 25s	0 23 0 30
Do., standard, 25s	0 22 1/2 0 26
Candied Peels, American—	
Lemon	0 38 0 43 1/2
Orange	0 45 1/2 0 45 1/2
Citron	0 47 0 47
Currants—	
Grecian, per lb.	0 25 0 26
Australians, 3 Crown, lb.	0 20 0 21
Cherries, 2s	2 75 2 90
Dates—	
Excelsior, pkgs., 3 doz. in case	7 00 7 00
Dromedary, 3 doz. in case	8 00 8 00
Figs—	
Taps, lb.	0 15 0 15
Malagas, lb.	0 14 0 15
Comadre figs, mats, lb.	0 14 0 15
Cal., 4 oz. pkgs., 70s, case	5 00 5 00
Cal., 3 oz., 20s, case	3 25 3 25
Cal., 10 oz., 12s, case	2 25 2 25
Prunes—	
30-40s, per lb.	0 25 0 25
40-50s, per lb.	0 30 0 30
50-60s, per lb.	0 22 0 24
60-70s, per lb.	0 22 0 22
70-80s, per lb.	0 15 0 15
80-90s, per lb.	0 16 1/2 0 17
90-100s, per lb.	0 14 1/2 0 14 1/2
100-120s, per lb.	0 11 0 11 1/2
Peaches—	
Standard, 25-lb. box, peeled	0 20 0 20
Choice, 25-lb. box, peeled	0 23 0 23
Fancy, 25-lb. boxes	0 24 0 24
Practically peeled, 25-lb. boxes	0 22 1/2 0 22 1/2
Extra choice, 25-lb. box, peeled	0 26 0 26
Raisins—	

California bleached, lb.	0 17 0 18
Extra Fancy sulphur bleached, 25s	0 17 0 17
Seedless, 15-oz. packets	0 19 0 19
Seeded, fancy, 1-lb. packets	0 14 1/2 0 15
Seeded, 15 oz. packets	0 15 0 15
Seedless, Thompson's, bulk	0 18 0 20
Seedless, 16-oz. packets	0 16 0 18
Do., Bakers, Thompson's, 50s	0 16 0 18
Crown Muscatels, 25s	0 17 0 17

Canned Goods Are in Active Demand

Toronto.
CANNED GOODS.—Wholesale houses report a very brisk demand for canned goods. Salmon, where available, is selling particularly well. Some of the poorer grades are in much better supply than the better classes of salmon. Tomatoes are strong at \$2.15 per case, and there is also a free movement of peas at \$1.68 1/2 for early June peas. Canadian corn of course is very scarce, selling as high as \$2.45 per case. There is still some American corn, selling round \$2, and some are asking as high as \$2.15. Dealers still holding some kinds of jam have advanced their prices on the same. Strawberry in 16 oz. dozen is selling at from \$3.90 to \$4.35, and in 4's at from \$1.10 to \$1.15.

Salmon—	
Sockeye, 1s, doz.	4 50 4 75
Sockeye, 1/2s, doz.	2 95 2 95
Alaska reds, 1s, doz.	4 25 4 50
Chums, 1-lb. talls	2 35 2 50
Do., 1/2s, doz.	1 35 1 45
Pinks, 1-lb. talls	2 25 2 50
Do., 1/2s, doz.	1 35 1 50
Cohoos, 1/2-lb. tins	1 35 1 90
Cohoos, 1-lb. tins	3 45 3 75
Red Springs, 1-lb. talls	3 65 3 95
White Springs, 1s, dozen	2 30 2 35
Lobsters, 1/2-lb., doz.	3 75 4 50
Whale Steak, 1s flat, doz.	1 75 1 90
Filchards, 1-lb. talls, doz.	1 90 2 15
Canned Vegetables—	
Beets, 2s.	1 90 2 30
Tomatoes, 2 1/2s	2 15 2 15
Peas, standard	1 40 1 8 1/2
Peas, early June	1 68 1/2 1 68 1/2
Sweet Wrinkle	1 97 1/2 1 97 1/2
Beans, golden wax, doz.	2 00 2 10
Asparagus tips, doz.	3 42 1/2 3 45
Asparagus butts	2 00 2 02 1/2
Canadian corn	2 25 2 45
Corn, American, 2s, doz.	2 00 2 00
Pumpkins, 2 1/2s	1 05 1 15
Spinach, 2s, doz.	1 90 1 90
Do., 2 1/2s, doz.	2 52 1/2 2 80
Do., 10s, doz.	10 00 10 00
Peas, early June	1 65 1 70
Succotash, 2s, doz.	2 90 2 90
Pineapples, sliced, 2s, doz.	3 50 4 00
Do., shredded, 2s, doz.	3 00 3 02 1/2
Rhubarb, preserved, 2s, doz.	2 07 1/2 2 10
Do., preserved, 2 1/2s, doz.	2 65 2 67 1/2
Do., standard, 10s, doz.	4 50 4 52 1/2
Apples, gals., dozen	6 00 6 00
Peaches, 2s	2 07 1/2 2 07 1/2
Pears, 2s	2 35 2 37 1/2
Plums, Lombard, 2s	1 90 1 90
Plums, Green Gage	2 17 1/2 2 37 1/2
Raspberries, 2s, H.S.	4 50 4 50
Strawberries, 2s, H.S.	4 50 4 50
Blueberries, 2s	2 10 2 35
Preserved Fruits, Pint Sealers—	
Peaches, pint sealers, doz.	3 40 3 45
Jams—	
Apricot, 4s, each	0 84 0 84
Black currants, 16 oz., doz.	4 00 4 00
Do., 4s, each	0 96 1 10
Gooseberry, 4s, each	0 84 0 84
Peach, 4s, each	0 92 0 92
Red currants, 16 oz., doz.	3 45 3 45
Raspberries, 16 oz. doz.	3 90 4 35
Do., 4s, each	1 02 1 10
Strawberries, 16 oz., doz.	3 90 4 35
Do., 4s, each	1 08 1 15

Beans Slow Sale; Prices Are Firmer

Toronto.
BEANS.—The movement of beans is slow just now, but the market is very firm in spite of the same. Some of the better qualities have been pretty well cleaned out. Hand-picked Ontario beans

are selling at \$4.50, and the 1 lb. to 2 lb. pickers at \$4.25 per bushel. There are some Rangoons available at \$3.

Ontario, 1-lb. to 2-lb. pickers, bu \$.....	\$4 25
Do., hand-picked	4 50
Japanese Kotenashi, per bush.	4 50
Rangoons, per bushel	3 00
Limas, per lb.	0 11½ 0 12

Bulk Cereals at Steady Prices

Toronto.
CEREALS.—Cereals in bulk are selling fairly well at unchanged prices. There has been some abatement in the demand, with the advent of real hot weather. Supplies are ample for all requirements.

	Single F.o.b.	Bag Toronto	Lots
Barley, pearl, 98s	5 50	6 00	
Barley, pot, 98s	4 25	4 50	
Barley Flour, 98s	4 50		
Buckwheat Flour, 98s	7 25	8 00	
Cornmeal, Golden, 98s	5 50	5 85	
Do., fancy yellow, 98s	5 25	5 50	
Corn Flour, white, 98s	4 50	4 85	
Do., Government standard, 98s	4 25		
Hominy grits, 98s	5 25		
Hominy, pearl, 98s	5 00	5 25	
Oatmeal, 98s	4 55		
Oat Flour	4 50		
Rolled Oats, 90s	4 40	4 50	
Rolled Wheat, 100-lb. bbl.	6 50	7 00	
Breakfast Food No.1	6 15		
Do. No. 2	6 15		
Rice Flour, per 100 lbs.	8 00		
Linseed Meal, 98s	6 75		
Rye Flour, 98s	6 50	7 25	
Peas, split, 98s	6 20		
Blue peas, lb.	0 10		

Above prices give range of quotations to the retail trade.

Easier Quotations on Some Spices

Toronto.
SPICES.—The market for spices is moderately active, with some lines showing slightly easier tendencies. Peppers are fairly strong, black pepper selling at from 38 to 43 cents, and white pepper at from 45 to 53 cents. Paprika is selling at from 60 to 70 cents. Pastry and pickling spices are both easier at from 32 to 38 cents for the former, and at from 22 to 26 cents for the latter. Ginger is selling at from 28 to 35 cents per pound.

Allspice	0 19	0 21
Cassia	0 30	0 40
Cinnamon	0 35	0 50
Cayenne	0 26	0 35
Ginger	0 28	0 35
Ginger	0 30	0 35
... sage, thyme, parsley, mint, savory Marjoram	0 10	0 70
Pastry	0 32	0 38
Pickling spices	0 22	0 26
... ..	0 90	1 10
Peppers, black	0 33	0 43
Peppers, white	0 45	0 53
Paprika, lb.	0 60	0 70
Nutmegs, select, whole, 100s	0 45	0 50
Do., 30s	0 50	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 75	
Coriander, whole	0 25	0 30
Caraway seed, whole	0 55	0 60
Tumeric	0 24	0 27
Cream of Tartar—		
French, pure	0 75	0 80
American high test		
2-oz. packages, doz.	1 75	
4-oz. packages, doz.	3 00	
8 oz. tins, doz.	6 00	

Raw Coffees Are Again Soaring

Toronto.
COFFEES.—The position of the market for raw coffees is very strong, and the raws in the past week have again

advanced from one to two cents per pound. Future buying of coffees is likely to be at much higher levels, as some of the spot coffees now are selling lower than the quotations at which the raw coffees can be purchased.

Coffee—		
Java, Private Estate	\$.....	\$0 50
Java, Old Government, lb.	0 50	
Bogotas, lb.	0 47	0 48
Guatemala, lb.	0 46	0 48
Mexican	0 46	0 47
Maracaibo, lb.	0 41	0 44
Jamaica, lb.	0 39	0 43
Blue Mountain Jamaica	0 49	
Mocha, Arabian, lb.	0 48	
Rio, lb.	0 33	
Santos, Bourbon, lb.	0 42	0 44
Santos, Bourbon, lb.	0 41	0 44
Ceylon, Plantation, lb.	0 44	
Chicory, lb.	0 30	0 32

Cocoa—		
Pure, lb.	0 26	0 28
Sweet, lb.	0 22	

Quotations on Teas Holding Steady

Toronto.
TEAS.—There is no change in the market for teas this week. The market is very firm, and no change is noted as yet as a result of the reduction in the tariff. The likelihood is not for lower prices, however, as exchange on Ceylon is so high as to make future purchases of Indian teas very high. Present stocks of teas are adequate for the demand, but new buying must necessarily be at higher figures than is now being asked on spot.

Pekoe Souchongs	0 46	0 48
Pekoes	0 45	0 50
Broken Pekoes	0 55	0 60
Orange Pekoes	0 55	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Second pickings	0 48	0 50
Broken Pekoes	0 40	0 45
Japans and Chinas—		
Hyson Thirds, lb.	0 45	
Early pickings, Japans	0 53	0 55
Do., Seconds	0 50	0 55
Do., sifted	0 60	0 65

Can. Strawberries Arriving Freely

Toronto.
FRUITS.—Abundance of fresh fruits are now reaching the Toronto market, and this week a number of lines show declines. Canadian strawberries are now beginning to arrive freely. They are selling at from 32 to 37 cents per quart. There are also some Delaware strawberries selling around 40 cents. There are both Florida and Cuban pineapples on the market at \$7.50 for 24's and 30's. California cherries are selling at from \$3.50 to \$4, and watermelons are selling at \$1.25 each. Georgia peaches in six basket carriers are from \$4.50 to \$5.50. California cantaloupes are bringing \$6.50, a sharp decline from last week's quotations. There are now arriving daily, California plums, peaches and apricots. California lemons are higher in price at from \$7.50 to \$8.50, and Valencia oranges range from \$5.50 to \$6.50.

Bananas, per lb.	0 08
Gravefruit—	
California, seedless, 64s	5 00 6 00
Do., 48s	5 50
Do., 80s	6 50
Valencia—	
100s, 126s, 150s, 176s, 200s, 216s	5 50 6 50
Pineapples—	

250s, 288s	5 50	6 00
324s	5 50	
Lemons, Cal., 270s, 300s, case ..	7 50	8 50
Floridas, 24s, 30s, case	7 50	
Cuban, 24s, 30s	7 50	
Strawberries, quarts	0 42	
Strawberries, Can.	0 32	0 37
Rhubarb, doz.	0 20	
Cherries, Cal., box	3 50	4 00
Watermelons	1 25	
Georgia peaches, 6 basket crates, per crate	4 50	5 50
Flats (12 to 15)	3 50	
Cantaloupes, Cal., 46s, standards	6 50	
Apricots, Cal., per case	4 50	
Plums, Cal., per case	4 50	
Peaches, Cal., per case	3 50	

New Vegetables in Active Demand

Toronto.
VEGETABLES.—All new vegetables are selling freely these days, and there is little demand for old stuff. Old potatoes have declined and are selling at from \$1.50 to \$1.75 per bag. New potatoes are selling well around \$9 per barrel for No. 1 Virginias. Cabbages are also easier, selling at \$5 per crate. New carrots are selling at \$1.25 per dozen, and new beets at 90 cents a dozen. Canadian Boston head lettuce is now selling, two dozen to the case, at \$1. Texas onions are selling at from \$4.50 to \$6 per crate. Texas and Mississippi tomatoes are now arriving daily, the former in flats, selling at \$2.75, and the latter at from \$2.25 to \$2.35.

Can. Asparagus, 2 doz. bunches ..	1 25	2 00
New Beets, per dozen	0 90	
Cabbage, crate	5 00	
Celery, Florida, 3s to 6s, 8s.	6 00	7 50
Do., 10s	4 75	
New Carrots, per dozen	1 25	
Radishes, per dozen	0 30	
Can. Lettuce, head, Boston, 2 doz. case	1 00	
Do., leaf, doz.	0 32	0 35
Onions—		
Green onions, doz.	0 60	
Texas onions, crate	4 50	6 00
Parsley, per basket	1 00	
Peppers, green, doz.	1 00	
Wax beans, per hamper	5 00	
Cucumbers, Carolinas	5 00	
Do., hampers	4 00	
New Potatoes, Virginia	9 00	
Turnips, hamper	2 75	0 00
Potatoes, Ontario, bag	1 75	
Spinach, box	2 00	
Tomatoes—		
Texas, per crate, flats	2 75	
Mississippi, per crate, flats	2 35	
Do., 10 box lots	2 25	

Flour Prices Are Unchanged

Toronto.
FLOUR.—There is no change in the market for flour this week. There continues a very fair movement of Manitoba flour for domestic account. Considerable is also being exported.

Flour—	
Government standard, 74 per cent. extraction. Ontario winter wheat flour, in carload shipments, on track, in cotton bags	11 15
In jute bags	11 00

Bran and Shorts Selling Slowly

Toronto.
MILLFEEDS.—There is not much demand for bran and shorts at the present time. Sale of the same is a little slow, and prices show no change as compared with a week ago.

Bran, per ton	42 00
Shorts, per ton	44 00

Honey and Syrup
Trade is Quiet

Toronto.
HONEY, MAPLE SYRUP.—There is not much demand for honey just now, and maple syrup is also moving a bit slowly. Prices are unchanged at last week's figures.

Honey—
Clover—

5-lb. tins	0 24
2½-lb. tins	0 26
10-lb. tins	0 25
60-lb. tins	0 24
Buckwheat, 60-lb. tins, lb.	0 18
Comb, No. 1, fancy, doz.	3 76
Do., No. 2, doz.	3 00
Maple Syrup—	
¾-lb. tins, 10 to case, case.....	17 00
Wine qt. tins, 24 to case, case.....	16 00
Wine ½ gal. tins, 12 to case, case....	15 00
Wine 1 gal. tins, 6 to case, case.....	14 00
Imperial 5 gal. cans, 1 to case, case... 14 00	
Maple Sugar—	
50 1-lb. blocks to case, lb.....	0 29

IF I WERE A GROCER

If I were a grocer I would specialize occasionally on selling breakfast materials. I would show a large pasteboard alarm clock set at 7 o'clock with a sign, "This gets you up." Beside it I would show a good brand of coffee labeled, "This keeps you up." Inside the store I would reinforce this idea by building a counter display of coffee, with intermittent alarm clocks set a few minutes apart.

I would also pack up a large quantity of individual orders, suitable for breakfast assortments. The packets might contain a grapefruit, three eggs, a box of breakfast food, a quarter pound of coffee, a half dozen rolls, or any similar assortment. These I would number and mark "sold."

Then I would mail to each of my customers a letter telling about the breakfast combination. I would give each a number corresponding to the bundle serials, and I would announce the outfit at a really low price—29 or 39 cents for either 29 or 39 hours.

I would place all the prepared packages in the window, and announce that those not called for within the time specified would automatically be reduced a cent every five minutes and be sold to the first comer.

Each package, of course, would bear the time limit set, and I would have it arranged so that the time expirations would occur at intervals. I would use a sign slogan, too, like this: "Selected for Breakfast; Result, a Select Breakfast."—System.

WINNIPEG MARKETS

WINNIPEG, June 16—The strike situation has practically wiped out the trading in hogs for the time being; what trading is being done, however, is at high figures. Somewhat similar conditions prevail in regard to butter trade. The only movement is in car lots. Prices remain high, though improved supplies warrant the belief that prices will be lower when conditions return to normal.

Sugar Demand
Greatly Increased

Winnipeg.
SUGAR.—There is little change in the sugar market. Values are unchanged this week, though the demand is greatly increased. Refiners are not making as prompt shipments as usual.

Higher Prices
On Coffee Soon

Winnipeg.
COFFEE.—The coffee market continues very firm, with prospects of higher prices in the very near future. Coffee has been held at low levels in Winnipeg recently, but the tendency is upward.

All Dried Fruits
Very Scarce

Winnipeg.
DRIED FRUITS.—Supplies of all kinds of dried fruits are very closely cleaned up. Prunes are almost off the market, and except for a few very small sizes there are no spot stocks available in the primary markets. Evaporated apples are also in very small supply, as all the surplus has gone for export. Peaches and apricots are practically unobtainable. Very high prices are being asked for new crop fruits, though the new prices on some lines have not yet been named. It is expected all lines will rule high.

Canned Goods Firm;
Heavy Export Demand

Winnipeg.
CANNED GOODS.—Spot stocks of canned goods are firming for the reason that supplies of many lines are getting short on account of the heavy export demand. There have been large sales of canned tomatoes for export recently and this has had the effect of firming the market to the extent of about 50c a case. It is estimated that there is not more than sufficient canned tomatoes to be had to last until the new pack is ready. It is expected that the prices on new

pack tomatoes will be about the same as this year, it being claimed that the growers are getting the same price for the tomatoes and labor is no less costly than last season. Canned peas have firmed, as prospects for a large pack this season are poor, according to present indications. The very wet weather which Ontario experienced in May was not favorable for this crop. Canadian corn is in very small supply and orders are being filled with U. S. canned corn. Prices on U. S. corn are ruling lower than holders of Canadian corn are asking.

Beans Scarce;
Higher Prices

Winnipeg.
BEANS.—Holders are asking somewhat higher prices for beans than a few weeks ago. B. C. beans, of which a considerable quantity are used in the prairie provinces, are pretty well cleaned up today at first hand, and for what is remaining of good quality, from ½ to 1 cent more per pound is being asked.

Light Supplies of
Nuts; Prices High

Winnipeg.
NUTS.—Supplies of all nuts are very light and are being held at high prices. New Brazils are coming on the market at prices which, compared with last year, are reasonable. It is early yet to predict what supplies and prices of some lines of new nuts will be.

IN NEW WAREHOUSE

The Cowan Company has renovated its new premises at 236 Lemoine street, Montreal, and offices and stock have been removed to the new address.

There are four floors in the new premises, with basement. This affords a much larger space for stock and also gives increased office accommodation. Being located centrally, the company will be better able to facilitate delivery. An electrically-operated elevator conveys stock to and from all floors.

ARE OILED FLOOR LAWFUL?

A case of interest to merchants and others who oil their floors. Mary E. J. Stewart of Stirling brought an action against George Reynolds, boot and shoe merchant of that village, for damage for injuries alleged to have been occasioned by slipping on the defendant's oiled floor in his shop, which occupied the Supreme Court at Belleville. The plaintiff went into the defendant's shop in July last to look at boots and on leaving the store forgot a loaf of bread. She returned for it and in doing so fell on the floor, breaking her arm in two places, injuring her knee, side and other parts of her body. She claimed it was because the oil made the floor slippery. Mr. Mikel for the defendant contended that as she came into the store entirely for her own purpose—getting her bread—she must use the floor as she found it, and even if she were there as a customer she was only entitled to be protected against "unusual dangers," and there were no unusual dangers as she knew the floor was oiled and it was a usual and proper thing to oil floors. The case was dismissed and plaintiff ordered to pay defendant's costs. Those who use oil on their floors will now be relieved from anxiety in that respect.

WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 17.—Gold Dust advanced 50c per case. Tomatoes are 40c per case higher in some quarters but some can yet be picked up at \$3.60. Lobster ¼'s are cleaned up here; ½'s are quoted \$4.50 to \$4.90. Gallon apples are \$3.40, with very few offering. Rice and Farina advances are likely. Creamery butter in cartons is selling 55c to 59c. B. C. strawberries are arriving in fair quantities around \$5 for a twenty-four basket crate. The first car of Gordon-head berries is due this week. Eggs are \$12. Some grocery lines generally distributed from Winnipeg are getting scarce.

Beans, Limas	0 12	0 15
Beans, B.C.	7 00	7 50
Flour, 90s, per bbl.		10 50
Roller oats, 80s	3 50	3 60
Rice, Siam, cwt.	8 30	9 50
Rice, China mat. No. 1		4 00
Do., No. 2		3 95
Tapioca, lb.	0 11	0 12½
Sago, lb.	0 11	0 12½
Sugar, pure cane, granulated, cwt.		11 02
Cheese, No. 1, Ontario, large	0 35	0 36½
Butter, creamery, lb.	0 55	0 59
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case		22 80
Eggs, new-laid, local		12 50
Tomatoes, 2½s. stand. case	3 60	4 25
Corn, 2s, case	4 80	5 00
Peas, 2s, standard case	3 40	3 50
Spinach, Cal., new pack.		5 60
Apples, gal., Ontario, case	2 90	3 10
Strawberries, 2s, Ontario, case	8 10	8 75
Raspberries, 2s, Ontario, case	8 40	9 00
Cherries, 2s, red, fitted		6 40
Apples, evaporated	0 22	0 23
Do., 25s, lb.		0 22
Apricots, evaporated, lb.	0 26	0 29
Peaches, evaporated, lb.		0 23
Prunes, 90-100s	0 18	0 20
Do., 40-50s	0 26	0 27
Do., 60-70s		0 22
Lobsters, quarters	2 75	3 00
Salmon, pin, tall, case	9 00	10 25
Salmon, Sockeye, tall, case		19 00
Do., halves	18 00	19 00
Potatoes, per ton	30 00	32 00
Oranges, Valencia	7 00	7 50
Lemons, case	8 25	8 50
Grapefruit, California		7 00
Strawberries, Hood River, crate		7 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 17.—There is a considerable depression in the egg market, and as a result many country merchants are placing eggs in cold storage at various points throughout the province until the period of depression is passed. The market generally is quite firm, with practically no changes. Teas, it is expected, will advance soon. New

cherries are on the market and are retailing at 50c per pound.

Beans, small white Japans, bu.	4 50
Beans, Lima, per lb.	0 12½
Roller oats, brails	3 86
Rice, Siam, cwt.	8 40
Sago, lb.	0 11½
Tapioca, lb.	0 11½
Cheese, No. 1, Ontario, large	0 34½
Butter, Creamery	0 58
Crisco	12 70
Lard, pure, 3s, per case	21 60
Bacon, lb.	0 47
Eggs, new-laid	0 48
Tomatoes, 3s, standard, case	4 00
Corn, 2s, standard case	4 85
Peas, 2s, standard case	3 45
Apples, gal., Ontario	2 85
Apples, evaporated, per lb.	0 18½
Strawberries, 2s, Ont., case	8 50
Raspberries, 2s, Ont., case	8 70
Peaches, 2s, Ontario, case	5 50
Plums, 2s, case	4 00
Salmon, finest Sockeye, tall, case	
Salmon, pink, tall, case	10 25
Pork, American clear, per bbl.	41 00
Onions, ton	59 00
Potatoes, bushel	1 15
Apples, Washington, box	2 90
Grapefruit	7 50
California oranges	7 00
Pineapples	7 00
Lemons	4 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 17.—There was little fluctuation in the market this week. The few changes as usual are still upwards except in fruits. Molasses 88c to 89c. There is no Ontario cheese on the market. Eggs are advancing, and are quoted: fresh, 52c; case, 48c to 49c. American clear pork 60c to 65c. Corned beef, \$4.55 to \$4.90. Bermuda onions, \$6. Lemons, \$7.50 to \$8. Oranges \$6 to \$7. Grapefruit, \$7 to \$7.50.

Flour, No. 1 patents, bbls., Man.	\$12 50
Cornmeal, gran., bags	6 15
Cornmeal, ordinary, bags	4 00
Rice, Siam, per 100	9 75
Molasses	0 88
Sugar—	
Standard, granulated	10 05
No. 1, yellow	9 55
Cheese, New Brunswick	0 33
Cheese, Ont., twins	0 32
Eggs, fresh, doz.	0 52
Eggs, case	0 48
Breakfast bacon	0 42
Butter, creamery, per lb.	0 46
Butter, dairy, per lb.	0 43
Butter, tub	0 42
Marwarine	0 33
Lard, pure, lb.	0 38
Lard, compound	0 32½
American clear pork	0 60
Beef, corned, 1s	4 55
Tomatoes, 3s, standard, case	4 00
Raspberries, 2s, Ont., case	8 80
Peaches, 2s, standard case	6 20
Corn, 2s, standard case	4 70
Peas, standard case	3 20
Apples, gal., N.B., doz.	4 00
Strawberries, 2s, Ont., case	8 30
Salmon, Red, spring, cases	
Pinks	11 00
Cohoos	14 50
Chums	8 50
Evaporated apples, per lb.	0 20½
Peaches, per lb.	0 24
Apricots, per lb.	0 25

Potatoes—		
Natives, per bbl.	4 00	4 25
Onions, Can., bag		6 00
Do., Bermudas, per crate		8 00
Lemons, Cal.	7 50	8 00
Oranges, Cal., case	6 00	7 00
Grapefruit, Cal., case	7 00	7 50
Bananas, per lb.	0 08½	0 09
Apples, box		7 00

WHAT OF COMPARATIVE PRICES IN ADVERTISING?

Has the use of "comparative prices" in retail advertising been abused to such a degree that an advertisement is weakened when the claim is made that the article is worth so-and-so, but is being sold for so-and-so (a low price)?

Some of the leading retail stores have concluded that such statements have so often been untrue that they are losing their power to produce trade because of this feeling and the knowledge that the "comparative price" is a constant temptation to department managers and others to exaggerate, they have eliminated such statements entirely.

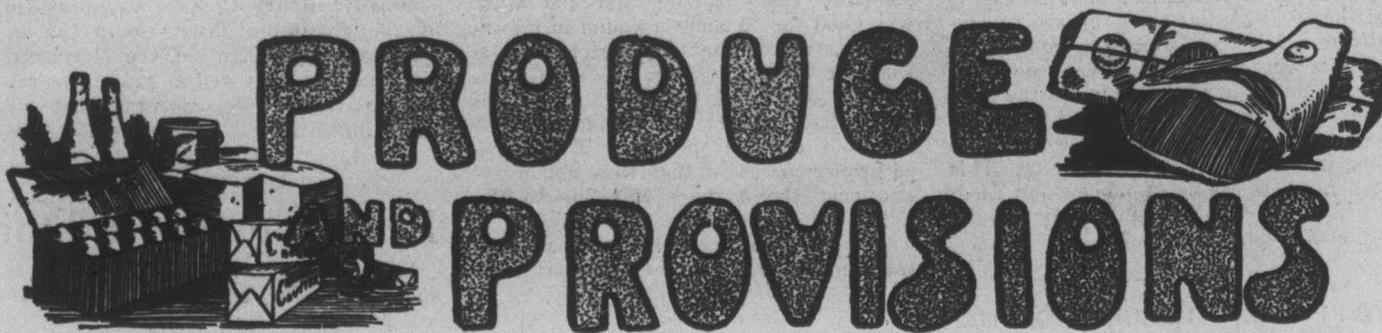
They believe—and their sales records bear out the assertion, says a bulletin from the Associated Advertising Clubs—that a well-written description of the goods, followed by the announcement that prices are uncommonly attractive, is a stronger appeal than the other style of store advertising. Prices are, of course, usually stated, though not on all occasions.

The Associated Advertising Clubs are seeking further information on the subject, and to this end, William P. Green, organization secretary of the National Vigilance Committee of the Advertising Clubs, recently issued a letter to a number of representative stores in many of the more important communities of the country, which reads in part as follows:

"We are interested in having your viewpoint on such questions as use of the term 'value,' the conditions, if any, under which goods in lots may be advertised 'values up to,' and such other phrases as your experience has shown you to enter into a determination of right policies.

"We would like to have you tell us whether some stores, by reason of size, class of goods handled, or business conditions, are justified in using comparative prices, and if so, to what extent.

"Also please let us have your reaction on this—if a store announces that it does not use comparative prices in its advertising, but subsequently advertises goods 'one half off,' without stating either the original or sale price, is this, in your opinion, really comparative price advertising? Kindly explain your answer."



PRODUCE AND PROVISIONS

Expect Lower Prices for Beef

Supply of Beef Cattle at Grass Heavier Than in Many Years — Moderate Export Demand at Present, But Argentina Stocks Soon Available Are Likely to Decrease the Demand

ATENDENCY towards weaker prices seems to be making itself felt in the market for beef. According to information emanating from American Meat Packers' Association at Chicago, a decrease in the price of beef is immediately at hand. While pork and pork products remained at very high levels, the trend in the prices of beef is downward. Inquiry of those in close touch with the situation in Toronto reveals the fact that in the past week, values of cattle declined a dollar per hundred, and, as compared with three weeks ago, prices are \$2 and \$3 per cwt. lower.

Next Few Weeks May See Decline

Wesley Dunn, of the commission firm of Dunn & Levack, operating at the Union Stock Yards, Toronto, told CANADIAN GROCER that he believed that cattle would see much lower quotations in the course of the next few months. While prices declined materially at the beginning of last week, there was a reaction at the close and values were slightly higher. This was due altogether to the number of cattle offered in comparison to the demand, on this particular day, and could not be taken as any indication of the stability of the market. The number of cattle in country, that are out on grass, is greater than ever before, Mr. Dunn pointed out, and these increased supplies are bound to have an effect on the price of meat.

Moderate Export Demand

There is a moderate export of beef to Great Britain, which is a big factor in holding prices where they are, but with the possibility of big shipments to Great Britain from Argentina later in the year, Canada's share of this trade is likely to be diminished. Exports of beef from the United States have practically ceased. The Government has stopped buying. The cheaper grass-fed cattle should be on the market in the early part of next month.

W. H. Shields, of J. B. Shields & Son, also commission dealers at the Union Stock Yards, Toronto, too was of the

opinion that cheaper prices of beef were in sight. The market at Toronto in the past few weeks has given every evidence of such, and he believed that much further declines were inevitable. With the influx of grass-fed cattle in the course of the next few weeks, marked declines were likely to occur, Mr. Shields stated. Buying of light cattle to be put out to pasture was very heavy in the spring, and the number in the country at the present time is larger than in any previous year. This condition will be the biggest factor in bringing about cheaper prices.

Export Movement May Steady Prices

S. G. Brock, of the Harris Abattoir, Toronto, told CANADIAN GROCER that he thought it was a difficult matter

to say just what the trend of beef prices will be in the next few months. "The law of supply and demand will control the situation," he remarked. "There was a sharp decline last week," he added, and like the commission men, he believed the great numbers of grass cattle would undoubtedly have a tendency to weaken the market. But on the other hand, Mr. Brock pointed out, a continuation of a fairly moderate export demand will have the tendency to hold values firm. Just at present there is a steady movement of beef overseas. Mr. Brock, however, stated that beef was not being shipped abroad to the same extent as pork and pork products. Quotations on live hogs, he said, were likely to remain high for some time to come.

Makes His Own Cooked Meats

Developing a Meat Department in Connection With Grocery Business, Assisted by Knowledge of Preparation of Cooked Meats

GEORGE HESK, 2189 Queen Street east, Toronto, has a combined meat and grocery department, and his long experience as a butcher, and in the preparation of cooked meats, makes his meat business the outstanding feature of his trade. Mr. Hesk turns over an enormous amount of meat in the course of a week, and he has solved the problem of utilizing undesirable cuts in a way that is very profitable. Before entering the retail business, Mr. Hesk was employed in the preparation of cooked meats, and the experience he then gained has served to good purpose in his present business. He prepares practically all his own cooked meats, and is able also to dispose of some of them wholesale. In this way he is able to make use of cuts that while perfectly good food are not in great demand as much as certain other cuts. For instance, he makes jellied corn beef from the poorer pieces

of beef, and he finds it a big seller. He also makes head cheese, and veal loaf. He finds this end of his trade profitable and the expense entailed is comparatively light.

SERIOUS LOSSES THROUGH HOT WEATHER

Heavy death ratio in hogs arriving at market, owing to crowding and improper care, during the recent hot weather has been a serious element in the business. Officials of the Toronto Stock Yards estimate that the loss represented nearly 10 per cent. of the receipts. At present prices this means a very substantial financial loss, to say nothing of the wastage of food in a time when it is most urgently needed.

This high mortality results, in some instances, from the overcrowding of cars during the recent hot spell, some

cars being loaded considerably in excess of the 60 hogs that are supposed to constitute a full load. But even in some instances where the loading was below this figure, dead hogs were found in the cars, and it was generally believed that this loss was due to exposing the hogs too long in the hot sun before loading. This is a needless waste of money and food-stuff, and one that could very readily be prevented.

NO FURTHER LABOR DIFFICULTIES IN TORONTO PACKING PLANTS

The differences between the packers and the Butcher Workers' Union have been adjusted and the danger of further labor difficulties in the Toronto packing plants have thus been overcome. The differences arose in the interpretation put on various clauses of the agreement which had been drawn up and agreed to by both employers and employees.

The chief cause of contention arose over holidays. In the agreement double time for Sundays was called for. Holidays were not mentioned. When the representatives of the men met the employers on Saturday, with E. N. Compton, Government Fair Wage Officer, presiding, this difference was adjusted. It was inserted into the agreement that New Year's, Christmas Day, Good Friday, May 24th, July 1st, Civic Holiday, Labor Day and Thanksgiving Day would be recognized as holidays and would come under the same wage scale as Sundays.

The 6-cent an hour increase granted in the original agreement to all workers in advance of the scale paid on March 31, 1919, was amended to read "to all men and women employees below the grade of foremen." This was another point of contention through ambiguous interpretation of the original agreement which did not specifically mention women workers.

All outstanding differences are now settled and the new agreement will go into force.

COLD STORAGE MUST PROTECT GOODS IN THEIR CHARGE

**Legal Judgment Given to the Effect That
Storage Companies are Responsible
for the Safeguarding and Con-
serving of Goods in Their
Care**

Mr. Justice Green Shields dismissed the contention of the Gould Cold Storage Company, Limited, that they were not insurers of goods placed in their care, laying down the dictum that cold storage companies were in fact responsible as warehousemen to safeguard and conserve properly goods entrusted to their care.

Moynour, Limited, of Ottawa, were plaintiffs against the company, stating that they had placed several hundred boxes of fowl in the care of the cold storage company on November 23, 1916, and that in January, 1918, they discovered that 10,215 lbs. of geese had been destroyed by vermin. In suing the

company they claimed that the stuff was good for 20 cents a pound in its ordinary state on that day, but had to be sold for 5 cents. Mr. Justice Green Shields awarded \$1,262 to the plaintiff, dismissing the contention that the cold storage people had exercised proper care, that they were not insurers, that the damage was due to the nature of the contents and the way it was packed, and that the shippers had taken no steps to protect the goods.

POTATO FLOUR INDUSTRY

LONDON, June 9.—The manufacture of potato flour or farina was, before the war, a German industry. It has since been captured by the British, and will no doubt be maintained at a prosperous level as long as there is an abundant potato crop to serve it. Germany was turning out 48,000,000 tons of potatoes per annum, as compared with 2,400,000 produced in the United Kingdom. There are now four large factories in England dealing with 2,000 tons of potatoes a week.

In addition to its value as a food, farina is largely used in the textile grades, and yields various by-products of use in agriculture. This industry has been conducted under the wing of the British Board of Trade, but will later be handed over to the Board of Agriculture.

MATTHEWS-BLACKWELL CO. IN BIG PACKING MERGER

**New Company has authorized Capital of
25 Million, and will Comprise Six
American Concerns, and Probably
One From the British Isles**

Articles of incorporation have been filed under the laws of Delaware for the Allied Packers Company, Inc., with an authorized stock of \$25,000,000. It also has authority to issue \$25,000,000 twenty-year 6 per cent. debenture bonds. This is the much talked of combination which promises to be a formidable rival of the leading packing concerns of the United States. Eight or more corporations will figure in the merger, which will include the following: The Matthews-Blackwell Co. of Canada; Klinck Packing Company, of Buffalo; Batchelder & Snyder, of Boston; Parker, Webb & Co., Detroit; W. S. Forbes, Richmond, Va.; Macon Packing Company, and William Schenck & Sons, Wheeling, W. Va. Negotiations are also in progress looking to the acquisition of a prominent concern in England, which operates two plants in the United States.

John A. Hawkinson, who recently resigned as vice-president of Wilson & Co., will head the new combination. F. S. Snyder, former head of the meat division of the United States Food Administration, will be first vice-president, and Albert W. Schenck, second vice-president. Besides these men the board of directors will include E. B. Walden, vice-president of the Corn Products Refining

Company; Henry Copper, vice-president of the Equitable Trust Company, and Ray Jones, president of the Merchants' National Bank, as well as prominent representatives of the concerns that will go to make up the combination.

Letters to the Editor

Editor, Canadian Grocer:—In your issue of Feb. 7th, one article that caught my eye was "Manufacturer who co-operates with retailer secures best results." I believe this to be true to a certain extent, but what is the opinion or your opinion of a manufacturer that would co-operate with a wholesaler to beat out the retailer. I am not stating that in this case such is the fact, yet there is a wholesaler in a nearby city who has his goods put up with his own brand and is selling direct to the consumer, and the fact of the matter is that many lines he is selling cheaper than I can buy, others at what I have to pay for them and some that I would have 5 per cent. profit gross if I met the prices. Now there must be something wrong that a state like this can exist. Many farmers are buying groceries to do them several months and later on when their cash is gone, the store gets their trade on credit and then they howl because we cannot sell at the prices they were getting from the wholesalers? It's rather strange that a circumstance like this can arise, but it seems that there is no redress, but it only adds one more trouble to that of the retailer."

RETAILER

Editorial Note.—CANADIAN GROCER does not believe that a wholesaler who sells direct to consumer should solicit business from the retail trade. It is unfair for any wholesaler to attempt to sell consumers and then to try to sell the retailer whose customers these consumers are.

DON'T FORGET THE LITTLE THINGS

The preserving season is again with us. How busy a time it is, the grocer full well knows. This is probably the reason for overlooking the little things that ought not to be overlooked. Take the matter of selling the housewife her supply of jars. There are several kinds in stock it may be. Is she familiar with their little differences? Will she get results that are pleasing and satisfactory months after when she goes to the cellar for a sealer of choice fruit for the table?

Suggestion would seem to be very necessary on the grocer's part when selling jars. Some have probably secured a brief suggestion on paper from the manufacturer, but a word from the grocer as to the tightening of the top ring, the placing of the rubber in its proper position, the advice on little points which will come from experience, all these will be appreciated by the customer.

Produce, Provision and Fish Markets

QUEBEC MARKETS

MONTREAL, June 17—Interesting features of the week in produce markets are those of reductions in the price of butter, this amounting to three cents per pound, lower prices for eggs, somewhat firmer prices for lard, and a firmer outside buying market for cheese. Poultry is firm and still selling well. Salmon of the Gaspé variety is scarce while lake fish are coming in well. There is a good demand for cured and cooked meats, and these are firmly held. Some trouble has developed among workmen in the various abattoirs, but this, it is hoped, will be of short duration.

Hog Prices Steady; Demand Limited

FRESH MEATS.—Hog prices have undergone some change, there being little net change, however, from last week. From \$21.50 to \$22 per cwt. is the ruling price for live hogs, and that for dressed is ranging from \$30 to \$30.50. There is a light demand, the hot weather decreasing consumption. Beef prices are fairly steady on an unchanged basis.

Hogs, live	21.50	22 00
Hogs, Dressed—		
Abattoir killed, small, 65-90 lbs.	30 00	30 50
Sows (heavy)		25 50
Hogs (country dressed)	27 00	27 50

Fresh Pork—		
Leg of pork (trimmed)	0 39½	
Loins (trimmed)	0 43	
Loins (untrimmed)	0 40	
Spare ribs	0 24	
Trimmed shoulders	0 27	0 28

Fresh Beef—				
(Cows)				
\$0 29	\$0 32	Hind quarters.. \$0 26	0 28	
0 17	0 20	Front quarters.	0 17	0 20
	0 42	Loins	0 32	0 34
0 26	0 30	Ribs	0 26	0 28
0 17	0 18	Chucks		0 16
	0 30	Hips		0 25
		Calves (as per grade)		0 20
		Lamb, 30-40 lbs. (whole carcass), lb.		0 40
		No. 1 Mutton (whole carcass), lb.		0 25

Bacon, Ham Sales Good; Pork Lags

CURED MEATS.—Brisk demand exists for bacon and hams, the summer resort trade having developed nicely and taking a big tonnage each week. Prices are well maintained. As far as barrelled pork is concerned there is but light demand, and the prices are inclined to be easy, though these are unchanged as yet.

Hams—		
Medium, smoked, per lb.—		
(Weights), 12-14 lbs.	0 39	
14-20 lbs.	0 38½	
20-25 lbs.	0 38	
25-35 lbs.	0 35	
Bacon		
Plain	0 43	0 48
Boneless and trimmed		0 56
Bacon—		
Breakfast, per lb. (as to qual.)	0 44	0 50
Roll, per lb.	0 32½	0 37
Dry Salt Meats—		
Long clear bacon, ton lots.	0 30½	0 31½
Long clear bacon, small lots.	0 31½	0 32½
Barrel Pork—		
Fat backs, lb.		0 33
Canadian short cut (bbl.)	30-40	

pieces	68 50
Clear fat backs (bbl.) (40-50 pieces)	67 50
Heavy mess pork (bbl.)	54 50
Bean pork (bbl.) (American) (60-80 pieces)	53 00

Cooked Meats Go at Full Prices

COOKED MEATS.—Hot weather prompts the housewife to larger use of cooked and prepared meats, and there is a big sale for cooked and roast ham, ox tongue, etc. These lines are steadily firm under the demand, and no drop is likely to develop. The range is lowered on cooked hams, which are selling at 61c per pound.

Head Cheese	0 13	0 15
Choice jellied ox tongue	0 57	0 59
Jellied pork tongues		0 44
Ham and tongue, lb.		0 32
Veal and tongue		0 25
Hams, roast		0 61
Hams, cooked		0 61
Shoulders, roast	0 50	0 52
Shoulders, boiled	0 50	0 52
Pork pies (doz.)		0 85
Blood pudding, lb.		0 12

Stiff Lard Prices; Seasonable Buying

LARD.—A higher price basis is in effect on this commodity and bricks are selling up to 40c. There is a seasonable demand, even though prices rule so high and yet the tendency at this season of the year, with surplus accumulating, is toward an easing of prices. If this follows the precedents of previous years more favorable prices should be in effect very soon.

LARD, pure—		
Tierces, 400 lbs., per lb.	0 37½	
Tubs, 50 lbs., per lb.	0 38	
Pails, 20 lbs., per lb.	0 38½	
Bricks, 1 lb., per lb.	0 39	0 40

No Low Prices on Shortening

SHORTENING.—In common with lard, prices remain high on shortening and the range is even higher than that of last week. There is a satisfactory demand from the usual sources, speaking seasonably.

SHORTENING—		
Tierces, 400 lbs., per lb.	0 30½	
Tubs, 50 lbs., per lb.	0 30½	
Pails, 20 lbs., per lb.	0 30	
Bricks, 1 lb., per lb.	0 32	

Margarine Bought Sparingly Here

MARGARINE.—Considering the season there is a fair sale for margarine. Few care to buy in quantity, preferring to secure immediate wants from the produce houses frequently. The price basis is steady and unchanged.

Margarine—		
Prints, according to quality, lb.	0 35	0 38½
Tubs, according to quality, lb.	0 32	0 34½

Three Cents Less Asked For Butter

BUTTER.—“Trend of butter now downward.” Such was the heading in last week’s CANADIAN GROCER on this market, and the decline of three cents per pound which has been effected this week is in definite accord with this forecast. Declines have been made at country board sales and there may be lower prices still for the make is large and the pasture weather ideal.

BUTTER—		
Creamery prints, fresh made	0 53	
Creamery solids, fresh made	0 52	
Dairy prints	0 45	
Dairy, in tubs, choice	0 44	

Keener Cheese Buying Firms the Market

CHEESE.—Somewhat keen competitive buying on some of the cheese boards the past week had the effect of strengthening the market and there was quite a lot of business. Locally, there is a good summer demand. Shipments are expected to be increased abroad if the healthier buying tone of export buyers counts for anything.

CHEESE—		
New, large, per lb.	0 32	
Twins, per lb.	0 32½	
Triplets, per lb.	0 33	0 34
Stilton, per lb.		0 35
Fancy, old cheese, per lb.	0 34	0 35

2-Cent Reduction Made For Eggs

EGGS.—Last week CANADIAN GROCER pointed out the weakening tendencies of the market, and stated clearly that prices being paid in the country were less. This tendency has continued and prices scored a decline of two cents per dozen. There ought to be lower prices still, and these will probably be named within the week. Production is good in some points but poorer in others. For bulk shipment and fall there has been active inquiry. While there are few cheap eggs on the market prices in some country points are said to be as low as 36 to 38 cents per dozen.

EGGS—		
No. 2	0 45	
No. 1	0 48	
New laids	0 52	

Much Live Poultry Comes to Market

Montreal.

POULTRY.—Dressed poultry is selling well, seasonably speaking. There is a continued demand from the Jewish trade for live birds, and the prices being paid are given below. There has been no change in the quotable basis.

POULTRY (dressed)—		
Chickens, roast (3-5 lbs.)	0 40	0 41
Chickens, roast (milk fed)	0 45	0 46
Broilers (3-4 lb. pr.)	0 44	0 47
Ducks—		
Brome Lake (milk fed green)	0 46	0 46
Young Domestic	0 38	0 40
Turkeys (old toms), lb.	0 49	0 49
Turkeys (young)	0 50	0 50
Geese	0 30	0 31
Old fowls (large)	0 36	0 36
Old fowls (small)	0 32	0 32
Live—Old fowl	0 33	0 36
Roosters	0 30	0 30
Turkeys	0 40	0 40
Broilers	0 48	0 50

Salmon is Scarce; Fish May Lower

Montreal

FISH.—Gaspé salmon has been scarce and the demand has been very good for this and other fresh fish. With the height of the season now arrived, fresh fish are coming to hand freely, and lower prices may be made effective. Mackerel are more plentiful and the prices lower. Lobsters are scarcer, due to the close season. There is a generally good demand for various varieties.

FRESH FISH		
Carps, per lb.	0 11	0 12
Bullheads (dressed)	0 15	0 15
Gaspereaux, each	0 07	0 07
Haddies	0 12	0 13
Fillet Haddies	0 18	0 18
Haddock	0 07	0 07
Halibut, Eastern	0 23	0 24
Halibut (Western)	0 22	0 23
Steak, Cod	0 10	0 10
Market cod	0 07	0 07
Flounders	0 09	0 09
Prawns	0 30	0 30
Pike, lb.	0 12	0 12
Live lobsters	0 35	0 40
Boiled lobsters	0 23	0 30
Salmon (B.C.), per lb., Red	0 30	0 32
Salmon, Gaspe	0 33	0 33
Lake Trout	0 18	0 18
Mackerel	0 15	0 15
Shrimps	0 35	0 40
Whitefish	0 18	0 18
Trout, brook	0 18	0 40

FROZEN FISH		
Gaspereaux, per lb.	0 06½	0 07
Halibut, large and chicken	0 19	0 20
Halibut, Western	0 20	0 21
Halibut, medium	0 21	0 22
Haddock	0 06½	0 06½
Mackerel	0 14	0 15
Core	0 14	0 15
Smelts, No. 1, per lb.	0 12	0 13
Smelts, No. 2, per lb.	0 07	0 08
Pike, Headless and Dressed	0 10	0 11
Market Cod	0 05½	0 05½
Whitefish, small	0 11	0 12
Sea Herrings	0 07½	0 08
Steak Cod	0 08	0 08
Gaspe Salmon, per lb.	0 24	0 24
Salmon Cohoes, round	0 17½	0 18
Salmon, Qualla, Hd. and Dd.	0 13	0 14
Whitefish	0 15	0 16
Smelts, extra large	0 22	0 22
Lake Trout	0 19	0 20
Lake Herrings, bag, 100 lbs.	6 00	6 00
Alewires	0 05½	0 06

SALTED FISH		
Codfish—		
Codfish, large bbl., 200 lbs.	20 00	20 00
Codfish, No. 1, medium, bbl., 200 lbs.	18 00	18 00
Codfish, No. 2, 200 lb. barrel	17 00	17 00
Pollack, No. 1, 200 lb. barrel	15 00	15 00
Codfish, strip boneless (30-lb. boxes), lb.	0 20	0 23
Codfish (boneless) (24 1-lb. cartons)	0 20	0 20
Codfish (Ivory) (2-lb. blocks, 20-lb. bx)	0 19	0 19
Boneless cod (2-lb.)	0 23	0 23

Shredded codfish (12-lb. box)	2 50	2 50
Dried codfish (100-lb. bbl.)	20 00	20 00
PICKLED FISH		
Herrings (Scotch cured), barrel	11 25	12 00
Scotia, barrel	12 00	12 00
Do., half barrel	6 25	6 25
Mackerel, barrel	34 00	34 00
Salmon, Labrador (200 lbs.)	26 00	26 00
Salmon, B.C. (200 lbs.)	24 50	24 50
Sea Trout (200-lb. bbls.)	25 00	25 00
Turbot (200 lbs.)	17 00	17 00
Codfish, tongues and sound, lb.	0 15	0 15
Eels, lb.	0 16	0 17

OYSTERS		
Cape Cod, per barrel	16 00	16 00
Scallops, per barrel	15 00	15 00
Scallops, gallon	4 50	4 50
Can No. 1 (Solids)	2 50	2 50
Can No. 3 (Solids)	7 50	7 50
Can No. 5 (Solids)	12 50	12 50
Can No. 1 (Selects)	2 50	3 00
Can No. 3 (Selects)	9 00	9 00
SUNDRIES		
Paper Oyster Pails, ¼ per 100	1 75	1 75
Crushed Oysters Shell, 100-lbs.	31 60	31 60
Paper Oyster Pails, ¼-lb. per 100	2 25	2 25

ONTARIO MARKETS

TORONTO, June 18—Easier quotations prevail on fresh meats, the lower prices ruling in the livestock market resulting in lower levels in the dressed meats. The hot weather has curtailed consumption. All produce is easier with the exception of cheese, eggs having declined to the lowest mark for some time past. Lard and shortening, however, are stiffening, and provisions and cooked meats are very strong.

Fresh Meats at Weaker Prices

FRESH MEATS.—The demand for fresh meats is not quite so active during this warm weather, and quotations on beef this week show sharp declines, in some instances of from three to five cents per lb. There is a little demand for Spring lamb, but prices are very firm at 40c per lb. Live hogs are still very high, the market showing continued advances. Cuts of pork are selling at strong figures.

FRESH MEATS		
Hogs—		
Dressed, 70-100 lbs., per cwt.	22 25	22 50
Live, off cars, per cwt.	22 50	22 75
Live, fed and watered, per cwt.	21 25	21 50
Live, f.o.b., per cwt.	21 25	21 50
Fresh Pork—		
Legs of pork, up to 18 lbs.	0 37	0 39
Loins of pork, lb.	0 42	0 43
Tenderloins, lb.	0 46	0 46
Spare ribs, lb.	0 21	0 21
Picnics, lb.	0 30	0 30
New York shoulders, lb.	0 23	0 23
Montreal shoulders, lb.	0 29	0 29
Boston butts, lb.	0 38	0 38
Fresh Beef—From Steers and Heifers—		
Hind quarters, lb.	0 19	0 24
Front quarters, lb.	0 12	0 15
Ribs, lb.	0 20	0 27
Chucks, lb.	0 12	0 15
Loins, whole, lb.	0 30	0 30
Do., short, lb.	0 33	0 33
Hips, lb.	0 20	0 22
Cow beef quotations about 2c per lb. below above quotations.	0 18	0 25
Calves, lb.	0 28	0 30
Lambs, whole, lb.	0 40	0 40
Spring lamb	0 16	0 20
Sheep, whole, lb.	0 16	0 20

Hams and Bacon at Firm Figures

Toronto.
PROVISIONS.—The market for provisions continues strong, with few changes in prices as compared with last week. There is a brisk demand for both hams and bacon, and the export of cured meats is also fairly active. Quotations on barrel pork are somewhat easier, selling around \$60 for the pickled rolls, both heavy and light weights.

Hams—		
Medium	0 46	0 48
Large, per lb.	0 39	0 42

Bacon—		
Skinned, rib in	0 48	0 51
Boneless, per lb.	0 55	0 58
Bacon—		
Breakfast, ordinary, per lb.	0 47	0 49
Breakfast, fancy, per lb.	0 56	0 58
Roll, per lb.	0 37	0 40
Wiltshire (smoked sides), lb.	0 40	0 42
Dry Salt Meats—		
Long clear bacon, av. 50-70 lbs.	0 30	0 32
Do., av. 70-100 lbs.	0 31	0 31
Fat backs, 16-20 lbs.	0 33	0 33
Out of pickle, prices range about 2c per pound below corresponding cuts above.		
Barrel Pork—		
Mess pork, 200 lbs.	0 52	0 53
Short cut backs, bbl., 100 lbs.	60 00	63 00
Pickled rolls, bbl., 200 lbs., heavy	60 00	60 00
Do., do., do., lightweight	60 00	60 00

Brisk Demand For All Cooked Meats

Toronto.
COOKED MEATS.—The continued warm weather has greatly stimulated the demand for all cooked meats, and prices for the same are very strong. Boiled hams are selling at from 60c to 62c per pound, and the roast hams at from 61 to 63 cents. Head cheese in sixes is selling at from 14 to 15 cents. Cooked pork and tongue is very much higher, selling around 46c per pound.

Boiled hams, lb.	0 60	0 62
Hams, roast, without dressing, lb.	0 61	0 63
Shoulders, roast, without dressing, per lb.	0 53	0 53
Head Cheese, 6s, lb.	0 14	0 15
Meat Loaf with Macaroni and Cheese, lb.	0 25	0 00
Choice Jellied Ox Tongue, lb.	0 60	0 63
Pork and Tongue, lb.	0 46	0 46

Above prices subject to daily fluctuations of the market.

Butter Selling at Easier Figures

Toronto.
BUTTER.—The market for butter is easier this week. Supplies coming forward are fairly heavy, and the export demand is not so active. Dealers are selling fresh creamery made prints at 53c, and creamery solids at 52c. Dairy butter is selling at from 45c to 48c per pound.

Creamery prints (fresh made)	0 53
Creamery solids (fresh made)	0 52
Dairy prts, fresh separator, lb.	0 48
Dairy prints, No. 1, lb.	0 45

Margarine Selling a Little Slowly

Toronto.
MARGARINE.—There is not very much demand for margarine just now. Prices for the same are unchanged. The lower prices on butter has affected the sale of margarine to a certain extent.

Margarine—		
1-lb. prints, No. 1	0 35	0 36
Do., No. 2	0 32	0 34
Do., No. 3	0 28	0 29

Solids 1c per lb. less than prints.

Sharp Slump in Egg Quotations

Toronto.
EGGS.—The market is very much easier on eggs, and the lowest prices are now being paid that have ruled for some time. Dealers are only paying 38c for them in the country, and they are selling to the trade at from 45c to 46c. In cartons they are selling at from 48c to 50c. There are no eggs being stored just now, and supplies are rather plentiful. Consumption, too, has declined.

Eggs—		
New laids in cartons, doz.	0 48	0 50
New laids, doz.	0 45	0 46

Prices shown are subject to daily fluctuations of the market.

Quotations on Cheese Firm

Toronto.
CHEESE.—The market for cheese is fairly firm. Dealers are selling new large cheese at 32c, with Stiltons bringing 33c and 34c. Quotations on a number of the cheese boards this week were higher than in the preceding seven day period.

Cheese—		
New, large	0 32	
Stilton (new)	0 33	0 34

Twins 1/2c lb. higher than large cheese. Triplets 1/2c higher than large cheese.

Shortening is Now Very Firm

Toronto.
SHORTENING.—The market for shortening is very firm, selling on the tierce basis at from 30c to 30 3/4c per pound.

Shortening, tierces, 400 lbs., lb.	0 30	0 30 3/4
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Lard is Half a Cent Higher

Toronto.
LARD.—Dealers are quoting lard half a cent higher this week at from 36c to 33 1/2c per lb., tierce basis. There is a big demand for lard at the present time, and considerable is being exported.

Lard, tierces, 400 lbs., lb.	0 36	0 36 1/2
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In 60-lb. tubs, 1/2c higher than tierces. 1/2c higher than tierces, and 1-lb. prints, 2c higher than tierces.

Poultry Prices Are Unchanged

Toronto.
POULTRY.—There is no change in the market for poultry this week. The supplies of Spring chickens coming for-

ward are a little more ample, but frozen fowl is still supplying the major portion of the demand.

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducklings, lb.	\$0 40	\$0 45
Turkeys, old, lb.	0 25	0 30
Do., young, lb.	0 30	0 35
Roosters, lb.	0 25	0 30
Fowl, 4 to 6 lbs., lb.	0 34	0 34
Fowl, over 6 lbs., lb.	0 35	0 35
Fowl, under 6 lbs., lb.	0 32	0 32
Chickens, over 5 lbs.,		
milk fed, lb.	0 50	0 55

Prices quoted to retail trade:

	Dressed	
Hens, heavy	\$0 40	\$0 40
Do., light	0 38	0 38
Chickens, spring	0 55	0 65
Ducks	0 45	0 50
Turkeys	0 40	0 50

Easier Prices on the Fish Market

Toronto.
FISH.—Easier prices rule in the fish

market this week for the fish now coming forward in heaviest supply. Lake herring is selling at 10c per lb., trout from 14c to 15c and mackerel at 12 1/4c. Fresh pickerel is quoted 3c lower this week at 15c per lb.

FRESH SEA FISH		
Cod Steak, lb.	\$0 11	\$0 12
Do., market, lb.	0 09	0 10
Haddock, heads off, lb.	0 09	0 12
Halibut, chicken	0 21	0 23
Do., medium	0 22	0 23
Flounders, lb.	0 07	0 10
FROZEN SEA FISH		
Salmon—		
Restigouche		0 85
Gaspe		0 25
FRESH LAKE FISH		
Lake herring, lb.		0 10
Trout, lb.	0 14	0 15
Whitefish, lb.	0 11 1/2	0 14
Mulletts, lb.		0 05
Fresh pickerel	0 15	0 18
Ciscoes		0 16
Pike	0 09	0 10
Fresh Mackerel		0 12 1/2

WINNIPEG MARKETS

WINNIPEG, June 17—There is a very firm feeling in products offering on the market at the present time. The disorganization resulting from the strike is having its effect in making the securing and handling of stocks difficult.

Little Trading In Hog Market

Winnipeg.
PORK PRODUCTS.—Very little trading is being done on this market owing to the strike situation. Hog prices range anywhere from \$20 to \$21, according to information available.

Butter Market Indefinite

Winnipeg.
BUTTER.—No shipments under car-load lots are being handled in Winnipeg, and with the express service paralyzed there is very little action in this market. While the general feeling is that with heavier receipts the price of butter will decline when the strike is over, packers are reluctant to make any predictions as the situation holds many possibilities.

Scarcity of Eggs; Prices Little Easier

Winnipeg.
EGGS.—The difficulty of securing supplies applies to the egg market as well. There is a marked scarcity of eggs, owing to the fact that no express shipments are coming in. Prices are a little easier than those previously quoted in these columns since the commencement of the strike. Country shippers are getting 40c per dozen, while the retail trade is paying from 45 to 47 cents per dozen.

Fresh Seafish Off the Market

Winnipeg.
FISH.—All fresh fish from the coast is off the market until express shipments are again commenced. Some sup-

plies are coming in via Selkirk, notably fresh whitefish, which is being quoted at 13c per lb., and fresh pickerel at 14c per lb. City business is almost normal, though country business is paralyzed. The demand continues good for lines available. Quotations shown herewith for fresh seafish are those prevailing prior to the strike, though these lines are off the market temporarily.

LAKE FISH		
Whitefish (fresh), lb.		0 13
Whitefish (frozen), lb.		0 12
Pickerel (fresh), lb.		0 14
Fresh Trout		0 20
Round Jackfish, lb.		0 09
Dressed Jackfish, lb.		0 09 1/2
Speckled Trout, lb.		0 35
SEAFISH		
Fresh Halibut		0 20
Frozen Halibut, lb.		0 20
Frozen Salmon, lb.		0 26
Fresh Salmon, lb.		0 30

MONTREAL COUNCIL TO CONSIDER WEIGHT OF BREAD

Recommendation has been made to the civic administration of Montreal regarding the weight of bread.

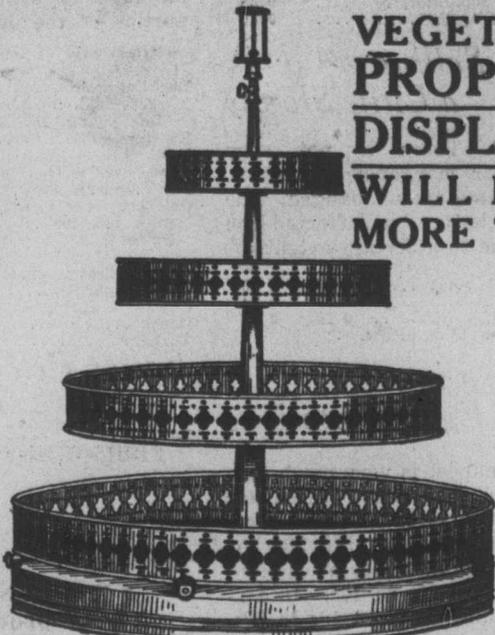
Dr. S. Boucher, city medical health officer, suggested that a civic by-law be drafted providing that bread should be sold only in loaves of 12 ounces or of multiples of 12 ounces, such as 24, 48, etc. This was the size authorized by the Federal Government as a war measure, and when the repeal of the order was expected some months ago, the bakers petitioned the Provincial Government to introduce this measure as a provincial by-law. This was done at the last session, but the by-law was not made applicable to Montreal. The purpose of Dr. Boucher's report is a recommendation to have this by-law adopted as a civic regulation.

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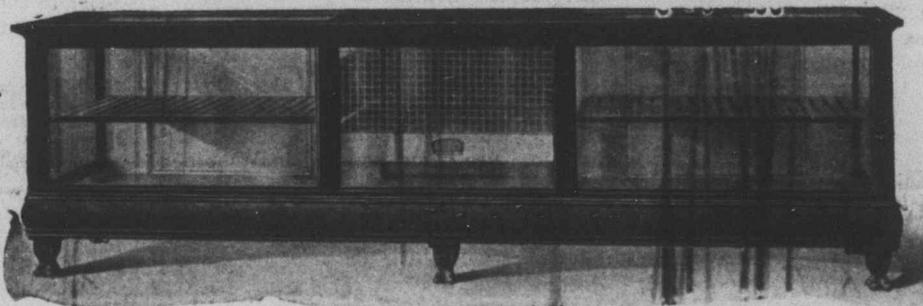
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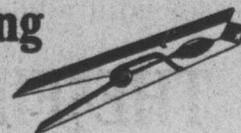
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Geo. B. Jenkinson, 78 Wellington Street
North, Hamilton, Ontario.



LLOYD HARRIS

Chairman of the Canadian Trade Mission in London, on his return from Europe last week, gave at the Annual Meeting of the C.M.A. an immensely interesting address with valuable, practical pointers closely detailed on

THE RIGHT METHODS FOR SECURING FOREIGN TRADE FOR CANADIAN FACTORIES

The only full stenographic report published of this splendid address appears in the June 14th issue of

THE FINANCIAL POST

Send for your copy of THE POST to-day and secure with the Lloyd Harris address THE POST'S usual splendid service of information of big value in the development of Canadian business. Here are a few of the contents of THE POST for June 14th:

- Prospects for Steel Orders Are Increasing.**
- Rallying Union Forces to Support of White Budget.**
- Bolshevism at Last Arousing Ottawa.**
- Toronto Rails Faces Serious Strike Problem.**
- Incorporation of New Oil Companies Breaks Record**
- May Building Permits Show Good Increase.**
- Saguenay Pulp Has Bond Issue of \$5,500,000.**
- Maritimes Charge Discrimination.**
- Bond Market Develops More Life and Action.**

These are just a few jottings from THE POST contents list of June 14th, and the contents list gives only a few of the leading articles. You will find far more of interest, and perhaps of actual cash value to your business in THE POST'S big service of factful news and shrewd comment on commercial affairs.

When you "get down to business" you want the plain facts—all of them—without frills—and quickly. You get them like that in THE POST. THE FINANCIAL POST will keep you informed on Canadian business matters in a way unrivalled by any other publication. Send for a subscription to-day. The price is \$3.00 per year, and you have only to fill in this form:

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YOU can get behind Holbrooks Imported Worcestershire Sauce with all the enthusiasm you are capable of. It's a winner from the word go.

People who buy it once will buy it again. There's a delicious piquancy — an exquisite "zest" — to every drop of Holbrooks that wins approval from hard-to-please people.

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Toronto and Vancouver

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A great portion of pack is already sold and the quantity is limited.
Book now either direct or through our agents.

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Tomato Soup

Its Delicious Flavor of
Red Ripe Tomatoes
Appeals to Every
Taste—



THE GOODNESS
GOES IN
BEFORE
THE LABEL
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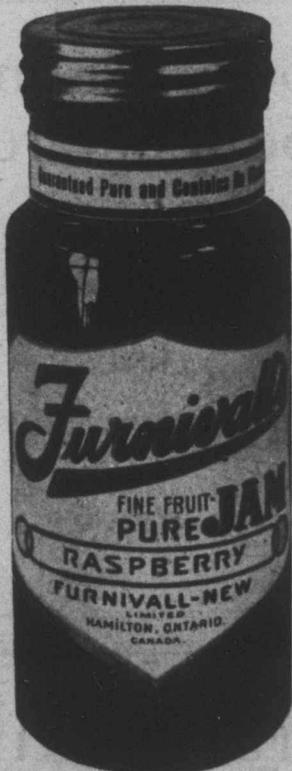
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OCEAN BLUE has a reputation for safety and perfect results—due to expert treatment in every stage of its manufacture.

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"The Tobacco with a heart"—Macdonald's trade mark of quality—have been the popular plug tobaccos since 1858. Order Macdonald's and ensure satisfied customers.

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"Black Rod" (Twist)

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With the hot weather of last two weeks still continuing, berries will be on with a rush. Crop is good, but get your orders in early, as dry weather will make crops clean up quick.

CANTELOUPES CANTELOUPES

Finest quality ever received from California. "Poppy" Brand, steady supplies from now on.

TEXAS - TOMATOES - TEXAS

Very fine quality this year. 4 and 6 basket crates.

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Good keeping varieties coming now and quality never was finer.

CALIFORNIA GRAPEFRUIT and VALENCIA ORANGES

Sound, fine colour and eating.

CALIFORNIA LEMONS

Big demand. Hot weather. Rush orders.

BANANAS BANANAS BANANAS

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Now coming regularly at reasonable prices.

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a flour that is giving your customers entire satisfaction—that makes the kind of bread they like to show their neighbours—good, wholesome, home-made bread that is a credit to any cook.

Purity Flour makes good bread and also delicious pies, cakes and biscuits.

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is milled from high grade hard wheat, by the most modern process. You can give it your strongest recommendation, because Purity Flour makes

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SALMON

This is Salmon time. The hot weather always makes for a big run on the Salmon stock. Sockeye is very scarce and will be until the new pack comes on the market, in the meantime we have some very good trades to offer you. There is one in particular that we desire to call to your attention, a fine quality red Salmon, one pound, tall, which we offer at three-seventy-five. This is real value and you should take on a supply while we have it.

Courtier Salmon, Red, 1s Tall, \$3.75

Prunes

These are almost exhausted. Just a few boxes left. Prices are high, but they would cost cents a pound higher to import than the figures we quote.

Oregon Italian	40/50	25s	30
Santa Clara	60/70	50s	24½
“ “	70/80	50s	22
“ “	90/100	50s	16
“ “	100/120	25s	13½

Send us an order.

H. P. ECKARDT & CO
WHOLESALE GROCERS
 CHURCH STREET & ESPLANADE TORONTO

Century

A firm favorite with Canadian housewives because of its proven purity, its snowy whiteness and its economy. Well advertised. More and more people are asking for "Century."



SIFTO SALT



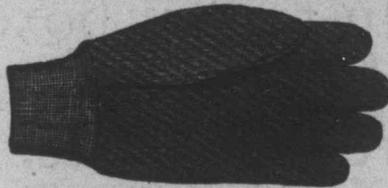
Here's the nicest thing in table salt—SIFTO, "it flows." Comes in a handsome dust-proof carton, and "as welcome as the flowers in May" to the table where clogged salt shakers are a bugbear. Your customers want it.

**DOMINION SALT CO LIMITED
SARNIA ONT**

If your jobber cannot supply you we invite your enquiry, when price lists and full information will be promptly sent to you.
DOMINION SALT CO., Limited, SARNIA, Canada
Manufacturers and Shippers

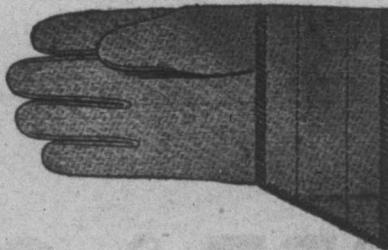
TAPATCO

REGISTERED BRAND TRADE MARK



Ask your wholesaler to send you a stock of these gloves

The men of your town need them. They are strong, serviceable and comfortable and always give the wearer 100 per cent. value and satisfaction. There's a TAPATCO style and weight for every purpose. Show an assortment in your windows.



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Chatham, Ontario

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SPACE IN THIS DEPARTMENT IS \$83.20 PER INCH PER YEAR

JAMS

DOMINION CANNERS, LTD.
Hamilton, Ont.

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

Screw Vav top Glass Jars, 16 oz. glass, 2 doz. case.	Per doz.
Blackberry	\$3 35
Currant, Black	3 95
Pear	3 25
Peach	3 25
Plum	2 95
Raspberry, Red	3 95
Apricot	3 35
Cherry	3 45
Gooseberry	3 35

"AYLMER" PURE ORANGE MARMALADE

Tumblers, Vacuum Top, 2 doz. in case	\$2 30
12 oz. Glass, Screw Top, 2 doz. in case	2 55
16 oz. Glass, Screw Top, 2 doz. in case	3 25
16 oz., Glass, Tall, Vacuum, 2 doz. in case	3 25
2's Tin, 2 doz. per case	5 10
4's Tins, 12 pails in crate, per pail	0 82
5's Tin, 8 pails in crate, per pail	1 01
7's Tin or Wood, 6 pails in crate	1 42
30's Tin or Wood, one pail in crate, per lb.	0 20

PORK AND BEANS "DOMINION BRAND"

Individual Pork and Beans, Plain, 75c. or with Sauce, 4 doz. to case	\$0 85
1's Pork and Beans, Flat, Plain, 4 doz. to case	0 92 1/2
1's Pork and Beans, Flat, Tom. Sauce, 4 doz. to case	0 95
1's Pork and Beans, Tall, Plain, 4 doz. to case	0 95
1's Pork and Beans, Tall, Tomato or Chili Sauce, 4 doz. to the case	0 97 1/2
1 1/2's (20 oz.) Plain, per doz.	1 25
Tomato or Chili Sauce ... 1 27 1/2	
2's Pork and Beans, Plain, 2 doz. to the case	1 50
2's Pork and Beans, Tomato or Chili Sauce, Tall, 2 doz. to case	1 52 1/2
2 1/2's Tall, Plain, per doz.	2 00
Tomato or Chili Sauce	2 35
Family, Plain, \$1.75 doz.; Family, Tomato Sauce, \$1.95 doz.; Family, Chili Sauce, \$1.95 doz. The above 2 doz. to the case.	

CATSUPS—In Glass Bottles

1/2 Pts., Aylmer Quality	\$1 90
Pts., Aylmer Quality	2 35
Gallon Jugs, Aylmer Quality	6 2 1/2
Pints, Delhi Epicure	2 70
1/2 Pints, Red Seal	1 45
Pints, Red Seal	1 90
Qts., Red Seal	2 45
Gallons, Red Seal	6 45

BORDEN MILK CO., LTD. CONDENSED MILK

Terms, net. 30 days.

Eagle Brand, each, 48 cans	\$9 60
Reindeer Brand, each 48 cans	9 15
Silver Cow, each 48 cans	8 40
Gold Seal, Purity, each 48 cans	8 25
Mayflower Brand, each 48 cans	8 25

Challenge Clover Brand, each 48 cans 7 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	\$6 65
Jersey Brand, Hotel, each 24 cans	6 65
Peerless Brand, Hotel, each 24 cans	6 65
St. Charles Brand, Tall, each 48 cans	6 75
Jersey Brand, Tall, each 48 cans	6 75
Peerless Brand, Tall, each 48 cans	6 75
St. Charles Brand, Family, each 48 cans	5 75
Jersey Brand, Family, each 48 cans	5 75
Peerless Brand, Family, each 48 cans	5 75
St. Charles Brand, small, each 48 cans	2 90
Jersey Brand, small, each 48 cans	2 90
Peerless Brand, small, each 48 cans	2 90

CONDENSED COFFEE

Reindeer Brand, large, each 24 cans	\$6 25
Reindeer Brand, small, each 48 cans	6 50
Regal Brand, each 24 cans	5 90
Cocoa, Reindeer Brand, large, each 24 cans	6 25
Reindeer Brand, small, 48 cans	6 50

W. CLARK, LIMITED MONTREAL

Compressed Corn Beef—1/2s, \$2.85; 1s, \$4.85; 2s, \$9.25; 6s, \$34.75.	
Lunch Ham—1s, \$6.95; 2s, \$13.85.	
Ready Lunch Beef—1s, \$4.90; 2s, \$9.45; 6s, \$34.75.	
English Brawn—1/2s, \$2.85; 1s, \$4.45; 2s, \$9.25.	
Boneless Pig's Feet—1/2s, \$2.85; 1s, \$4.45; 2s, \$9.25.	
Ready Lunch Veal Loaf—1/2s, \$2.40; 1s, \$4.40.	
Ready Lunch Beef-Ham Loaf—1/2s, \$2.40; 1s, \$4.40.	
Ready Lunch Beef Loaf—1/2s, \$2.40; 1s, \$4.40.	
Ready Lunch Asst. Loaves—1/2s, \$2.45; 1s, \$4.45.	
Geneva Sausage—1s, \$4.35; 2s, \$8.75.	
Roast Beef—1/2s, \$2.85; 1s, \$4.75; 2s, \$9.45; 6s, \$34.75.	
Roast Mutton—\$6.95; 2s, \$12.95; square cans, \$45.00.	
Boiled Mutton—1s, \$6.95; 2s, \$12.95; \$29.90; 6s, \$45.	
Boiled Beef—1s, \$4.80; 2s, \$9.25; 6s, \$34.75.	
Jellied Veal—1/2s, \$3.25; 1s, \$4.80; 2s, \$9.25.	
Cooked Tripe—1s, \$2.90; 2s, \$4.90.	
Stewed Ox Tail—1s, \$2.40; 2s, \$4.40.	
Stewed Kidney—1s, \$4.40; 2s, \$8.40.	
Mince Collops—1/2s, \$1.90; 1s, \$3.85; 2s, \$6.90.	
Sausage Meat—1s, \$3.90; 2s, \$7.80.	
Corn Beef Hash—1/2s, \$1.90; 1s, \$3.90; 2s, \$5.90.	
Beef Steak and Onions—1/2s, \$2.90; 1s, \$4.90; 2s, \$8.90.	
Jellied Hocks—2s, \$9.90; 6s, \$30.00.	
Irish Stew—1s, \$2.90; 2s, \$5.80.	
Cambridge Sausage—1s, \$4.40; 2s, \$8.40.	
Boneless Chicken—1/2s, \$5.90; 1s, \$9.00.	
Boneless Turkey—1/2s, \$5.90; 1s, \$9.00.	
Ox Tongue—1/2s, \$3.90; 1s, \$8.40; 1 1/2s, \$13.40; 2s, \$17.30; 3 1/2s, \$29.70; 6s, \$45.	
Lunch Tongue—1/2s, \$6.90; 1s, \$8.90.	
Beef Suet—1s, \$6.40; 2s, \$12.40.	

KING GEORGE'S NAVY

CHEWING TOBACCO

Is Always a Dependable Repeater

First sales of King George's Navy are always the beginning of regular "repeats." The quality of this delicious chew, coupled with the aggressive consumer advertising consistently maintained keeps the dealer's stock moving rapidly.

Ask your wholesaler to ship you.



Rock City Tobacco Co., Ltd.

JAMS

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PEELS

John Gray & Co., Ltd., Glasgow

Established over a Century

Cable: Lambertson, Glasgow.
Codes: A.B.C. 4th and 5th Editions.

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MARZIPAN

CHOCOLATE



Agents

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Maritime Provinces and Western Canada

Lind Brokerage Co., Ltd., Toronto

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(Fruit Merchants) Ltd.

40-41-42, KING WILLIAM ST.
LONDON, E.C. 4, ENGLAND

Cables: "Londly, London"
Codes (Private): A. B. C. 4th and 5th Editions,
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Direct Shippers

Portuguese Sardines, French Sardines, Norwegian Brisling, Sild, Herrings, &c; Dried Fruits, Currants, Dates, Raisins, Evaporated Fruits; Almonds and Nuts of all kinds; Shelled and Prepared Almonds; Almonlike (substitute for Prepared Almonds); Shelled Walnuts and Kernels; Spices, Rices, Tapiocas, &c.; Confectionery, Chemicals, &c.

Proprietors of

Turban Dates

BRAND BUSREH

IN CARTONS. Cases each 60 nominal pounds

Turban Puddings

COMPLETE

Whole Rice Custard
Barley Flake Custard
Sago Custard

Ground Rice Custard
Tapioca Custard
Semolina Custard

All ingredients in the packet. No Eggs, Sugar or Milk required. A quart of water and a packet of Turban gives a rich milky pudding for six persons. Cases each 6 dozen assorted.

OBAYO REAL SARDINES

The Elite of the Sea

Guaranteed real Sardines, carefully packed in pure oil. Of high grade quality and fine flavour. Attractive gold and blue labels.

Packed in following sizes, 22 m/m. 1/4-club. Nominal 10 oz. 12 oz. and 18 oz. All with keys.

Special Quotations upon Application



Mince Meat (Tins)—1s, \$2.90; 2s, \$4.00; 5s, \$12.90.
Mince Meat (bulk)—5s, 17c; 10s, 16c; 25s, 15c; 50s, \$16.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., \$1.05; 1s, \$1.65; 2s, \$2.35; 3s, \$3.50.
With Plain Sauce—Ind., 95c; 1s, \$1.60; 2s, \$2.30; 3s, \$3.30.
Chateau Brand Concentrated Soups—Celery, \$1.25; Consomme, \$1.25; Green Peas, \$1.25; Julienne, \$1.25; Mulligatawny, \$1.45; Mutton Broth, \$1.25; Ox Tail, \$1.25; Pea, \$1.25; Scotch Broth, \$1.25; Vegetable, \$1.25; Chicken, \$1.45; Mock Turtle, \$1.45; Tomato, \$1.25; Vermicelli Tomato, \$1.25; Assorted, No. 1, case, \$1.35; Soups and Bouilli, 6s, \$13.25.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.85; 2s, \$1.90; 3s, tall, \$2.50; 6s, \$8; 12s, \$16.
Plain Sauce, Pink Label—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.45; 2s, \$1.90; 3s (talls), \$2.50; 6s, \$8; 12s, \$12.
Chili Sauce (red and gold label)—Ind., 85c; 1s, \$1.00; 1 1/2s, \$1.45; 2s, \$1.90.
Vegetarian Baked Beans and Tomato Sauce—2s, \$1.90.
Sliced Smoked Beef—1/2s, \$2.35; 1s, \$3.75; 4s, \$24.
Canadian Boiled Dinner—1s, \$2.35; 2s, \$5.95.
Army Rations—Beef and Vegetables, 1s, \$2.25; 2s, \$4.95.
Spaghetti with Tomato Sauce with Cheese—1/2s, \$1.35; 1s, \$1.85; 3s, \$3.25.
Tongue, Ham and Veal Pates—1/2s, \$2.30.
Ham and Veal Pates—1/2s, \$2.30.
Smoked Vienna Style Sausage—1/2s, \$2.45.
Pate De Foie—1/4s, 75c; 1/2s, \$1.40.
Plum Pudding—1/2s, \$1.90; 1s, \$3.35.
Potted Beef Ham—1/4s, 75c; 1/2s, \$1.40.
Beef—1/4s, 75c; 1/2s, \$1.00.
Potted Tongue—1/4s, 75c; 1/2s, \$1.40.
Potted Game (Venison)—1/4s, 75c; 1/2s, \$1.40.
Potted Veal—1/4s, 75c; 1/2s, \$1.40.
Potted Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.
Devilled Beef Ham—1/4s, 75c; 1/2s, \$1.40.
Devilled Tongue—1/4s, 75c; 1/2s, \$1.40.
Devilled Veal—1/4s, 75c; 1/2s, \$1.40.
Devilled Meats (Assorted)—1/4s, 80c; 1/2s, \$1.45.
In Glass Goods
Fluid Beef Cordial—20 oz. bottles, \$10; 10 oz., \$5.
Ox Tongue—1 1/2s, \$14.50; 2s, \$19.70.
Lunch Tongue (in glass)—1s, \$9.90.
Sliced Smoked Beef (in glass)—1/4s, \$1.80; 1/2s, \$2.30; 1s, \$3.90.
Minced Meat (in glass)—1s, \$3.25.
Potted Chicken (in glass)—1/4s, \$2.40.
Ham (in glass)—1/4s, \$2.40.
Tongue (in glass)—1/4s, \$2.40.
Venison (in glass)—1/4s, \$2.40.
Meats, Assorted (in glass)—\$2.45.
Chicken Breast (in glass)—1/2s, \$3.90.
Tomato Ketchup—8s, \$2.20; 12s, \$2.75; 16s, \$3.40.
Chili Sauce—10 oz., \$3.25.
Spaghetti with Tomato Sauce—1/2s, \$1.40; 1s, \$1.90; 3s, \$3.30.
Peanut Butter—1/4s, \$1.35; 1/2s, \$1.85; 1s, \$2.25; in pails, 5s, 26c; 12s, 24c; 24s, 23c; 50s, 23c.
COLMAN'S OR KEEN'S MUSTARD
Per doz. tins
D.S.F., 1/4-lb. \$2 80
D.S.F., 1/2-lb. 5 30
D.S.F., 1-lb. 10 40
F.D., 1/4-lb.
Per jar
Durham, 1-lb. jar, each ... \$0 60
Durham, 4-lb. jar, each ... 2 25
CANADIAN MILK PRODUCTS, LIMITED,
Toronto and Montreal
KLIM
Hotel \$18 50
Household size 8 25
Small size 5 75
F.o.b. Ontario jobbing points, east of and including Fort William. Freight allowance not to exceed

50c per 100 lbs., to other points, on 5-case lots or more.
THE CANADA STARCH CO., LTD.
Manufacturers of the
Edwardaburg Brands Starches
Laundry Starches—
Boxes
40 lbs., Canada Laundry ... 69 1/2
40 lbs., 1-lb. pkg., Canada White or Acme Gloss ... 10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons ... 10 1/2
100-lb. kegs, No. 1 white ... 10
200-lb. bbls., No. 1 white ... 10
30 lbs., Edwardaburg Silver Gloss, 1-lb. chromo pkgs. ... 11 1/2
48 lbs., Silver Gloss, in 6-lb. tin canisters 13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes 13
100 lbs., kegs, Silver Gloss, large crystals 11
40 lbs., Benson's Enamel (cold water), per case ... 3.25
Celluloid, 45 cartons, case ... 4.50
Culinary Starch
40 lbs., W. T. Benson & Co.'s Celebrated Prepared ... 11 1/2
40 lbs. Canada Pure or Challenge Corn 00 1/2
20-lb. Cases Refined Potato Flour, 1-lb. pkgs. 16
(20-lb. boxes, 1/4 higher, except potato flour)
GELATINE
Cox's Instant Powdered Gelatine (2-qt. size), per doz. ... 1 80
Knox Plain Sparkling Gelatine (makes 4 pints), per doz. ... \$2 00
Knox Acidulated Gelatine (Lemon Flavor), makes 4 pints, per doz. 2 10
SYRUP
THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP
Perfect Seal Jar, 8 lbs. 1
doz. in case \$4.00
2-lb. tins, 2 doz. in case ... 5.15
5-lb. tins, 1 doz. in case ... 5.75
10-lb. tins, 1 doz. in case ... 5.45
20-lb. tins, 1/2 doz. in case ... 5.40
(Prices in Maritime Provinces 10c per case higher)
Barrels, about 700 lbs. \$0 07 1/2
Half bbls., about 350 lbs. ... 0 08
1/4 bbls., about 175 lbs. 0 08 1/2
2-gal. wooden pails, 25 lbs. ... 2 45
3-gal. wooden pails, 38 1/2 lbs. ... 3 65
5-gal. wooden pails, 65 lbs. ... 5 90
LILY WHITE CORN SYRUP
2-lb. tins, 2 doz. in case ... \$5 65
5-lb. tins, 1 doz. in case ... 6 25
10-lb. tins, 1/2 doz. in case ... 5 95
20-lb. tins, 1/4 doz. in case ... 5 90
(5, 10, and 20-lb. tins have wire handles)
MOZOLA COOKING OIL
Toronto Montreal
Pints, 2 doz., case... 9 00 9 00
Quarts, 1 doz., case 8 25 8 40
Gallons, 1/2 doz., case 15 00 15 40
INFANTS' FOOD
MAGOR, SON & CO., LTD.
Robinson's Patent Barley—Doz.
1 lb. \$4 00
1/2 lb. 2 00
Robinson's Patent Groats—
1 lb. 4 00
1/2 lb. 2 00
NUGGET POLISHES
Doz.
Polish, Black, Tan, Toney Red and Dark Brown \$1 15
Card Outfits, Black and Tan... 4 15
Metal Outfits, Black and Tan... 4 35
Creams, Black and Tan..... 1 25
White Cleaner 1 25
IMPERIAL TOBACCO CO. OF CANADA, LIMITED
EMPIRE BRANCH
Black Watch, 10s, lb. \$1 20
Bobs, 12s 1 00
Currency, 12s 1 00
Stag Bar, 9s, boxes, 6 lbs. ... 1 08
Pay Roll, thick bars 1 25
Pay Roll, plugs, 10s, 6-lb. 1/4 caddies 1 26
Shamrock, 9s, 1/2 cads. ... 12
lbs., 1/4 cads., 6 lbs 1 08
Great West Pouches, 9s, 3-lb. boxes, 1/2 and 1-lb. lunch boxes 1 12
Forest and Stream, tins, 9s, 2-lb. cartons 1 44

CANTELOUPES

Now receiving cars of the finest netted melons grown in California.

Prices are low, making these about the cheapest fruit now on the market. Order to-day—

- STANDARD—PONIES—FLATS
- CALIFORNIA FRUITS
- PEACHES—PLUMS—APRICOTS
- WATERMELONS—NEW POTATOES
- TOMATOES—CABBAGE
- ORANGES—GRAPEFRUIT
- LEMONS
- BANANAS A SPECIALTY

The House of Quality

HUGH WALKER & SON
GUELPH Established 1861 ONTARIO

CALIFORNIA

Peaches, Plums, Cherries,
Apricots

Our First Car of the Season
Will Arrive Wednesday

Cucumbers, Mississippi
Tomatoes, Cantaloupes
and Watermelons

Viridilli and California
Lemons

YOUR ORDER SOLICITED

White & Co., Limited
TORONTO

Long Distance Phone, Main 6243



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England



Brooms

We are pleased to advise the trade that we can now supply our

Standard Brooms

Prompt Shipment

and will be glad to book your order.

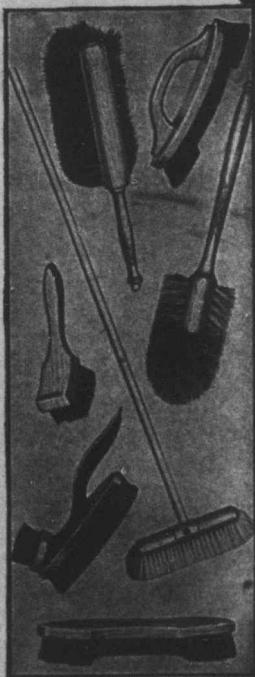
Prices *right*. Quality as usual.

Walter Woods & Co.
Hamilton and Winnipeg

It is repeat sales that make
your profit—and DEL MONTE
Products are great repeaters because
they have the quality that brings
customers back for more.

Del Monte
BRAND
QUALITY
FRUITS & VEGETABLES

KEYSTONE



Household Brushes

'Keystone' Household Brushes are the right brushes for you to stock and push—because they are the best brushes that can be made for the prices asked.

The housewife appreciates the fact that brushes which hold their bristles will save time and money. You can sell "Keystone" Household Brushes with this assurance, and your customers will depend on your statements when buying again.

For prices, etc., write
Stevens - Hepner Co.
Limited
PORT ELGIN, ONT.

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

STEVENS-HEPNER CO., Limited
PORT ELGIN, ONTARIO

Forest and Stream, ¼s, ½s, and 1-lb. tins	1 50
Forest and Stream, 1-lb. glass humidors	1 75
Master Workman, bars, 7s, 3½ lbs.	1 20
Derby, 9s, 4-lb. boxes	1 08
Old Virginia, 12s	1 50
Old Kentucky (bars), 8s, boxes, 5 lbs.	1 25

WM. H. DUNN, LTD., Montreal
BABBITTS

Soap Powder, case 100 pkgs..	\$5 65
Cleanser, case 50 pkgs.	3 10
Cleanser (Kosher), cs. 50 pkgs.	3 10
Pure Lye, case of 4 doz.	5 95

JELL-O

Made in Canada

Assorted case, contains 4 doz.	\$5 40
Lemons, 2 doz.	2 70
Orange, 2 doz.	2 70
Raspberry, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Chocolate, 2 doz.	2 70
Cherry, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Weight, 8 lbs. to case. Freight rate second class	

JELL-O ICE CREAM POWDERS

Made in Canada

Assorted case, contains 2 doz.	\$2 73
Chocolate, 2 doz.	2 70
Vanilla, 2 doz.	2 70
Strawberry, 2 doz.	2 70
Unflavored, 2 doz.	2 70
Weight, 11 lbs. to case. Freight rate second class	

BLUE

Keen's Oxford, per lb.	\$0 24
In cases 12-12 lb. boxes to case	0 25

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.	\$4 60
Perfection, ¼-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	0 95
Perfection, 5-lb. tins, per lb.	0 37
Supreme Breakfast Cocoa, ½-lb. jars, 1 and 2 doz. in box, doz.	2 75

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	0 36
Supreme Chocolate, 10c size, 2 doz. in box, per box ...	1 80
Perfection Chocolate, 10c size, 2 doz. in box, per box.	1 80

SWEET CHOCOLATE— Per lb.

Eagle Chocolate, ¼s, 6-lb. boxes	0 32
Eagle Chocolate, ½s, 6-lb. boxes, 28 boxes in case.	0 31
Diamond Chocolate, ¼s, 6 and 12-lb. boxes, 144 lbs., in case	0 32
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 33
Diamond Crown Chocolate, 28 cakes in box	1 10

CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb.	\$0 42
Milk Medallions, 5-lb. boxes in case, per lb.	0 42
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb.	0 55

5c LINES

Toronto Prices

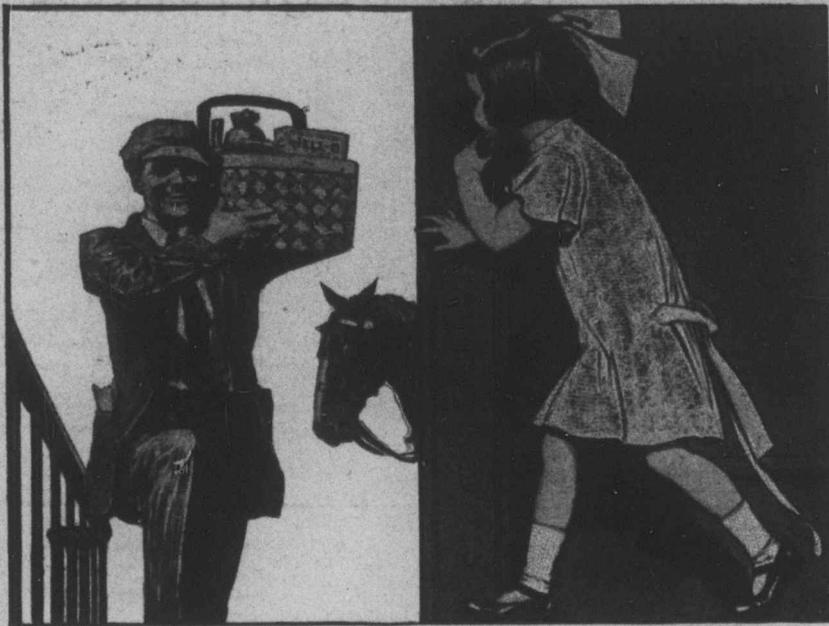
Per box

Filbert Nut Bars, 24 in box, 60 boxes in case	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case	0 95
Puffed Rice Bars, 24 in box, 50 boxes in case	0 95
Ginger Bars, 24 in box, 50 boxes in case	0 95
Fruit Bars, 24 in box, 50 boxes in case	0 95
Active Service Bars, 24 in box, 50 boxes in case	0 95
Victory Bar, 24 in box, 60 boxes in case	0 95
Queen's Dessert Bar, 24 in box, 50 boxes in case.	0 95
Regal Milk Chocolate Bar, 24 in box, 50 boxes in case	0 95
Royal Milk Cakes, 24 in box, 50 boxes in case	0 95
Maple Buds, 6c display boxes, 6c pyramid packages, 6c glassine envelopes, 4 doz. in box	1 90

10c LINES

Maple Buds, 10c, 1 doz. in box, 50 boxes in case, per doz.	\$0 95
Medallions, 10c, 1 doz. in box, 50 boxes in case, per doz.	0 95

Do you want help or have you something to sell, if so use the classified column in this paper.



“Did You Bring the Jell-O?”

The “Delivery Man” finds that his visits are often awaited almost as eagerly as those of Santa Claus. And why not? Doesn't the “Delivery Man” bring more good things to the average home in the course of a year than Santa does?

When mamma is ordering something particular good for dinner—Jell-O, for instance—don't you believe there are some anxious moments until the “Delivery Man” comes and empties his load in the kitchen?

THE GENESEE PURE FOOD COMPANY OF CANADA
 LIMITED
BRIDGEBURG, ONTARIO
Made in Canada

**Our
 Want Column
 Will Help You**

**Baker's Cocoa
 and Chocolate**



REGISTERED TRADE-MARK

**MAKE AND
 KEEP GOOD
 CUSTOMERS**

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws; are readily sold, giving a quick turnover of stock.

MADE IN CANADA

WALTER BAKER & CO. Limited
 Montreal, Can. Dorchester, Mass.
 Established 1780

Parke's Fly and Mosquito Oil



KEEPS MOSQUITOES AND BLACK FLIES AWAY.

No mosquito bites. No swollen hands and ankles. No red inflamed lumps on the face.

“Use it and they will leave you alone.”
THE DEMAND FOR IT IS EVERYWHERE at the home, the beach, the lakeside, the camp, etc.

Good sized bottle sells for 25 cents. Wholesale price \$2.10 per dozen, \$24.00 per gross.

Manufactured and for sale by

PARKE & PARKE, LIMITED
 MacNab St. and Market Sq., Hamilton, Ont.

**WHEN WRITING ADVERTISERS
 KINDLY MENTION THIS
 PAPER**

Getting Results

A large firm in a Western Canada city recently advertised in CANADIAN GROCER Want Ad. Page for a man to fill a responsible position—result 21 replies. This indicates that the want ad. page is followed closely. The man YOU want to reach is reading this page.

WANTED

live representatives in every province in the Dominion of Canada to sell our new products:—

REX CEDAR OIL
 REX FURNITURE CREAM
 REX FLOOR WAX
 REX WASHING COMPOUND

The above lines, with many others, are first-class goods. We offer liberal commission. Write or wire us.

REX CHEMICAL COMPANY
 20 ST. JAMES ST., MONTREAL

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
 143-153 University Ave., Toronto

This space, small though it is, is capable of producing big results if used continuously and judiciously.

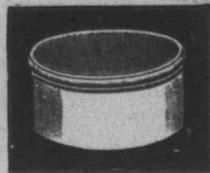
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BUYERS' MARKET GUIDE

Latest Editorial Market News



STONEWARE

Buy Now—Butter Crock, Jugs, Churns, Flower Pots, etc. Ask for latest catalogue.

The Toronto Pottery Co. Limited
Dominion Bank Bldg.
TORONTO

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

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

WHITE-COTTELL'S

Best English Malt Vinegar

QUALITY VINEGAR

White, Cottell & Co., Camberwell, London, Eng.
Agent:
W. Y. COLCLOUGH, 53 Silver Birch Ave., Toronto
Beach 2170
J. E. TURTON, Board of Trade Building, Montreal

The LV PICKLE

Manufactured by
GILLARD & CO., LIMITED
London, England
An English Delicacy of High Repute
Magor, Son & Co., Ltd., 403 St. Paul St.,
(Place Royale), Montreal.

Order from your jobber to-day.

"SOCLEAN"

the dustless sweeping compound

SOCLEAN, LIMITED

Manufacturers TORONTO, Ontario

These one-inch spaces
only \$1.60 per insertion
if used each issue in the
year.

NEW BRUNSWICK PROTESTS EMBARGO ON AMERICAN POTATOES, FEARING RETALIATION

New Brunswick potato dealers and growers have entered a protest against a movement emanating from Ontario and Quebec to have an embargo placed on American potatoes coming into Canada on the grounds that the American Government would doubtless retaliate and not allow Canadian potatoes to go into their market next fall.

Such action, the potato dealers and growers declared, would ruin the potato industry in the Maritime Provinces, nine-tenths of the crop having been marketed in the United States last year.

The American market is, it appears, of more importance to the New Brunswick grower than the Canadian. The New Brunswick Potato Exchange stated that since September last they have shipped 900 cars of potatoes to the United States and only 100 cars to Ontario.

COCOANUT

For immediate or future deliveries.

E. B. THOMPSON

20 Front Street East, Toronto

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
3/4-INCH CUSHION FILLERS
CORRUGATED FLATS.

The TRENT MFG. CO., Ltd.
TRENTON - - ONTARIO



Now is the time to see us regarding Salted Lake Herring in pails, tubs or half-barrels. Write us at once. Herring any quantity our speciality.

BOWMAN FISH CO.
66 Jarvis Street.
Toronto

GROCERS & BUTCHERS

Buy the Best

FANCY DRESSED POULTRY,
SELECTED EGGS, CHOICE DAIRY
AND CREAMERY BUTTER

C. A. MANN & CO.

LONDON, ONTARIO

"Canada Food Board License No. 7-078"

BREAK NO FEARS IT'S AN R. M. MOORE

GAS MANTLES.
THE MANTLES THAT YOU CAN TIE IN A KNOT WITHOUT DAMAGE. SUPERSEDE ALL OTHER STYLES FOR INVENTED GAS LIGHTS.

R. M. Moore & Co. Ltd. Vancouver, B.C.
PACIFIC COAST MANTLE FACTORY

Ship us your

BUTTER, EGGS, POULTRY Etc.

We pay highest wholesale prices
KAVANAGH PROVISION CO.
Bloury Street, Montreal

Phones:

Uptown 4620, Uptown 4621, After 7 p.m. Upton 198

TANGLEFOOT

The Non-Poisonous Fly Destroyer
The United States Public Health Service advises: "Arsenical Fly-Destroying devices must be rated as extremely dangerous, and should never be used."

WANTED

EGGS AND POTATOES

We pay highest market prices.

Write us for information

NAPOLEON MORRISSETTE

18 Jacques Cartier Square, Montreal

Wanted

Classified Advertising

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

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

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

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

WANTED

WANTED—YOUNG MAN WITH GROCERY experience who can prepare literature and write advertisements and who has had some knowledge of salesmanship. Must be careful and energetic. Splendid opportunity afforded the right party for advancement. In writing, state complete experience, age, names of previous employers, references, etc. Apply Box 612, Canadian Grocer, 143-153 University Ave., Toronto.

WANTED — SALESMEN TO REPRESENT wholesale grocery house in city and country. Those having either experience or connection preferred. Apply Box No. 648, Canadian Grocer, 143 University Ave., Toronto, Ont.

WANTED.—A CASH GROCERY BUSINESS in good live town or city. Box 82, Orillia, Ontario.

COLLECTIONS

COLLECTION LETTERS — MONEY-GETTING letters that don't antagonize. Complete series with instructions. Yours for 25 cents. Toronto Stenographic Service, Webster Building, Toronto.

Grocery Salesman

Old established Western Wholesale Grocery House has opening for experienced grocery salesman, one who has absolutely proved his qualities of salesmanship. Territory is desirable. Firm has good connection at present time, but can be improved. Substantial salary with yearly bonus will be paid to right man. This is an excellent opportunity for first class grocery salesman to enter the Western field where opportunities for advancement are more numerous than in the East. Only first class, capable salesmen with good records behind them need apply. Correspondence strictly confidential. Apply Box 650, Canadian Grocer, University Ave., Toronto.

Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished **FREE** upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO

POSITIONS WANTED

YOUNG MARRIED MAN WITH THOROUGH and up-to-the-minute knowledge of the business, wants position in first-class grocery or general store. Capable of taking complete charge. would invest some capital in partnership if suited. Best of references. Apply Box 652, Canadian Grocer.

TRANSLATIONS

ENGLISH INTO FRENCH — COMMERCIAL. Financial and Technical Literature. Advertising booklets, catalogues, circulars, posters. Private correspondence. Manufacturers and Manufacturers' Agents desiring English to French translations will secure expert service at a moderate rate by addressing Leon A. Archambault, P.O. Box 135, Station B, Montreal.

WANTED

WANTED—EXPERIENCED GROCERY SALESMAN for first-class store. Lindsay, Box 500, Canadian Grocer, 143 University Ave., Toronto.

SALESMAN TRAVELLING IN EASTERN Townships, Quebec, calling on grocery and general stores, wants one or two good lines grocers' specialties on commission. Apply Box 654, Canadian Grocer, 128 Bleury St., Montreal.

TO MANUFACTURERS—OVERSEAS TRADE. T. B. Roe personally waits upon the best Grocers in Lancashire and Yorkshire districts, England. He has a first-class connection with wholesale and retail houses and has permission from the English firm he represents to sell other goods on commission. T. B. Roe, 29 West Street, Scarborough, England.

WHEN WRITING ADVERTISERS PLEASE MENTION THIS PAPER

COLLECTIONS

You want those bad accounts cleaned up?

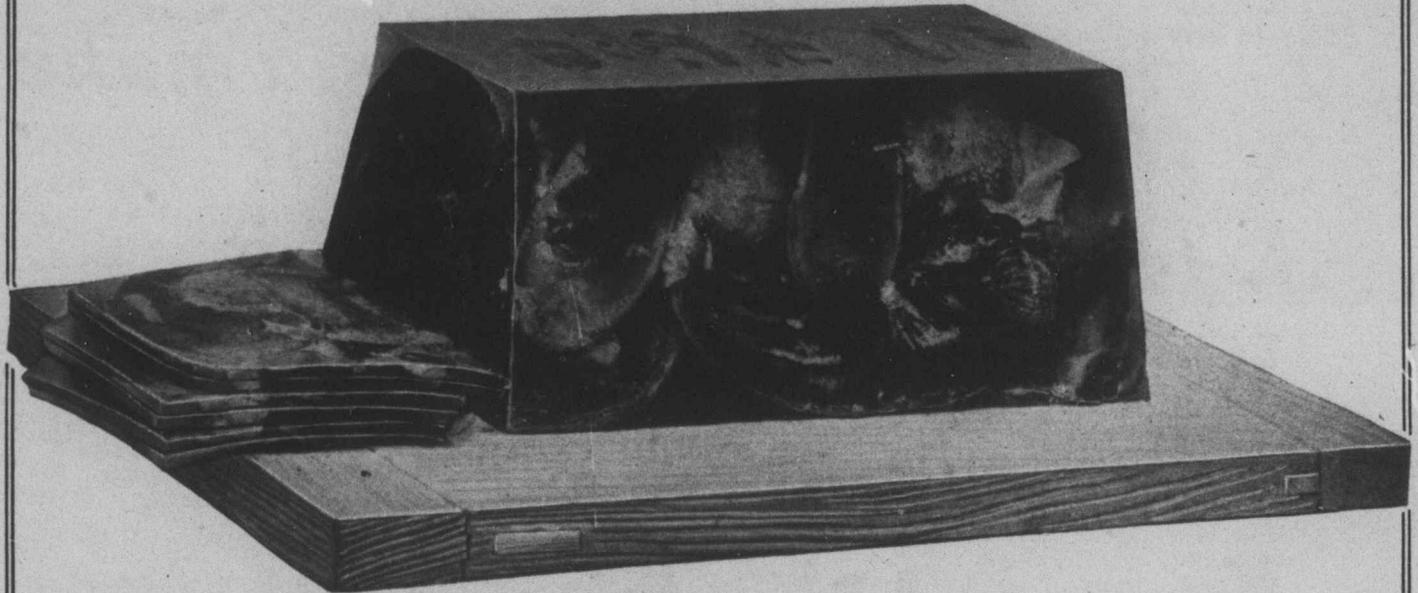
All right, sir, if that's your desire, let us know. We have helped others—we are ready to help you.

We have a large, well-reputed organization, thoroughly qualified to collect anywhere. Let us know your need—we will do the rest.

Nagle Mercantile Agency
Westmount, Montreal, Que.

EVERYWHERE
NO
COLLECTION
NO
CHARGE
EFFICIENT
RELIABLE

Feature These Cold-Luncheon Treats For Summer Days



Davies' Jellied Pork Tongue

IF you are making a bid for the Summer resort and picnic trade, these are the lines to bring you good business.

Davies Cooked and Jellied Meats are made in an assortment inviting enough to meet the requirements of every class of trade. They're good—because they're **made good**.

Feature these popular lines in your Store.

**PORK TONGUE
OX TONGUE**

**PORK AND TONGUE
HOCKS
ENGLISH BRAWN**

**PRESSED BEEF
VEAL**

(Put up in Open Tins, about 6-lbs. each. Ox Tongue also in 9-lb. and 14-lb. Tins)

**THE DAVIES COMPANY
WILLIAM DAVIES LIMITED**

Montreal

TORONTO

Hamiltor

Canada Food Board Packers' License No. 13-50.

Profit depends on three things

1. *How much margin you make*
2. *How often you make it*
3. *How easily you make it*

WE are helping every grocer make sugar a profitable item by quickening the repetition of his LANTIC SUGAR sales and by reducing the expense of each transaction to a minimum.

Lantic Sugar ADVERTISING

is educating the housewife to appreciate cleanly and convenient LANTIC in original packages which the grocer can handle without labor and without waste.

Our big 24-sheet posters occupy the most prominent locations. Our full color page advertisements or black and white advertisements are in nearly every issue of leading magazines. Our newspaper advertisements appear in preferred positions several times a week all over the Dominion.

This strong methodical advertising campaign is done in the interest of standardizing the grocers' sugar sales, eliminating waste, accident and mistakes and increasing profit by speeding up the turnover on modern scientific lines.

Packed in 2 and 5-lb. cartons; 10, 20 and 100-lb. sacks.



ATLANTIC SUGAR REFINERIES, LTD., McGill Bldg., MONTREAL