

**PAGES  
MISSING**

SASKATCHEWAN MERCHANTS' CONVENTION NUMBER

# CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, MAY 21, 1915

No. 21



One of the  
famous  
Edwardsburg  
brands

The standard  
of excellence  
for more than  
half a century

THE **CANADA STARCH CO.** LIMITED

MANUFACTURERS OF THE  
**EDWARDSBURG BRANDS**  
Works, Cardinal, Brantford & Fort William, Ont.



CANADIAN GROCER

*The Canadian  
Artillery  
in Action*



*“Boys, we held them at  
Langemarck!”*

## CODOU'S MACARONI

holds trade firm  
against all odds

Codou's strong point is its unquestioned quality—its years of popularity and satisfaction to the dealer and customer.

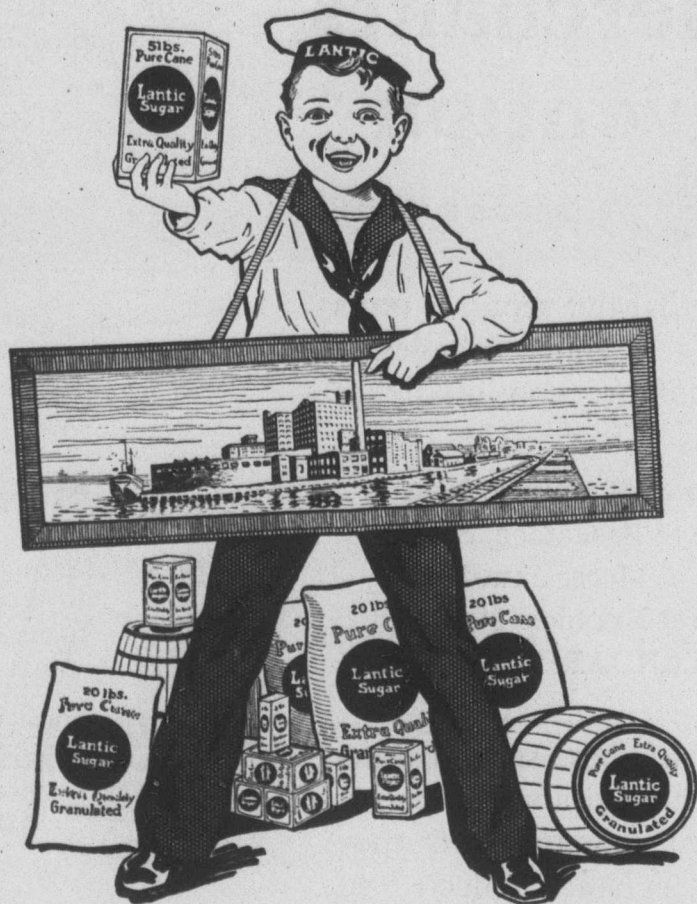
Codou's quality starts with the first ingredient—the wheat, the best adapted to the purpose. Unusual care and cleanliness mark every step in the Codou process.

Keep fortified against poor profits. Be ready for the “Langemarck” in your sales by ordering a goodly stock of the best Macaroni—CODOU'S.

Replenish to-day.

**Arthur P. Tippet & Co.**

Agents MONTREAL



Here is the new  
Sugar that your  
customers are  
asking for.

# Lantic Sugar<sup>16</sup>

THE SUGAR OF EXTRA SWEETNESS

Make your profit on all the business we are sending to your store through our splendid newspaper, magazine and poster advertising. Stock the full line of LANTIC SUGAR — the 10, 20 and 100-pound bags, as well as the 2 and 5-pound cartons and the barrels. We are creating the sales for you. You have but to satisfy the demand.

ATLANTIC SUGAR REFINERIES LIMITED

MONTREAL AND ST. JOHN, N. B.





# Retail Merchants in Convention

Our best wishes were yours for a successful convention.

Let us remind you that five separate units of Western Canada's Premier Wholesale Grocery Establishment are continually at your service:

- Unit No. 1 Head Office at Winnipeg, Man.
- Unit No. 2 Warehouse at Saskatoon, Sask.
- Unit No. 3 Warehouse at Moose Jaw, Sask.
- Unit No. 4 Warehouse at Brandon, Man.
- Unit No. 5 GOLD STANDARD FACTORY at Winnipeg.

The buying power of these several units is advantageously combined and the policy directed by a central management, thus making economies which are reflected in our price lists. Each unit maintains a distinctive stock adapted to the territory it serves.

Let us quote and serve you from the point most favorably situated to supply your requirements.

## The Codville Company, Limited

Wholesale Grocers and Manufacturers

WINNIPEG

Brandon  
MAN.

Moose Jaw  
SASK.

Saskatoon  
SASK.



From the vine  
to the bottle  
along the road  
of absolute  
**PURITY**

The juice of the delicious, sun-ripened Winona Concord grapes is the finest flavored of any in the world—a fact which is proven by the unparalleled and growing demand for the grapes of the Winona district.

This fine quality juice is processed under the same high grade, cleanly conditions for which E.D.S. products are noted. It has no chance whatever to lose its fine, fresh grape flavor before being bottled ready to serve to lovers of Nature's purest and most wholesome beverage.

E.D.S. grape juice should be on display right now in your store and your windows.

Sell E.D.S. Brand and watch the taste grow.



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

*Agents:*

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

**SUCCESS**  
comes quickest with  
standard goods  
such as Borden's

Three generations of physicians have prescribed them for their absolute fidelity to purity, quality and wholesomeness.

Three generations of mothers have proven their worth and goodness.

And to-day Borden's is one of the strongest and surest sellers in your line.

The camping and picnicing season is almost here. Feature Borden's in your displays to-day.

**Borden Milk Co., Limited**

"Leaders of Quality"

MONTREAL

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





# Macdonald-Crawford Limited

*Wholesale Grocers and Fruit Merchants*

Saskatoon and Moose Jaw

Distributors of

Swiss Bell Brand Canned Goods and  
Western Cannery Canned Goods,  
Kelowna, B.C.

One Price

Highest Quality

Best Service

# GOLD DUST



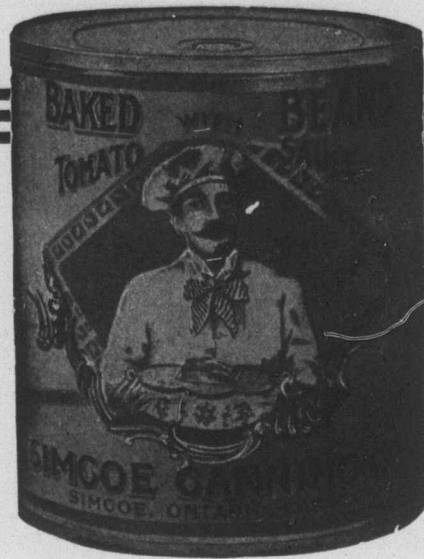
GOLD DUST is the great cleansing machine that saves hard work for the housewife. GOLD DUST advertising is the great selling machine that saves hard work for the grocer, by sending sales to him. Keep GOLD DUST prominently displayed and get the benefit of our work on the consumer.

**THE N.K. FAIRBANK COMPANY**  
**LIMITED**

---

---

Summer Sales  
Come Easy  
with



# Simcoe Baked Beans

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

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

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

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



---

---

**Dominion Canners**  
Limited  
**Hamilton, Ont.**





## EVERYBODY

From coast to coast throughout the Dominion of Canada who reads a newspaper is familiar with this "Little Lady."

She is helping sell that stock of cocoa and chocolate you have on hand in a way that is forceful and attractive.

She knows every housewife and is your friend, and brings many new customers to your door.

Prepare to meet an extra demand this year.

**The Cowan Company, Limited**  
Toronto

# Furnivall's

FINE  
FRUIT  
PURE JAM

The occasional customer with a distaste for manufactured jams, or those with a preference for the purity of home preserves, find unusual pleasure and satisfaction in Furnivall's—the pure essence of choice, fresh fruits, preserved under the most sanitary conditions. Push the jams that meet with the approval of every customer. Get your wholesaler to stock you Furnivall's Pure Jams to-day. Many popular kinds to choose from.



**Furnivall-New  
LIMITED**  
Hamilton, Ont.

Agents:—Halifax, B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ottawa, L. T. White; Toronto, Dunn-Hortop Co.; Fort William, W. F. Elliott; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

## Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits*. They are *known* for *quality*, and carry the best trade with them.

Packed for export in air-tight tins. Send an order to the nearest agent.



AGENTS:  
Wm. H. Dunn  
Limited  
Montreal

Dunn-Hortop  
Limited  
Toronto

Hamblin &  
Brereton, Ltd.  
510 Ninth  
Ave W.  
Calgary, Alta.

Hamblin &  
Brereton, Ltd.  
Edmonton,  
Alta.

T. A. MacNa's  
& Co.  
St. John's  
Newfound  
land

**CARR & CO. CARLISLE  
ENGLAND**

## A name that counts—

that means to your customers proven quality — absolute purity—  
certain satisfaction—is

# Redpath Sugar

For as many years as they can remember—and more—REDPATH has been known as Canada's best sugar, and every package they buy, every comparison they make with other sugars, strengthens their confidence in the name "REDPATH."

REDPATH Original Packages are convenient to handle—easy to sell—sure to satisfy. It is good business policy to associate your store with such names as REDPATH.

**Canada Sugar Refining Co., Limited, Montreal**



# ROBINSON'S

OF BRISTOL, ENGLAND

TEA BAGS

COFFEE BAGS

PARCHMENT LARD BAGS

GREASE PROOF  
CONTAINER BAGS

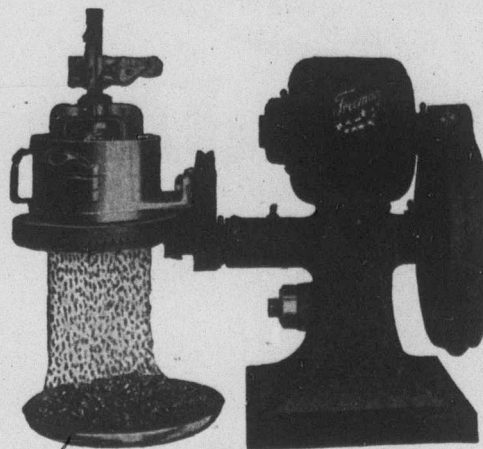
To fit all sizes of cartons.

Write:—

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

# Freeman's Electrical



Driven  
Meat  
Chopper  
Bone  
Grinder  
and  
Coffee  
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

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

*Century*  
Salt

Pure,  
even  
crystals

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

THE DOMINION SALT CO. Limited  
SARNIA - ONTARIO

# Other Grocers have Won

and HELD enthusiastic trade with these popular, satisfying lines. Trade that considers the Rock City Line the most enjoyable tobaccos they have used. Couldn't you easily do the same in your locality? Stock and push Rock City lines to-day.

"Master Mason" "King George" "Rose Navy" "Quesnel"  
SMOKING CHEWING PLUG SMOKING

Stock up now.

Rock City Tobacco Co.  
LIMITED  
QUEBEC and WINNIPEG

Make a good Window Display of

# OCEAN BLUE

The brightly printed packages attract the eye, and lead to good sound profitable business.

**Order from your Wholesaler**

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

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

# "SOVEREIGN" SALMON

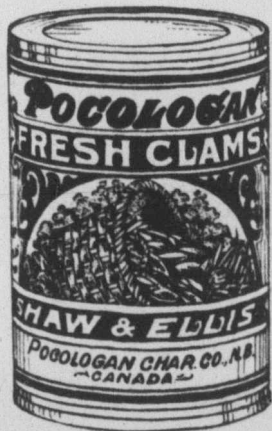


**FINEST  
BRITISH  
COLUMBIA  
SCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

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

# Indian Chief Brand CLAMS



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

Just what the Restaurant Trade are looking for

**Your Jobber will Supply You**

**Shaw & Ellis, Pocologan, N.B.**

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

# Not Sold By Weight

When we sell the customer a package of

# Shredded Wheat

we are charging him not only for the wheat that goes into it, but for the patented process by which it is made digestible in the human stomach. We want our distributors to remember that you can grind up any old thing and call it a breakfast cereal, but Shredded Wheat is not made that way. The whole wheat is steam-cooked and baked in the finest, cleanest food factory in the world.



**MADE IN CANADA**

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

**The Canadian Shredded Wheat Co., Limited**  
Niagara Falls, Ontario

78-L





# Royal Shield Goods

## Shield You from Criticism

In them you get Guaranteed Quality

---

From us you get the service that  
satisfies—quick delivery, individual  
attention

---

Our goods are sold only to you,  
the Retail Grocers

---

*Buy from your Nearest House*

---

Campbell, Wilson & Strathdee, Regina  
Campbell, Wilson & Horne, Calgary, Edmonton, Lethbridge  
Campbell Brothers & Wilson, Winnipeg  
Campbell, Wilson & Adams, Saskatoon

# CLARK'S

## Tomato Ketchup

is MADE IN CANADA  
FROM CANADIAN PRODUCTS  
BY A CANADIAN FIRM

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

## CLARK'S Tomato Ketchup

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

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

That is why we say to you

### BUY CLARK'S

W. CLARK



LIMITED

Montreal





**Tartan**  
**BRAND**  
THE SIGN OF PURITY

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

## Phulcherra Garden Teas

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

**BALFOUR, SMYE & CO., Wholesale Grocers HAMILTON**

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



### The Price that Pulls the Trade

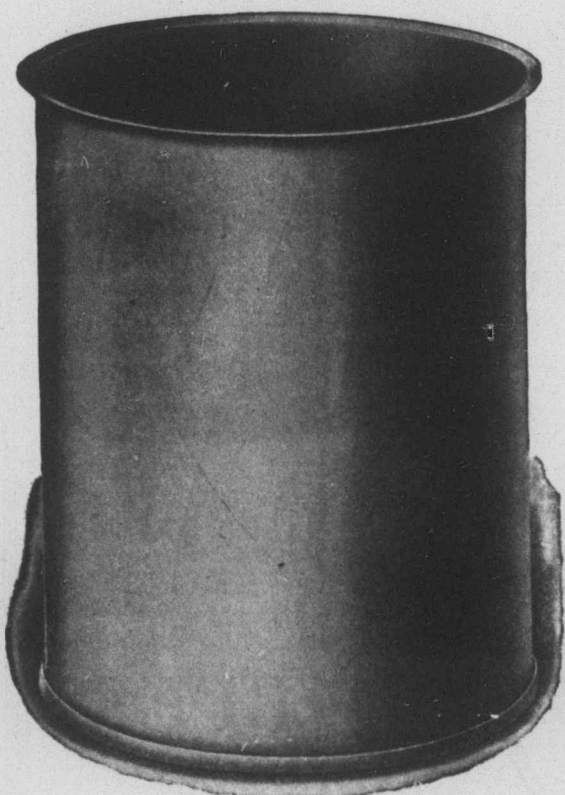
is the price that suits every purse and every need. While the big thing about Bee Brand

Products is their quality and strength, a most important point to you and your customers is their moderate price. It's the satisfactory price that pulls the sale every time. Push Bee Brand products to-day.

**FORBES & NADEAU, Montreal, Que.**

Say You Saw It  
in

**Canadian Grocer**



# Sanitary Cans

*"The Can of Quality"*

---

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

---

**Sanitary Can Company**  
LIMITED

NIAGARA FALLS, ONTARIO

# St. Lawrence Granulated

Tests 100 per cent. pure cane. The only sugar put out in three different sizes of grains to suit every consumer's preference.

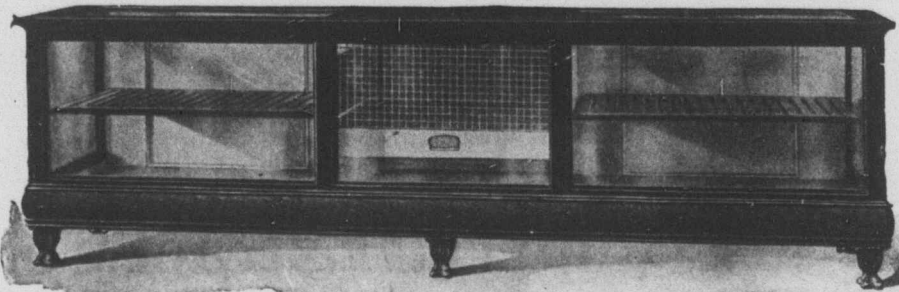
## ARCTIC

Exposed fruits, meats and other perishable goods mean loss — Arctic displayed goods mean rapid, satisfactory sales, bigger profits without loss from spoilage. This case is made in 6 and 8-ft. lengths with double glass, and produces dry, cold circulating air with smallest ice consumption.

A money-maker—write for catalog and prices.

**John Hillock & Co., Ltd.**  
TORONTO, ONT.

*On Your Refrigerator Display Case means an Inviting Selling Display*



## LARGEST MAKERS IN THE WORLD

**Tin Foil**—all descriptions

**Tea Lead**—all gauges and sizes

**Metal Bottle Capsules**—any size,  
color or stamping

**Collapsible Tubes**—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



## “The Proof of the Pudding—”

the pie, the cake, is in the eating. It is then that the flavorings that you sell are put under the “acid” test. And a mighty severe test it is, too.

If you are handling our extracts we feel confident that you are pleasing your customers. But if you are not, we believe you could do so with benefit to yourself.



## Shirriff's True Vanilla

is made from the finest Mexican Vanilla beans and our extracting process is continued for a whole year in order to get the full strength and flavor from the beans. Just think!

Shirriff's True Vanilla is made 50 per cent. stronger than the Government standard requires according to the Pure Food Act. Every bottle is guaranteed.

**Imperial Extract Co., Toronto**

---

---

## “Banner Brand” Jams and Jellies

---

---



“*BANNER*” *BRAND JAMS* are a food, Pure, Wholesome, Delicious and Nourishing, and can be served at a moment's notice.

*Just The Thing* for Picnic and Camping parties.

“*BANNER*” *BRAND* is the Best line in Jams and Jellies for the Grocer to recommend and handle—Satisfaction for the Customer—Profit for the Dealer. You're safe in pushing “*BANNER*” *BRAND JAMS*.

**LINDNERS LIMITED**

306 Ross Ave., WINNIPEG

340 Dufferin St., TORONTO

REPRESENTATIVES:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

Worth while taking

**50 seconds**

to read this

Tea is one of the most important of the many things sold in a grocery or general store. You know from experience probably that a customer who complains about tea, soon complains about other things and is dissatisfied all round.

You have also found that some customers who did not like the tea you recommended did not complain but went to another store when they needed to buy again.

To come right down to the point. Do you think it pays to push or recommend any tea until you are satisfied yourself that it is the best tea on the market?

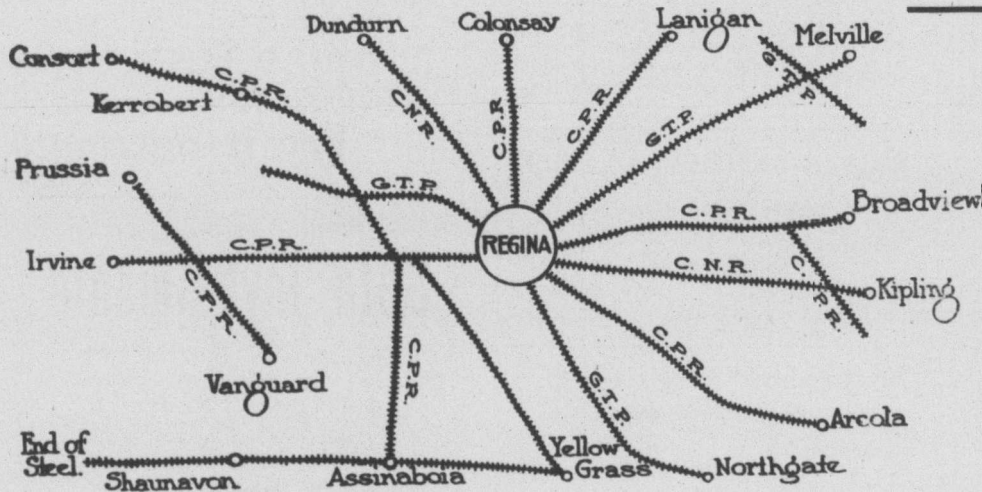
Nothing but the best is good enough for your customers.

Now, we believe Red Rose Tea is the best tea on the Canadian market, and we believe any independent expert judge of tea will back up this opinion.

Satisfy yourself by taking a package of Red Rose home and compare it with any other tea. You will then recommend it as "good tea."

**T. H. ESTABROOKS CO., LIMITED**

7 Front St. East, Toronto



We operate  
over  
3,000 miles  
of  
railway lines

Big Territory  
Large Volume  
Economical Distribution } = Low Prices

Join the happy family. Buy from  
**H. G. SMITH, LIMITED**

*Wholesale Grocers, Fruits, Produce*

NORTH BROAD STREET

REGINA, SASK.



# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

**W. G. A. LAMBE & CO.**  
TORONTO

Established 1885

**SUGARS                      FRUITS**

**W. H. Millman  
& Sons**

Wholesale Grocery  
Brokers

Toronto                      Ont.

Headquarters for Evaporated  
Apples and Canned Tomatoes.

**W. G. PATRICK & CO.**

Limited

Manufacturers' Agents  
and Importers

51-53 Wellington St. W., Toronto

**STIRLING & YOUNG**

General Brokers      Phone Main 4331

27 Wellington St. E., TORONTO

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

Reference : : : Bank of Montreal

**HENRI DE LEEUW**

28 Front St. E., Toronto.

**IMPORTER - EXPORTER  
FOODSTUFFS**

Connections all over the world.

**WESTERN PROVINCES.**

**GEORGE E. MEASAM**

COMMISSION MERCHANT

Agencies for confectionery lines solicited. My representatives canvass the retail trade every six weeks in the Country and every two weeks in the City. P. O. BOX 1721,  
Edmonton, - - - - - Alberta.

**H. P. PENNOCK & CO.,**

Limited

Wholesale Grocery Brokers  
and Manufacturers' Agents.  
WINNIPEG.

We solicit accounts of large and progressive manufacturers wanting live representatives.

**W. H. Escott Co.,**  
LIMITED

Wholesale  
Grocery Brokers and  
Manufacturers' Agents

Commission Merchants

WINNIPEG                      REGINA  
CALGARY                      EDMONTON

**WATSON & TRUESDALE**

Wholesale Commission Brokers and  
Manufacturers' Agents.

120 Lombard Street

WINNIPEG                      MAN.  
Domestic and Foreign Agencies  
Solicited.

**FRANK H. WILEY**

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

**RUTTAN, ALDERSON & LOUND**

LIMITED

COMMISSION BROKERS

Representing Canadian and British Houses  
Agencies Solicited.

WINNIPEG,                      MAN.

**BRITISH COLUMBIA.**

**The Campbell Brokerage Co.**

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and track-  
age. Shipments stored and distributed.  
Can give special attention to a few  
good agencies.

857 Beatty Street - - Vancouver, B.C.

**NEWFOUNDLAND.**

**T. A. MACNAB & CO.**

ST. JOHN'S - NEWFOUNDLAND  
MANUFACTURERS' AGENTS  
and COMMISSION MERCHANTS  
Importers and exporters. Prompt and  
careful attention to all business. High-  
est Canadian and foreign references.  
Cable address: "Macnab," St. John's.  
Codes: A, B, C, 5th edition and private.

**QUEBEC.**

**W. J. McAULEY**

Commission Broker

Flour, Feed, Grains, Potatoes.

We are open for a good agency in food  
stuff line, calling on the retail trade.

522 Board of Trade Bldg., Montreal

## Want Ads.

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

**Try it out.**

## Safe Investments

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

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

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

**The Financial Post  
of Canada**  
Toronto

"The Canadian Newspaper for Investors"

# Each and every packet

of "SALADA" will continue to be of perfect quality, free from dust and of identically the same standard as for 23 years past, no matter what the price.

We emphasize this again, as our London office has cabled us that the Ceylon auction last Tuesday showed a still further advance, and there is no possibility of predicting the future of tea prices.

For nearly a quarter of a century the public has received this same high quality, and if the cost goes to a dollar a pound, they have our assurance that they **can still rely upon the quality remaining the same.** To lower the quality in any way—by adding dust, for instance, as is often done—would be instantly recognized by the millions of "SALADA" users and could not be considered for one moment.

This, then, is our unalterable policy,—to maintain perfection of quality at all costs.

# "SALADA"

TORONTO

MONTREAL

## The New "Bordo" Package

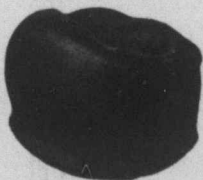


The  
Original

## "BORDO"

the much-appreciated chocolate

The New Package of "Bordo" is the best 10c. value offered to-day.

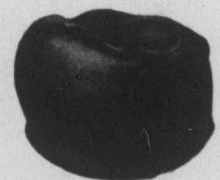


Your patrons are buying ten-cent package chocolates extensively, and especially during the vacation months they will have a big sale.

Bordo Chocolate in the new package is the very best value you can offer your customer.

It is the best buy for you for the above reason, and because of the liberal profit given the dealer.

"Bordo" Chocolate has a unique, original flavor which instantly captivates and wins the chocolate lover.



**THE MONTREAL BISCUIT COMPANY**  
MONTREAL "The Originators" CANADA



CANADIAN GROCER

# KEEN'S SOXFORD BLUE



Appreciated and preferred all over the civilized world, wherever the cleanest and whitest washing is desired. The grocer who suggests KEEN'S pays a distinct compliment to his own good judgment, for KEEN'S is the acknowledged favorite wherever washing is done.

*Your nearest wholesaler is ready to supply you.*

**MAGOR, SON & CO., Limited**

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

# TUCKETT'S ORINOCO



is the finest Old Virginia—not the tasteless, harsh weed that is often sold for real "Virginia" tobacco.

"Orinoco" is a really delightful blend that has a rich, mellow flavor and a fragrance that bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco supply. Cultivate this trade.

*Order from your wholesaler.*

**TUCKETT, LIMITED**  
HAMILTON, ONTARIO

# CANADIAN GROCER

VOL. XXIX

TORONTO, MAY 21, 1915

No. 21

## Trading Checks Used as Change

Blenheim, Ont., Dealer Finds They Induce the Farmer's Wife to Spend More Money and to Spend it in His Store—How These Checks Are Operated—Both He and Lambeth General Merchant Have Increases Over Last Year.

Written for Canadian Grocer by Staff Representative.

EVIDENCE comes from all sides to show that the retail business in cities, towns and villages depending to a large extent on the trade of the farmer has been particularly good.

"Our business," stated T. B. Shillington, of Blenheim, Ont., in conversation with Canadian Grocer, "is nicely ahead so far this year and I look forward to the best year in our history. We are of course located in the midst of one of the best farming districts in Western Ontario, and as the farmers have been getting good money for their beans and other grains, etc., they are in a much better position than they were a year ago."

"Do you find that the farmer is buying as a rule a good class of foodstuffs?" was a question asked Mr. Shillington.

"He certainly does," was his positive reply. "The farmers to-day have the money and from our experience we can give them nothing that is too good. They are buying high quality foodstuffs as well as dry goods, boots and shoes, etc. And why shouldn't they? Haven't they got the money?"

The town of Blenheim is 12 miles or so from Chatham, surrounding which are a number of other small towns and villages. This means that the trade of the district is somewhat divided up, each town attracting as much as possible. The district has both the rural telephone and rural mail deliveries, but Mr. Shillington is of the opinion that neither of these have much effect on business.

"So far as the rural mail delivery is concerned," he said, "it does not appear to have prevented farmers in our district from coming to town as often as usual. The phone is not frequently used, because of the fact that we have no wagon going out into the country. If we had probably we would use it

more, and it would be used more by our farmer customers. The farmers and their wives of course phone in usually every week to find out the price of butter and eggs. This gives them an opportunity to figure out the amount of money they will get when they come to town for their produce.

### Use Trading Checks as Change.

"We have the trading check system with our customers, and so far as our experience goes this works splendidly.

### BRIGHT OUTLOOK FOR FALL WHEAT.

*Owing to the mild winter and favorable conditions which prevailed during the critical months of March and April, the fall wheat crop is reported as being exceptionally good on April 30. In Ontario, where 1,043,000 acres were sown as estimated last fall, not more than 6.8 p.c. is reported as winter killed, and in Alberta, with 230,000 acres estimated as sown, the proportion winter killed is only 6.2 p.c. These proportions are lower than in any year since 1908-09 for Ontario and lower than in any previous year on record for Alberta. Whilst as was previously reported, the area sown to wheat last fall was 9 per cent. more than the area sown in the fall of 1913, the increased area to be harvested, owing to the small area winter killed, amounts to 24 p.c.—From Census and Statistics Office, Ottawa.*

For instance if a woman brings us in a basket of butter and eggs which amount to say \$4 and she purchases goods at the grocery counter to the amount of \$1.50, we give her the difference of \$2.50 in aluminum trading checks. These checks are made out in various denominations and to a customer they represent that much money. They are taken by customers to the dry goods and other counters, and of course are just as good as money there. They cannot, of course, be used in any other store in the town. One of the benefits of them is that when a customer possesses them we are sure to get his or her business to the extent of those checks. At the same time, we believe the holder of trading checks more readily parts with them than with the actual cash, and therefore they are, so far as we find, an inducement to spending money. Of course if a customer who brings in a basket of produce asks for the change in money we give it to her, or any portion of it he or she may desire."

Mr. Shillington has been in business in Blenheim for a good many years. He is well acquainted with the people of the district and they all know him, and naturally a big percentage of the business he does is based on the fact that he has treated his customers well and they have appreciated it. But the Shillington store does not stop at the mere demand on the part of their customers. It is up to the salesmen to get after new business. This they do chiefly by advertising in the local paper and by putting certain lines to the front and by personal salesmanship. The proprietor does not allow an ad. to run any longer than two insertions in the weekly paper and usually it is changed every week. This advertising he claims gets quite a bit

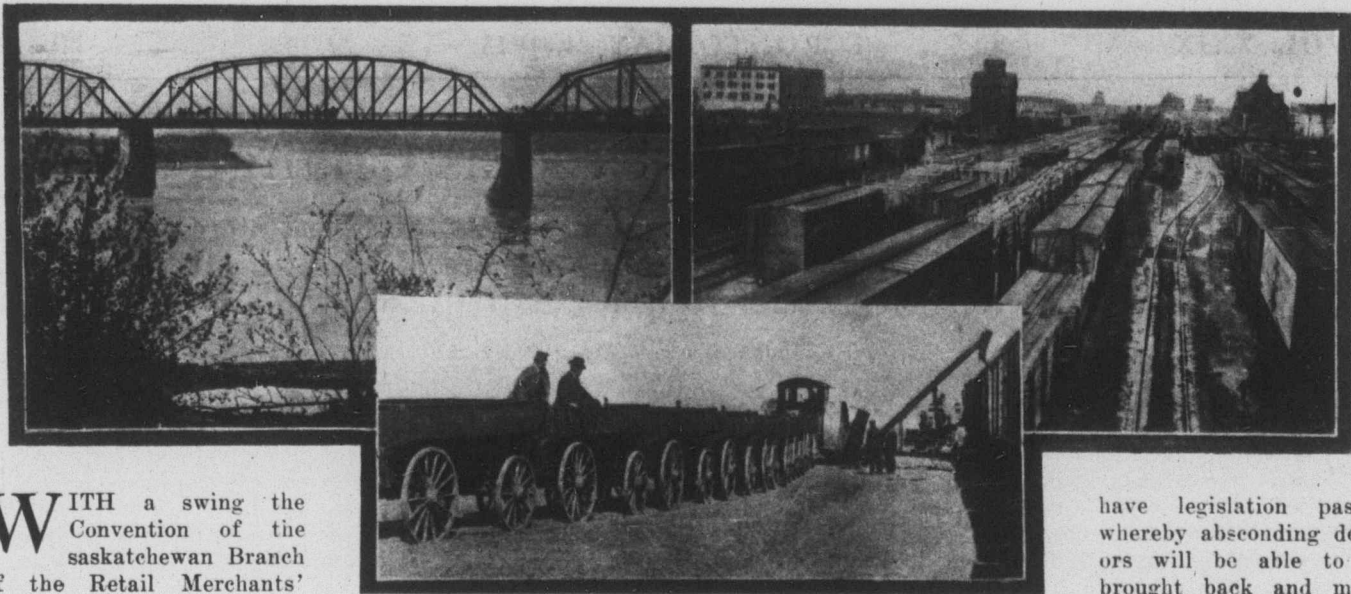
(Continued on page 30.)



# Saskatchewan R.M.A. Convention

Report of the Retail Merchants' Association of Saskatchewan, Convention Held at Saskatoon Last Week—Members Tell of Benefits Secured Through Membership in Association.

*Special Staff Correspondence.*



Scenes in Saskatoon and Vicinity.

WITH a swing the Convention of the Saskatchewan Branch of the Retail Merchants' Association of Canada, opened Tuesday afternoon, May 11 in the Sherman Theatre, secured for the meetings by the Saskatoon hosts. Addresses of welcome were given by His Worship Mayor Harrison, Dr. Murray, president of the University of Saskatchewan, Malcolm Isbister, Esq., president of the Board of Trade, and C. T. Woodside, president of the Saskatoon Branch of the Association. These addresses were suitably replied to.

After the replies were made an immediate plunge was made into the business, President Maybee making his report: "I want to speak to you as a business man to business men," he said, "and should you have any doubts as to the value you are getting for the investment of your fees in this Association I want you to have those doubts dispelled before leaving Saskatoon. I want you to feel that you are not only getting an equivalent for what you are paying, but probably the greatest value you ever got from any investment you ever made."

Mr. Maybee frankly confessed he had hesitated, when last year he was asked to allow his name to go before the Convention for the position of president. He then had, as he said, little faith in the organization, a fact which had no sound or logical basis. As he learned afterwards he knew nothing of it at all. Since taking office, however, he had realized the immense possibilities for good there were in the Association and was proud to be connected with such an organization. Mr. Maybee explained that soon after his appointment he went

as Provincial delegate to the Dominion Convention at Toronto where he learnt the valuable service the organization is rendering to the retail merchants of the Dominion, incidentally mentioning the fight put up by the Association for doing away with the trading-stamp system.

Reviewing the work of the Provincial branch, Mr. Maybee explained how, by reason of the representations of the Association, retail merchants are exempt from the effects of the Provincial moratorium imposed by the Government in consequence of war and other conditions; and that merchants are as free as ever they were, to collect any accounts owing to them. The Small Debts Act was a piece of legislation for which the Provincial organization was responsible, and though as placed upon the statute books of this Province it is not as satisfactory as the exact measure we asked for and wished, still amendments are already before the Government, with every prospect of becoming law in a few weeks, which will make it a most satisfactory medium for the collection of debts to the value of \$100. In connection with bankrupt stocks we have come to an arrangement with all the Trust Companies operating in the Province, whereby such stocks are reported to us before being offered for sale, and the local merchants are given an opportunity of purchasing these, and so avoiding cut price sales to the detriment of the regular trade. An attempt is being made to

place they were contracted, also to have an alphabetical list of property owners kept at the Registry offices to facilitate the locating of property belonging to any individual.

In dealing with the Credit Reporting and Credit Rating systems of the Association Mr. Maybee explained what a benefit they are to those merchants who are using them, saving them many hundreds of dollars in the course of a year and collecting many accounts which had practically been written off the books of merchants as uncollectable. "There is no need to pay exorbitant fees to collection agencies when our own association possesses the power in this direction that it does. Every dollar collected is returned to the merchant.

Legislation is being sought at the present session of the Provincial House making accounts for necessities of life preferred claim against an estate on the lines of the "Food and Supply" Bill of South Dakota.

Speaking of the attitude of the retail merchant towards the farmers co-operative movement, Mr. Maybee explained how heartily he was in sympathy with the ideals of the Grain Growers' Association, and how necessary it was for us in the Province of Saskatchewan to consider the farmer, without whom there would be no province. He cautioned his hearers to be perfectly fair in their criticism of the co-operative movement, and to deal with the subject so far as is affected them in a perfectly frank and open, but fair-minded manner. Then,



no doubt a solution of the problem satisfactory alike to the retailer and the farmer would be found. "The farmer realizes that the retailer is necessary and that he has already made a great mistake in the development of the co-operative movement on the lines it has taken—the trouble is to know how to get out of the difficulty into which he has got.

In closing Mr. Maybee expressed his gratitude to his colleagues and staff for the work they had done during the past year and had no hesitation in saying that the Saskatchewan branch of the Association was the most progressive Provincial in the whole Dominion.

Secretary Raymond then read his report of the year's work, which dealt very fully with the business of the Provincial Office and Organizing Staffs. There are at the present time upwards of 150 local branches of the Association in the Province with an approximate membership of 2,000.

Mr. Raymond advocated the payment of local secretaries claiming that this policy would amply repay the outlay necessary to maintain it in more effective work of the local for the benefit of its members.

Provincial Treasurer Hutchinson read the Treasurer's and Auditors' reports which showed the Association in a satisfactory condition financially. He however, explained that a small addition to the annual fees would assure the stability of the organization and enable one or two extra activities to be undertaken. It was arranged that the subject should be discussed at an early session.

Taking it all in all perhaps the most important single question was that relating to the introduction of a mutual fire insurance company as a branch of the association. Such action was not definitely decided upon, but the way was paved, and it is probable that before the next gathering is called there will be a call for stock subscriptions.

**Seem to Miss a Point.**

In the resolutions presented many vital points were introduced. Strangely enough the resolution which asked that the selling of lists of names by post-masters, be made illegal, was passed over almost unnoticed. The delegates did not see in this a great advantage for their arch enemy the mail order man. They rather seemed to feel that if the post master could get a cent a name—why he probably wasn't overpaid otherwise and was entitled to it.

A feature of the convention proved to be the addresses on salesmanship and costing, delivered by Prof. Paul H. Niestrup. A theoretical man is Dr. Niestrup, with a practical grounding and wide experience. He had some vital suggestions to make.

Those who attended the convention—who think of the absolute accord evidenced by those present, and of the volume of work accomplished—know that much of the credit goes to the president, G. A. Maybee, of Moose Jaw. It was almost a foregone conclusion that he would be re-elected. The question was would he accept. Very much the same was true of the other officers. All seemed to want the same heads. The elections, therefore resulted as follows:

**Next Year's Officials.**

- President—Geo. Maybee, Moose Jaw.
- Vice-president—W. W. Cooper, Swift Current.
- 2nd Vice-president—H. D. Macpherson, Regina.
- Treasurer—J. L. S. Hutchinson, Saskatoon.
- Secretary—F. E. Raymond, Saskatoon.

In his own way Mr. Maybee thanked the delegates. "I'm opposed to swearing," he said, "I wish some one would swear for me."

"We'll swear by you," came the reply, and the applause was deafening.

Swift Current and Regina fought it out for the honor of entertaining the convention in May, 1916. Regina won, because it was considered easier of access for the great majority. The people of Regina will have to plan well in advance if they intend to make the retailers as happy as they were at Saskatoon. The local association had done everything to provide for the comfort and entertainment of their fellow retailers. The climax, however, was reached at the banquet tendered the visitors Wednesday night. Until after one o'clock the festivities were continued—yet business started at 9 o'clock Thursday morning.

As President Maybee said, in reply to a remark of B. W. Zieman, the "Dominion head. "In Saskatchewan we don't care if we never go to bed, so long as we get up on time."

**A Hopeful Prediction.**

At this banquet a significant prediction was made by F. Maclure Sclanders, commissioner of the Saskatoon Board of Trade. "In 1913," he said, "money received from the crops averaged \$185 per capita of the provincial population. With only a fair crop this year, considering the extra acreage, and the high prices sure to obtain, I expect to see the crop revenue for Saskatchewan, from \$600 to \$700 for every person in this province.

**Everyone Needs Everything.**

"When this war is over there will be a huge volume of business done. Everyone needs almost everything now. I feel confident that this fall will see a big business done. In 1916 I feel there will be a big year, but 1917 in my opinion will see the greatest movement this Dominion has ever known."

**THE RESOLUTIONS**

TO the end of securing a more satisfactory arrangement with regard to retailing gasoline and oil, a committee was appointed to meet with some oil men. The committee evidently determined this was a question which should be threshed out openly, hence they brought Mr. McTavish, of Saskatoon, representing the Imperial Oil Company, on to the platform.

The dissatisfaction arises from the fact that the oil business is not left in the hands of the hardware and general store men. Oil is sold, all admitted, to the farmer and the city man too. Mr. McTavish, however, advised the delegates that gasoline and coal oil are never sold in less than barrel lots, though lubricating oils are sold to farmers and others in 5-gallon lots.

It was objected that this did not stop the small buyers getting goods wholesale, as one man would buy a barrel and sell it out to others.

If you'll report such cases, said Mr. McTavish, we'll act. It comes under the Pedlar's Act.

Mr. Maybee thought this trouble would effect its own cure. He told of one grain growers' group of five ordering a barrel. The first three were all right. The last two found only the barrel when they came to get their share.

No decision was reached, but unquestionably a better understanding resulted



W. W. COOPER, Swift Current. General merchant re-elected first vice-president of the Saskatchewan Association.



from the conference, and the president announced that the executive will take up the matter of giving the retailers better protection with all the oil companies.

**Postmasters and Mail Houses.**

In some manner the resolution aiming to forbid postmasters selling lists of names which, by reason of their position they are able to get, did not command very close attention.

There is no law at present forbidding this, said some.

"Do we want to stop this practice?" inquired Mr. Maybee. "Where are we to get lists if we should want to circularize?"

"Well," said Mr. Tedford, "if the postmaster is permitted to give these names, why not make it compulsory for him to give these lists when asked? Then Bill Jones would be able to get what Jim Smith could."

That the mail order houses are getting their names for cataloguing through the postmasters all seemed to agree. "But," as one said, "if they don't get their names that way they will in some other," so good-naturedly they let the resolution drop.

**B. C. Fruit Man There.**

Following along the line of co-operative buying was the proposal brought from British Columbia by J. M. Toombs. Mr. Toombs represented the Salmon Arm Produce Company of the Pacific Province—an organization of fruit farmers who have united in the hope of getting better prices. The action, Mr. Toombs pointed out, was rendered necessary by reason of the buying methods of the co-operative stores.

A good many questions were asked,

on notes or drafts that are discounted, in addition to the exchange. Each list of discounts put through bank by any retailer should be discounted at legal rate of interest on total amount of discounts, with a minimum of 50c on the total discounts."

This resolution brought very favorable comment. It was enthusiastically passed, the executive promising to waste no time in going after the needed redress.

After voting in support of the Dower law—voting without a moment's delay when Mr. Maybee explained this to be simply a law which protects a wife's interests, prevents the husband selling his home without his wife's consent—a discussion arose on the Grain Growers' Associations.

Throughout the convention the question of the Grain Growers and their plans continually arose.

**Farmers and Retailers.**

President Maybee brought out the fact that last fall the farmers had owed merchants vast sums, taking the debts in bulk. He told of a deputation of retailers waiting upon the Provincial Government, and how they had urged the Government to do every mortal thing to assist the farmer with his regular work. "We went further," said Mr. Maybee. "We said if the farmer wants to go into the store business, all right, but let them do so on the same basis as we do—with their own brains, their own capital. We'll never stand for the Government of this province going into the store business in opposition to us."

There were evidences of satisfaction at this, evidences which became more evident when Mr. Maybee quoted Pre-

mier Scott as saying "the Government had not the slightest intention of lending money to help the farmers go into the retail business."

**An Important Difference.**

Another thing Mr. Maybee had to say re co-operative societies: "They are a success in Manchester and Liverpool, where men get their pay envelopes once a week. Here they get it once a year."

Also it was urged that the farmers' co-operative societies have no charter which permits them to sell retail. They only can supply their members.

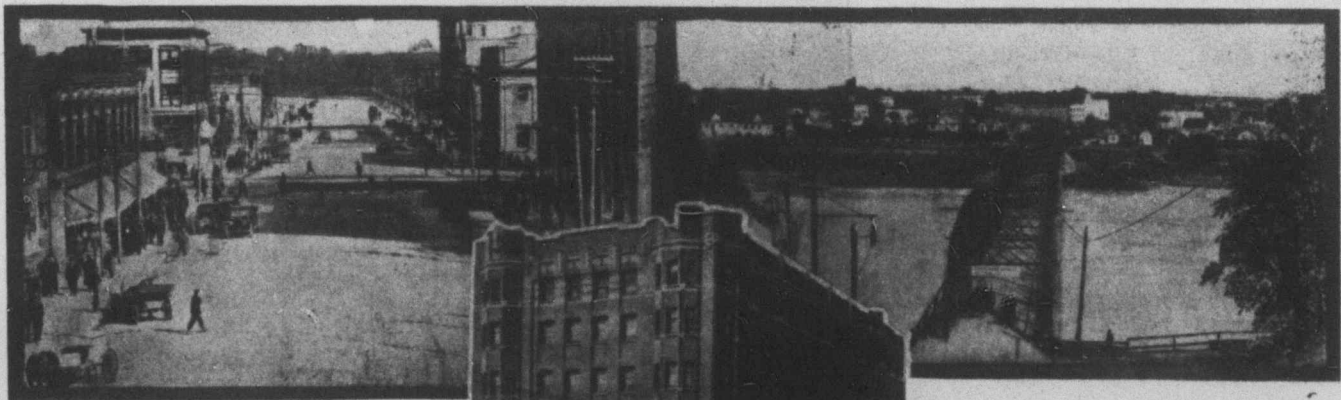
Talk of the wholesalers supplying these co-operative societies followed. Mr. Maybee paid tribute to the jobbers in this connection, saying they had been very fair. "But," continued the president, "I don't think there is any need for us to take action against these farmers' associations. There's no use shooting a man if he is going to commit suicide."

A resolution aiming to have the minimum car load of flour reduced from 40,000 lbs. to the old 30,000 lbs. received hearty endorsement.

Following a resolution urging the executive to take such action as would enable the buying of goods on the same favorable terms enjoyed by some mail order houses and the Grain Growers, a discussion took place on barb wire.

Mr. Tedford, of Mortlake, told of figuring on wire for a farmer. He figured close, but the farmer said he could buy \$100 better by mail—that was about 25 per cent. better. Mr. Tedford wanted to know why this could be.

Another dealer offered the explanation that the mail order house had probably bought before the rise in wire, and thus was enabled to undersell.



making it seem that the B. C. men will find a good demand coming from the Saskatchewan local association.

**Resolution re Drafts.**

"That this convention is opposed to the minimum charge of 50c

A resolution to raise the fees from \$10.00 to \$12.00, with no rebate to the locals, was quickly approved as was also the following resolution:

That this convention go on record as being in favor of the inspection fees for Weights and

More Saskatoon Views.



Measures being paid from the consolidated revenue of the Dominion of Canada, the same as Customs Houses are paid to-day.

Entire approval also was evidenced for this resolution:

That the rate be so raised that the Parcel Post shall become self-sustaining, and shall not in any way be a drain upon the revenue of the country.

The next resolution read as follows:

That the executive act in conjunction without Attorney to get a proper Garnishee Act in force, as outlined in Judge Doak's letter.

"This," said the President, "simply aims to get a workable garnishee law in Saskatchewan. We can get judgments now. But what we want is a law which will enable us to get a percentage of the money a debtor earns—a law which makes it impossible for evasions by his getting paid daily and other subterfuges. The resolution at once passed

Bankers, from time to time, give advice to the merchants, as evidenced by the following resolution it will be seen the merchants of Saskatchewan have it in mind to return the compliment:

That the Canadian Bankers Association be represented to give every consideration to complaints received from any district with reference to the management of the bank in that district, and that each local secretary of the Retail Merchants' Association be requested to bring any specific cases to the notice of the Association.

In explanation of this resolution, which was approved, the chairman of the Resolution Committee stated that cases arise, from time to time, where a bank manager refuses credit to a man merely because of personal animosity. It was felt that the facts, in such cases, would only need to be presented to the bank's head office officials to effect the necessary relief—providing the banks were expecting to receive such information.

Great difficulty is experienced by dealers generally in determining if a man is entitled to credit. To enable the dealer at least to know a part of the wordly goods—if any—of which this man is possessed, it was resolved:

That the names of all property holders be arranged at the Land Titles Office alphabetically.

Evidently this may be expected to bring another benefit, for, from the testimony of many retailers, there has been an amazing freedom in registering judgments against titles. As one dealer said: "The same judgment might be—and has been—registered against several titles. Any name that is even similar was subject to this registration.

Mr. Buhler told of difficulty in making a transfer which he had experienced



J. L. S. HUTCHINSON, Saskatoon.  
Treasurer of the R.M.A. of Saskatchewan, and one of the leaders in debates at the convention.

because the judgment served on a man named Buller had been registered on his, Mr. Buhler's, title.

Another resolution which met hearty approval was this:

That it be recommended to the Convention that retailers generally adopt a policy system of ordering goods from wholesalers or manufacturers.

This, it was felt, would ensure the dealer getting what he ordered, exactly in the way—and on the terms—he expected. It would remove the possibility of misunderstanding.

#### The Handling of Eggs.

When W. H. Ault, of the Live Stock Branch, Department of Agriculture, addressed the retailers some statements were made more closely touching the retailers of Alberta, yet of vital interest to the business men of both provinces.

One of the delegates urged the need of a better way to handle eggs than through the wholesaler. Mr. Ault seemed to doubt if such an improvement could be made and proceeded to tell of the Central Clearing House, established by the local government in Alberta. To this the farmers send their eggs and receive immediately the current price—then the eggs are stored. Later, when prices rise,

they are sold, and after expenses are deducted, the farmer gets a further payment on the eggs he has sent. If he got 18c a dozen at first, he may receive a further 3 cents.

As was said it is good for the farmer, but hard on the merchant and the consumer. Some argued that the Alberta Government is, in this way, using the general public's money to benefit one class of the community to the detriment of another.

Mr. Ault urged upon the dealers the necessity of candling all the eggs they received from their customers, and of paying for the eggs according to quality.

Some felt this inspection would take too long.

"No," said Mr. Ault, "when you receive the eggs you have to count them, and it is a simple matter to pass each before the light, which enables the elimination of all bad eggs. Eggs of abnormal size and dirty eggs can be weeded out, too. Moreover, the inspection is done while the customer waits, and if the eggs are faulty it is possible to show this at once and, convince the customer that a fair deal is being given.

Some felt there would be danger of giving offence in this way. Others held that such would be the case were butter turned down. With butter the woman is responsible—with an egg it is the hen—at least the blame can be laid there, though to criticize the hen for a stale egg seems hardly justice.

No inspection of eggs by the dealer, all were ready to agree, is almost putting a premium upon developing for the market eggs of a questionable character.

#### BISCUIT CO REORGANIZED.

The Noble Mfg. Co., manufacturers of biscuits in St. Thomas, Ont., has been reorganized, and it is expected will resume operation in the near future with a considerable staff. Geo. M. Baldwin is president, and Johnathan Dowler, vice president. The new secretary-treasurer and manager is S. Herbert Moore, who of late has been western manager for Neilsons. Prior to that Mr. Moore was a salesman with the Pugsley, Dingman Co. He started his business career with Taylor, Scott & Co., of Toronto, many years ago. The other directors include Ald. J. T. Webster, Lieut. Col. W. J. Green, Jas. Bristow and W. K. Cameron.

#### AN INVESTMENT THAT PAYS.

MacLean Pub. Co., Ltd.,  
Dear Sir:—Enclosed find express order for renewal of our subscription to Canadian Grocer for 1915. As we know that you appreciate kind words we will say that Canadian Grocer is much more valuable than it costs.  
TERMINAL GROCERY, LTD.,  
Halifax, N.S. W. L. Share, Mgr.

#### OFFICERS RE-ELECTED.

President — Geo. Maybee,  
Moose Jaw, Sask.

1st Vice-Pres.—W. W. Cooper,  
Swift Current.

Vice-President—H. D. Macpherson,  
Regina.

Treasurer—J. L. S. Hutchinson,  
Saskatoon.

Secretary—F. E. Raymond,  
Saskatoon.



# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto.

## OFFICES:

### CANADA—

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

### UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E. C. E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$2.50. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, MAY 21, 1915

No. 21

## RESOLUTIONS OF A LIVE WIRE.

*"Laugh and the world laughs with you."  
I have come to the conclusion that there is nothing truer than that, and I have resolved to give my customers every opportunity to smile in future. There is nothing that will drive business away more quickly than a glum looking clerk or merchant behind the counter. Henceforth customers are going to be greeted in my store with a smile every time.—A. L. W.*

## Advancing Market in Hog Products.

WHEN considering the future of hog prices, and therefore prices of cured and cooked meats, there are several things to keep in one's mind. It will be remembered that when the war broke out last fall and feed became scarce and high, a great many if not the majority of the Western farmers rushed their hogs to market. They thought it would not pay them to feed hogs with wheat at \$1 and more a bushel. The result was at that time that many Western hogs went on to the market at under weight and therefore not good enough to be packed for future trade. It meant that they had to be thrown on the market at once and sold as fresh meat. The market naturally sagged.

The effect of this condition is being felt to-day and will be felt with greater force in the months to come. With grain so high the farmers sold off their stock as rapidly as they could and left the raising of hogs to occupy a back seat in their mixed farming operations. They felt that they could make more money out of their grain by selling it direct than feeding it. This, together with the fact that the summer is the big time for selling cured and cooked meats—especially the latter—makes it look as if we should see a period of comparatively high prices in pork products. The market is now advancing.

## Uniform Half-holidays

ALREADY some towns are observing the weekly half-holiday. It appears to be taking hold even earlier this year than it has in past years.

Canadian Grocer has one suggestion to make in this connection. A uniform date should be selected for the half-holiday wherever it is observed. Up to the present the practice has been for the stores in the various cities and towns to select their dates without regard to what is being done in other places. The result is that the dates selected vary. In one place the stores will close on Wednesday, while in a town a few miles away, Thursday will be selected. Over in the next county they may be observing Friday or Tuesday. In consequence, the traveling man's operations become more or less of a gamble. He is never quite sure when he strikes a town whether he will find anyone around or not.

Such confusion is not desirable, nor is it necessary. By the selection of a uniform date early in the season, all trouble could be avoided. Wednesday is probably the day most commonly selected. Why not make it general the country over?

## War Tax—Stock Foods, Etc.

DESPITE the fact that the provisions of the war tax which went into effect on April 15 have been given considerable publicity, it is quite evident from the number of enquiries recently received, that some retailers do not fully understand the requirements of the law regarding the sale of stock foods, etc. We would therefore remind our readers that stock foods, if medicated, and other articles, such as animal regulators, lice killers, heave cure, etc., must have war tax stamps of the requisite value mentioned in the Schedule of the Act, affixed to each package by the dealer, and cancelled, at or before the time of sale to the consumer. Thus it will be necessary for the dealer to attach stamps equivalent to 4% of the selling price of the goods—a dollar package of medicated stock food would require stamps to the value of four cents—a twenty-five cent package requires a one-cent stamp.



### The "Get-Together" Spirit Again.

IN last week's issue there was an editorial dealing with a meeting of farmers and business men in a certain district in a Western State. Canadian Grocer is pleased to note that this "get-together" policy of farmers and merchants is not confined to the country to the south of us.

In the town of Petrolia in Western Ontario there was a similar meeting last week. The business men of that town representing the Board of Trade, entertained the officers of the Lambton Corn Growers' Association at a luncheon. Various speakers outlined a number of things in which the merchant and the farmer could co-operate to make things better for both of them. The speech of the evening was delivered by G. G. Bramhill, who spoke on the subject, "The Production of Lambton County."

While the report does not say there was any discussion given over to the necessity of home buying if the best interests of the community were to be served, nevertheless joint meetings of this character are sure to help cement the relationships between the farmer and the merchants of his home town. It is a fact that every merchant does not cater to the farmer as he should, and this gulf could be almost entirely bridged through more newspaper advertising. This should tell the farmer frankly what the merchant has to sell, its merits and its prices. Without doubt the lack of sufficient publicity is one of the big reasons why so many country people are to-day dealing with the distant mail order houses.

Then again, there are merchants who buy things out of town when they could easily purchase the same article from their *confrères* in other lines of trade. This sort of petty jealousy is contagious and once farmers know what is going on, the contagion is very likely to spread to them. The retail merchant should first set a good example if he is anxious to see the farmer buy his goods at home and to see the home town and community prosper.

### Five and Ten-Cent Mail Orders.

SOME time ago an announcement was made in Canadian Grocer to the effect that one of the "5 and 10" cent store chains in the United States was contemplating entering the mail order business. The concern has established mail order branches in five American cities, and in its catalogue frankly admits that the parcel post opened the way for a business of this kind.

The catalogue contains 112 pages and is fully illustrated, showing a majority of the items listed, many of the illustrations being in half-tone from photographs of the articles. As a lure to get the customer to make large purchases, the company agrees to send certain articles making up a shipment free of postage. With \$2 worth of dry goods, for instance, the postage charges will be prepaid in territory embracing most of the middle central States. Orders of glassware, tinware, stationery and kindred articles will not be delivered free, however.

On an order amounting to \$10, half of which is dry goods, the Company will prepay all delivery charges. In addition to this concession, the company also uses a premium bait to increase its list of customers, offering a set of six teaspoons to anyone ordering \$1 worth of goods and inducing three friends to order the same amount, sending in the \$4 at one time.

This is the latest development in the mail order field.

### Kept Above the Billion Mark

THE trade returns for Canada for the year ending March 31, 1915, contain strong grounds for confidence in conditions. Canada is still a Billion-Dollar Country by a margin of \$78,173,240. The decline from the total of \$1,112,562,107 for the previous year is very slight under the economic conditions that ruled for eight months of the twelve.

Imports for the year amounted to \$587,364,363 and domestic exports to \$409,419,500. In 1914 the imports were \$633,564,000 and the domestic exports \$431,589,658.

The most encouraging aspect is the improvement shown in the last month, marking a movement back to normal and beyond. The imports declined from \$54,520,229 in 1914 to \$40,858,179 this March, but the exports increased from \$26,701,026 to \$45,118,922. This increase was not due to any one line of temporary activity. Manufactured goods represented \$15,600,790, an increase from \$6,239,290; agriculture rose from \$6,512,546 to \$12,438,145, and animals and products from \$3,202,060 to \$5,471,249.

Thus it will be seen that even if orders for shrapnel, and other ammunition be counted on as only certain for a brief period, there is still the doubling in agriculture, a source of income that is certain to be retained to a great extent this year. The other two sources though scarcely as legitimate at this time in an estimate of our assets will continue to be responsible for the distribution of tens of millions of dollars to offset to a considerable degree the shrinkage in ordinary avenues of production and export.

### Editorial Notes

PLANNING AHEAD should always be a part of the day's work.

A DISSATISFIED CUSTOMER should never be allowed to nurse her wrath—better give her back her money.

WOULD A COAT of paint improve the store appearance this spring? Remember it will make the building last longer.

A PENNSYLVANIA lawyer, in an endeavor to upset a certain milk ordinance in his town, put in the plea that the cow was the "original container" of the milk. This is no doubt true generally, but in some cases the pump runs the cow a close second.

THERE IS a story being told up in Owen Sound of a woman who bought a pound of tea for 40 cents from her grocer and had it charged. On arriving home she sold it to a neighbor for 30 cents to get sufficient money to take the family to the movies.

MISLEADING REPORTS having been circulated in the United States with respect to the admission of tourists into Canada, an official circular has been issued declaring that no passports are required from United States citizens who enter Canada for purposes of pleasure or business. In fact, the tourist regulations remain the same as for several years past. It is expected that many American tourists, who have hitherto spent their vacations on the European continent, will come to Canada this year.



# Discussion on Co-operative Buying

Most Important Discussion at Convention on Co-operative Buying—After Thorough Debate a Decision Was Made That the Locals be Encouraged to Co-operate in Buying.

PERHAPS the most important discussion arising from the resolutions presented by the hard-working committee entrusted with that phase of the convention's work, was the discussion on co-operative buying. All shades of opinions were given utterance, and only after a thorough debate was what might be called a middle course adopted—a decision that the locals, during the coming year, do all the co-operative buying possible; that the experience of each local be forwarded to the central executive; and that this central executive act as a clearing house of ideas, advising all the local branches of the successes and failures being achieved.

One delegate told of a movement on foot in his locality which it was believed would be of great value to general merchants. In dress goods, it had been found, one small town dealer could hardly sell in his locality the four lengths which usually had to be bought. Therefore a method of exchanging these lengths with neighboring merchants had been adopted.

Mr. Tedford of Murdock, urged the association, as a provincial association, to go into co-operative buying. He thought the time to start is now.

## Praises Grain Growers.

R. A. McGee, M.P.P., of Wolseley, took the same stand. "The Grain Growers," he said, "have been teaching us our business. Why don't we order 300 car loads of salt. We could get it much cheaper. Why don't we order 300 car loads of coal? I know many who are getting their coal from the Grain Growers, because these Grain Growers place 300 car-load orders. The people can buy to best advantage through that association, and they are, therefore, right to buy from them. Let us do business on business lines and we won't have to worry about competition from men whose business it is to grow grain. At present these men are teaching us.

To this argument Sam. McMicken of Moose Jaw, took exception—strong exception. We were advised this morning not to load up with stock, he said, that is just what we would be doing by such buying. Buy in 100 car load lots and the goods would be left on our shelves—such orders would shelve us. As for those apples the Grain Growers bought, proceeded Mr. McMicken. "I want to say if we had sold them we would have had them back on our hands."

"Now Gentlemen," interposed President Maybee, "give us some suggestions as to how we are to do some of these things you urge. If you passed a resolution expressing the wish that I had a million dollars I would thank you, but I would be more glad if you would show me how to get it."

Mr. Johnson of North Battleford, held that to start in a small way would prove much the wisest plan—the circles could be made larger all the time.

## Buy Only Few Things.

So felt Mr. Kindread of Glen Avon. Only a few things, he felt, could well be bought in a co-operative way—as a gen-

## READERS' SERVICE DEPARTMENT.

*Canadian Grocer conducts a Service Department open to all our readers. Special investigations will be made for retailers and advertisers upon request and free of charge. If you are in search of the source of a new foodstuff, or you want to know the agents or manufacturers of any line—foodstuff or equipment—phone us or drop us a line. The "Readers' Service Department" is at YOUR service.*

eral rule it would be much more profitable to let the wholesalers carry the stock.

A new viewpoint was given by Mr. Evans of Outlook,—the difficulty of getting satisfaction under co-operative buying. "Would you let anyone else buy 100 suits of clothes for your store?" he enquired. Only for standard goods was the idea practical.

Mr. Zeider, the Dominion President was roundly applauded as he rose to speak on the question, and his points were greeted with approval though all evidently did not agree.

"You want to go over the heads of the jobber," stated Mr. Zeider. "Now, the jobber is a necessary evil in the same sense that we retailers are necessary evils. I heard a salt man at London the other day say that after years of investigation, his company had determined that the cheapest way of getting

salt into the hands of the dealer was through the jobber."

Mr. Zeider questioned the consistency of the plan under discussion. "We don't believe in the big fellow getting advantages which enables him to put the little fellow out," he said, "and yet we're proposing to become big fellows more or less for that reason. Some wholesalers have one price to everyone. That is the right thing. Before long the man who gives a big buyer a preferred rate is going to come out at the small end of the horn. Oh yes he is. I know a stove manufacturer. He made a model which he sold the trade at \$12.00 and which they resold at \$15.00. It was a good stove and was in big demand. A mail order house asked the manufacturer what price he would quote them for 1,000 stoves a year. He named \$11.00 and the deal was concluded. Note the result. The mail order house catalogued those stoves at \$12.00. Thus they killed the trade of the retailers throughout the country. They, therefore would not buy. For that 1,000 stove order the manufacturer lost his other business.

## A Danger for Manufacturers

An even more startling example was quoted by the Dominion President—an example relating to underwear. The mail order house agreed to take the entire output of the factory. At the end of the year they demanded a lower price. The manufacturers' other market was gone. He agreed. Next year a still further price reduction was asked. The manufacturer refused, and then had to commence building up the connection he had lost.

President Maybee thought these very examples showed the power of the large buyer, and gave Mr. Zeider some idea of the huge buying power the merchants there assembled possessed. "Why," he said, "I know dealers in towns half the size of the one you live in down in Ontario, who make five times the turn over made by your best dealer. There are merchants here who sell men who come 75 miles to make their purchases. There are little towns in this province whose merchants would have a combined buying power of \$250,000. They are very little towns too.

This terminated the discussion on this point, it being decided definitely to try the co-operative buying only through the locals.



# Financial Side of Retail Business

Speaker at Saskatoon Convention Takes up the Financial Side of a Retail Business—Unwise Buying and Over-buying Two Bad Faults—Omitting Unnecessary Expenses.

**O**UTSIDE of a bank it is doubtful if so many cents were ever gathered together in Saskatoon, as were shown at Wednesday afternoon's lecture on the financial side of a retail business. Prof. Paul H. Neystrom had twenty-five of these coppers, and used them to telling effect as illustrating where the supposed profits of a business go, and what is left as actual profit.

Starting upon the supposition that he, a retail dealer, had sold goods which cost one dollar, for one dollar and twenty-five cents, Dr. Neystrom began doling out the cents in settlement of various charges.

First there was the expense of buying, which he estimated as using up two of the cents. Then there came selling, which roughly used up six more cents. Advertising, a necessary part of a business, he stated should use up about two cents, while one cent on the dollar should cover delivery charges.

## Employer a Teacher.

"An employer is no longer a boss," continued Dr. Neystrom. "He is a teacher—and that is a big part of his work. That work, and store management can perhaps go hand in hand, and to cover this expense, I believe we will have to set aside two of our pennies."

Then, he proceeded, there is rent. If you own your building you still should charge yourself rent, for if you were not occupying it, you would be able to get rent from some one else. "Rent," it was stated, "is an exceedingly hard charge to estimate. It differs very widely in different localities, and in different businesses.

"In some cases one-half cent on the dollar turn-over satisfies this claim, but I know of one store in New York—a store doing a highly successful business—where 14 cents on every dollar's business goes in rent. Perhaps, for our purpose a charge of 2 cents is fair. There go two more coppers." and another little pile was made on President Maybee's table.

Heating and lighting was another necessary charge mentioned, and to provide for this one cent was set aside.

Insurance and taxes—taxes being considered a charge on the business—were next treated—another cent.

Repairs, renewals, general depreciation required the setting aside of still another cent.

## Consider the Investment.

Then there came a consideration of the interest on the investment in the business. This must be considered, for if not invested there a merchant could draw interest on this money, from the bank, from mortgages, or from some other source. This interest on investment, it was estimated, would require the setting aside of two more cents.

Then there must be remembered the loss suffered from bad debts on credit business, and losses of theft— theft of two kinds, visible thefts from the cracker barrel and the apple box, and unseen thefts. Usually a cent had to be apportioned to offset this loss.

For miscellaneous expenses, telephone, twine, paper, telegrams, etc., another cent had to be provided.

## Only Three Cents Left.

Here it was found 22 cents had been set aside, and holding up the remainder. "there," said Dr. Neystrom, "there is your actual profit on that sale of goods costing one dollar for one dollar and a quarter—three cents."

The smallness of this actual profit naturally led to the consideration of possible savings.—Could not these charges be cut down?

In buying Dr. Neystrom stated one of the great mistakes is overbuying. Often this is done as a speculation—Sometimes to get a special discount. "Leave speculating alone," came the advice, "let the speculator take those chances, not you in the retail business."

Often too there is unwise buying. A man should get what the community wants. "You are there to supply, not so much to educate the customer."

Buying from too many sources was also considered a grave mistake. This means too much expense in correspondence in looking over samples, etc.

## Buy in Time

Still another failure as regards buying is failure to buy in time. That means the clerk must say, "sorry but we are out of that." Orders should be small and placed often.

Some buyers are unapproachable. That also was considered an error. One big store has this motto for its purchasers. "Look at every thing that comes your way." They don't necessarily buy, but are ready to do so if they see something worth while.

A big loss often occurs from failure

to check up goods—to see if they are as ordered, are in good condition.

Then care in unpacking is also most necessary. It is worth while to teach the clerk how to unpack. It means a saving.

Poor storage, a leaky roof, dust, vermin, all these things bring loss. So also does too much handling.

In selling, poor display, selling goods in a hit or miss fashion, bring loss. This causes merchandise to accumulate. "You know those lines that linger," said the speaker. "We call them stickers when they seem to form an affinity for the business." He offered a very simple suggestion for overcoming this evil. Put newly bought goods at the bottom of every pile and sell from the top.

## Don't Over-Measure

Another selling loss comes from over-measurement. Take goods costing \$1 a yard for example. A salesman gives one inch over. Now one thirty-sixth of the dollar, which that inch represents, is the 3 cents actual profit which we have just discovered by our illustration of the coppers. "This practice of throwing in, is bad business—one of the unnecessary expenses. A customer is entitled to full measurement, but full measurement only."

## A Good Parcel Makes Good-Will

Money, it was stated, is often wasted in a too lavish use of wrapping paper and twine. Saving in that direction, however, has to be carefully made. It is the height of folly to make a poor parcel—one which will break open. A good parcel makes for good-will, a poor parcel for bad-will.

Speaking on salesmanship, and its power to reduce the cost of doing business by increasing the volume of the sale with little or no addition to the running expenses, Dr. Neystrom told of going with his wife to buy a canary.

The bird cost \$1.75, then the clerk suggested a large cage was desirable. It was bought at a cost of \$3.75, food, cuttle fish bone, a spring for the bird cage, a hook to hang the spring from, a bath tub for the bird, a fender to prevent the water from the bath splashing—all these were suggested and bought. The total purchase amounted to \$9.25, and "said Dr. Neystrom." "The customer liked it. That kind of suggestive salesmanship is always appreciated if properly done."



# Problems of Alberta Merchants

Many Important Problems up at Convention Held This Week at Red Deer—Mail Order Houses Get \$12,000,000 Annually From Small Alberta Towns.

**R**ED DEER, Alta., May 20.—(Special).—There opened here on Tuesday with a fine representation of members from various parts of the province, the 1915 convention of the Retail Merchants' Association of Canada, Alberta branch. The program considered was an important one with many questions up for discussion which are of great prominence in so far as the future of the trade of the province is concerned. T. A. Gaetz, general merchant, Red Deer, who is the provincial president, presided. The convention ended to-day.

Among the problems discussed was that of the mail order house. Statistics have been produced by the executive, showing that about \$12,000,000 per year goes out of the small towns of Alberta province to eastern mail order houses. This means that every small town has a competition of an extra store doing a cash business of \$5,000 or \$6,000 a month and neither the town nor the province gets one cent of revenue from it.

The association in Alberta, is opposed to any special privileges being given to co-operative societies. The matter has been taken up with wholesalers' associations at Winnipeg, Edmonton and Calgary, and these associations have resolved to condemn the practice of supplying so called co-operative associations; and in fact, they have undertaken not to supply them.

The retailers, however, feel they have to go even further than this. They discussed the problem of going to the manufacturers themselves to urge upon them that the retailers are strongly opposed to them selling their goods to these so-called co-operative societies who are not doing business on ordinary retail lines.

The provisions of the new Small Debts Act, which by reason of the numerical strength of the association has been introduced to the local house during the past season, was gone into.

Considerable objection was voiced to the Dominion Government Regulations that weights and measures inspection must be paid for by the retailer. The association is going after the abolition of this.

The pedlar question was still another one ventilated. Some method of curbing the work of the pedlar was gone into. The retailers feel that, as they are the men who pay the taxes and help maintain local communities, the transient traders have no right to come in and at

## ALBERTA PROVINCIAL BOARD.

### Executive Officers for 1914-1915.

T. A. Gaetz . . . General Merchant  
Red Deer.

Provincial President.

H. N. Stephens, General Merchant  
Vermilion.

Provincial 1st Vice-President.

N. B. Good . . . Grocer  
Lethbridge.

Provincial 2nd Vice President.  
N. J. McDermid . . . Druggist  
Calgary

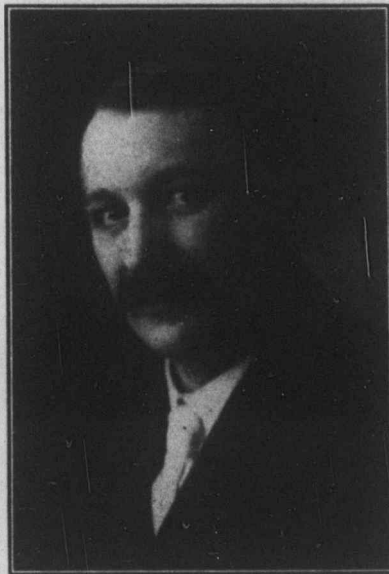
Provincial Treasurer

W. H. Andrews, 412 Alberta Loan  
Building, Calgary.  
Provincial Secretary.

a small license fee and with little or no overhead expenses undersell the legitimate trade.

Other questions in the limelight were the operation of the Bulk Sales Act, and the question of Advance and Delivery Charges made by wholesalers.

Among the addresses on the schedule was one on "Keeping trade at home," by H. H. Gaetz, president of the Pharmaceutical Society; another by F. R. Freeze, of the Canadian Credit Men's Association on the "Disposal of Bankrupt Stocks;" a third by Major Duncan Stuart, on the "Small Debt Courts Act" as introduced into the legislature; fourth



T. A. GAETZ, Red Deer,  
General merchant, who presided at the convention.

by E. Michener, member of Parliament for Red Deer, and leader of the Opposition, on "The Retail Trade as an asset to the Province."

Among the entertainment features of the convention was a motor trip to Sylvan Lake on Wednesday. A fuller report will be sent for next weeks' issue.

## SERVICE DEPARTMENT

Editor, Canadian Grocer,—I shall be pleased if you will furnish me with information in connection with agreements, etc., and the most satisfactory lines on which to proceed as I intend entering into partnership to carry on business in the general store line.

J. S. D. PARENT.

Via La Tuque, Que.

Editorial Note.—If the following are taken into consideration when drawing up a partnership agreement a good deal of trouble might be averted for the future:—

(1)—The full name of each member and their place of residence should be clearly stated.

(2)—The nature of the business to be conducted.

(3)—The name of the town, village, etc., where it is to be conducted.

(4)—The amount of capital each person invests.

(5)—If a partner makes no cash investment, but whose experience or skill, etc., is his investment, that also should be inserted.

(6)—The date of commencement and duration of the partnership, if it is for a definite period.

(7)—If a division of work is agreed upon between the partners, such as for one partner only to sign orders for goods, accept all drafts, issue the notes, etc., it should be definitely stated in the agreement.

(8)—Provision for settlement in case of death or retirement of a partner, or for dissolution in case of disagreement and friction should not be omitted.

Furthermore, it should be clearly understood that one partner is responsible for the debts of another in case of default or disappearance. This is different from a joint stock company where

(Continued on page 46.)

## A Creator of Appetites

Attractive Display of Various Foods Shown by Montreal Store — Pedestals and Fancy Baskets for Fruits—Canned and Preserved Fruit Neatly Arranged.



A display shown by Almy's, of Montreal, arranged so neatly that it got considerable business.

THE accompanying illustration shows an exceedingly appetizing display. This appeared in the store of Almy's Limited, Montreal, a department store at the corner of Bleury and St. Catherine streets. It was backed up by a demonstration in the store. Biscuits form a prominent part and considerable improvement was shown in the demand for biscuits from this time on. Up to this time the grocery department had not been favored with windows to any extent. This window proved to the management that if the grocery department is not represented among the windows, even with all the attractions of a department store, there are people who pass along the main street week after week, yet do not know there is a grocery dept. in that store. After this window was put in, the remark was heard, "Why I never knew you had a grocery department." Since then, more attention has been given to grocery windows. The tendency is to associate department stores with dry goods. The same often applies to general stores to a less extent.

"But you can't trust to windows altogether," said the manager of Almy's grocery department. "If a woman sees a display of grape-juice, the effect is good, but if you can let that woman taste grape juice, the effect will be much better. A piece of cake and a cup of tea is good way of drawing attention to a line of cake."

This display includes besides biscuits, canned strawberries, pears, and apples; syrup; soups; fruits in glass; lime juice; oranges on handsome pedestals; pineapple, bananas, apples and oranges in fancy baskets and dishes. Cut and oranges in fancy baskets and dishes. Cut refined tinge of the display.



# An Elaborate Delivery System

How It is Worked Out Co-operatively by the Merchants of a Fremont, O., Town—Central Station Where All Goods Are Sorted Like the Mails in the Post Office—The C.O.D. Parcels.

**A** LETTER has been received from a Quebec province reader asking for information on how to conduct a general delivery system and how such a system works out from the standpoint of the retailer. A copy of a former issue was sent him containing a lengthy article on this subject, but the following, which formed an address by a United States dealer at a convention last year, will no doubt be of further interest:

I give myself credit for being the father of co-operative delivery in my own town, that of Fremont, Ohio. The thought first struck me during the years of 1902 and 1903 that groceries and provisions and other goods like drugs, etc., could be delivered at a much less expense, and, in fact, in a more systematic way. Our plan is somewhat similar to that of the United States mail.

After taking the initial steps, we found the co-operative or general delivery plan is one of the best in the State of Ohio. We went ahead with our building, the committee leasing a tract of ground 60 x 90 feet, and erected a building, which we term a station. Our stables are in the basement, with a working floor space nearly the entire length of the second floor. This building sets lengthways on this piece of ground, with a working table three feet from the floor and about six feet wide running the entire length of the building, which is ninety feet.

This building or station is used for sorting orders, etc. The city is laid out in routes. We figure about one wagon to a thousand inhabitants. This is a safe estimate, I should say. The route numbers are placed in the station on the wall above the table, the numbers beginning Route 1, 2, 3, 4, etc. Each wagon as it comes with its load of groceries and other articles, drives into its respective place in the station and each driver assists the other in sorting his load. The orders are placed back of the wagon in such a position that the driver can so arrange his orders that the last one will be placed in the wagon first, and so avoid trouble in delivering.

## Deliveries Made Easy.

Beginning with the day's business, we have a superintendent and a stable boss, who should be a good man and understand horses well in order to keep the expense of doctors' bills down to a minimum. The drivers gather at the

station at 6 a.m., then each man cleans his own horse and hitches up and leaves the station for his respective stores. (Some gather goods from three or four stores and stop for special calls.) We deliver washing and anything that people may want delivered that is not too heavy for one or two men to handle. As these goods are brought into the station they are sorted, as I explained before. It takes on an average of about ten to twenty minutes to sort the loads, and on a signal from the superintendent the boys start for their respective routes. You will note we see nothing of the wagons for fifteen or twenty minutes and sometimes an hour; then they will start coming in one by one, bringing with them the goods from their own routes. The same routine is carried on throughout the day, each day five deliveries being made. We make three deliveries in the morning and two in the afternoon. We deliver within a radius of four miles, two miles each way from the stations.

I have in my hand what is called a coupon. That is how we get our revenue. This is a butcher's coupon and this is a contract butcher. A contract butcher pays 2½ cents, and a stockholder pays 2¼ cents for each delivery. Delivery is anything under 200 pounds. It may be one, three, five or seven packages. Here is a six-cent coupon. That is for dry goods—anything outside of a butcher. He pays six cents for delivering. He simply ties this coupon to the package with the owner's name, Bill Jones, etc., Route No. 3, 1712 Lincoln Street, and the boy picks it up and takes it to the station, and then they find out where this order goes. When they come to this order at the station he tears out the corner of the coupon, retaining it. This coupon is filed at the central station. If next week Mrs. Jones pays her bill and states she didn't get anything on the tenth, they look up the coupon and that tells you whether she got it or not.

## The C.O.D. System.

Here is a C.O.D. envelope, which is the finest collecting system in the country. If I want this C.O.D. I put "C.O.D." in the space in this margin (indicating). If it is not sent out C.O.D. the delivery boy knows if Mrs. Jones doesn't pay that it is all right. He knows if she doesn't say anything about the money he simply sets the or-

der down and walks away. But if it is C.O.D. he knows he must bring the money or the goods. When these goods go through the station the superintendent has a book. He takes down the name and the amount when it goes out. When the money comes in he also makes a record. When this envelope goes back to the store if it is not paid it is marked "N. P."—Not paid.

## TRADING CHECKS USED AS CHANGE.

(Continued from page 19.)

of business from the farming community as well as from the townspeople. Whenever he gets in a new line of any food-stuff he endeavors to introduce it by showing it on the counter in a prominent place, and he finds that when this is done, and particularly when the customer knows something about the article through the advertising that has been done in the newspapers by the firm in question, he can quite readily introduce it.

Mr. Shillington recited a selling test case, which shows the value of counter displays. Not long ago he got in a considerable shipment of grapefruit, and found that through the ordinary demand, it was not moving as rapidly as he would have liked. He showed some samples of the grapefruit on the counter and in a day or so, had the entire shipment cleaned out. This further goes to show that farmers and people in the smaller towns are not averse to purchasing goods which are more or less of a luxury if they are shown to them in a prominent place.

## Another Merchant Well Ahead.

These assertions made by Mr. Shillington with regard to business, are corroborated by other general merchants in Western Ontario. J. A. Kelly, of Lambeth, Ont., which is a few miles to the south of London, states that his business is well ahead of the corresponding period of last year. Canadian Grocer readers will remember that a year or so ago, we showed a picture of Mr. Kelly and his store and gave some of the methods he employed for getting after business. Since that time he has enlarged the store, made extra display windows and has all his departments on the ground floor including hardware,

(Continued on page 41.)



# Consider the Egg

Much Increased Consumption in Canada—Declining Production Proportionate to Need—Imports Growing Larger and Exports Declining—Canada's Present Opportunity.

**W**A. BROWN, of the Live Stock Branch of the Dominion Department of Agriculture, has issued a pamphlet on the Egg and Poultry situation in Canada.

This has some sane suggestions, and treats upon the existing state of affairs, with a note as to the opportunity Canada has in the matter of egg production.

From figures in this respect we notice that egg consumption per capita has increased very considerably during the last twenty years. In 1891 the average per capita consumption was 11.8 dozen per annum. By 1901 this had mounted up to 13.72 dozen, and in 1911—ten years later—no less than 17.39 dozen eggs were consumed by the average person during the year in Canada.

These figures are remarkable. Obviously the figures we print will not have any material concern with the increase in population. It is the average per capita consumption that we are dealing with. An increase in ten years of something like 25 per cent. in the consumption of eggs means a big industry for Canada. That is, it ought to. Everywhere year by year the usage of eggs is growing. This is not only true of the big cities, but also of the country places too.

## Production and Imports.

Who is providing all these eggs for all these people to eat? Are we providing them ourselves? The answer is NO! For while the production in 1891 was 64,000,000 dozen and in 1911 nearly double that—123,000,000 dozen—the import in 1891 was 602,000 dozen, and in 1911 2,378,640 dozen. That is, while the production of eggs in this country has increased in twenty years to practically double, the import of eggs has increased by practically four times. Thus, imports are increasing, compared with production in a ratio of 2 to 1. This ought not to be so. We ought to be producing enough not only for our own use, but also for export to other countries, instead of producing too few for our own needs and supplementing by import.

## Export Makes Poor Showing.

Moreover, the number of eggs exported twenty years

ago—that is, in 1891—was over 8,000,000 dozen; in 1911 it was only 92,000 dozen, and yet in 1891 the production was 64,000,000 dozen; and in 1911 the production was twice that number. In short, while the average per capita consumption during the last twenty years has increased rather over 50 per cent., the import into the country has increased something like 300 per cent., and the export has decreased to less than a hundredth of what it was.

## As to Prices.

On this page we reproduce a table from Mr. Brown's excellent booklet, which shows the market prices in Toronto for years 1901, 1906, 1911 and 1914. It will be seen from this table that the winter prices of eggs have differed very little from 1901 to 1914. There have been one or two low years, but in the main the January and December price of eggs has been around 40c. In 1914 it was 42c—that is, of course, taking an average price. The main thing to be noticed from this table is that the price of eggs in summer months has been considerably higher from 1906 on than it was in 1901. The highest summer price in all the years from 1901 to 1913 was in 1913. It was a little higher on the whole than 1914.

It will be noticed that in May of 1901 new-laid eggs could be bought wholesale in this country for 12c. In May, 1914, they could be bought wholesale for 21c. That is a very considerable increase, and it shows, among other things, that production is not increasing in Canada

proportionately to the increase in consumption. People all the year round are eating more eggs, but the farmers are not procuring more eggs.

## Unfortunate Comparisons.

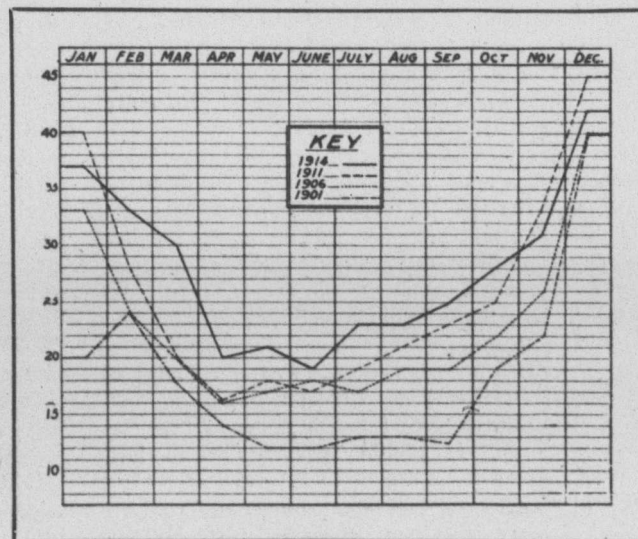
As to the all-important question of imports. For the last six years Canada has been importing large quantities of eggs, and between 1910 and 1913 the imports have almost doubled. Most of the eggs imported into this country come from the United States. But Mr. Brown sounds a warning note. He remarks that the import of eggs from China has assumed increasingly large proportions, and says that evidence is not lacking that unless the sale of these eggs is regulated in some way there is danger of their proving a serious menace to the development of the poultry industry on the Pacific Coast. We might add, too, that a great number of Chinese eggs have been seen at different times on the Montreal and Toronto market. There ought to be no necessity for the import of either American or Chinese eggs.

If the thing were properly handled, we ought to be able to produce all the eggs we need for ourselves in Canada without any difficulty whatever.

We ought to be able to do more than that, in fact.

Previous to the passing of the McKinley Tariff in 1890 Canada exported large quantities of eggs to the United States, the largest single export in any one year being over 14,000,000 dozen in 1888. After 1890 exports to the States gradually fell off and Canadian produce men turned their attention to the British market. Exports to Britain gradually increased year by year, until 11,000,000 and 12,000,000 dozen were shipped. In the same year between 30,000 and 40,000 dozen were shipped to the United States. Great Britain continued to take the surplus for a number of years, but owing to increased consumption at home the export trade has gradually fallen off, until in the year 1911 Canada exported only 7,000 dozen to Great Britain, and to all countries a total of only 92,000 dozen.

It is indeed a serious state of affairs, when in 1900 we exported 10,000,000 dozen of eggs from this country, and in 1914



This chart shows the rise and fall of the price of eggs in Canada in 1901, 1906, 1911 and 1914.



## Letters to the Editor

only 124,000. And when this is taken in conjunction with the fact of our immensely increased imports—from 700,000 dozen in 1900 to over 11,000,000 in 1914—it indicates that something is radically wrong with production.

### Canada's Big Opportunity.

Canada has a peculiar opportunity at present. Under normal conditions she might find some difficulty—if even she had the eggs to export—in competing with Austria, Germany, Belgium and Roumania, Norway and Sweden, Denmark and the Netherlands. These have been the chief sources of supply of eggs for the Mother Country for some time, and, in addition to furnishing quantities, they have furnished a high quality egg.

But it is certain that there will be an opportunity for some new source next year. Austria and Germany have been supplying something like 13,000,000 dozen eggs to Britain per year. That supply will be cut off. Belgium and France have been furnishing nearly 8,000,000 dozen per year, and that supply will also be cut off owing, of course, to war and trade conditions. And inasmuch as Russia shipped her eggs from Archangel on the White Sea, the Baltic points and the ports on the Black Sea, this trade will probably be serious interrupted. If even the Dardanelles is open very soon, it is not expected that over 50 per cent. of the Russian supply, approximately 57,000,000 dozen of eggs, will find their way to England next year. So far as Denmark, Egypt, Italy, Netherlands, Roumania and Sweden are concerned, there will be a shortage of eggs which Mr. Brown estimates at 100,000,000 dozen. Here, then, is Canada's opportunity for the present year and next year, and however long the war lasts she has a chance to supply the Mother Country with eggs, thus being patriotic and commercially wise. Our farmers ought to see to it that they set themselves to produce a high quality egg, and lots of them, and thus corral a good part of the trade with the Mother Country.

If we could export millions of dozens of eggs per annum fourteen or fifteen years ago, there ought to be no reason why we cannot export at any rate a great many more than we have been doing latterly, in addition to largely decreasing our imports. It will be found to pay as a business resource, besides being an example of patriotism of a high order indeed.

—♦—

Some merchants begin to over-buy just as soon as they get a little cash on hand in the bank. Don't buy according to the size of your bank account; buy according to the needs of the business.

Toronto, May 15th, 1915.

Editor The Canadian Grocer:

Dear Sir,—I note in your issue of May 14th, that at a meeting of the Ontario Grocers' Association in London Mr. Parks and Mr. Higgins, of Toronto, stated that the grocers in that city were compelled to sell soap at six bars for 25 cents, which is practically cost, and they asserted that the profit on this commodity was less than three per cent. Who is to blame for this? Why cannot the soap manufacturer protect the retailer like some of the packet tea men do? Departmental stores handle at least one of these packet teas and nothing is ever heard of them cutting prices. It is the manufacturer who is to blame when prices are cut, and it is to him we retail grocers look for protection. If the packet tea man can protect us, the soap manufacturer can also if he has the least inclination to.

• • •  
A RETAILER.

Editor Canadian Grocer,—I have watched with considerable interest in your paper the course taken by the Toronto Grocers' Association in regard to putting up soap and tea under their own labels. I am perfectly in accord with the association in their fight for better profits on a number of manufactured lines, and particularly in the case of soap. Nevertheless, it seems to me that there is trouble ahead for us retailers if this thing is gone through with.

While I regret to see the small profits on certain staple lines of groceries, yet there should be some other method of getting better margins than by putting the goods up under a private association brand. Incidentally I am getting a good margin on tea—wish I could get the same on soap and other lines. Now, I have no knowledge of what the big manufacturers who are interested in the soap and tea question would do, nevertheless it seems to me there must be some retaliation on their part, and with the capital they have behind them, it does not look as if the retailers would have much permanent success in this work they have undertaken.

Suppose for instance the soap and tea firms whose businesses will be affected by this new move, decide to market their products direct to the consumer in Toronto. It should be remembered there are some of them to-day who are refusing to sell to the consumer, and who are marketing their goods in a straightforward manner through retailers. What will they do, when they find that we are

giving them the go-by? In your last issue I see that the association has decided to put up tea in packages for themselves. Now if this competition becomes any way strong at all, what would the big package tea men do? Would it be any surprise to us if they decided to sell their tea direct to the consumer in Toronto. Could we blame them for it? I say we could not, and I would not be surprised to see them undertake it. The same applies to soap. Strong companies are not going to stand idly by and see their trade slipping away from them. They are bound to retaliate and of course the side with the longest purse is going to win out just as in the case of this European war.

If tea and soap are going to be put up under the R. M. A. brand and if the big manufacturing concerns decide to fight the retail trade, every grocer in Toronto will be affected. It would mean that retailers outside the Grocers' Association would be apt to lose their soap and tea trade entirely, thus bringing the Retail Grocers' Association into desrepute. It would take years and years to overcome the prejudice if such a thing as I have outlined were to take place. And if we look far enough into the future, what else could we expect to take place?

I am calling attention to these probabilities in the hope that a fight may be averted. I was rather surprised not to see in your report of the Association proceedings any of the older heads calling attention to these matters. I know of firms—and firms that would be affected in this move—who consistently refuse to sell their goods through anyone but the legitimate retailers. I know of cases where boarding houses and contractors have attempted to purchase their goods direct and were turned down flat. What, I ask, are these firms likely to do, if we turn them down and attempt to manufacture our own goods? I am afraid the retail grocers have not taken this matter into deep consideration and I trust they will do so before they bring upon the entire retail trade a trade fight, which would mean disaster all round. By all means let us get better profits on many lines, but a safer way is to deal with those houses who treat us right.

Toronto, May 19, 1915.

F. W. M.

• • •

Editor Canadian Grocer.—We were interested in reading in your March 12th issue an article with the caption, "Kill the Fly." If other publications would publish matter on this dirty,



filthy, disease-carrying insect, and the public would follow instructions, what a blessing it would be to mankind and other animals when this pest is annihilated.

Many grocers are intensely concerned in this matter, from having their stable near the store, and others have butcher shops in connection with the grocery. It is the stable probably where the fly flourishes more than any other place, and for this reason grocers will be interested in the following:—

In reference to the destruction of fly larvae, the U. S. Department of Agriculture in Bulletin 118, "Experiments in the Destruction of Fly Larvae in Horse Manure," says in part:

"By far the most effective, economical and practical of the substances is borax in the commercial form in which it is available throughout the country.

"Borax increases the water-soluble nitrogen and alkalinity of manure, and, apparently, does not injure the bacterial flora."

#### Directions for Treating Manure With Borax to Kill Fly Eggs and Maggots.

"Apply 0.62 pound borax to every 10 cubic feet (8 bus.) of manure immediately on its removal from the barn. Apply borax particularly around the outer edges of the pile with a flour sifter or any fine sieve, and sprinkle two or three gallons of water over the borax-treated manure.

"The reason for applying the borax to the fresh manure immediately after its removal from the stable is that the flies lay their eggs on the fresh manure, and borax, when it comes in contact with the eggs, prevents their hatching.

"As the maggots congregate at the outer edges of the pile, most of the borax should be applied there. The treatment should be repeated with each addition of fresh manure, but when the manure is kept in closed boxes, less frequent applications will be sufficient.

"Borax may also be applied to floors and crevices in barns, stables, markets, etc., as well as to street sweepings and garbage. Water should be added as in the treatment of horse manure. After estimating the proper amount of borax, a measure may be used which will hold the proper amount, thus avoiding subsequent weighings."

Borax also as a household remedy to prevent the propagation of flies in garbage, etc., should be put before the housewife, and strongly recommended by grocers.

The New York Board of Health is demonstrating to farmers, butchers, etc., how to apply the borax. It seems to us as though it is up to the boards of health to prevent the propagation of

the fly, as it is a well known fact that flies carry all kinds of contagious disease germs on their hairy legs.

W. J. MICHAND.

Montreal, May 18, 1915.

#### WALNUT SITUATION OF THE FUTURE.

In a communication to their agents in Montreal, an official of a growers' association of walnuts in California, after reporting on crop prospects discusses the possible effects of the war on exports of nuts from Europe this season and what delayed or curtailed shipments from the other side would mean to the Coast farmers. He writes:

"Our groves have just completed their setting of nuts for the coming crop and indications point to a larger production of California walnuts this year than ever before. Naturally if the crop develops in harmony with present indications, prices are bound to prevail considerably lower than they have during recent seasons. This is going to mean an active market, with greatly increased consumption and a larger business for every jobber. Present indications lead us to believe that California will have to supply practically the entire holiday consumption of this country.

"Of course, you realize that most of the French farmers are at the front, thus culture of their groves is being more or less neglected. With most of the labor fighting, the European harvest is bound to be considerably delayed. The railroads are in the hands of the military and thus commercial shipments to tide-water will receive secondary consideration and be the means of further delay. You, of course, know of the complications in transportation across the Atlantic.

"Taking the above facts into consideration, it is hardly reasonable to suppose that foreign walnuts in any quantity will reach America in time for the holiday trade."

#### WANT UNIFORM HALF HOLIDAY.

At a meeting of the Retail Merchants' Association of Halifax, held recently, it was decided to observe the statutory holidays, as last year, namely 24th of May, 21st of June, July 1st and a half-holiday at the time of the exhibition.

There was much discussion regarding some uniformity of the weekly half-holiday. As it is at present some branches of trade notably the grocers, have Wednesday half-holidays, and the other stores and places of employment observe Saturday afternoon. As the present condition is not favorable to the best interests of trade, efforts will be made

to come to some general agreement, whereby one of the other half-days will be uniformly taken as the half-holiday. A committee, formed of two representatives from each branch of trade will look into the question, interview the merchants and various employers of labor, and report to the Association.

The daylight saving scheme came up for some discussion, and the proposal to have the clock set back one hour during the summer months in order to provide more daylight for working hours, met with considerable favor. It will have further discussion at a meeting to be held in the near future.

#### HAMILTON GROCER'S PICNIC ON JULY 21

At the last regular monthly meeting of the Hamilton Retail Grocers' Association was held in the board of trade rooms last evening, with President J. M. Semmens in the chair. It was decided to hold a picnic to Niagara Falls and Buffalo as usual on July 21. The following were elected a committee: M. Cummings, chairman; James Main, treasurer; M. R. Hill, secretary; A. Ballentine, chairman of refreshments; John Knox, chairman of games; W. Smye, chairman of printing and advertising; Harvey Taylor, chairman of entertainment; J. L. Brown, chairman of reception; James Lawrie and J. Young, finance; J. Kirkpatrick, transportation.

#### CONTEST ENTRIES COMING

Examples of the selling power of the retail clerk are coming in for the contest which was announced a few weeks ago. One clerk in sending in his contribution says: "I have been taking your paper for a number of years, and time and again I have been going to enter into contests that have been in The Canadian Grocer, but let them pass. I have made up my mind to enter the one you are now publishing entitled "An Opportunity for the Clerk or salesmanship."

This contest is open to every clerk in the Dominion. Tell in your own words how you have sold a certain line of goods by using salesmanship talks or other methods. Select some line, on which the price has not been cut and explain briefly the conversation you used to sell this article, or the exact display or other methods you used in introducing it to the general public. Get your answer in at once. The prizes are \$3, \$2 and \$1 for the best three examples, while the others will be published in Canadian Grocer and paid for at our regular space rates.



# The Parable of the Inefficient Saleswoman

## I

Once upon a time a man went into a store to buy some seeds for his garden. He stood up against the counter for a few minutes, and while he might have been said to have been fulfilling an ornamental position he couldn't have proved its usefulness, standing there till the gracious maiden behind the counter decided to attend to him. This she did at last, nonchalantly, as if, now that she was through discussing spring hats and the latest dance with the clerk, she would condescend to put in an hour or so serving a customer with a packet of seeds.

"Have you some clover?" asked the customer, sweetly, albeit his wait hadn't made him positively beam with pleasure.

The maiden looked a moment. "Clover?" she queried ruminatively, "I don't know, I'll ask."

She wandered off to somewhere behind the counter and wandered back, slowly and gracefully, and proffered the information that they had some, and here it was. She produced the seed.

"What is it worth?"

The maiden didn't know this either, but she said she would enquire; she started in on her little promenade again and walked slowly and gracefully there, and gracefully and slowly back again with the information.

"Well, I'll take some," said the customer, none too sweetly, now. This maiden began to annoy him. He wanted to buy seeds and buy them quickly. He wasn't there to kick his heels while a maiden, who didn't know her business, perambulated around like a mannequin.

"Oh," said the man, as he bethought himself. "I want some cobeia and some wistaria."

The maiden looked at him with a puzzled expression for a moment. "Well," said the man sharply, "haven't you got any?"

"I don't know. I'll go and see," said the maiden, and was about to perambulate gracefully and slowly there and slowly and gracefully back to the place behind, where she got her information. But the man was too quick for her.

"No you don't," he said, "not again, miss. I don't want to spend all day buying those seeds. I'm a busy man, and my time's worth money. If this store doesn't know enough to pay assistants who know their business, then I guess I won't come here any more."

And he never did.

## II

But on the same day it chanced that another man went into another store to buy some seeds also. And as soon as he entered the door a sales girl who was bright and alert and cheery and apparently there for the purpose of getting business stepped up and wished him "Good morning."

"I want to buy some clover seed," said the man.

"Yes, sir." And the clover seed was on the counter a moment later, its price explained, and the packet sold, all within a few moments.

"Anything else in the seed line?" the sales girl asked while she was parcelling up the customer's first purchase.

"No, I don't think so."

"We've got some good cobeia and wistaria here. It's cheap too," suggested the sales girl quickly.

"Well, as a matter of fact, I do want some cobeia," said the customer, and bought some.

That night, when the customer got home, his wife asked him where he had gotten the seeds, and he told her at M—'s store. "And there's such a bright girl there," he said, "I wish, if you want anything in the grocery line and you can't get it at your usual store, you'd get it there. The people are out for business, and are quick, bright and obliging. Besides, they'll go after business. Look at the way she suggested the cobeia to my mind and chased up my memory on the point. That's getting business and pleasing a customer at the same time. I shall certainly buy there again."

And he did.

## III

These are stories based upon actual facts. The first section is the account of a personal experience the other day. It emphasizes the importance of having a knowledgeable as well as a pleasing salesman or saleswoman behind the counter. There was I, a busy man, with only a few minutes to spare, in need of a quick, methodical businessman or woman. Instead of my business being through in a minute or two, I am kept waiting, kicking my heels while (1) a girl, who is paid for being a saleswoman, has to find out prices and other particulars which she ought to know, and (2) while this same girl, instead of being as quick as she could in finding out this information, leisurely takes her time and is obviously more taken up by cultivating a peculiar waddle that is fashionable at the moment, and discussing the latest thing in terpsichorean art.

The point about this story is that an inefficient salesman or saleswoman isn't worth a continental. They had better be paid to keep out of the store. They lose, not make money for their employers. They act as an irritant and the customer, who may have been more or less constant, gets annoyed and shakes the dust of that store off his feet.

In fact, to put it briefly, the inefficient salesman gathers no moss—H.S.E.



## CURRENT NEWS OF WEEK



### Quebec and Maritime Provinces.

I. E. Smith, a St. John, N.B. grocer, died recently.

Richard Evans, grocer, Williamsburg, N.B., is succeeded by Arthur R. McNutt.

Wm. Lothiab, formerly traveler for Rose & Laflamme, Montreal, who was with the 14th at Langemark, is reported missing.

The new Quebec city by-law regulating sales of foodstuffs on the streets calls for a license fee of \$25 per year, payable before May 1.

Cyril C. Rendell, manufacturers' agent, has removed from his quarters in the Merchants Bank Bldg., Montreal, and opened an office at 215 St. Nicholas Building.

A cable from London announces that George Mosley, buyer in Calcutta for J. E. Morse & Co., wholesale teas, Halifax, N.S., who was a passenger on the Lusitania, is safe.

### Ontario.

J. S. Peter, grocer, Toronto, has sold to J. R. Richards.

E. C. Kink, grocer, Ottawa, Ont., is moving to Westboro.

R. W. Reid, grocer, Toronto, is succeeded by Frank Johnston.

Harriet M. Seeley, grocer, Toronto, has sold to Bilton & Irvine.

A. S. Harrison, grocer, Lindsay, Ont., has sold to John Walker & Son.

H. H. Schuyler, grocer, Simcoe, Ont., has sold to the G. W. Lea Estate.

The C. Orser Packing Co., Ltd., Colborne, Ont., has been incorporated.

Seymore Woods and Fred Tinknell are opening a grocery business in Paris, Ont.

C. H. Shupe, general merchant, North Buxton, Ont., has sold to Groom & Moir.

Daniel & Norris, general merchants, Princeton, Ont., have sold to J. W. Hunter.

Proctor & Gamble Distributing Co., of Canada, Limited, Hamilton, Ont., have been incorporated.

J. R. Richards has bought the grocery business of J. S. Peters, corner Pape and Gerrard, Toronto.

T. G. Allen and J. C. McFarlane have purchased the general store business of J. Walkom, Dungannon, Ont.

Sergt. E. R. M. Davis, 4th Battalion, reported wounded, was employed in the grocery department of the T. Eaton Co.

Private Thos. Bullick, a grocer formerly in the employ of the T. Eaton Co., Toronto, is reported missing at the front.

Hugh Stonehouse, general merchant, Wallaceburg, Ont., is the Conservative candidate for the next Dominion election.

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

Eastern and western sugar refiners were in Ottawa during the week asking for freight rate reductions to Western Canada.

Parsons-Brown, wholesale grocers, Toronto, have moved from Colborne street, to the corner of Adelaide and Francis streets.

East India Manufacturing Company, makers of grocers' specialties, have moved from Colborne street, Toronto, to corner of Bathurst and Lennox streets, Toronto.

In future all pedlars who desire to dispose of their wares in Weston, Ont., will be compelled to take out a license and submit to the regulations governing vendors and hucksters, according to the decision of the Town Council.

George Reilly, grocer, 830 College St., Toronto, was seriously injured in an automobile accident recently. He was removed to the General Hospital by the police ambulance, and is suffering from a fractured jaw and serious internal injuries. The driver of the automobile was not detained by the police.

Colonel J. M. Young, president of the Hamilton Cotton Company, is one of the victims of the Lusitania. He was one of the most prominent business men in Hamilton, and was so popular with his employees that when the news of his death reached that city a number of them volunteered for active service in order to avenge his death. A son of his Lieutenant Young, was recently wounded in the fighting around Langemark.

### Western Canada.

Berry's Cash Store, grocery, Winnipeg, is succeeded by A. Yeomans.

Yeomans & Fostt, grocers, Winnipeg, have sold to H. Barry.

L. J. McLean, grocer, Winnipeg, is succeeded by R. Mills.

Members of the Ohio Retail Grocers' Association have been touring Western Canada.

Mitchell Sales Co., general merchants, Millet, Alta., have sold to Gordon & Gordon.

Corporal James G. Craig, a former employee of the A. Macdonald Co.,

wholesale grocers, Winnipeg, is reported wounded at the front.

The general store conducted at Bawl, Alta., by A. M. Anderson has been sold to McDonald Brothers, who formerly operated a store at Spring Lake.

The new officers of the Victoria, B.C. Retail Merchants' Association are: — President, W. J. Shortt, of Shortt, Hill & Duncan; first vice-president, J. H. Fletcher, of Fletcher Bros.; second vice-president, E. A. Waterman, Weller Bros., Limited. The election of directors was deferred to an adjourned meeting.

W. H. Escott, president of the W. H. Escott Co., Limited, wholesale grocery brokers, left on Saturday last for San Francisco via Vancouver, accompanied by J. C. Passmore, buyer for the Sloeum-Bergren Co., one of the wholesale grocery houses in Minneapolis. Mr. Escott goes as the guest of the San Francisco Wholesale Grocers' Guild, to attend their annual convention being held next week at San Francisco, and will take in the big Fair while there.

The Retail Merchants' Association of Regina, Sask., waited on a committee of the City Council recently, asking that the license for hawkers and peddlers be made \$100 instead of \$50 as proposed in the draft by-law and that the term be made to include vendors of farm and dairy produce unless actually engaged in the production of their wares. The committee expressed itself in favor of this change being made in the fee and the solicitor was instructed to include it in his final draft, for submission to council. It is probable that this by-law will not be finally passed in council until after the conclusion of the legislature, as a number of important amendments will be made to the City Act. With regard to the transient traders the retailers suggested that they be made to pay their business tax for a whole year in advance, as had been urged on the Government a few weeks ago. City Solicitor Blair pointed out that this matter must rest with the legislature alone, as the city would have no power to grant their request unless the City Act was amended.

Don't hurry through every business day as if you expected to do it all that day. There are more days to come and a little more time on most jobs will prove a good investment.



# Sugar Stronger: Teas Higher

New York Sugar Market Shows Strength—Teas up Again in London—No Auctions Till June 1st  
—Another Canadian Tea Concern Advanced Prices—Easier Tone to Coffee  
—Improving Demand for Summer Drinks.

Office of Publication, Toronto, May 20, '15.

**T**HE advance by one tea concern in their prices a couple of weeks ago which appeared in the columns of Canadian Grocer has been followed by higher prices in the case of another firm. The Red Rose Tea Co. have advanced their prices on all their teas. The retail prices are as follows: 40c, 45c, 50c; 52c and 56c and 60c. In view of the fact that tea prices at the London and Colombo Auctions show no signs of abatement and are higher by a cent this week again, it is not surprising that this company, too, has advanced its price. It will be remembered that Canadian Grocer three months ago prophesied that prices on tea could not very much longer remain at the low levels at which they then were. Our prediction has now come true in the case of two large concerns.

Prices which have obtained in cheese all winter have, as noted last week, gradually got higher, although the new make is now coming in more or less freely. Just why this is is a little hard to determine, but apparently several causes are contributing to it. England is very bare of cheese and is taking all that she can get. There is a much bigger demand for cheese in Canada than there is cheese to supply that demand. Export business is large and it is worth noting that most of it is in American hands. We find that Americans are exporting incomparably more cheese than we are, although most of it is Canadian cheese. The new make is coming in rapidly, but there seems to be such a call that the situation is not eased any. Prices are up again this week on some markets. Butter, on the other hand, is much easier in tone; the make is coming in right along, and it looks from enquiry into the condition of the pastures throughout the country that in about a couple of weeks' time the make will be almost doubled. This should send prices down further still.

New laid eggs are fairly cheap and the supply continues to be enormous. On the other hand, the consumption is just as great and prices are, therefore, not too low. They are, however, lower than in the States and they have such an overplus of new laid eggs over there that if it were at all possible to compete with our prices—that is, if our prices were higher—we should be importing a great many more American eggs than we are. Out in Kansas, we understand that the storekeeper is selling his eggs at 15c a dozen.

The situation in fruits and vegetables is encouraging. Business is exceptionally good, and compares remarkably well—all things taken into account—with this time last year. There is a lot of Florida stuff, both fruit and vegetables, which is getting the business. Tomatoes, cucumbers, pineapples, grapefruit, potatoes and the like are all selling very well. The stuff is good, fresh and, on the whole, cheap. In fact, it is considerably cheaper than last year at this time, in most cases. Navel oranges are firmer, and the prices at which they sold all through the winter have been fair, so that nobody can complain. Most lines of fruit and vegetables are cheaper. Celery, on the other hand, is firmer. Imported strawberries are very cheap indeed, and there is said to be a lot of them. The remarkable thing about vegetables this year is that, on the whole, root stuff is selling very badly.

## QUEBEC MARKETS.

Montreal, May 20.—While there have been no radical changes in any important lines handled by grocers, there are several facts which are worthy of attention. One of these is that, after holding out for a long time, dealers are beginning to make inquiries regarding cheap

grades of tea. A large Montreal importer reports having received eight inquiries in one morning for prices on Congous. With the market on black teas already up 5 to 6 cents per lb., and a further advance likely to take place at any time, it looks as though the trade were beginning to think that they might

## Markets in Brief

### ONTARIO MARKETS.

#### FLOUR AND CEREALS—

Wheat Prices Easier.  
Flour for Export.  
Cereals Slow.  
Grass Coming Along Now.

#### FISH AND OYSTERS—

Periwinkles a good line.  
Trout and Whitefish Selling  
Haddock and Cod plentiful.  
Lake Herring and Flounders lower.

#### FRUIT AND VEGETABLES—

Strawberries lower.  
All sorts of oranges.  
Pineapples sell well.  
Root vegetables slow.  
Celery and cucumbers higher.  
Decline in asparagus.

#### PRODUCE AND PROVISIONS—

Butter somewhat easier.  
Cheese prices 'way up.  
New laids down.  
Demand for broiler chickens.  
Hams slightly higher.  
Lard prices unchanged.

#### GENERAL GROCERIES—

Tea higher in London.  
Advance in Canadian prices.  
Sugar strong in New York.  
Low prices for fruit futures.  
Coffee tone easier.  
Demand for summer drinks.  
New soap on market.

as well come in now as later on. A marked improvement is also noted in the demand for coffees this week.

The canned goods situation is getting interesting again. The contracts between the wholesalers and the Canners expire at the end of this month. It is still expected that the holding company will be formed to take control of independent stocks.

**SUGAR.**—The raw market was strong Tuesday, the price having jumped overnight from 37½c to 315/16c. Several big sales have been made at these figures. In New York they seem to be expecting higher prices on refined. There might be higher prices in Montreal, as refiners could afford to pay these prices for raws and sell refined at to-day's figures. The only thing that is likely to keep the market down here is the keen competition.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags .....	6 65
50 lb. bags .....	6 75
3 and 5-lb. carton .....	6 95
Yellow Sugars—	
No. 3 .....	6 80
No. 1 .....	6 35
Extra Ground Sugars—	
Barrels .....	7 05
50 lb. boxes .....	7 25
25 lb. boxes .....	7 45
Powdered Sugars—	
Barrels .....	6 85



# CANADIAN GROCER

50 lb. boxes	7 05
25 lb. boxes	7 25
Paris Lump—	
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—	
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEA.—One importer received eight inquiries on Tuesday morning for prices on Congous, all of them coming from Ontario. After hanging off for a long time, dealers are coming into market for the cheapest teas, i.e., Congous. These are being offered at 18 The market on new Chinese crop opened this week with Congous at 17½c, against an opening price of 11½c last year. It is not likely there will be such a wide difference on better grades. Spot stocks of Ceylon and India blacks are diminishing, and a further advance is expected following that of week ago.

DRIED FRUITS.—Valencia raisins have been advanced from ½c to 1c to the retail trade, due to scarcity and good demand. In the primary market there are several inquiries for California fruits. Importers of European dried fruits report much improved demand.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 50-lb. boxes	0 08	
Apples, choice winter, 25-lb. boxes	0 08½	
Apricots	0 11½	0 12½
Nectarines, choice	0 11½	
Peaches, choice	0 07½	0 08½
Pears, choice	0 10½	
DRIED FRUITS.		
Candied Peels—		
Lemon	0 20	0 21
Lemon	0 13½	0 14
Orange	0 13½	0 14
Currants—		
Amalias, loose	0 07½	
Amalias, 1-lb. pkgs.	0 08	
Filiatras, fine, loose, new	0 07	
Filiatras, packages, new	0 08	
Vostizzas, loose	0 09	
Dates—		
Dromedary, package stock, per pkg.	0 09	
Faria, choicest	0 12½	
Hallowee, loose	0 08	
Hallowee, 1-lb. pkgs.	0 07½	
Figs—		
8 crown, 12 lb. boxes, fancy, layer, lb.	0 14	
7 crown, 12 lb. boxes, fancy, layer, lb.	0 14	
6 crown, 12 lb. boxes, fancy, layer, lb.	0 13½	
1 lb. glove boxes, each	0 12	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 14	
40 to 50, in 25-lb. boxes, faced	0 13	
50 to 60, in 25-lb. boxes, faced	0 12	
60 to 70, in 25-lb. boxes, faced	0 11	
70 to 80, in 25-lb. boxes, faced	0 10	
80 to 90, in 25-lb. boxes, faced	0 09½	
90 to 100, in 25-lb. boxes, faced	0 09	
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.60; 5-crown cluster	3 60	
Muscata, loose, 3 crown, lb.	0 09	
Sultana, loose	0 10	0 11
Sultana, 1-lb. pkgs.	0 11½	0 14
Valencia, selected	0 08½	
Valencia, 4-cr. layer	0 09	
Cal. seedless, 16 oz.	0 11	
Seedless, 12 oz.	0 09	
Fancy seeded, 16 oz.	0 10	
Choice seeded, 16 oz.	0 09½	

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

RICE.—It is announced here by wire that the Imperial Milling Co. of Vancouver, have raised their price on No. 1 Siam 10c. A letter mailed a week before predicted this advance. It ran: "We wish to advise you that there are strong indications of an increase in prices on all lines in the very near future, as freight rates have already advanced considerably, and our cable advices from Orient indicate stronger tone on all primary markets. We are not urging buyers to anticipate requirements,

but simply giving you our personal opinion of the future prospects."

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

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 30c for half-pockets (12½ lbs.).

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

MOLASSES.—There have been a few small lots sold on private terms, but there has been no general buying. It is stated that altogether 1,500 puncheons have been bought for Montreal, against 5,000 to 6,000 last year at the same period. Sales have been made at 39c, all charges paid, but what the bulk of the above was sold at cannot be learned. On the other hand, sales have been made right along in the Maritime Provinces and in Quebec at market prices. It is difficult to see how Montreal can hold out much longer without affecting the market, and yet planters insist that there will be no lower prices. Latest cable advices from Barbadoes are, "Market strong. Steady good demand." Wholesalers declare that prices are so high, they will not buy until August or September, except for immediate requirements.

Prices for Island of Montreal.		
Fancy.		Choice.
Barbadoes Molasses—		
Puncheons	.45	.41
Barrels	.45	.44
Half barrels	.50	.45

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

Carload lots of 30 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½	
Pails, 3¾ lbs., \$1.95; 25 lbs.	1 45	
Cases, 2 lb. tins, 2 doz. in case	2 55	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 19 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
Maple Syrups—		
New, pure, per 8¼ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or, per gal.	1 15	
Maple sugar, pure, per lb.	0 10	0 12

COFFEE.—Owing to inferior grades of coffee being brought into market, prices have lately been lower.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 21	0 22
Java	0 31	0 35
Maraicabo	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Walnuts advanced recently, and still remain high, both here and in France. Filberts and almonds have not yet been affected by the Italian situation. In the wholesale market, nuts are dull. Walnuts are quiet, only what are absolutely required being bought. There is fair demand for peanuts.

Almonds, Tara	0 16	0 18
Grenobles, new	0 14	0 16
Marbots, new	0 12	0 12
Shelled walnuts, new, per lb.	0 33	0 34

Shelled almonds, 25-lb. boxes, per lb.	0 38	0 38
Sticky filberts	0 13	0 14
Filberts, shelled	0 23	0 23
Pecans, large	0 18	0 18
Brazils, new	0 12½	0 12½
Peanuts, No. 1, 2½c; No. 2	0 11½	0 11½
Peanuts, No. 3	0 10	0 10

SPICES.—Market narrow, with little change of any kind. Demand in New York for spot is normal, while futures are dull. Apparently the policy of the trade is to remain at anchor until the shifting of the fog. Tonnage situation in the Orient is more acute than was generally known, making deliveries uncertain.

	5 and 10-lb. boxes.	¼-lb. pkgs. dozen.	¼-lb. tins. lb.
Allspice	0 17	0 70-0 80	0 24
Cassia	0 23	0 72-1 05	0 31
Cayenne pepper	0 30	1 02-1 21	0 35
Cloves	0 41	1 21-1 31	0 45
Cream tartar—40c.			
Ginger, Cochon	0 15-0 24		
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 00-1 15	0 31
Nutmegs	0 40	1 02-1 26	0 35
Pepper, black	0 25	0 95-1 00	0 31
Pepper, white	0 34	1 15-1 20	0 40
Pastery spice	0 23	0 85-1 20	0 31
Pickling spice	0 15	0 85-1 00	0 30-0 35
Turmeric	0 21-0 23		

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

Cardamon seed, per lb., bulk	2 08	2 30	
Caraway—			
Canadian		0 13	
Dutch		0 15	0 16
Cinnamon, China, lb.	0 20	0 20	
Mustard seed, bulk	0 19	0 23	
Celery seed, bulk	0 36	0 45	
Cayenne chillies		0 35	
Shredded cocoanut, in pails		0 19½	

DRIED VEGETABLES.—Whereas market on dried beans is strong, it is difficult to sell them at prices being asked. Buyers are holding off, and are not likely to come into the market strong before next Fall. There are fair stocks in Montreal, and holders are asking what appear to be high prices. They may not be considered high later on.

Beans—		
Canadian, 3-lb. pickers, per bushel	3 00	3 30
Yellow, per bushel		3 25
Yellow eyes, per bushel		3 25
Lima, per lb.	0 07½	0 08
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 95 lbs.		5 25
Barley, pot, per bag		3 00
Barley, pearl		4 50

## JAPAN TEA PLANTERS IN CANADA.

Prospects for increasing the tea trade between Canada and Japan were investigated this week by a party of a dozen leading tea planters from the Land of the Rising Sun, who visited Montreal and Toronto, under the tutelage of C. Yada, Japanese Consul-General at Ottawa. The party comprised a number of prominent Japanese merchants, Mr. Yada stating that they represented 80 per cent. of the whole tea production of Japan.

The visitors called on a number of the leading tea importers and talked over business prospects. In Montreal, they were conducted by W. H. Halford, manager for Furuya & Nishimura, tea importers. Included in the party were Iwao Nishi, Chief Commissioner to the Panama-Pacific Exposition; J. Oishi, K. Matsushita, K. Sata, S. Mitsuhashi, Sentaro Ito, and Kumaziro Sano.



ONTARIO MARKETS.

Toronto, May 20.—These are the dog days on the street, not so far as business is concerned, but from a news point of view. Features are few and far between. There are singularly few new lines of anything at all this year. Summer drinks are with us, but they are such as we have known heretofore—orangeade, lemonade, grape juice, lime juice, etc. Demand is growing now for these, albeit this recent cold snap has protracted that demand to some extent.

The rumored holding company which is to be formed by the independent canners is still, after many days, not completed. Nothing definite has been done as yet. Report says it is progressing, but it has been in that position a long time now. Canned goods are reported only fair. Business is far from brisk. Lobster is the bright spot, and there is a good deal of buying of this on account of the cheap price. Canned tomatoes, corn and peas are only moderately busy.

This week there has been put on the market "R.M.A." soap, which is the product of the Retail Merchants' Association. It retails at six for a quarter, and is controlled by the association. It is too early to judge of its acceptance or no as yet.

Business is not too bad—which is a colloquial way of saying that it is satisfactory. Buying on the part of the retailers is consistent, and, while large bulky orders are missing, there are those who prefer the hand-to-mouth character of buying which has taken their place. In most lines spring activities are having their effect, and the fact of the holiday at the beginning of next week is responsible for buying of what may be called comparatively luxuries.

Apropos the higher buying prices on tea the markets in London on both Ceylon and Indians are a cent higher this week. Prices, we think, will be still higher. The absence of the usual Indian auction on the 24th, or Ceylon auction on the 25th of this month, is likely to affect the tea market by enchanting prices considerably. It is a well-known fact that the big London packet houses very seldom have three weeks requirements ahead. Even if they feel sure the market is going to advance, they are afraid to buy very much more than their weekly requirements in case they precipitate the advance. The requirements of some of the big blenders are not less than perhaps four thousand chests of tea per week. Suppose one of them tried to get eight thousand in a single week, he might send the market up one to two pence (3 to 4 cents); so with this always before him he manages to scrape along, getting only his requirements from week to week, when he is at the same time desperately eager to get three or

four weeks' supply at the same price. The absence of the Indian and Ceylon auctions next week is likely to find all the buyers short of tea at the 1st of June auctions. The first Indian auction commences in Calcutta on June 1st, when the quality of Syhlet, Cachar, and most of the other Indian teas is at its worst, but if one is to judge by the private sales that are reported, the Indian market will open at unprecedented high prices.

The tremendous European demand for tea and the many places that "are going dry" in the United States will, without question, enhance the demand for both tea and coffee, and the many orders of the British Government for one million pounds of tea at a time also has a very stimulating effect on the market. There is nothing on the horizon to warrant a prediction of anything but high prices for the future.

SUGAR.—The market is strong in sympathy with New York, though there is little feature to local situation, and demand is only average. The strength of the New York market is due to the buying on French and British account very largely. Last Saturday there was a sale of 30,000 tons of Cuba raws to the United Kingdom for June-July shipment at \$3.75 f.o.b. Cuba. And also there was a sale to France of 5,000 tons of refined at \$4.16 f.o.b. New York. Raws are now firm at \$4.89. The two sales strengthened the market tone very considerably.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	6 71
50 lb. bags .....	6 81
25 lb. bags .....	6 86
2 and 5-lb. cartons .....	7 00
Nova Scotia refined, 100-lb. bags .....	6 61
New Brunswick refined, 100-lb. bags .....	6 71
Extra Ground Sugars—	
Barrels .....	7 11
50 lb. boxes .....	7 29
25 lb. boxes .....	7 41
Powdered Sugars—	
Barrels .....	6 91
50 lb. boxes .....	7 11
25 lb. boxes .....	7 31
Crystal Diamonds—	
Barrels .....	7 36
100 lb. boxes .....	7 46
50 lb. boxes .....	7 56
Cartons (25 to case) .....	8 11
Cartons (50 to case) .....	8 61
Crystal Dominoes, cartons .....	8 11
Paris Lump—	
100 lb. boxes .....	7 46
50 lb. boxes .....	7 56
25 lb. boxes .....	7 76
Yellow Sugars—	
No. 1 .....	6 31
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

TEA.—On Monday the London auction saw an advance of a farthing to a halfpenny in Indians, and on Tuesday the same rate of advance occurred in Ceylons. This negatives the drop of a farthing which we noted last week, as we ventured to suggest might happen. Cheapest teas, too common for our consumption here, are worth at least a shilling a pound, and the outlook is for higher not lower levels. . . . "Re the outlook at the present time, the London market is talking of 1/3 lowest (i.e. 30 cents)," says a letter we have from the New York office of a large tea concern. It goes on: "We are afraid we

must use a familiar saying, 'the worst is yet to come.'" From now on till June 1st there will be no auction in London, and, as we explain in our market introduction, this will probably mean a higher market. There appears no outlook at all for lower buying prices on tea.

The Red Rose Tea Company advanced prices on Monday, making their lowest price to retailers 32 cents. This advance was expected, and is the action of a second tea house in Canada at this time to offset the terribly high levels at which tea must be bought. From all appearances tea men will not let it go at that. A further advance, if conditions over the water continue to obtain, looks inevitable. In announcing to the trade the advance, this company says: "We greatly regret the necessity of making a change in price, and have delayed as long as we could in the hope that markets might show some signs of a decline, but we fear we shall have high prices for a long time to come."

Another contributory cause to the high cost of tea is the fact that so many of the planters have gone into the rubber game. Rubber is a paying investment. One company, whose report we saw the other day, is paying a dividend of 40 per cent. and putting away £20,000 to reserve! So there's money in it. Tea planters, many of them, a few years ago figured it would pay them better to grow rubber, and went in for it. It takes about six years for rubber to come to fruition, and now the effects of the rubber are beginning to show in the quality of the tea, since both are grown over the same area. Therefore, that means that there isn't so much good tea in India, and the price goes up in consequence. Incidentally, there is some excuse for planters going into rubber. Its cost of production a few years ago was about 2/-. It is now somewhere near 1/4, and in some cases as low as 10d. At a selling price of from anywhere from 2/1 to 2/6 the man who grows rubber must be making money. No wonder the tea planter likes the game! Nevertheless it all sends up the price of tea. A local importer received a cable on Wednesday from Calcutta to the effect that new Indians at private sale cost him three farthings above price, of same quality last week.

DRIED FRUITS.—There is no news of spot stuff. Prunes, raisins, currants, peels, peaches and apples have a very ordinary sale at prices which have ruled for some time, and there is no new feature. Tendency for futures is generally easier and lower. Big crops look to be the thing in California, and prunes and peaches in particular will be abundant, it is said. Raisins also will be plentiful. Demand is not heavy at present, and prices are moderately easy. Advices are



## CANADIAN GROCER

that 1915 apricots have sold for September shipment on a basis of 8 cents a pound in 25-pound boxes.

<b>Apricots—</b>		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 1½
Apples, evaporated, per lb.	0 07½	0 08
<b>Candied Peels—</b>		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
<b>Currants—</b>		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 05	0 05½
Patras, per lb.	0 05½	0 06
Vostissas, choice	0 09½	0 10
Cleaned, ½ cent more.		
<b>Dates—</b>		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates	0 06	0 06½
Hallowees	0 07½	0 07
<b>Prunes—</b>		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 08
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes, ¼ cent more.		
<b>Peaches—</b>		
Choice, 50-lb. boxes	0 06	0 06½
25-lb. boxes ¼ cent more.		
<b>Raisins—</b>		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 09½	0 10
Seeded, fancy, 1 lb. packets	0 10½	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10½
Seeded, choice, 12 oz.	0 08	0 08
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—The market is quiet and more or less featureless. Buying is little in evidence at this time of year. Shelled walnuts are, if anything, a trifle firmer, and prices, if they move at all, will likely go higher. Brazils are about "as dead as a door nail," and prices on them are a matter of a man's conscience. There is little demand. Peanuts and Pecans are both in fair demand, and we quote 55c to 60c on the latter. Shelled almonds are in demand, and some are paying as high as 38c for them. There is a wide range of prices on all nuts.

<b>In Shell—</b>		<b>Per lb.</b>
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 10	0 11
Brazils, large, washed, new	0 12	0 13
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 11	0 12
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
<b>Shelled—</b>		
Almonds	0 32	0 37
Filberts	0 25	0 26
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 34	0 38

**COFFEE.**—Strength has more or less slackened on this market, and even Santos and Rios are easier. New York reports weaker trend there on both these, chiefly, it would seem, on account of the unsettled state of public opinion in the States over the Lusitania outrage. Demand locally is easier, though Maracai-bos find a good trade.

<b>Coffee—</b>		
Standard Old Govt. Java	0 36	0 38
Plantation Ceylon	0 32	0 34
Java	0 35	0 40
Arabian Mocha	0 34	0 37
Guatemala	0 30	0 30
Bucramanga	0 30	0 32
Mexican	0 30	0 32
Maricao	0 25	0 28
Jamaica	0 24	0 26
Santos	0 19	0 22
Rio	0 16	0 18
Chicory	0 14	0 14

**SPICES.**—Ginger prices have not altered materially this week, though despite last week's advance, they are firm. It is said that buyers' stocks are low,

and many would-be purchasers have held off as long as possible. Peppers are easier. So are Cassias, with little feature.

<b>Spices—</b>		<b>Compound,</b>	<b>Pure,</b>
		<b>per lb.</b>	<b>per lb.</b>
Allspices, ground	0 10	0 10	0 15
Allspices, whole	0 15	0 15	0 15
Cassia, whole	0 21	0 21	0 26
Cassia, ground	0 14	0 16	0 21
Cinnamon, Batavia	0 35	0 40	0 40
Cloves, whole	0 23	0 23	0 33
Cloves, ground	0 15	0 22	0 25
Cream of tartar	0 25	0 35	0 40
Curry powder	0 15	0 17	0 25
Ginger, Cochin	0 15	0 17	0 25
Ginger, Jamaica, ground	0 18	0 21	0 28
Ginger, Jamaica, whole	0 25	0 28	0 28
Ginger, African, ground	0 18	0 18	0 18
Mace	0 80	0 80	1 05
Nutmegs, brown, 64s, 52c; 80s, 42c; 100s	0 15	0 15	0 30
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 25	0 25	0 50
Pastry spice	0 22	0 25	0 25
Peppers, black, ground	0 14	0 18	0 19
Peppers, black, whole	0 20	0 22	0 22
Peppers, white, ground	0 19	0 24	0 30
Peppers, white, whole	0 30	0 33	0 33
Pickling spice	0 15	0 15	0 15
Turmeric	0 18	0 20	0 20

**RICE AND TAPIOCA.**—Demand continues along its even steady course in the rice market, and nothing more has been heard of heightened prices on account of higher freights. There is a good demand for sags and tapioca.

<b>Rice—</b>		
Rangoon "B," per cwt.	3 50	3 45
Rangoon, per cwt.	5 00	4 90
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
<b>Tapioca—</b>		
Pearl, per lb.	0 06	0 07
Seed, per lb.	0 06	0 07½
Sago, brown, per lb.	0 05	0 05½

### CANNED GOODS.

**MONTREAL.**—About the 1st of April it was considered in canning circles that the organization of a holding company of the large and small independent companies was all but completed. However, difficulties developed and the project has been delayed through troubled weeks, during which there have been varying prospects of success. Now the different interests are reported to be in line again, with every assurance that the deal will be shortly completed, and that within the course of a couple of weeks the different details will be satisfactorily worked out.

### The Foreign Market.

The decline in canned goods values in Canada may appear difficult to reconcile with the world need for foodstuffs and the rising values of staples in general. However, when it is considered that Italy can supply tomatoes at lower prices than Canada could hope to meet, with the prevailing high freight rates, and that France can do much the same with peas—there is little demand for corn—it will be seen that there is small hope for Canadian products for the time being.

The future may see diminishing supplies from France on account of the war, and also from Italy, should that country enter into the conflict, to the extent of encouraging an export demand which will counterbalance the high cost of transportation. However, the reduced world consumption and the fact that vegetables have not been very exten-

sively used on the battle-field, together with prospects for continued high rates, has rendered the export prospect so indefinite that it is not being considered as a serious factor in the situation.

### MANITOBA MARKETS.

Winnipeg, May 19.—Crop prospects have now a dominating influence on the market. Seeding is practically finished in Manitoba. There is a 20 per cent. increase in wheat acreage, a slight increase in the land under oats; barley a decrease; flax almost eliminated. The fact that the crop in Manitoba was put in in particularly good shape, and already is well advanced as regards wheat, has had its effect on business, and wholesale grocers report a more active demand and a renewal of confidence among country retailers. Saskatchewan had heavy rains on Friday, and is now in excellent shape.

Country business is improving, and likely to improve if the season later bears out the promise of the present. City business is dull. There is no marked falling off this month, as compared with last month, but there are many out of employment, and the prospect of an early movement of the greater part of the 5,000 troops now quartered here will not tend to improve matters.

Last week the market was decidedly unsettled as regards canned goods, and in some lines, such as lobsters, good bargains have been obtainable. Evaporated apples are dearer, as apples themselves are getting scarce and dear, although the box apples obtainable are of excellent quality.

An advance in pepper was noted last week; a feature to be prepared for is the certain advance in all cured meats. This upward tendency is already noticeable, and should amount to a marked increase between now and harvest time.

**SUGAR.**—Wholesalers are adverse to giving quotations on sugar. The market has no stability, and to-day's quotations are not good for to-morrow. In the meantime sugar in New York is steady and firm; \$6.95 per 100 lbs. in boxes may be taken as the standard, and the list is unchanged, but higher prices shortly would cause no surprise, providing competition among Canadian refiners does not have a depressing influence again.

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



CANADIAN GROCER

Cut loaf, 50s	8 00
Cut loaf, 25s	8 25
Sugar, British Columbia—	
Extra standard granulated	6 00
Bar sugar, bbls.	7 40
Bar sugar, boxes	7 60
Icing sugar, bbls.	7 60
Icing sugar, boxes	7 80
H. P. lumps, 100-lb. cases	7 90
H. P. lumps, 25-lb. boxes	8 15
Yellow, in bags	6 65

Corn Syrup—	
2s, per case 2 doz.	2 75
5s, per case 1 doz.	3 15
10s, per case 1/2 doz.	3 01
20s, per case 1/4 doz.	3 02
B. C. Cane Syrups—	
2-lb. tins, 1 doz. to case, per case	3 15
5-lb. tins, 1/2 doz. to case, per case	3 50
10-lb. tins, 1/4 doz. to case, per case	3 30
20-lb. tins, 3 tins to case, per case	3 35

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

Molasses—	Per gal.
Barbadoes	0 53
New Orleans	0 34
Maple Syrups—	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals, 1 doz.	5 55
New, pure, 1/2 gal. case	9 00
New, pure, 1/4 gal. quart, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

**DRIED FRUITS.**—There are no changes to report during the past week. Dried apples are firm at the recent advance, now selling at 8 1/2c for 50's and 8 3/4c for 25's. Prunes, apricots and peaches are in fair demand, and higher prices are anticipated. At this season fresh fruits are scarce, and dried fruits are worth featuring. Much will depend on California fruit crop reports during the growing season.

Apples, evaporated, new, 50's	0 08 1/2
Apricots, choice, 25's	0 13 1/2
Apricots, choice, 10's	0 14
Apricots, standard, 25's	0 12 1/2
Currents—	
Dry clean	0 07 1/2
Washed	0 08 1/2
1 lb. package	0 08 1/2
2 lb. package	0 11 1/2
Vostizzas, bulk	0 10
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 1 lb. pkgs.	0 07 1/2
Fard dates, 12-lb. boxes	1 25
Peaches—	
Standard, 25-lb. boxes	0 07 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 06 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 09
3 crown, loose, 50's	0 08 1/2
Raisins, Valencias—	
Fine selected	2 40
Four crown layers	2 45
Choice, seeded, lb.	0 11 1/2
Fancy seeded, lb.	0 11
12-oz. packages, fancy	0 08 1/2
12-oz. packages, choice	0 08 1/2
Raisins, Sultanias—	
Corinthian Giants	0 13 1/2
Superfine	0 12 1/2
Finest	0 10 1/2
Prunes, in 25-lb. boxes—	
90 to 100	0 08 1/2
80 to 90	0 08 1/2
70 to 80	0 08 1/2
60 to 70	0 10
50 to 60	0 11
40 to 50	0 11 1/2
Table Layer Figs—	
7-crown, 3-lb. boxes, per lb.	0 15 1/2
5-crown, 10-lb. boxes, per lb.	0 15
6-crown, 10-lb. boxes, per lb.	0 13 1/2
4-crown, 10-lb. boxes, per lb.	0 13
5-crown, 10-lb. boxes, per lb.	0 12 1/2
Glove boxes, per doz.	1 00
Cooking figs, taps, about 25 lbs., lb.	0 07 1/2
Cooking figs, choice naturals, 25-lb. bags, per lb.	0 07 0 07 1/2

**RICE AND TAPIOCA.**—There are no changes here.

**Rice and Tapioca—**

No. 1 Japan, per lb.	0 04 1/2
No. 2 Japan, per lb.	0 04 1/2
Siam, per lb.	0 03 1/2
Patna, per lb.	0 07 1/2
Carolina, per lb.	0 08 1/2
Sago pearl, per lb.	0 06 1/2
Tapioca, pearl, per lb.	0 05 1/2 0 05 1/2

**NUTS.**—Better business in nuts, especially peanuts, may be looked for with the opening of the season of summer sports.

**Nuts—**

Brazil, new stock	0 15
Tarragon almonds	0 12
Peanuts, roasted Jumbos	0 12 1/2
Peanuts, choice	0 12

Pecans	0 22
Marbot walnuts	0 14 1/2
Sicily filberts	0 14 1/2
Shelled almonds	0 41
Shelled walnuts	0 41

**BRITISH COLUMBIA MARKETS.**

By Wire.

Vancouver, May 20.—Business is fairly brisk. American strawberries are arriving freely and green vegetables are plentiful. Lard is up 20c. Ontario beans are 1/4c higher. Lombard plums are \$1.90.

**PRODUCE AND PROVISIONS.**

Butter, creamery, per lb.	0 35
New Zealand cubes	0 35 1/2
New Zealand brick	0 36
Cheese, per lb., large	0 21
EGGS—	
Local fresh	26 c
Extra selected	21 c
Vancouver Island	26 c
Lard, 3's, per case	8 60
Lard, 5's, per case	8 52
Lard, 10's, per case	8 45
Lard, 20's, each	2 90

**GENERAL.**

Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	0 5 1/2 c
Beans, Lytton	0 5 1/2 c
Cream of tartar, lb.	50 c
Cocconut, lb.	18 1/2 c
Cormeal, ball	33 00
Evap. Apples, 50's	0 08 1/2 c
Flour, 49's, bbl.	8 75
Lemons, box	3 75
Potatoes, per ton	20 00
Roiled Oats, ball of 80 lbs.	3 85
Onions, lb.	0 2 1/2 c
Oranges, box	3 00
Rice, 50's, sack	1 90
Sugar, standard, gran., per cwt	7 44
Sugar, yellow, per cwt.	6 70
Walnuts, shelled, lb., 40c; Almonds	42 c

**CANNED GOODS.**

Apples, gals. 6case	\$1 50
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
P's, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	4 60
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	3 30
SALMON.	
Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

**DRIED FRUITS.**

Apricots, per lb., 13 1/2c; Apples, lb.	0 5 1/2 c
Currents, per lb., 0 6 1/2c; Raisins, seeded, lb.	10 c
Prunes, 70-80, 25's, lb.	0 08 1/2 c
Peaches, per lb.	0 7 c
White Figs, per lb.	0 8 c

**SASKATCHEWAN MARKETS.**

By Wire.

Regina, May 20.—Reports show that wheat is from 2 to 4 inches high throughout the province, 50 per cent. of the oats acreage seeded, and about 20 per cent. of barley seeded. Heavy rains fell during the week throughout Saskatchewan, and soil is now in splendid condition, and good crop practically assured. Rain lasted in some districts for two to three days. Markets are quiet. Green stuff is coming in well. Eggs are 21c, creamery butter 31c, and dairy 25c. Oranges are now from \$3.25 to \$4.50. New Valencias will be in in a week or two. Lemons are \$5. Strawberries are \$4.75, and ripe tomatoes \$5.75.

Produce and Provisions—	
Buttery, creamery, per lb.	0 31
Butter, dairy, No. 1	0 25
Cheese, per lb., large	0 20 1/2
Eggs, new laid	0 21
Lard, 3's, per case	8 65
Lard, 5's, per case	8 50
Lard, 10's, per case	8 60
Lard, 20's, each	2 90
General—	
Beans, Ontario, per bushel	3 90
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 45
Cocconut, lb.	0 19
Cormeal, ball	2 80
Evap. apples, 50's	0 08 1/2
Flour, 50's	4 05
Potatoes, Ont. bush.	0 78
Roiled oats, ball of 80 lbs.	3 60

Onions, Val.	5 00
Oysters, per gal.	2 50
Rice, per cwt.	3 90
Sugar, standard, grand., per cwt.	7 44
Sugar, yellow, per cwt.	7 04
Walnuts, shelled, Al; almonds	0 41

**CANNED GOODS—**

Apples, gals., case	1 35
Broken beans, 2's	2 55
Beans	2 28
Corn, standard, per 2 dozen	2 28
Peas, standard, per 2 dozen	2 28
Plums, Lombard	2 15
Peaches	3 21
Strawberries, 4,33; Strawberries	4 73
Tomatoes, standard, per case	2 15 2 60

**Salmon—**

Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60

**Fruits and Vegetables—**

Apples, fancy, box	1 75
Grapefruit, per crate	4 25
Sweet potatoes, per crate	4 50
Lemons	5 00
Oranges	3 25 4 50
Pineapples, case	6 50
Celery	0 11

**Dried Fruits—**

Apricots, per lb.	0 12 1/2
Currents, per lb.	0 08 1/2
Prunes, 70-80, 25's, lb.	0 10 1/2

**NEW BRUNSWICK.**

By Wire.

St. John, May 20.—Dealers report satisfactory business; country prospects are improving; seed season is closing after good trade. Prices are steady, markets being inactive. Beans are in better supply, the tendency being downward. Cream of tartar is firmer at 40c to 41c. New cheese is selling well, supplies being good, although heavy export orders are received. Prices are 18c to 18 1/2c, showing slight reduction. Eggs are plentiful, and a little lower at 19c to 20c. Butter prices show no change, but supply is coming better with summer grass. General staples are unchanged. Provision market is firm; collections fair.

**Produce and Provisions—**

Bacon, breakfast, per lb.	0 20 0 23
Bacon, roll, per lb.	0 17
Beef, barrel	26 00 27 00
Beef, corned, 1's	2 75 3 35
Pork, American clear, per bbl.	25 00 28 75
Pork, domestic, per bbl.	25 00 27 50
Butter, dairy, per lb.	0 27 0 28
Butter, creamery, per lb.	0 31 0 32
Eggs	0 19 0 20
Lard, compound, per lb.	0 11 1/4 0 11 1/2
Lard, pure, per lb.	0 13 0 13 1/2
Cheese, new	0 18 0 18 1/2

**Flour and Cereals—**

Cormeal, gran.	5 75
Cormeal, ordinary	1 85
Flour, Manitoba, per bbl.	9 05
Flour, Ontario	8 80
Roiled oats, per bbl.	7 75
Oatmeal, standard, per bbl.	8 25

**Fresh Fruits and Vegetables—**

Lemons, Messina, box	7 60
Oranges, Val., case	4 00 5 50
Potatoes, bbl.	1 35 1 45

**Sugar—**

Standard granulated	6 80
United Empire	6 70
Bright yellow	6 60
No. 1 yellow	6 30
Paris lumps	7 00
Lemons, Messina, box	3 45 3 50
Beans, hand-picked, bush.	3 60 3 65
Beans, yellow eyes, per bush.	2 60 2 90
Canned pork and beans, per case	0 39 1/2 0 40
Molasses, Barbadoes, gal.	0 40 0 41
Cream of tartar, per lb., bulk	0 08 1/2 0 09
Currents	4 00 4 25
Rice, per cwt.	3 90

**CANNED GOODS.**

**ONTARIO AND QUEBEC PRICES 1914 PACK**

<b>VEGETABLES.</b>		<b>Group A.</b>
2's Asparagus tips	1 25	1 25
2's Asparagus butts	1 47 1/2	1 47 1/2
2's Beans, crystal wax	1 05	1 05
2's Beans, golden wax, midget	1 25	1 25
2's Beans, golden wax	0 95	0 95
3's Beans, golden wax	1 35 1/2	1 35 1/2
Gals., Beans, golden wax	3 77 1/2	3 77 1/2
2's Beans, Lima	1 25 1/2	1 25 1/2
2's Beans, red kidney	1 35	1 35
2's Beans, Refuge or Valentine green	0 95	0 95
3's Beans, Refuge (green)	1 35 1/2	1 35 1/2
2's Beans, Refuge, midget	1 25	1 25
Gals., Beans, Refuge	3 77 1/2	3 77 1/2



# CANADIAN GROCER

2's Beets, sliced, blood red, Simcoe	1 00
2's Beets, whole, blood red, Simcoe	1 60
2's Beets, whole, blood red, Rosebud	1 30
2's Beets, sliced, blood red, Simcoe	1 35
3's Beets, whole, blood red, Simcoe	1 40
3's Beets, whole, blood red, Rosebud	1 45
3's Cabbage	0 97 1/2
Gals., Cabbage	2 77 1/2
2's Carrots	0 97 1/2
3's Carrots	1 27 1/2
2's Cauliflower	1 37 1/2
3's Cauliflower	1 77 1/2
2's Corn	0 85
2's Corn, Fancy	1 05
Gals., Corn on Cob	4 52 1/2
2's Parsnips	0 97 1/2
3's Parsnips	1 17 1/2
2's Peas, standard, size 4	0 95
2's Peas, early June, size 3	0 97 1/2
2's Peas, sweet wrinkles, size 2	1 00
2's Peas, extra fine sifted, size 1	1 40
Gals., Peas, standards	4 07 1/2
Gals., Peas, Early June	4 27 1/2
Gals., Peas, sweet wrinkles	4 32 1/2
2 1/2's Sauer Kraut, Simcoe	0 82 1/2
3's Sauer Kraut, Simcoe	0 97 1/2
Gals. Sauer Kraut, Simcoe	2 77 1/2
2's Spinach	1 15
3's Spinach	1 50
Gals. Spinach	4 65
2's Squash	0 97 1/2
Gals., Squash	2 77 1/2
2's Succotash	0 97 1/2
2's Tomatoes	0 87 1/2
2 1/2's Tomatoes	0 85
3's Tomatoes	1 00
Gals., Tomatoes	2 92 1/2
3's Turnips	0 97 1/2

## FRUITS.

2's Apples, Standard	0 82 1/2
3's Apples, Preserved	1 00
Gals. Apples, Standard	2 05
Gals. Apples, Preserved	3 00
2's Blueberries, standard	1 52
2's Blueberries, preserved	1 52 1/2
Gals. Blueberries, std.	6 57 1/2
2's Blk. cherries, pitted, H.S.	1 82 1/2
2's Blk. cherries, not pitted, H.S.	1 52 1/2
2's Red ptd. cherries, H.S.	1 92 1/2
2's Cherries, red, pitted, L.S.	1 45
2's not ptd., red cherries, H.S.	1 52 1/2
Gals. ptd. red cherries	8 52 1/2
Gals. not ptd. red cherries	8 02 1/2
2's Cherries, white, ptd., H.S.	1 92 1/2
2's Cherries, white, not ptd., H.S.	1 52 1/2
2's Black currants, H.S.	1 47 1/2
2's Preserved black currants	1 77 1/2
Gals. black currants, std.	5 27 1/2
Gals. black currants, solid pack	8 27 1/2
2's Red currants, H.S.	1 47 1/2
2's Red preserved currants	1 77 1/2
Gals. red currants, standard	5 27 1/2
Gals. red currants, solid pack	8 27 1/2
2's Gooseberries, H.S.	1 47 1/2
2's Gooseberries, preserved	1 77 1/2
Gals. gooseberries, standard	7 02 1/2
Gals. gooseberries, solid pack	8 77 1/2
2's Grapes, white, Niagara, preserved	1 42 1/2
Gals. Grapes, white, Niagara, standard	3 22 1/2
2's Lawtonberries, heavy syrup	1 97 1/2
2's Lawtonberries, L.S. (group B)	45
2's Lawtonberries, preserved	2 17 1/2

Gals. Lawtonberries, std.	7 07 1/2
2's Peaches, white, heavy syrup	1 77 1/2
2 1/2's Peaches, white, heavy syrup	2 02 1/2
2's Peaches, white, heavy syrup	2 12 1/2
1 1/2's Peaches, yellow, heavy syrup	1 77 1/2
2's Peaches, yellow, heavy syrup	2 02 1/2
2 1/2's Peaches, yellow, heavy syrup	2 12 1/2
3's Peaches, yellow, whole, heavy syrup	1 17 1/2
3's Peaches, pie, not peeled	1 62 1/2
Gals. Peaches, pie, not peeled	3 02 1/2
Gals. Peaches, pie, peeled	4 77 1/2
Gals. pie fruits, assorted (add 5%)	1 52 1/2
2's Pears, Bartlett, heavy syrup	2 02 1/2
2 1/2's Pears, Bartlett, heavy syrup	2 02 1/2
3's Pears, Bartlett, heavy syrup	1 52 1/2
2's Pears, Flemish Beauty, heavy syrup	1 77 1/2
2 1/2's Pears, Flemish Beauty, heavy syrup	2 02 1/2
3's Pears, Flemish Beauty, heavy syrup	1 27 1/2
2's Pears, Keiffers, heavy syrup	1 52 1/2
2 1/2's Pears, Keiffers, heavy syrup	1 52 1/2
3's Pears, Keiffers, heavy syrup	1 12 1/2
2's Pears, light syrup, Globe	1 42 1/2
3's Pears, light syrup, Globe	1 37 1/2
3's Pears, pie, not peeled	1 42 1/2
3's Pears, pie, not peeled	3 77 1/2
Gals. Pears, pie, not peeled	2 77 1/2
Barrels, per cwt.	5 65
2's Pineapples, sliced, heavy syrup	1 92 1/2
2's Pineapples, shredded, heavy syrup	1 47 1/2
2's Pineapple, whole, heavy syrup	1 92 1/2
3's Pineapples, whole, heavy syrup	2 47 1/2
2's Pineapples, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97 1/2
3's Plums, Damson, light syrup	1 37 1/2
2's Plums, Damson, heavy syrup	1 07 1/2
3's Plums, Damson, heavy syrup	1 42 1/2
Gals. Plums, Damson, standard	2 77 1/2
2's Plums, Egg, heavy syrup	1 12 1/2
2 1/2's Plums, Egg, heavy syrup	1 37 1/2
3's Plums, Egg, heavy syrup	1 47 1/2
2's Plums, Green Gage, light syrup	1 00
2's Plums, Green Gage, heavy syrup	1 12 1/2
3's Plums, Green Gage, light syrup	1 37 1/2
3's Plums, Green Gage, heavy syrup	1 47 1/2
Gals. Plums, Green Gage, standard	3 02 1/2
2's Plums, Lombard, light syrup	0 97 1/2
2 1/2's Plums, Lombard, light syrup	1 27 1/2
3's Plums, Lombard, light syrup	1 37 1/2
2's Plums, Lombard, heavy syrup	1 07 1/2
2 1/2's Plums, Lombard, heavy syrup	1 27 1/2
3's Plums, Lombard, heavy syrup	1 42 1/2
Gals. Plums, Lombard, standard	2 77 1/2
2's Raspberries, black, H.S.	1 97 1/2
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17 1/2
Gals. Raspberries, black, std.	7 07 1/2
Gals. Raspberries, black, solid pack	9 32 1/2
2's Raspberries, red, H.S.	1 97 1/2
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17 1/2
Gals. Raspberries, red, std.	7 32 1/2
Gals. Raspberries, red, solid pack	9 32 1/2
2's Rhubarb, preserved	1 87 1/2
3's Rhubarb, preserved	2 32 1/2
Gals. Rhubarb, standard	3 57 1/2
2's Strawberries, H.S.	2 17 1/2
2's Strawberries, preserved	2 32 1/2
Gals. Strawberries, standard	7 57 1/2
Gals. Strawberries, solid pack	9 82 1/2

(Group B, 2 1/2c dozen lower.)

Salmon—	
Sockeyes, talls, 1's, per doz.	2 47 1/2
Sockeyes, talls, 1/2's, per doz.	1 85
Sockeyes, flats, 1's, per doz.	2 52 1/2
Pinks, 1's, per doz.	1 20
Pinks, 1/2's, per doz.	0 85
Cohoos, 1's, per doz.	1 05
Cohoos, 1/2's, per doz.	0 85

## TRADING CHECKS USED AS CHANGE.

(Continued from page 30.)

boots and shoes, etc. "Farmers are well off in this district," he said, "and they are buying good goods. That applies to every line we sell, and of course we have always encouraged them to buy the better class of article for the reason that it gives them better satisfaction and lasts longer. This educational campaign, together with the splendid financial situation in which they find themselves, unites to provide us with good business during these stirring times."

Mr. Kelly has doubled his hardware trade since he enlarged his store.

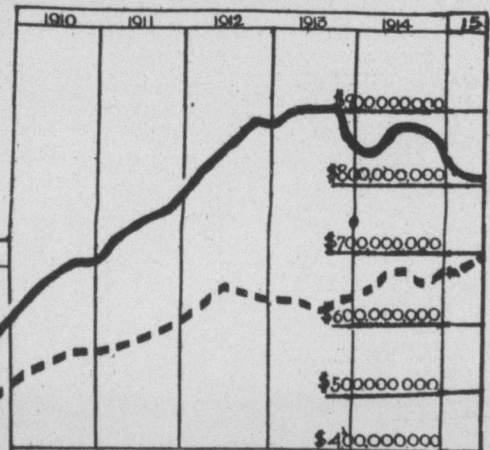
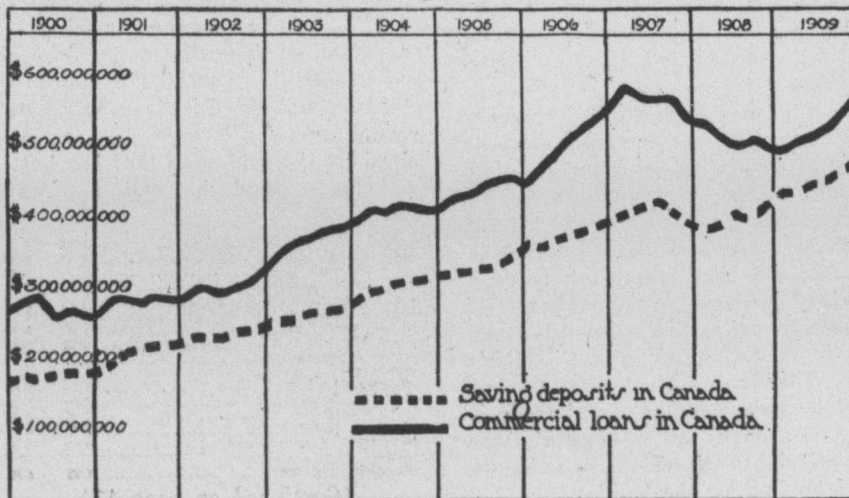
## ADVERTISER WHO EXAGGERATES

The advertiser who exaggerates appeals only to that part of the public which may be classed as easy marks, and this class is not big enough to keep the salespeople very busy. It's better to advertise an article as worth a dollar and sell it at that price than it is to claim it is worth two dollars and sell it for one. Even a sucker will quickly spot the store that exaggerates in its advertising.

## FIFTEEN YEARS' OF BUSINESS AS SHOWN BY SAVINGS AND LOANS

This chart is one of the best indices of business conditions. In times of industrial expansion, increases in savings are checked as the depositor tends to take advantage of advancing interest rates. At the same time borrowers increase their liabilities as profits increase.

Finally the process is checked by panic or sudden depression and the lines tend to converge again as banks reduce loans and depositors take their deposits to the bank for safe keeping. When complete reconstruction takes place expansion



begins again. The years 1908 and 1914 were years of reconstruction, although the latter was interfered with by war. The year 1909 was one of normal expansion and 1915 would have been similar but for the war. The lines are drawing together and by so doing indicate that confidence only is needed to start normal expansion.—Financial Post.





# FRUIT AND VEGETABLES



## Strawberries Cheaper; Asparagus Lower

No Pint Boxes of Strawberries Left in Toronto—Quart Boxes Easier—Cabbage, Rhubarb and Cucumbers Lower—Celery, Apples and Navels Firmer—Good Trade in Most Lines—Root Vegetables Slow.

### MONTREAL.

FRUIT.—Oranges remain high, but no further advance took place this week. The price—\$3.75—looks about as high as they can go, as California late Valencias will be coming along soon. California navels are not being handled by all the wholesalers, as there is a danger of them going to waste now that the season is getting late. California sweets are being substituted for navels, sizes from 126 to 324, 3.75, and Sorrento sweets, 200-300, 3.25. Mexican this week are quoted at \$3, which is considerable advance over last week's prices. Lemons remain about the same, at 3.25-3.50, which price would be affected by war between Italy and Austria. Strawberries are plentiful, and are selling considerably below 10c per pint—8-8½¢ is probably about the price. Pineapples are extremely low. Dealers stated that they could sell at 2.00, and make a profit on them. They are coming in too plentifully. The quality is good. Apples are getting scarce, and some of the lines we have been quoting right through the season will have to be withdrawn. Bananas continue high. Cocoanuts are down a little—4.00 per sack. An advance took place in grapefruit, which are now 4.00, all sizes.

Apples—	
Baldwins, No. 1, bbl.	5 00
Ben Davis, No. 1, bbl.	4 00
Spies, No. 1, bbl.	6 00
Starks, No. 1	6 00
Russets, No. 1, bbl.	5 50
No. 2 varieties, 50c to \$1 less per barrel.	
Bananas, crate	2 75
Cocoanuts, sack	4 00
Grapefruit, case	4 00
Grapes, Belgium hothouse, lb.	1 25
Grapes, Belgium hothouse, lb.	1 00
Lemons—	
Messina, Verdelli, extra fancy, 300 size	3 50
Limes, box	1 50
Oranges—	
Cal., Sweet, 126-150-176-200-216-250-288-324	3 75
Sorrento, 200-300 size box	3 25
Mexican, 126-150-176	3 00
Pineapples, 18-24 and 30-36	2 00
Strawberries, per pint cup	0 08

VEGETABLES.—Asparagus is down this week. Dealers are asking 2.50 per doz. big bunches for stuff grown at Chateauguay, Que. There is a big demand for red onions, and yellow ones are arriving to take the place of Egyptians, which are high and of poor quality. Red onions are getting scarce, and are

quoted at 2.25. Wax and green beans are down again, 4.50 being asked. Old cabbage is about done. New cabbage is offered 4.25-4.50. New potatoes remain too high for the average grocer; the price per bag is \$7. Rhubarb dropped again this week.

Asparagus, Canadian, doz. bunches	2 50
Beets, new, doz.	1 00
Beets, bag	0 40
Beans, wax, basket	4 50
Beans, green, basket	4 50
Cabbage, red, per bbl.	1 50
Cabbage, new, bbl.	4 25
Carrots, bag	0 75
Carrots, new, doz.	1 00
Cauliflower, Florida-Cal., 2 doz.	1 75
Cucumbers, fancy, doz.	1 50
Celery, Florida	3 00
Horseradish, lb.	0 12½
Head lettuce, per box, 2 doz.	2 50
Curly lettuce, per box, 3 to 4 doz.	1 50
Mushrooms, 4 lbs., basket	2 50
Onions—	
Red, 100-lb. bags	2 00
Parsnips, bag	1 25
Parsley, Canadian, doz. bunches	0 35
Peppers, green, ¾-qt. basket	0 75
Potatoes—	
Montreal, bag	0 65
Green Mountain	0 65
New, bbl.	7 00
Potatoes, sweet, Jersey, hpr.	2 75
Radishes, doz.	0 35
Rhubarb, hothouse, doz.	0 25
Spinach, American, in bbls.	2 50
Turnips, bag	0 75
Tomatoes, Florida, crate	4 50
Watercress, American, doz.	0 90
Watercress, Canadian, doz.	0 25

### TORONTO.

FRUIT.—There are only a few boxes of spies around, and we quote them at \$1.75 to \$2. They are firm at such figures and the top price is the likelier. Grapefruit is up some: this Florida stuff is proving to be in big demand, and there is a lot of it selling at \$3 to \$4, an advanced price. Mediterranean oranges are selling with navels and at same figure. There have not been a great lot of sweets in but what did arrive didn't hamper or relieve the navel selling any. A couple of cars of Valencias came in, but they were sold bodily to out-of-town buyers at around \$3.50. Lemons are firm at \$3.25-\$3.50. Limes are unchanged. Pineapples are 'way down and the drop has helped business. Quart boxes of strawberries are selling for 15 cents, which is a reduction on last week's prices. They are selling well; few or no pint boxes remain. General trade is quite good though orders, generally, are conservatively small. There is evidence of good buying for the holiday.

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

VEGETABLES. — Asparagus, case stuff, is off the market and domestic "grass" is worth \$1 to \$1.25. Wax beans have big sale at their reduced price. Green stuff moves well, too. New cabbage at around \$3.25 or \$3.50 a crate is getting the business. Crated cucumbers are more or less off the market. Hothouse stuff is worth \$1.75 to \$2., while at \$3 to \$3.25—a greatly reduced price—Florida stuff, which is here, good and plenty, has a big demand this week. Celery is slightly higher and firm at our quoted level. Florida potatoes are stiffer at \$3 as a top price. Canadians and Delawares are rather dull though no one seems to know just why. Bermuda potatoes are worth \$3.50. All onions are firm at ruling prices except Bermudas stuff which has dropped to \$2 as high level. Tomatoes are a trifle easier: Florida stuff in these again is getting big business. Mushrooms are easy at anywhere from 60c to 75c. Boston lettuce is down nearly a dollar and the reduction has set business moving better. Root stuff, in the main, does not seem too fresh. Parsnips, turnips, carrots, beet and the like have only a fair demand and don't seem to have been helped by the cold snap that has butted into what should be the first warm month.

Asparagus, Canadian	1 00	1 25
Beets, Canadian, bag	0 30	0 40
Beets, American	0 75	0 75
Beans, green, hamper	2 75	3 00
Beans, wax, hamper	2 50	3 00
Cabbage, Canadian, dozen	0 50	0 75
Cabbage, new, crate	3 25	3 50
Carrots, bag	0 50	0 75
Carrots, American	0 50	0 75
Cucumbers—		
Slicing, hothouse, basket	1 75	2 00
Florida, hampers	3 00	3 25
Celery, Florida	2 25	3 25
Mushrooms, per lb.	0 60	0 75
Water cress, 11-qt. basket	0 50	1 00
Onions—		
Spanish, big crate	4 25	4 50

(Continued on page 45.)





# FISH AND OYSTERS



## Haddock and Cod More Plentiful

Ice All Cleared—Scarcity of Supplies Lessened—Trout a Good Seller — Periwinkles in Good Demand—Will Lobster Prices Firm Up?

### MONTREAL.

**FISH AND OYSTERS.**—On account of having two fast days this week, and three more next, there is a certain amount of confidence in the trade, and large supplies are looked for, and a good demand. Western halibut continues to come in fairly well, while eastern is plentiful. Both varieties are selling comparatively low. A few fresh Gaspé salmon have arrived, the first of the season, and as usual, they sold at fancy prices—40-45c per lb. Western salmon has been rather scarce for the past two weeks, but a large consignment of Chinook is now in transit from Seattle for one of the largest dealers in Montreal, and is quoted to the trade at 18c—a rather high figure for this kind of fish at this time of the year. Haddock and codfish are more plentiful this week on account of the ice being cleared off the shores, and fishing operations resumed. Lobsters continue to come in freely, and prices are low, although about the same as a week ago. The market on canned lobster is firming up, and this will no doubt stiffen up price of live and bailed. The first fresh mackerel of the season is expected to reach this market in a very short time, to sell for 20-25c apiece. At present the few that are being disposed of here are being brought from across the border, and sell for 30-35c. Close season on dore ended on the 16th, and there should be some coming in in a few days, as it is customary to have a rush following the close season. Lake trout is very plentiful, and is selling lower—9-10c lb. River fish is very abundant, particularly perch, and trout, which have sold for as low as 1c per lb. during the past week. Because of the cool, showery weather, supplies of brook trout have dropped off considerably, prices remaining the same. Unfavorable weather is also blamed for quietness in bulk and shell oysters, crabs, scollops, etc.

### TORONTO.

**FISH AND OYSTERS.**—Flounders are in, lots of them, and the price of 9 cents is reasonable. There is a big

demand corresponding with the supply. Price is down two or three cents, but has about reached its level. Winkles are good business. Price is down a quarter and we quote \$1.75. Demand is exceptionally heavy this week. All kinds of lake fish are well in the running and, as we suggested last week, levels are lower. There is a big demand for trout which is coming in freely now and sells for 10c. White fish has at last dropped two or three cents and the figure of 12c seems to be quite general. White fish divides the leadership with trout. Both are having a big consumer sale. Lake herrings are down a couple of cents at 8c. Sea fish has bucked up some this week. There was inclination to a shortage shown last week on account of unpropitious weather. This has disappeared, however, and haddock and cod at reduced levels find good business. Trade generally is brisk. Hotel trade has picked up quite a bit and approaching holiday is making a good public demand all round. Mackerel is not on the market yet though it shouldn't be long now.

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08-.09
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.10-.12
Haddies, filets, per lb.	.10	.12
Haddies, Niobe, boneless, per lb.	.08½	...
Herring, Ciscoe, per lb.	.10	.10
St. John blotters, 100 in box	1.10	1.20
Yarmouth blotters, 60 in box	1.20	1.27
Smoked herrings, medium, box	.30	...
Smoked boneless herrings, 10-lb. box	1.10	...
Kippered herrings, selected, 60 in box	1.50	1.25-1.50
Smoked salmon, per lb.	.25	.23
Smoked halibut	...	.30

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspé, large, per lb.	.15	.21
Red, steel heads, per lb.	.12	.12-13
Red, sockeyes, per lb.	.12	.18
Red, Cohoes or silvers, per lb.	.08-.08½	.10
Pale, qualls, dressed, per lb.	.07-.07½	.07½-.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09
Halibut, eastern chicken, per lb.	.08-.08½	.10
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.05½-.04	.10-12
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.10
Canadian soles, per lb.	.08	...
Blue fish, per lb.	.15-16	...
Smelts, per 100 count	.30	.18-.20
Herrings, per 100 count	3.00	...
Round pike	.05-5½	...
Grass pike	.08	.06½

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7.00	7.50
Dried hake, medium and large, 100 lb.	6.00	...
Dried pollock, medium and large, 100 lb.	6.00	...
Dressed or skinned codfish, 100-lb. case.	7.25	8.00
Boneless codfish, 2-lb. blocks, 20-lb. boxes, per lb.	0.08	0.08
Boneless codfish, 2-lb. blocks, 30-lb. boxes, per lb.	0.07	0.07
Boneless codfish, strips, 20-lb. boxes	0.12	0.10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1.80	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

BULK OYSTERS, CLAMS, ETC.		
Standard, solid meats, gal.	1.70	1.75
Standard, bulk, gal.	1.40	1.40
Selects, per gal., solid meat	2.00	2.00
Best clams, imp. gallon	1.80	...
Best scollops, imp. gallon	2.00	2.25
Best prawns, imp. gallon	2.25	...
Best shrimps, imp. gallon	2.25	...
Sealed, best standards, qt. cans, each.	0.40	...
Sealed, best select, quart cans, each.	0.50	...
CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.		
Cape Cod shell oysters, per bbl.	8.00	...
Canadian cultivated oysters, bbl.	9.00	10.00
Clams, per bbl.	6.00	8.00
Live lobsters, small, lb.	0.15	0.35
Live lobsters, medium and large, lb.	0.18	...
Live lobsters, medium and large	0.18	...
Winkles, bush	3.00	1.75
Little necks, per 100	1.25	1.40

### FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	0.12
Haddock, fancy, express, lb.	5-6	7-8
Steak, cod, fancy express, lb.	6½-7	7-9
Herrings, Gasperaux	2	...
Flounders	6	0.09
Salmon, Western	0.20	0.25
Salmon, Eastern	0.45	...

### FRESH LAKE FISH.

Carp, lb.	0.06	...
Pike, lb.	0.07	0.10
Brook Trout	0.25	0.28
Perch, lb.	0.06	0.10
Suckers, lb.	0.05	0.07
Whitefish, lb.	0.12	0.15
Herrings, lb.	0.04	0.08
Lake trout, lb.	0.11	0.10
Dressed bullheads	0.10	...

### FROZEN—LAKE AND RIVER.

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

### PICKLED FISH.

Salmon, Labrador, tierces, 200 lb.	20.00	...
Salmon, Labrador, bbis, 200 lbs.	14.00	...
Salmon, Labrador, half bbis, 100 lbs.	7.50	...
Salmon, B.C., bbis.	13.00	14.00
Sea trout, Bagin's Bay, bbis, 200 lb.	12.00	...
Sea trout, Labrador, bbis, 200 lb.	12.00	...
Sea trout, Labrador, half bbis, 200 lb.	6.50	6.50
Mackerel, N.S., bbis, 200 lb.	12.00	...
Mackerel, N.S., half bbis, 100 lb.	7.00	...
Mackerel, N.S., palis, 20 lbs.	1.75	2.00
Herrings, Labrador, bbis.	6.00	6.25
Herrings, Labrador, half bbis.	3.25	3.25
Lake trout, 100-lb. kegs	6.00	6.00
Quebec sardines, bbis.	8.00	...
Quebec sardines, half bbis.	3.50	...
Tongues and sounds, per lb.	0.07½	...
Scotch herrings, imported, half bbis.	8.00	...
Holland herrings, imp'ted milkers, hf bbis	8.00	...
Holland herrings, imp'ted milkers, kegs.	0.85	0.75-1.00
Holland herrings, mixed, half bbis.	7.00	...
Holland herrings, mixed, kegs	0.85	0.70-0.85
Lochfyne herrings, box	1.35	...
Turbot, bbl.	14.00	...
Green cod, No. 1, bbl.	10.00	10.00
Green cod, No. 2, bbl.	8.50	8.80

### WINNIPEG.

**FISH.**—Higher prices for fresh meats are causing consumers to look closer into fish and fish prices. That fresh salmon and halibut is about half the price of beefsteak, and no waste, is a fact worth buyers' consideration. Prices are steady. Oysters are off, also certain lake fish.

Fish—		
Fresh whitefish	0.08	...
Fresh pickeral	0.07½	...
Fresh trout	0.12	...
Halibut	0.09	...
Salmon	0.15	...
Fresh cod	0.10	...
Haddies	0.09	...
Haddies, filets	0.12½	...
Roasters, box	1.50	...
Kippers, per box	1.75	...





# PRODUCE AND PROVISIONS



## Butter to Be Lower; Hog Products Firming

Cheese Market Shows Exceptionally Firm Tone—This Applies to New and Old Cheese Alike  
—New Laid a Cent Easier—Storing Going On Apace—Lard Prices Up in Montreal—Butter Easier and Will be Easier Still.

### MONTREAL.

PROVISIONS.—Pure lard is higher, and quotations have been advanced further  $\frac{1}{4}$ c per lb., so that tierces are now quoted at  $12\frac{3}{4}$ c per lb. At this time of year, it is usual for trade in smoked and cured meats to improve, and trade is good. The market on hogs is firm, but the advance last week was only slight.

<b>Hams—</b>		
Small, per lb. ....	0 18	
Medium, per lb. ....	0 17 $\frac{1}{2}$	
Large, per lb. ....	0 16	
<b>Backs—</b>		
Plain, bone in ....	0 21	
Boneless ....	0 24	
Peameal ....	0 24	
<b>Bacon—</b>		
Breakfast, per lb. ....	0 20	
Roll ....	0 16	
Shoulders, bone in ....	0 14	
Shoulders, boneless ....	0 15	
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 26	
Hams, roast, per lb. ....	0 28	
Shoulders, boiled ....	0 25	
Shoulders, roast ....	0 25	
<b>Dry Salt Meats—</b>		
Long clear bacon, 60-70 lbs. ....	0 15 $\frac{1}{2}$	
Long clear bacon, 80-100 lbs. ....	0 14 $\frac{1}{2}$	
Flanks, bone in, not smoked ....	0 15 $\frac{1}{2}$	
<b>Barrelled Pork—</b>		Per bbl.
Heavy short cut mess ....	26 00	
Heavy short cut clear ....	26 00	
Clear fat backs ....	29 00	
Clear pork ....	27 00	
<b>Lard, Pure—</b>		
Tierces, 350 lbs. net ....	0 12 $\frac{1}{2}$	
Tubs, 50 lbs., net ....	0 13 $\frac{1}{2}$	
Boxes, 50 lbs., net ....	0 13	
Pails, wood, 20 lbs., gross ....	0 13 $\frac{1}{2}$	
Pails, tin, 20 lbs., gross ....	0 13 $\frac{1}{2}$	
Cases, 10 lbs., tins, 60 in case ....	0 13 $\frac{1}{2}$	
Cases, 3 and 5-lb. tins, 60 in case ....	0 14 $\frac{1}{2}$	
Bricks, 1 lb. each ....	0 15 $\frac{1}{2}$	
<b>Lard, Compound—</b>		
Tierces, 375 lbs., net ....	0 09 $\frac{1}{2}$	0 10
Tubs, 50 lbs., net ....	0 10 $\frac{1}{2}$	
Boxes, 50 lbs., net ....	0 10 $\frac{1}{2}$	
Pails, wood, 20 lbs., net ....	0 10 $\frac{1}{2}$	
Pails, tin, 20 lbs., gross ....	0 10 $\frac{1}{2}$	
Cases, 10-lb. tins, 60 in case ....	0 11 $\frac{1}{2}$	
Cases, 3 and 5-lb. tins, 60 in case ....	0 11 $\frac{1}{2}$	
Bricks, 1 lb. each ....	0 12 $\frac{1}{2}$	
<b>Hogs—</b>		
Dressed, abattoir killed ....	13 00	13 50

BUTTER.—Receipts last week were 9,035 packages, which shows an increase over the previous week of 1900. It will be two or three weeks yet before there will be sufficient accumulation of butter to bring the market down, but the pastures are in such good shape, the decline is bound to come. Some idea of the high prices prevailing can be gauged from the fact that new butter is selling on the boards to-day at  $31\frac{1}{4}$ c, whereas a year ago it sold for  $22\frac{1}{2}$ c. Our quotations this week are not materially different to those of week ago.

<b>Butter—</b>	
Finest creamery ....	0 32
Dairy prints ....	0 27

Dairy, solids ....	0 25
Separator prints ....	0 25
Bakers' ....	0 23

CHEESE.—There has been considerable increase in receipts, which amounted this week to 35,616. Still the price of cheese is higher than it was last week. Another record price has been reached, quotations for both new and old make having reached 20c. The reason for this is that the market was entirely cleaned up this spring, and everything offering is being bought up at once. It is one of the important rations for soldiers, and the demand is big for that alone. The market is fifty per cent. higher than a year ago, but everyone is agreed that lower prices are bound to come in a week or so.

EGGS.—The receipts for the week were 20,822, which is 3,000 less than for the preceding week. Last year on the same date, the receipts were 19,209. Thus it is seen that the receipts are up, and the market is considerably easier as far as buying is concerned. The selling market is unchanged. There is considerable export inquiry for eggs, but the best price obtainable is 11 shillings, e.i.f., which is the price being paid for Irish and Russian new laid. This price is too low to permit of business from this side.

<b>Eggs, case lots—</b>	
Stamned ....	0 24
Selects ....	0 23
No. 1's ....	0 22

POULTRY.—On account of there being two Jewish holidays this week — Wednesday and Thursday — prices on live fowl are away up again. For large and small the price is the same—20-21c. The price for dressed, 5 lbs. and over, is 16-18c, and 15c per lb. for small. No live chickens will be offering until next month. Dressed milk fed chickens are offered 20-25c. Live ducks are worth 24c, but few are offering. Live geese at 10-15c are also scarce. Dressed geese are bringing 13-15c, according to size. Green ducks from New York, 3 lb. a piece, ten days old, are offered at 25c

per lb. The demand is small. There is only a little call for pigeons. Live squabs are worth 50c live and 60c dead.

<b>Fresh Stock—</b>		Live.	Dressed.
Fowl, 5 lbs. and over ....	20-21	16-18	
Fowl, small ....	20-21	14-16	
Spring chicken ....		23-25	
Turkeys, fancy ....		20-25	
Ducks ....	22-24	16-18	
Geese ....	10-13	13-15	
Pigeons, pair ....		30-35	
Squab pigeons, pair ....	50	60	

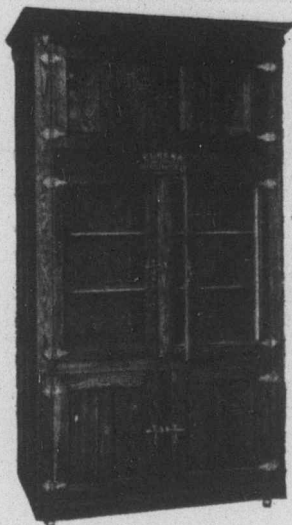
### TORONTO.

PROVISIONS.—Lard prices are unchanged this week though the market is firm. Hams, which are getting a fair volume of business, are all up half a cent. Backs are all a cent higher. All smoked meats seem to be in good demand. Cooked meats are slow. Pork is firm and high, and all products share in strong tone.

<b>Hams—</b>		
Light, per lb. ....	0 18	0 18 $\frac{1}{2}$
Medium, per lb. ....	0 17 $\frac{1}{2}$	0 18
Large, per lb. ....	0 15	0 15 $\frac{1}{2}$
<b>Backs—</b>		
Plain, per lb. ....	0 21	0 22
Boneless, per lb. ....	0 24	0 25
Pea meal, per lb. ....	0 25	0 25
<b>Bacon—</b>		
Breakfast, per lb. ....	0 18	0 22
Roll, per lb. ....	0 14	0 15
Shoulders, per lb. ....	0 13 $\frac{1}{2}$	0 14 $\frac{1}{2}$
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, light ....	0 13 $\frac{1}{2}$	0 14
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 23	0 24
Hams, roast, per lb. ....	0 24	0 25
Shoulders, boiled, per lb. ....	0 21	0 22
Shoulders, roast, per lb. ....	0 21	0 22
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl. ....	26 00	26 00
Short cut, per bbl. ....	26 00	27 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 11 $\frac{1}{2}$	0 12 $\frac{1}{2}$
Tubs, 60 lbs. ....	0 13	0 14
Pails, wood, 20 lbs., gross ....	0 13 $\frac{1}{2}$	0 13 $\frac{1}{2}$
Tins, 3 and 5 lbs., per lb. ....	0 14	0 14 $\frac{1}{2}$
Bricks, 1 lb., per lb. ....	0 14 $\frac{1}{2}$	0 14 $\frac{1}{2}$
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 09	0 09 $\frac{1}{2}$
Tubs, 60 lbs., per lb. ....	0 09 $\frac{1}{2}$	0 10
Pails, 20 lbs., per lb. ....	0 10	0 10 $\frac{1}{2}$
<b>Hogs—</b>		
F.O.B., live, per cwt. ....	7 45	
Live, fed and watered, per cwt. ....	7 75	
Dressed, per cwt. ....	10 00	10 50

BUTTER.—Creamery prints are quoted at 32 to 33 cents. Butter is coming in a good deal more freely, and from glances at the pastures it would appear that the make would about double after the 24th. The grass is in good shape, and the traditional opening with many farmers is May 24th. If make lives up to such a prediction it will have a material effect in lowering prices. There is a good demand which is equalled, as the days go by, by a better and better supply.

**You are Paying for a Refrigerator  
by not having one**



Loss in sales and deteriorated, unsaleable stock represent a goodly sum of money that is daily leaving your coffers. In one season alone this loss amounts to more than the price of the most practical and efficient system of refrigeration — **THE EUREKA.**

Thousands of Butchers and Grocers testify to its perfect refrigeration and saving merits. 28 years of experience and an absolute guarantee for satisfactory service stands back of every **EUREKA.**

*Write for catalog or call at our Show Room.*

**Eureka Refrigerator Company**  
31 Brock Ave. Limited TORONTO



**Canadian Wheat  
the World's Best**

The finest wheat in the world is grown in Canada. This wheat is perfectly adapted to the manufacture of alimentary pastes.

**L'ETOILE**

(Star)

and

**Hirondelle**

(Swallow)

brands of macaroni and vermicelli

**MADE-IN-CANADA**

from the finest of the world's best wheat.

This, coupled with the fact that we have the most up-to-date plant and equipment, is the reason of high standard of quality maintained by these brands.

*Order from your wholesaler.*

**C. H. Catelli, Limited**

**MONTREAL**

AGENTS

Tees & Persse, Limited, Winnipeg  
C. C. Mann, Toronto

**Don't Buy "An Electric Coffee Mill"  
Buy a COLES GUARANTEED  
ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name **COLES** is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA.

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





# FLOUR AND CEREALS



## Better Demand for Flour

Many Buyers Are Short-Stocked—High Prices Must Therefore Be Accepted—Wheat Levels Keep Up—Little Activity in Cereals, Though Barley is in Fair Demand—Mill Feed Quiet.

### MONTREAL.

**FLOUR.**—Orders for a few car lots came forward this week, indicating that stocks are being reduced, and advices are to the effect that other buyers will be in the market in the course of the next two weeks or so. On the whole, however, the market has a quiet tone following a drop in wheat market last week. This easiness in the wheat market is having a decided effect in holding back business, which continues only on a hand to mouth basis. There are no changes in quotations either for spring or winter wheat flour. Dealers can get all the winter wheat flour they want to supply the present, small demand. Big Manitoba millers are holding firm.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	8 20
Second patents	7 70
Strong bakers	7 50
Flour in cotton sacks, 10 cents per barrel more.	
Winter Wheat Flour—	Car Small
Fancy patents	lots. lots.
90 per cent., in wood	7 55 7 75
90 per cent., in bags	7 00 7 25
	3 00 3 25

**CEREALS.**—A better feeling is observed in market for rolled oats, very little buying took place last month, dealers endeavoring to get their stocks as low as possible. This year they are buying, especially in the country. But the buying is not heavy, being mostly in small quantities. The price is about the same as has been quoted for several weeks past.

Cornmeal—	Per 98-lb. sack
Gold dust	2 50 2 55
Unbolted	2 25
Rolled Oats—	90's in jute.
Small lots	3 45
25 bags or more	3 40
Packages, case	4 75
Rolled oats in cotton sacks, 5 cents more.	
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.	
Rolled Wheat—	100-lb. bbls.
Small lots	3 90
Hominy, per 98-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00 3 30
Barley, pot	2 70 2 75

**FEEDS.**—Enquiries have been received from United States buyers for round lots of bran for prompt and future shipment. Prices bid were too low, and no business resulted. Prices remain the same. Demand is only hand to mouth.

Mill Feeds—	Per ton
Bran	25 00
Shorts	28 00
Middlings	30 00
Wheat moules	30 00
Feed flour, bag	1 25

Mixed chops, ton	41 00
Crushed oats, ton	43 00
Barley, pot, 98 lbs.	2 65
Oats, chop, ton	43 00
Barley chop, ton	37 00
Feed oats, cleaned, Manitoba, bush	0 75
Feed wheat, bag	2 35

### TORONTO.

**FLOUR.**—Domestic business continues comparatively slight though the volume is better than a couple of months ago. Many buyers have come into the market because the lowness of their stocks compelled it and spring wheat flour has had some trade in consequence. But buying is generally hand to mouth at that and some would-be purchasers, hoping for lower prices, still allow their buying to hang fire. In winter wheat flour the market is generally firmer. Export business is fairly good, however, and there is generally visible a tendency on the part of buyers on the other side to accept our limits. The Imperial Government is still in the market.

The advance in wheat prices, has firmed up flour prices, and lower levels are certainly not to be expected. The wheat market, beyond its usual quota of vagaries, is consistently high as well as firm and millers say that flour prices are still some 25 to 30 cents below market levels; so that if buyers are short-stocked it would appear to be little use holding off for much more advantageous levels. The trend of flour is, if anything, upwards.

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

Winter Wheat Flour—	Small Car
	lots. lots.
Fancy patents	per bbl. per bbl.
90 per cent.	7 40 7 20
Straight roller	7 20 7 00
Blenched flour	7 00 6 80
	7 00 7 00

**CEREALS.**—All lines remain more or less dull. There has been some spasmodic buying of rolled oats and we hear of some good export business in this line. Domestic trade is very quiet. There is a fairly firm tone to barley, both pearl and pot, though business is nothing to shout about. Whole wheat flour is in average demand. Split peas are firm and there is some business moving in them.

Barley, pearl, 98 lbs.	5 00
Buckwheat grits, 98 lbs.	4 25 4 50
Corn flour, 98 lbs.	3 00 3 20
Cornmeal, yellow, 98 lbs.	2 25 2 40
Graham flour, 98 lbs.	3 70 3 80
Hominy, granulated, 98 lbs.	3 00
Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 25 3 25
Oatmeal, granulated, 98 lbs.	3 25 3 25
Peas, Canadian, boiling, bush	2 50 2 90
Peas, split, 98 lbs.	5 25
Rolled oats, 90-lb. bags	3 35 3 55
Rolled wheat, 100-lb. bbl.	3 85 4 00
Rye flour, 98 lbs.	3 10 3 25
Whole wheat flour, 98 lbs.	3 75 3 80
Wheatlets, 98 lbs.	4 00 4 15

**MILL FEEDS.**—The cold snap has cut little ice—for grass continues to grow space and is in good shape. This is meaning a lessened demand, though bran shows some strength this week. Export of feed flour is going on to some extent. General business is dull, however. Apparently buyers are not scared any by the unseasonable weather.

Mill Feeds—	Mixed cars, per ton
Bran	26 00 27 00
Shorts	28 00 29 00
Middlings	30 00 32 00
Wheat moules	30 00
Feed flour, per bag	1 85 1 90
Oats—	
No. 3, Ontario, outside points	0 55 0 61
No. 3, C.W., bay ports	0 57

### WINNIPEG.

**FLOUR.**—There is a much improved export demand for flour, and the big mills have put through important sales. The domestic outlook shows no improvement. It is a hand-to-mouth business. Millers are not pressing sales, fearing a drop in wheat on crop prospects.

Manitoba Wheat Flour—	Per bbl.
Best patents	7 90
Second patents	7 60
Low grades	5 60
Rolled oats, 80's	3 20
Standard oatmeal, 98 lbs.	6 15
Cornmeal, 98's	3 80

### SERVICE DEPARTMENT.

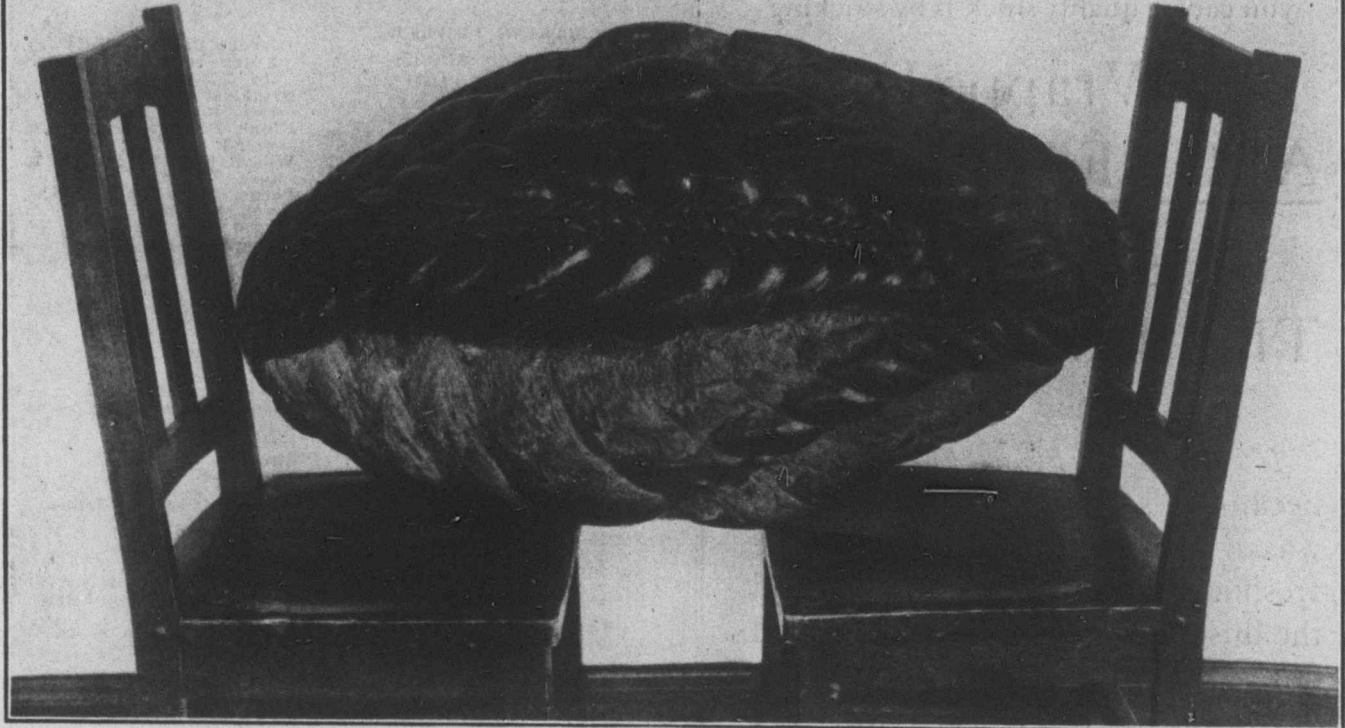
(Continued from page 28.)

the company is only responsible to the extent of the share of the absconding or defaulting stockholder.

Many lawyers urge in case of partnership that there be embodied in the agreement a stipulation that neither partner should be candidate for a municipal office, or an active political partisan without the consent of the other; also that neither partner should indorse paper for others, or become bail for any other person, without consent of the firm; or to engage in any other business that would require investment.

# NEW AIR CRAFT?

THIS LOAF MADE WITH RAINBOW FLOUR - WEIGHT 52 LB  
CANADIAN CEREAL & FLOUR MILLS LTD.



Bread, Buns and Rolls are always light and fluffy when made with our

## RAINBOW FLOUR

QUALITY—THEN PRICE

THAT'S TILLSON'S

Write us for quotations on all grades of Ontario and Manitoba Flours, Cereals and

## QUALITY OATS in bulk

Tillson's "Scotch" Fine Cut Oatmeal and  
Tillson's "Scotch" Health Bran *Still Lead*

CANADIAN CEREAL & FLOUR MILLS, LIMITED, TORONTO



Mr. Grocer:—

Do You Appeal to Quality Trade, Trade that Demands Quality and is willing to pay for it?

One way of letting people know that you carry a quality stock is by stocking

## Wrapped ALOFAFA BREAD

### NEAL'S

## The Double Loaf

10c. SIZE

*It's the Wise Housekeeper's buy, because it's wrapped and sealed in waxed wrappers which keeps the freshness and flavor sealed in and the dust and other impurities sealed out.*

*It's the Wise Grocer's buy, because it always pleases the customer and never grows old on your hands.*

Many grocers in Ontario have found it to be the most satisfactory bread to stock and easy to sell once you have introduced it to your trade.

*Send in your order to-day to the nearest one of our factories.*

**Neal Baking Co., Limited**  
31 to 37 Salter Ave. WINDSOR, ONT.

**Harry J. Neal**  
Davis and Christina Sts. SARNIA, ONT.

**Neal London Bread Co. LIMITED**  
2 to 10 Carlton Ave. LONDON, ONT.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER.

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs. ....	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

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

Also in tins. Prices on application.

ROYAL BAKING POWDER.

Size	Bbl. lots	
	Less than 10 case lots	or 10 cases and over
Dime	\$ .95	\$ .90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/4-lb.	11.60	11.85
3-lb.	13.60	13.35
5-lb.	22.35	21.00

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

FOREST CITY BAKING POWDER.

6-oz. tins	.....\$0 75
12-oz. tins	.....1 25
16-oz. tins	.....1 76

### BLUE.

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

COUPON BOOKS — ALLISON'S.

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

### UN-NUMBERED.

100 books and over, each	0 03 1/2
500 books to 1,000 books	0 05

For numbering cover and each coupon, extra per book, 1/2 cent.

### CEREALS.

	Per case
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$3 00
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

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

DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.	Per doz.
Strawberry, 1914 pack	.....\$2 20
Raspberry, red, heavy syrup	2 10
Black Currant	2 10
Red Currant	2 10
Peaches	2 10
Pear, Bart.	2 10

Aylmer Pure Jellies.

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

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	.....0 72	1 00
Black currant	0 65	0 85
Raspberry	0 65	0 85

Aylmer 14's and 30's per lb.

Strawberry	.....0 14
Raspberry	0 14

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 1/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble bulk, No. 1, lb.	0 20
Soluble bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

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



## This Is The Package Your Customers Are Asking For

We have been spending, and are now spending, thousands of dollars on the bill boards, in the magazines, in the dailies, in the weeklies, and in big color pages, telling the housewife of the merits of

# O-Cedar Polish

(Made-in-Canada)

We have convinced Canadian women that for cleaning and polishing furniture, woodwork, pianos, automobiles, etc., it has no equal. They are using it all the time. Why don't you get this trade in your locality?

*Your Jobber Has It.*

**Channell Chemical Co., Limited**  
**369 Sorauren Ave., Toronto**



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

*How is it Affecting You?*

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

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

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

Note these prices:

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

**ORDER NOW.**

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



# The Joke of the "Newly Weds"

Yes, it's the same old story; they're married and hubby now has indigestion trying to please wifey by eating her cooking.

*It's no joke, Mr. Grocer*

You should take the Newly Weds seriously, remembering that you were perhaps in the same boat once yourself. Show the inexperienced girl how to make good with her baking.

Show her why she should use WHITE SWAN YEAST in breadmaking to ensure uniformly perfect results.

*(Every ounce of White Swan Yeast comes from stock that has not only been analyzed by expert chemists, but that has been subjected to the practical test of having bread baked with it under actual bake shop conditions.)*

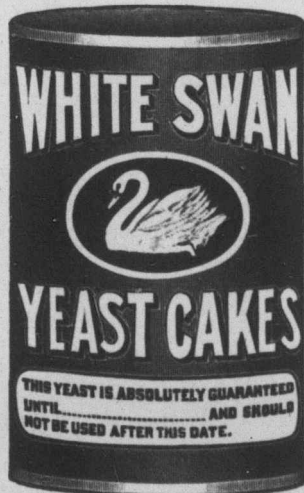
Make friends with the Newly Weds, hold the trade of the home and professional bakers of your town by selling only White Swan Yeast—the Yeast that's guaranteed pure and uniformly good.

Note expiry date on face of label for your protection. We stand the loss on stale goods.

Price per case 3 dozen 5c pkgs., \$1.20.

A coupon in every case worth 10c., or you can save 10 coupons and get 1 case free.

White Swan Yeast is packed for the baker in 12½ lb. cartons, at 10 cents a pound. On shipments of 50 lbs. or more we pay freight.



**White Swan Spices and Cereals, Ltd.**  
Toronto, Ont.

Diamond, 8's, 6 and 12-lb. boxes .....	0 29	Peerless Brand, Hotel, each, 2 doz. ....	4 25
Diamond, 6's and 7's, 6 and 12-lb. boxes .....	0 26	Jersey Brand, Hotel, each, 2 doz. ....	4 25
Diamond, ¼'s, 6 and 12-lb. boxes .....	0 27	St. Charles Brand, gallons, each, ½ doz. ....	4 75
Icings for Cake—		"Reindeer" Coffee and Milk, "large," each, 2 doz. ....	4 80
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz. ....	1 00	"Reindeer" Coffee and Milk, "small," each, 4 doz. ....	5 50
Chocolate Confections Per lb.		"Regal" Coffee and Milk, each, 2 doz. ....	4 50
Maple buds, 5-lb. boxes .....	0 57	"Reindeer" Cocoa and Milk, each, 2 doz. ....	4 80
Milk medallions, 5-lb. boxes	0 37	<b>COFFEE.</b>	
Chocolate wafers, No. 1, 5-lb. boxes .....	0 31	<b>WHITE SWAN SPICES AND CEREALS, LTD.</b>	
Chocolate wafers, No. 2, 5-lb. boxes .....	0 26	<b>WHITE SWAN.</b>	
Nonparell wafers, No. 1, 5-lb. boxes .....	0 31	1 lb. tins, 4 doz. to case, weight 80 lbs. ....	36
Nonparell wafers, No. 2, 5-lb. boxes .....	0 26	1 lb. tins, 2 doz. to case, weight 35 lbs. ....	
Chocolate ginger, 5-lb. boxes	0 31	Add one-half cent per pound to the above.	
Milk chocolate wafers, 5-lb. boxes .....	0 37	<b>ENGLISH BREAKFAST COFFEE.</b>	
Coffee drops, 5-lb. boxes ..	0 37	½ lb. tins, 2 doz. to case, weight 22 lbs. ....	22
Lunch bars, 5-lb. boxes ..	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs. ....	20
Milk chocolate, 5c bundles, 3 doz. in box, per box .....	1 36	<b>MOJA.</b>	
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box .....	0 85	½ lb. tins, 2 doz. to case, weight 22 lbs. ....	32
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 37	1 lb. tins, 2 doz. to case, weight 40 lbs. ....	30
Nut milk chocolate, ¼'s, 6-lb. boxes, lb. ....	0 37	2 lb. tins, 1 doz. to case, weight 40 lbs. ....	30
Nut milk chocolate, 5c bars, 24 bars, per box .....	0 85	<b>PRESENTATION COFFEE.</b>	
Almond nut bars, 24 bars, per box .....	0 85	A Handsome Tumbler in Each Tin.	
		1 lb. tins, 2 doz. to case, per lb. ....	27
		Shipping weight, 50 lbs. per case.	

**JOHN P. MOTT & CO.'S.**

Miss N. Estabrook, St. John, N. B.; J. A. Taylor, Montreal; P. O.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perse, Calgary, Alta.; Russell, Johnson, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz. ....	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz. ....	0 85
Nut milk bars, 2 dozen in box .....	0 80
Breakfast cocoa, ¼'s and ½'s .....	0 36
No. 1 chocolate .....	0 50
Navy chocolate, ½'s .....	0 26
Vanilla sticks, per gr. ....	1 00
Diamond chocolate, ¼'s ..	0 24
Plain choice chocolate liquors ..	20 30
Sweet chocolate coatings ..	0 20

**CONDENSED AND EVAPORATED MILK.**

**BORDEN MILK CO., LTD.**

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz. ....	\$6 25
Reindeer Brand, each, 4 doz. ....	6 25
Silver Cow Brand, each 4 doz. ....	5 75
Gold Seal Brand, each, 4 doz. ....	6 60
Mayflower Brand, each 4 doz. ....	5 60
Purity Brand, each 4 doz. ....	5 60
Challenge Brand, each 4 doz. ....	4 85
Clover Brand, each 4 doz. ....	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz. ....	2 00
Peerless Brand, small, each 4 doz. ....	2 00
St. Charles Brand, Family, each 4 doz. ....	3 90
Peerless Brand, Family, each 4 doz. ....	3 90
Jersey Brand, Family, each, 4 doz. ....	3 90
St. Charles Brand, tall, each 4 doz. ....	4 50
Peerless Brand, tall, each, 4 doz. ....	4 50
Jersey Brand, tall, each, 4 doz. ....	4 50
St. Charles Brand, Hotel, each, 2 doz. ....	4 25

**MINTO BROS. MELAGAMA COFFEE.**

1s, 1¼s, Grd. ....	25 30	Whol. Ref'l.
1s, 1¼s, B. & G. ....	32 40	
1s only, B. & G. ....	35 45	
1s, ¼s, B. & G. ....	38 50	
Packed in 30 and 50-lb. cases. Terms net 30 days prepaid.		
<b>MINTO COFFEE (Bulk).</b>		
M. Bean or Gr. ....	38	
I Bean or Gr. ....	35	
N Bean or Gr. ....	32	
T Bean or Gr. ....	30	
O Bean or Gr. ....	28	
Spec. Grd. Compound .....	25	
Packed in 25 and 50-lb. tins.		

**FLAVORING EXTRACTS.**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.**

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2½ oz. bottles, per doz., weight 6 lbs. ....	2 30
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottles, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

**CRESCENT MFG. CO. CRESCENT MAPLEINE.**

Special Delivered Price for Canada. Per doz.

1½-oz. (4 doz. case), weight 9 lbs., retail each 15c. ....	\$ 1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c. ....	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c. ....	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c. ....	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50. ....	13 00
Pint (1 doz. case), weight 29 lbs., retail each \$3. ....	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50. ....	47 75
Gallons, each, retail each \$20 .....	17 15

**GELATINE.**

Knox Plain Sparkling Gelatine (2-qt. size), per doz. ....	1 90
Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. ....	1 30
Cox's Instant Powdered Gelatine (1-qt. size), per doz. ....	1 10

## Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

### Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

### The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO  
Agencies throughout Canada

## Strawberries

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

## Florida Cucumbers

now arriving in Car Lots.

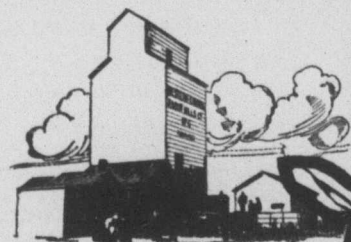
Pineapples, Tomatoes, Etc.  
Late Valencia Oranges.

## WHITE & CO.

Wholesale Fruits and Fish

TORONTO

Branch at Hamilton.



TYPICAL COMPANY ELEVATOR

# PURITY FLOUR

More Bread and Better Bread



PURITY FLOUR Talk No. 8  
To the Proprietor and his Assistants

## THE OVEN TEST

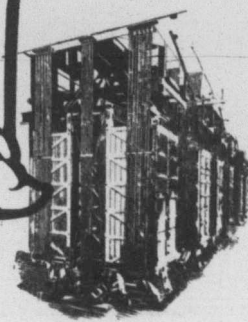
PURITY FLOUR is oven-tested for the housewife at the MILL. The grain buyers send small samples of wheat from different points in the West to our chief chemist, who grinds these samples separately in an experimental mill. This mill includes cleaners and grinding rolls in MINIATURE.

The flour thus obtained is baked into bread. If the bread is of high standard—real PURITY FLOUR bread—we keep the wheat. If not, we either refuse it or sell it.

Only the BEST WHEAT goes into PURITY FLOUR. The oven test protects the housewife against uncertainty. Why not sell PURITY—the oven-tested flour? It is guaranteed.

Main Offices: Winnipeg, Toronto, Victoria

THE SIFTERS



WESTERN CANADA FLOUR MILLS CO., LTD.  
MILLERS TO THE PEOPLE



**"Made in Canada"**

**Brooms of Quality**  
to introduce our  
**CANADA LINE**

Please note the following

**Special Prices**

Sample Order Solicited

Fine Polished Colored Handles

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

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**  
HAMILTON

**LIKE FLOUR OR SUGAR**

You have a speedy selling staple in

**Parowax**

Housewives demand it because they know it has no equal for sealing preserves. When they think of sealing they think of Parowax.

Parowax is also largely used in the wash boiler, loosening dirt and grease quickly, without hand rubbing.

We are advertising Parowax in magazines and newspapers throughout Canada this year. Be ready for your customers when they ask for it.

Put up in 1/4-lb. cakes, 4 cakes in a carton, 20, 40 and 100 cartons to a case.



MADE IN CANADA

**THE IMPERIAL OIL COMPANY**  
Limited

BRANCHES IN ALL CITIES

**BOAR'S HEAD LARD**

**COMPOUND.**

N. K. FAIRBANK CO., LTD.

Tierces	0 10 1/4
Tubs, 60 lbs.	0 10 1/4
Pails, 20 lbs.	0 10 3/4
Tins, 20 lbs.	0 10 1/4
Cases, 3 lbs., 20 to case	0 11 1/4
Cases, 5 lbs., 12 to case	0 11 1/2
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

**MUSTARD.**

**COLMAN'S OR KEEN'S.**

	Per doz. tins
D. S. F., 1/4-lb.	\$ 1 50
D. S. F., 1/2-lb.	2 68
D. S. F., 1-lb.	5 36
F. D., 1/4-lb.	0 95
F. D., 1/2-lb.	1 63
	Per Jar
4-lb. jar	0 87
Durham, 1-lb. jar	0 28

**JELLY POWDERS.**

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

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

List Price.

**SOAP AND WASHING POWDERS.**

**SNAP HAND CLEANER.**

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

30 days.

**RICHARDS' PURE SOAP.**

Richards' Quick Naptha Soap. Packed 100 bars to case.	
5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.	

**FELS NAPTHA.**

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

**WHITE SWAN LYE.**

Single cases, 4 doz.	\$ 3 50
5 case lots, 4 doz.	3 55
Shipping weight 50 lbs. per case.	

**THE CANADA STARCH CO., LTD., EDWARDSBURG**

**BRANDS and BRANTFORD BRANDS.**

Laundry Starches—	
Boxes.	Cents.
40 lbs., Canada Laundry	.06 1/4
40 lbs., boxes Canada white gloss, 1 lb. pkg.	.06 3/4
48 lbs. No. 1 white or blue, 4 lb. cartons	.07 1/4
48 lbs. No. 1 white or blue, 3 lb. cartons	.07 1/4
100 lbs., kegs, No. 1 white	.06 3/4
200 lbs., bbls., No. 1 white	.06 3/4
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs.	.07 3/4
48 lbs. silver gloss, in 6-lb. tin canisters	.08 1/4
36 lbs., silver gloss 6-lb. draw lid boxes	.08 1/4
100 lbs., kegs, silver gloss, large crystals	.07 3/4
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	.07 1/2

40 lbs., Benson's Enamel (cold water), per case	3 00
20 lbs., Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60

**Culinary Starch.**

40 lbs. W. T. Benson & Co.'s prepared corn	.07 3/4
40 lbs. Canada pure corn starch	.06 1/4
(120-lb. boxes 1/4c higher.)	

Casco Potato Flour, 20-lb. boxes, per lb.	10
---	----

**BRANTFORD STARCH.**

Ontario and Quebec.

**Laundry Starches—**

Canada Laundry—	
Boxes about 40 lbs.	06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06 3/4
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07 1/4
Barrels, 200 lbs.	.06 3/4
Kegs, 100 lbs.	.06 3/4

**Lily White Gloss—**

1-lb. fancy carton cases 30 lbs.	.07 3/4
8 in case	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08 1/4
Kegs, extra large crystals, 100 lbs.	.07 1/4

**Canadian Electric Starch—**

Boxes, containing 40 fancy pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06 3/4
Brantford Prepared Corn—	
1-lb. pkts. boxes of 40 lbs.	.07 3/4
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 3/4
(20-lb. boxes 1/4c higher than 40's)	

**OCEAN MILLS, MONTREAL.**

Chinese starch, 16 oz. pack, 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack, 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack, 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack, 4 doz. per case, \$4; Ocean Borax, 8 oz. pack, 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack, 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack, 3 doz. per case, \$8.75; Ocean Baking Powder, 8 oz. pack, 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack, 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack, 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lb. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack. per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size, 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.

# UPTON'S CLOVER HONEY

Have you seen our  
new package?

Write us for price list.

**The T. Upton Co., Limited**  
ST. CATHARINES

Factories at Hamilton and St. Catharines

## Arriving This Week

FRESH CARS

**Fancy Havana Pines**

18s, 24s, 30s.

**Fancy Southern Strawberries**

**Fancy Jamaica Bananas**

**Fancy Tomatoes**

Peters Pack. Very Fine Quality.

Also

**1 Car Fancy Texas Onions.**

White Wax and Yellow.

**Best Goods at Lowest Possible Prices.**

THE HOUSE OF QUALITY

**Hugh Walker & Son**

GUELPH

and

NORTH BAY



Fruit  
Display  
Stand  
or  
Silent  
Salesman

'You will find this stand in the best grocery and fruit stores. Be up-to-date. It is only a matter of time until you have one. Get it now. It will pay for the outlay, in sales, in short order. It's not a passing fancy, it's a silent salesman of a high order, of great beauty and convenience.

Write for full particulars.

**METAL CRAFT COMPANY**  
GRIMSBY, ONT.

## An increase of over 40 per cent.

on last year's Spring business is a tribute to the growing popularity of

# RONUK

the English Wax Polish and Cleanser for Floors, Furniture and Linoleum.

This is because

- the goods are right and necessary in every house
- our steady advertising campaign keeps them moving.

Why not come in on this new business?

We can honestly invite you to take up a line, which we guarantee will not be "dead stock."

Ask your jobber, or write us for particulars of Special Introductory Deal, Samples and Price List.

**RONUK LIMITED, 53 Yonge St., Toronto**  
Factory—Portslade, England

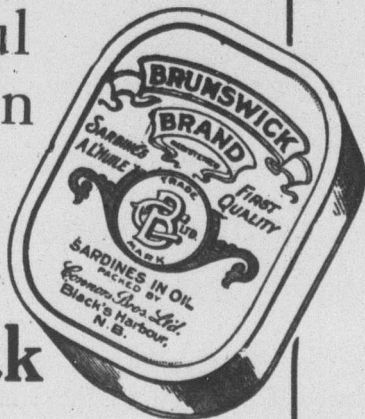


It's knowledge that directs the successful Grocer in stocking up with

**Brunswick**

Brand

**Sea Foods**



— a knowledge born of experience that it only pays to handle canned fish that have "made good."

You will always be on the safe side if you sell "Brunswick Brand" because it is the Quality Brand.

Only the most carefully selected fish, caught in famous Passamaquoddy Bay, are used in the packing of Brunswick Brand. Our plant at the water's edge is operated under the most ideal conditions.

Why not get in line to-day and get your share of the good profits that are being made on these trade-winning lines?

**CONNORS BROS.**

Limited

Black's Harbor, N.B.

**COW BRAND BAKING SODA**

In boxes only.

Packed as follows:

5c packages (96) .....	\$ 3 20
1 lb. packages (60) .....	3 20
½ lb. packages (120) .....	3 40
1 lb. 30 } Packages, Mixed	3 30
½ lb. 60 }	

**SYRUP.**

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

2-lb. tins, 2 doz. in case .....	\$2 65
5-lb. tins, 1 doz. in case .....	3 00
10-lb. tins, ½ doz. in case .....	2 90
20-lb. tins, ¼ doz. in case .....	2 85
Barrels, 700 lbs. ....	3 ¾
Half barrels, 350 lbs. ....	4
Quarter barrels, 175 lbs. ....	4 ¼
Pails, 38½ lbs. ....	1 95
Pails, 25 lbs. each .....	1 40

**LILY WHITE CORN SYRUP.**

2-lb. tins, 2 doz. in case .....	3 00
5-lb. tins, 1 doz. in case .....	3 35
10-lb. tins, ½ doz. in case .....	3 25
20-lb. tins, ¼ doz. in case .....	3 20
(5, 10 and 20-lb. tins have wire handles.)	

**ST. LAWRENCE SUGAR REFG. CO.**

Crystal Diamond Brand Cane Syrup.

2-lb. tins, 2 doz. in case .....	\$2 65
Barrels .....	0 03 ¾
½ barrels .....	0 04

**CANNED HADDIES. "THISTLE" BRAND.**

<b>A. P. TIPPET &amp; CO., Agents.</b>	
Cases, 4 doz. each, flats, per case .....	\$5 40
Cases, 4 doz. each, ovals, per case .....	5 40

**INFANTS' FOOD.**

Robinson's patent barley, ½ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ½-lb. tins, \$1.25; 1-lb. tins, \$2.25.
---

**BEAVER BRAND CORN AND MAPLE SYRUP.**

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

**MOLASSES.**

**THE DOMINION MOLASSES COMPANY, LTD.**

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case .....	\$1 85
Ontario, per case .....	1 30
Manitoba, per case .....	2 30
Saskatchewan, per case .....	2 60
Alberta, per case .....	2 70

**DOMOLCO BRAND.**

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case .....	2 95
Manitoba, per case .....	3 40
Saskatchewan, per case .....	3 65
Alberta, per case .....	3 75
British Columbia, per case .....	2 40
British Columbia, per case .....	3 55

**SAUCES.**

**PATERSON'S WORCESTER SAUCE.**

½-pint bottles, 3 and 6 doz. cases, doz. ....	0 90
Pint bottles, 3 doz. cases, doz. ....	1 75

**H. P.**

H. P. Sauce— Per doz. Cases of 3 dozen .....	1 90
H. P. Pickles— Cases of 2 doz. pints ....	3 25
Cases of 3 doz., ¼ pints ..	2 20

**STOVE POLISH.**

**JAMES DOME BLACK LEAD.**

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

**NUGGET POLISHES.**

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

**TEAS.**

**THE SALADA TEA CO.**

East of Winnipeg.

	Whole-sale. R't'l.
Brown Label, 1s and ½s .....	33 40
Blue Label, 1s, ½s, ¼s, and ⅛s .....	40 50
Red Label, 1s and ½s .....	46 60
Gold Label, ½s .....	54 70

**ORANGE MARMALADE.**

**"BANNER BRAND" PURE FRUIT PRODUCTS.**

**JAMS AND JELLIES.**

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

**MARMALADE.**

2's, per doz. ....	\$ 2 30
4's, per pall .....	0 40
5's, per pall .....	0 45
7's, per pall .....	0 65
30's, wood, lb. ....	0 08 ¾
12-oz. glass jar, doz. ....	1 20
Tumbler, glass, doz. ....	1 00

Prices subject to change without notice.

**MINTO BROS., Limited, Toronto.**

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

**MBLAGAMA TEA.**

	Whol.	Ret.
Red Label, 1s or ½s .....	0 20	0 35
Green Label, 1s, ½s, ¼s .....	0 32	0 40
Blue Label, 1s, ½s, ¼s .....	0 37	0 50
Yellow Label, 1s, ½s, ¼s .....	0 42	0 60
Purple Label, ¼s only .....	0 55	0 80
Gold Label, ¼s only .....	0 70	1 00

**MINTO TEA.**

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

**YEAST.**

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

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

Black Watch, 8s, butts 9 lbs., boxes 6 lbs. ....	\$0 60
Bobs, 6s and 12s, 12 and 6 lbs. ....	0 40
Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. ....	0 46
Currency, 6s, ¼ butts, 9 lbs. 0 46	
Stag Bars, 6½s, butts, 11 lbs., boxes 5½ lbs. ....	0 48
Walnut Bars, 8½s, boxes 7 lbs. ....	0 64
Pay Roll, thick bars, 8½s, 6 lb. boxes .....	0 63
Pay Roll, thin bars, 8½s, 5 lb. boxes .....	0 68
Pay Roll, plug, 8½s, 12 and 7 lb. caddies .....	0 68
Shamrock, plug, 7½s, ¼ butts, 12 lbs., boxes 6 lbs. 0 67	
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. 0 56	
Great West, pouches, 9s ...	0 72
Forest and Stream, tins, 11s, 2 lb. cartons .....	0 80



## What the Demand for KNOX GELATINE Means to You

¶ The steady demand for KNOX GELATINE means a steady stream of sales and good profits for you. Most women prefer KNOX GELATINE because of its Quality, Purity, Big Moneysworth and the Ease of Preparation; many buy the No. 3 Acidulated package because of the extra envelope of Lemon Flavor it contains.

¶ We are constantly advertising in women's magazines of large circulation and publishing easy recipes by means of which delicious desserts, puddings, candies, etc., may be prepared from KNOX GELATINE.

¶ It will pay you to "Make Knox Your Gelatine Leader"—to keep it on display at all times and secure the sales we are sending to you.

**CHARLES B. KNOX COMPANY**

**Johnstown, N.Y.**

**Branch Factory:—Montreal, Canada**

### Are You Interested

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

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

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

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

No Other Paper Reaches  
All These Men.

**RATES:**

(payable in advance)

- 2c per word, first insertion.
- 1c per word, subsequent insertions.
- 5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

**Canadian Grocer**

143-153 University Ave., Toronto

Daily arrivals of  
fine, fresh, frozen

## Lake Trout and Herring

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

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

**Lemon Bros.**

Owen Sound, Ont.

The Best Pack of  
California  
Valencias

**AURORA**

**A 1**

**MARS**

Now on the market. Ask  
your Wholesale.

**J. J. McCabe**

AGENT

**Toronto**



# Buyers' Guide

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

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

## Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE, \$2.00.

ALL ORDERS PAYABLE  
IN ADVANCE


**MacLean Publishing Co.**  
143-153 University Ave., Toronto

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

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

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

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

 **TANGLEFOOT**   
The Non-Poisonous Fly Destroyer  
Destroys Billions of Flies every year—vastly more  
than all other means combined. Absolutely Sanitary.

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

More than five million families annually testify to their superiority.

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



**"IDEAL"** GROWN WITHOUT SEEDS

**"Not-A-Seed" RAISINS**

GROWN AND PACKED IN CALIFORNIA  
DRY AND CLEAN NOT PROCESSED SUN CURED

AMERICAN VINEYARD COMPANY  
FRESNO, CAL. BOSTON, MASS. SAN FRANCISCO

May be purchased from any wholesale grocer in Canada.

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

**Eugene Moore,**  
Toronto.

**Universal Importing Company,**  
Montreal.

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

Always sold in this package.

**AMERICAN VINEYARD COMPANY, Growers and Packers**

CANADIAN GROCER

**CLASSIFIED ADVERTISING**

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

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

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

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

**FOR SALE**

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

FOR SALE—GENERAL STORE SITUATED 21 miles west of London. Turnover \$15,000.00. Stock \$5,500.00. Good opening for energetic man. Will sell or lease store. Proprietor wishes to retire. Write to Box 87, Canadian Grocer, Toronto, Ont. 61115

**WANTED**

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

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

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

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

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

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

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

**MISCELLANEOUS**

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

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

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

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

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

**A SEED DEPARTMENT**

will add to your profits

*Kelway Langport  
England*

grow and sell

**SEEDS OF ALL KINDS**

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure  
**LOWEST PRICES.**

**WRITE TO-DAY**

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

**Coffee, Its History,  
Classification and  
Description**

By Joseph M. Walsh

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

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

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

**\$2.00**

IT WILL PAY YOU TO SEND AT ONCE.

**MacLean Publishing Co.**

Technical Book Department

143-153 University Avenue, Toronto

**We Call on Your Customers**

Through the Magazines and tell them how good and useful is

**MAPLEINE**

The last word in flavors

Order from

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

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

**CRESCENT MFG. CO.**  
SEATTLE, WASH.



**OAKLEY'S KNIFE POLISH**

WILLIAMS-ZIPOR

JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS

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

**ALLISON COUPON BOOKS**

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

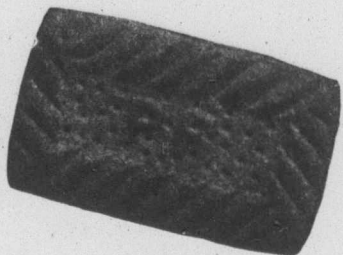
When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.  
Manufactured by  
**ALLISON COUPON COMPANY**  
Indianapolis, Indiana, U.S.A.



# Peek Frean Successes



## P.F. Shortcake—

Over 325,000,000 sold the first year introduced. Their taste-tempting crispness captivates the most critical, and makes steady friends. You couldn't push a more popular line.



## Panama—

One of the newest novelties—just out. Already taking hold with marked success. Representative of the efforts Peek Frean's are continually putting forth in the production of entirely original and taking creations.



## Bourbon—

A chocolate sandwich with the delightfully rich and pleasing flavor that won the enthusiasm of the Canadian trade. The first bite decides how well the sales go.

Only three—but enough to prove the wisdom of pushing the Peek Frean Lines. Get them on display prominently in your store.

**PEEK FREAN & CO., LIMITED, Biscuit Makers, London, Eng.**

AGENTS: BRITISH COLUMBIA—The W. H. Malkin Co., Ltd., Vancouver; ALBERTA, MANITOBA, SASKATCHEWAN—Ruttan, Alderson & Lound, Fort Garry Court, Winnipeg; ONTARIO—The Harry Horne Co., 309-311 King St. W., Toronto; OTTAWA AND EASTERN CANADA—Frank L. Benedict & Co., Read Building, Montreal.

## Stock Up To-day

# Popularizing Your Product

*If your product is one that you take a pride in—  
one that you want the public to buy and continue  
buying—*

Put it in a good container; one that will attract and not indifferently interest the consumer. If this rule is observed, the first step has been taken toward advertising and popularizing your product. Let the container help you.

We shall consider it a favor to discuss your package needs, both as to design and character, with a cost to meet conditions.

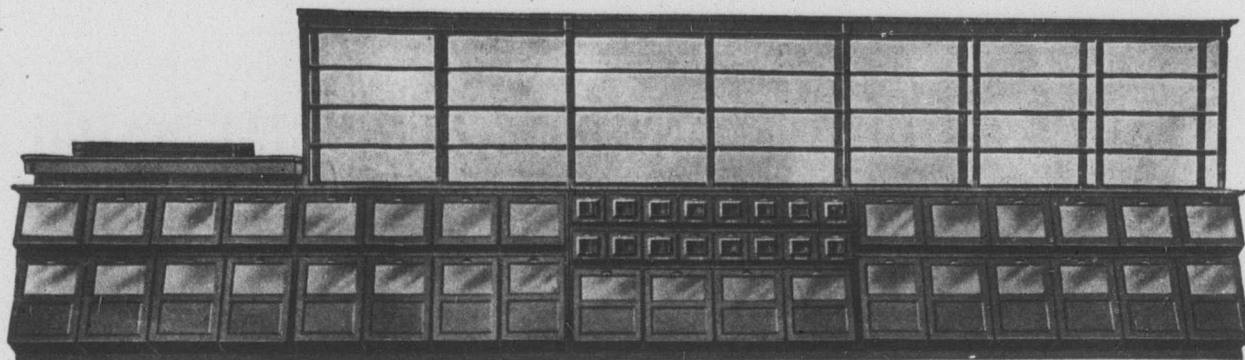
**AMERICAN CAN COMPANY**

MONTREAL

HAMILTON

TORONTO

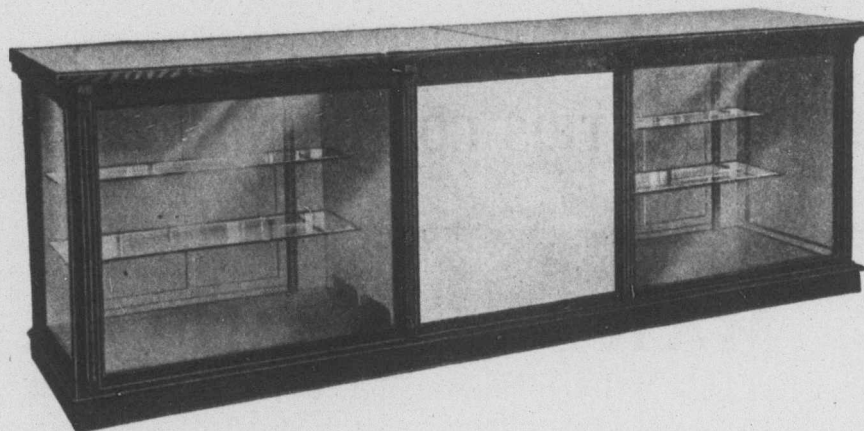
# The Clean Food System



Interchangeable Sectional Grocery Wall Case Combination "X."

This sectional case is made in golden oak as shown, complete with shelving, ready for prompt shipment on a day's notice. You select the number of sections to make up the necessary length, set them up, and start business. If on expiration of your lease you move to larger quarters, you add to or rearrange to suit the building. Lower Case 48" high, shelving 48" high.

You may put Pure Food in drawers used in ordinary store fixtures, or even in Pure Food Counters and Cases, and while stock is as pure and clean as you can get it, you cannot possibly keep it clean, owing to partly open or loose-fitting drawers allowing the ever-present fly and other germ carriers when working on counters or sweeping to contaminate your stock. On a busy day your clerks will not take the time to carefully close a drawer or box each time they serve an order, but with the Walker Bin Clean Food System, the bins being counterbalanced or pivoted, close automatically, and fit snugly to the dust-proof and air-tight bin chamber. Stock is not air-dried, dusty and indifferent in flavor, but is as nearly clean and fresh as it is possible to serve it to your trade from bulk. Counters with bins for sack lots of cereals, meal and sugar in all sizes.



Refrigerator Counter

No. 9-0

Opalite Top and Panel. Also furnished with marble or glass display top.

Stock sizes 9' and 11'.

We will have stock for prompt shipment of wall cases, counters and show cases, in Vancouver, Edmonton, Saskatoon, Winnipeg Agencies for Western trade and in Berlin for the East.

## The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

**WESTERN AGENCIES:**

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.  
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.

Saskatoon:—North West Specialty Company.  
Winnipeg:—Watson & Truesdale, 120 Lombard St.

**EASTERN AGENCIES:**

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.

Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.

St. John, N.B.:—R. R. Rankine, 110 Carmarthen St.



# WATCH THE DATES FOR A WATCH

In order to get a certain volume of sales on the following standard lines of goods, we are going to offer a

## LADY'S OR GENTLEMAN'S FINE GUN METAL WATCH

with every order of five cases or more (assorted or of one kind.)

These watches are of fine Gun Metal, with eleven jeweled movements, open face; double dust-proof back cover, and are guaranteed for one year. This offer is for one month only from

### May 15th to June 15th

**GROUP NO. I.**

**MINERAL WATERS FROM BASSIN DE VICHY—**

Source Admirable, 50 Bottles .....	\$5.50
Source Efficace, 50 Bottles .....	6.00
Source Neptune, 50 Bottles .....	7.00
Source Sans Rivale, 50 Bottles .....	8.00

**LEMONADE FROM BASSIN DE VICHY—**

"La Savoureuse," 50 Quarts .....	\$8.00
----------------------------------	--------

**TOURNEL & FLEURY CORDIALS—**

Full Assortment, c/s of 12 qts. ....	\$8.50
Full Assortment, c/s of 24 pts. ....	9.50

**MILLER'S MALT EXTRACT—MILWAUKEE—**

Barrel of 8 doz., good for 2 e/s .....	\$16.20
--	---------

**BELFAST MINERAL WATER CO.—**

Ginger Ale, c/s 6 doz. Pints .....	\$1.15 doz.
..... Splits .....	.95 doz.
Club Soda, c/s 6 doz. Pints .....	1.00 doz.
Kola Tonic .. Splits .....	.90 doz.

**P. GARNIER'S SUPERIOR FRENCH LIQUORS—**

Sirop de Grenadine, 12 qts. ....	\$ 8.50
Crème de Menthe, green or white .....	13.00
Blackberry Brandy, 12 bottles .....	13.50

**"BACCHUS" APPETIZER—**

"The Best," c/s 12 bottles, litre .....	\$ 9.00
---	---------

**"BANYULS" WINE—**

Natural Tonic, c/s 12 qts. ....	\$10.00
---------------------------------	---------

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

### FILL OUT AND SEND THIS COUPON NOW

Remember, the offer is only good between above dates. Anticipate your requirements—and get the *best watch* that was ever offered on such easy terms.

# LAPORTE, MARTIN, LIMITÉE

584 St-Paul

Tel. Main 3766

Montreal

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

Messrs. Laporte, Martin, Limitee, 584 St. Paul, Montreal.

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

.....

.....

.....

.....

.....

.....

.....

.....

Name ..... Address .....

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

INDEX TO ADVERTISERS

<b>A</b>		<b>M</b>	
Allison Coupon Co. ....	59	MacNab, T. A., & Co. ....	16
American Can Co. ....	60	Magor, Son & Co. ....	18
American Vinegar Company. ....	58	Macdonald-Crawford, Limited	4
Anglo-B.C. Packing Co. ....	9	Malcolm's Condensing Co. ....	49
Atlantic Sugar Refineries ...	1	McAuley, W. J. ....	16
<b>B</b>		McCabe, J. J. ....	57
Balfour-Smye & Co. ....	12	Measam, George E. ....	16
Benedict, F. L. ....	58	Millman, W. H., Sons ....	16
Betts & Co., ....	13	Minto Bros. ....	7
Bickle & Greening ....	52	Montreal Biscuit Co. ....	55
Borden Milk Co. ....	3	<b>N</b>	
<b>C</b>		Neal London Bread Co. ....	48
Campbell Bros. & Wilson. ....	10	Nugget Polish Co. ....	
Campbell Brokerage Co. ....	16	Inside Back Cover	
Canada Starch Co. ....		<b>O</b>	
Front Cover		Oakey & Sons, John ....	59
Canadian Cereal & Flour		<b>P</b>	
Mills Co. ....	47	Patrick & Co., W. G. ....	16
Canada Sugar Co. ....	7	Peek Frean & Co. ....	60
Can. Shredded Wheat Co. ...	9	Pennock, H. P., Co., Ltd. ....	16
Carr & Co. ....	7	Pinkham, J. W. ....	8
Channell Chemical Co. ....	49	Pure Gold Mfg. Co. ....	63
Clark, Ltd., W. ....	11	<b>R</b>	
Classified Condensed Ads. ...	59	Robinson & Co., C. E. ....	58
Codville Co. ....	2	Rock City Tobacco Co. ....	8
Coles Mfg. Co. ....	17	Ruttan, Alderson & Lound,	
Comte & Cie. ....	58	Ltd. ....	16
Connors Bros. ....	56	<b>S</b>	
Continental Bag & Paper Co. ....	53	Salada ....	17
Cowan Company ....	6	Sanitary Can Co. ....	12
Crescent Mfg. Co. ....	59	Shaw & Ellis ....	9
<b>D</b>		Smith & Son, E. D. ....	3
Dominion Cannery, Ltd. ....	5	Smith & Co., H. G. ....	15
Dominion Salt Co. ....	8	Stirling & Young ....	16
<b>E</b>		St. Lawrence Sugar Refining. ....	13
Eckardt, H. P., & Co. ....	51	Symington & Co. ....	4
Escott & Co., W. H. ....	16	<b>T</b>	
Esterbrooks, Limited ....	15	Tanglefoot ....	58
Eureka Refrigerator Co. ....	17	Thum Co., C. W. ....	58
<b>F</b>		Toronto Salt Works ....	58
Fairbanks Company, N. K. ...	4	Trent Mfg. Co. ....	58
Fearman, F. W., Co. ....	52	Tucketts, Limited ....	18
Forbes & Nadeau ....		Tippet & Co., A. P. ....	
Freeman Co., W. A. ....	8	Inside front cover	
Furnivall, New, Ltd. ....	7	<b>U</b>	
<b>H</b>		Upton Co., T. ....	55
Hargreaves (Canada), Ltd. ...	9	<b>W</b>	
Hillock & Co., John ....	13	Walker Bin & Store Fixtures	
<b>I</b>		Co. ....	61
Imperial Extract Co. ....	14	Walker, Hugh, & Son ....	55
Imperial Oil Co. ....	54	Watson & Truesdale ....	10
Irish Grocer ....	58	Wellington Mills ....	56
<b>K</b>		Western Canada Flour Mills	52
Kelway & Sons. ....	59	Wethey, J. H. ....	57
Knox Company, Charles B. ...	57	White & Co. ....	53
<b>L</b>		White Swan Co. ....	56
Lake of the Woods Milling		Wiley, Frank H. ....	16
Co. ....	Back Cover	Woods & Co., Walter ....	54
Lambe & Co., W. G. A. ....	16		
Laporte, Martin, Limited ...	62		
Leeuw, Henri de ....	14		
Lemon Bros. ....	57		
Lindners, Limited ....	14		

A man is often judged by the company he keeps—likewise, a grocer's stock is often judged by the COFFEE he keeps.

Sell good coffee and it will help sell other goods. If you are not getting your share of the Coffee business try

# PURE GOLD


## HAND-PICKED BLENDS

**Pure Gold "B."** The American Standard blend, thick and rich.

**Pure Gold "C."** Full bodied, catchy, 40c. line.

**Pure Gold "D."** Heavy thick liquor; strong, rich cup quality.

All packed in 10, 25 and 50c. tins.  
Whole or ground.

 Prices on application.

# PURE GOLD MFG. CO.,

LIMITED  
TORONTO





## A Straight Talk from the Manager

"Had it not been for the Canadian Grocer we could not have received quotations in time to tender for the military camp supplies," writes an Eastern subscriber.

At the London convention a subscriber advised our Mr. Huston that he had saved the price of several years' subscription by taking a tip from our market pages that eggs were due for a drop. He got rid of his stock at once and next week eggs were down five cents.

In our issue of April 30th we predicted an advance in packet teas. Our May 7th issue announced an advance of 5 cents a pound by one of the leading packers. This issue announces the same advance by another leading packer. Did you profit by our advance information?

These are days when every retailer must watch the markets. It is our business to give you advance information. You will find it profitable to follow our pages with the closest care.

Don't forget that the advertising pages are not the least interesting or profitable for you to watch. Every week there are offerings that will save you money, or point the way to developing trade along new lines.

For "buying information" or "selling pointers" read Canadian Grocer and pass it on to your clerks. It will help you and it will help them.

THE MANAGER.



Notwithstanding the extra War Tax of 5% on "Nugget" Polishes, we have decided

## NOT TO INCREASE OUR PRICES

either to the Consumer or the Trade.

In recommending "Nugget" you will, therefore, be keeping trade under the British Flag, and will materially assist manufacturers who are contributing to the cost of the War all over the Empire.

We now have Agencies in the following places:

### NOVA SCOTIA

Arthur Fordham & Co.  
Halifax

### QUEBEC

R. E. Boyd & Co.  
Montreal

### NEW BRUNSWICK

C. A. Munro  
St. John

### BRITISH COLUMBIA

J. Leckie Co.  
Vancouver

# THE "NUGGET" POLISH COMPANY, LIMITED

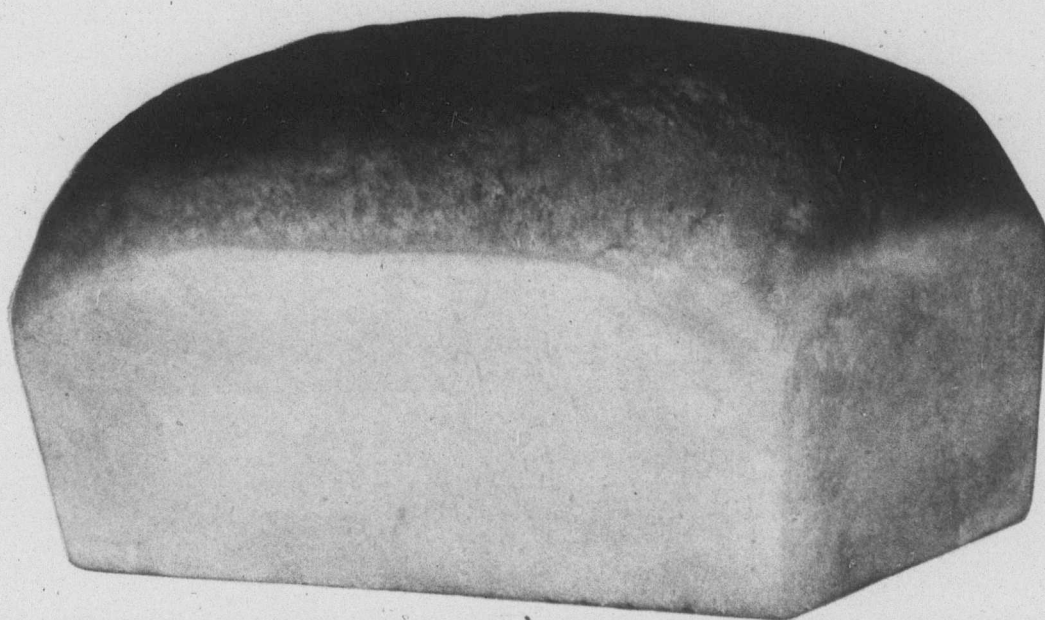
TORONTO

9, 11 and 13 Davenport Road

ONTARIO



"When You Think of Bread Think of Five Roses"



SAYS "NAN" in *Canadian Home Journal* for May, 1915:

*"Here's a cottage loaf I saw made and photographed myself. My difficulty has been in the past to secure a flour sufficiently versatile to overlook my turning it into bread, cake or pastry. After many a sincere trial, I have found the following advantages in FIVE ROSES flour: besides possessing the highly nutritive elements of purest Manitoba wheat, it gives you a saving of 5 to 20 loaves a barrel more than other flours I have used. A nice, easily handled ingredient, it is responsive to my slightest effort. It has that one essential of a perfect household flour—it is uniform. Once your recipe mastered, you can depend absolutely on the flour doing its duty and doing it remarkably well. Would you know the delights of perfect breadmaking, then adopt a flour that makes it a certainty and not a hazard."*

YOU can sell them all, Brother Grocer. The woman who demands Flavor in bread, her friends who seek Nutrition, Appearance, Lightness, thin crust or porous crumb. Also the faddist who insists upon a flour that is Not Bleached and Not Blended.

It is the stuff it makes that sells FIVE ROSES for you.

So sell

## Five Roses<sup>★</sup> FLOUR for Breads-Cakes Puddings-Pastries

You will collect your royalties on every recipe in the famous FIVE ROSES Cook Book, and there are over 144 pages of them.

Almost a quarter million housewives (so far) have claimed a copy of this book, and paid postage for it. Eager to try new recipes, they inevitably become larger users of flour, quality buyers, the only dependable trade, the stuff that goodwill is made of.

FIVE ROSES is packed to suit YOUR trade: bags, barrels or halves.

Ask your jobber, or write our nearest office.

**LAKE OF THE WOODS MILLING COMPANY, LIMITED**

Toronto Ottawa  
London St. John

"The House of Character"  
Daily Capacity 13,700 bbls.

Winnipeg Keewatin  
Medicine Hat Vancouver

**MONTREAL**

**\*Guaranteed NOT BLEACHED—NOT BLENDED.**