

**PAGES  
MISSING**

# CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

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No. 29

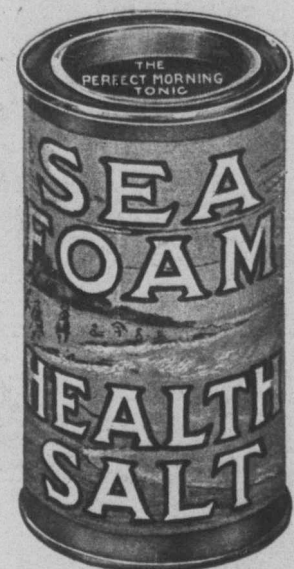


As a Morning Bracer,  
They Have No Equal

*With warm weather approaching  
no home should be without them.*

Over 203,000 Tins Sold Since Jan. 1st, 1917

ORDER A SUPPLY FROM YOUR WHOLESALER



"DOUBLE CREAM" Custard Powder is now featured extensively by the leading retail and wholesale grocers from Atlantic to Pacific.

(IT IS A GENUINE, GOOD ARTICLE IN A HANDSOME PACKAGE.)

Manufactured and Guaranteed by

THE HARRY HORNE CO., LIMITED, TORONTO, CAN.

Sole makers of "DOUBLE CREAM" products

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





## Helps You Sell Other Things

The demand for O-CEDAR POLISH is strong and steady all over Canada. Every woman knows O-Cedar Polish—hosts of women will use *only* it on their fine furniture.

Let these women know you carry it and you will be surprised at the many new customers

### *Window and Counter Displays and Floor Stands*

We have specially prepared for your use a splendid Electric Sign for your window—an attractive Counter Display—and a handsome and convenient Floor Stand. Ask your jobber for particulars.

# O-Cedar Polish

will bring into your store—and more than satisfied with the nice, steady profit at the end of each month—from a line that practically sells itself.

**THE CHANNELL CHEMICAL COMPANY, LIMITED**

369 Sorauren Avenue, Toronto

# **PROHIBITION** BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

## **MUNITIONS OF WAR**

This regulation precludes our manufacturing (for the present)

## **BOTTLE CAPS**

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

**BETTS & COMPANY, LIMITED**

1 Wharf Road - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

# You'll be working on a bed-rock foundation of proven results

when you begin featuring the lines that please the hard-to-please —Borden Milk Products.

Their unimpeachable purity and unquestioned quality have won for Borden Products an unexcelled selling reputation that every aggressive grocer should carefully consider.

The "Purity that brings sales" is worth investigating. Borden Purity has won and retained the confidence of three generations of housewives.

Tell your wholesaler you need a trial supply of Borden's. He'll ship promptly.



## Borden Milk Co., Limited

*"Leaders of Quality"*

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



# Satisfaction Guaranteed


OR

# Return at Our Expense

We know quality

## TEAS and COFFEES

and because we purchase *RIGHT* we are in a position to sell *RIGHT*.

 We guarantee every package of our goods to give satisfaction.

### KEARNEY BROS., LIMITED

Wholesale

33 Peter Street St. TEA and COFFEE Montreal

## INDIAN CHIEF BRAND CLAMS

Always Reliable



Prepared and packed ready for market the same day they are taken from the Clam beds. By so doing they are always put into the cans fresh and new.

Another thing is, in our new and up-to-date factory, the most careful attention is given to having the work done in the most sanitary manner.

Order from your Jobber.

Packed By

**SHAW & ELLIS**  
Pocologan, N.B.

## FINEST CRYSTAL GELATINES

Powdered and Sheet

### FINE LEAF GELATINE

**BRITISH MANUFACTURE**

# GELATINES

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

SOLE AGENTS FOR CANADA

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

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

# DON'T FORGET

MR. GROCER

that for summer trade and for all seasons

# CLARK'S

have absolutely the finest assortment of PREPARED FOODS.

Soups (in all varieties).

Spaghetti with Tomato Sauce and Cheese.

Irish Stew, Beef Steak and Onions.



Corned Beef, Roast Beef.

Ox Tongues, Potted Meats.

Loaf Meats, Mince Meat.

PEANUT BUTTER

CLARK'S PORK AND BEANS

ETC., ETC.

W. CLARK LTD.

MONTREAL



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





*The emblem of  
highest quality*



## Keep Royal Shield between you and customer disappointment

There is no surer way to secure the unstinted confidence of your customers than to sell them *Royal Shield Products*. Quality is the goal for which we have aimed—the quality that builds up the grocer's sales by bringing him a steady run of repeat orders. That we have succeeded may be judged from the fact that more and more dealers are stocking up with Royal Shield Lines and are finding them worth while.

You, as an aggressive grocer, appreciate what quick-selling quality means to your business. A trial order of Royal Shield Products will give you this quick-selling quality, putting added snap into your daily selling.

Royal Shield Brand Tea, Coffee, Jelly Powder and Baking Powder are all leaders and dependable sellers.

All kinds of this season's pack of *Canned Fruits and Vegetables* now in stock.

### Campbell Bros. & Wilson, Limited

WINNIPEG

BRANCHES:

Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Millar, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.

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

# WAGSTAFFES'

New Season 1917

# Strawberry Jam

Now Ready for Delivery

---

The quality of Berries  
this season is excellent.

Get your orders in early.

---

## WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

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



## Show her these two useful preserve jars

WITH the preserving season almost at hand the good housewife will soon be needing just such preserve jars as these.

A VERY little selling effort will convince you that these are worth while lines. There's a neat profit on every sale and sales are quick and easy.

Try them.

**The Toronto Pottery Co., Limited**

617-618 Dominion Bank Bldg.  
King and Yonge Streets  
**TORONTO**



**Preserve Jars**  
(With Stone Covers)

¼ gal. ....	\$1.50 per dozen
½ gal. ....	2.25 per dozen
¾ gal. ....	3.00 per dozen
1 gal. ....	4.00 per dozen
1½ gal. ....	4.80 per dozen
2 gal. ....	7.00 per dozen
3 gal. ....	9.00 per dozen

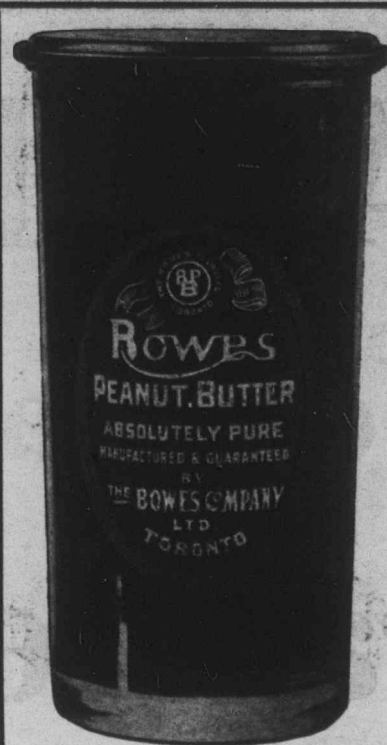
Jar can be made air tight by sealing with wax.



**Tall Butter Jars**  
With or Without Covers

¼ gal. (3 lb.)....	} at 12c. per gal.
½ gal. (5 lb.)....	
¾ gal. (10 lb.)..	
1 gal. ....	
2 gal. ....	
3 gal. ....	

Dark glazed inside. Light and Dark or All White outside.



## PROFITS PLUS

Good-will is an asset which yields you its maximum dividends on the sale of every jar of

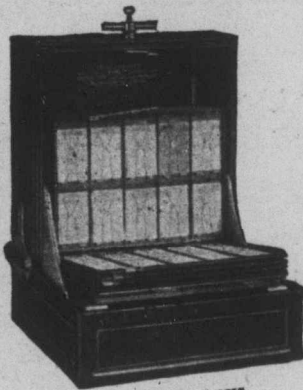
## Rowes PEANUT BUTTER

Now is the time when its sales reach "the peak" —see to it that you do not lose any peanut butter sales through not having this well-known brand in stock.

Manufactured and Guaranteed by

**The Bowes Company, Ltd.**  
**TORONTO**

Branches: Winnipeg, Man., and St. John, N.B.



"McCASKEY" SYSTEM  
OPEN

YOU have a much neater, cleaner, more orderly and much more useful set of records than any bookkeeper could keep in the old-fashioned way, if you use the McCASKEY system, and it pays for itself in any business in the money it saves, to say nothing of the better business system it provides.

**McCASKEY SYSTEMS Limited, Toronto**

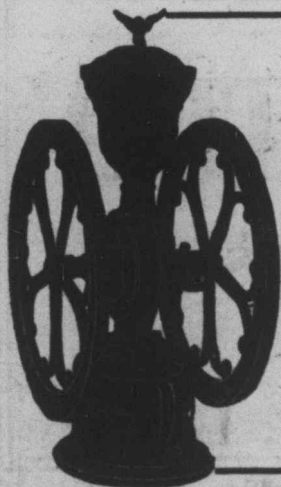
Write for Booklet "A Credit Plan That Works."

You, too, should be getting the unusually good continuous sales our extensive advertising is bringing dealers handling this popular beverage that people can make in their own homes.

## Hop Malt Beer Extract

makes the most deliciously flavored genuine lager beer. Conforms to Temperance Act. No license required to sell it. Your customers will want it. Agents wanted. Write

**HOP MALT COMPANY**  
Dept. S. Beamsville, Ont.



Increase Your Coffee Profits  
by using an  
**ELGIN NATIONAL COFFEE MILL**

Steel-cuts coffee faster than any other mill of corresponding size. Adjustable while running to cut coffee to suit each patron's taste. Guaranteed to give you continual satisfactory service.

Ask Your Jobber for catalog No. 24 or write us direct.

**WOODRUFF & EDWARDS CO.**  
ELGIN, ILLINOIS

## Show Our Wash Boards in a Corner of Your Store

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

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

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

**You  
should  
sell**

**REGINA  
BAKING  
POWDER**

It's a big favorite with every woman who has ever tried it. Put up in 16 oz. tins only. Retail at 50c per lb.

Keep a stock displayed and note the "repeats."



**The Robert Gillespie Co.**  
WINNIPEG, MANITOBA, Agents for Canada

*The New Breakfast Food*



**Dutch  
Tea  
Rusks**

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

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

Packed 36 15c packages to the case.

**The Robert Gillespie Co.**  
WINNIPEG, MAN.  
Agents for Canada

**Cleans  
Scours  
and  
Polishes  
Baths  
Sinks  
and  
All  
Enamel  
Ware.**



**Mr. Merchant:**



**Note the name and  
the package.**

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

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

**Furnivall's**  
FINE  
FRUIT  
**PURE JAM**

The choicest pick of the fruit crops, pure Cane Sugar and scientific manufacturing methods have given Furnivall's the proud pre-eminence it now enjoys.

Draw your customers' attention to Furnivall quality. "Repeats" are certain.

**FURNIVALL-NEW, Limited**  
Hamilton, Canada

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



# MANUFACTURERS AGENTS AND BROKERS' DIRECTORY

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

## WESTERN PROVINCES



### Confidence as a Basis of Trade

We place at your disposal the advantage of an established confidence built up on fair and aggressive methods during the fifteen years of our experience in the West.

We represent Christie, Brown & Co., Ltd., and Robertson Bros., Ltd., Toronto.

### Scott-Bathgate Company, Ltd.

149 Notre Dame Ave. East

**WINNIPEG**

Also at Regina, Moose Jaw and Saskatoon.

#### F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

#### THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage      Distributing      Forwarding

## EL ROI-TAN PERFECT CIGAR

### Mr. Manufacturer Are you represented in Alberta?

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

I want to represent you.

Reference: Standard Bank, here.

#### T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

### The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price.

Write in about it.

*N.B.—Objectionable advertising not accepted. Both editorial and advertising columns are closely censored to keep them clean and decent.*

Published by

**The MacLean Publishing Co., Limited**

143-153 University Avenue, Toronto, Ontario

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WESTERN PROVINCES.

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

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

402 Chambers of Commerce, Winnipeg

**G. B. Thompson & Co.**

Wholesale Commission Broker and Manufacturers' Agent

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

THE  
**Robert Gillespie Co.**

MALTESE CROSS BUILDING

WINNIPEG

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

DISTRIBUTION & SERVICE from COAST to COAST.

**W. H. Escott Co.**  
Limited

Manufacturers' Agents  
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon  
Calgary Edmonton

ESTABLISHED 1907

**WATSON & TRUESDALE**

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage  
Storage  
Distri-  
bution

**C. H. GRANT CO.**

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

**Gallon Apples**  
Fancy and Choice  
Seeded Raisins

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

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

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

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

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

**The HARRY HORNE CO.**  
Toronto, Can.  
BROKERS AND IMPORTERS  
Food Stuffs, Grocery Sundries, Drug Sundries and Confectionery.  
We carry stocks in our own Warehouse (when necessary).  
We employ a steady staff of salesmen (Get in touch with us)

**Merchants Baler**  
MADE IN CANADA



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

"f.o.b. Toronto."

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

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

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

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

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

Trade Papers are  
Pioneers of Business  
Expansion

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

Kindly mention this paper when writing to advertisers.

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

# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME  
LIMITED**

Commission Merchants  
Grocers' Specialties,

**MONTREAL TORONTO**

**QUEBEC'S RESPONSIBLE BROKERS**

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars. **BEANS AND CORN A SPECIALTY**  
**ALFRED T. TANGUAY & COMPANY**  
Commission Merchants and Brokers,  
91 DALHOUSIE ST. - QUEBEC CITY

**OPEN FOR AGENCY FOR THE  
CITY OF MONTREAL**

Complete Trade Connection.  
Reference—Home Bank of Canada.

**JOHN E. TURTON**

55 St. Frs. Xavier St. Montreal  
Phone Main 2628

**OATS, PEAS, BEANS, ETC.**

handled in any quantities to best advantage by

**ELZEBERT TURGEON**

Grain and Provision Broker

MONTREAL, P.Q. QUEBEC, P.Q.

Selling Agent for

The Maple Leaf Milling Co., Ltd., Toronto

*Buyers and Sellers of*

**All Kinds of Grains and  
Seeds**

**Denault Grain and Provision Co.  
LIMITED**

SHERBROOKE, P.Q.

**One Inch Space  
\$3.00 Per Issue  
on Yearly Order.**

**M**ORE important than the fact that intelligent advertising means economy to the trade and the final purchaser, is the fact that good advertising protects both the merchant and his customers.

The man who has put a name on his product and advertised it cannot afford to sacrifice reputation for temporary economies. That is why advertised products are usually the best in their line.



**Worth featuring at any time—**

**MATHIEU'S  
NERVINE POWDERS**

Neuralgia, Headaches, Sleeplessness and other nerve complaints are effectively removed with Mathieu's Nervine Powders.

Free from harmful drugs such as morphine, chloral, opium, etc., these nerve soothers may be safely recommended to everybody requiring a quick and sure remedy for nerve troubles.

Stock Mathieu's Nervine Powders now and add to your profits.

**J. L. Mathieu Company**  
SHERBROOKE, QUEBEC

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



# JAPAN TEA



Used by discriminating people who have become acquainted with its matchless flavor and aroma, Japan Tea, grown, cured and packed under the control of the Japan Tea Growers' Association, will always be found pure, free from dust, stems and broken leaves

The Japanese Government prohibits adulteration and coloring of Tea

ON SALE AT ALL GROCERS

**D**EALERS stocking Japan Tea find it measures up to the most exacting requirements of the most particular people.

By connecting your tea department with this superior product of Sunny Japan you will link up your sales with our extensive consumer advertising which is booming the tea sales of grocers in every community.

*Why not begin now?*

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



**SELL  
PRESNAIL'S  
PATHFINDER CIGARS**



The Seal of Quality

to contain only bitter Marmalade Oranges and granulated sugar.

We do not use sweet oranges and grape fruit.

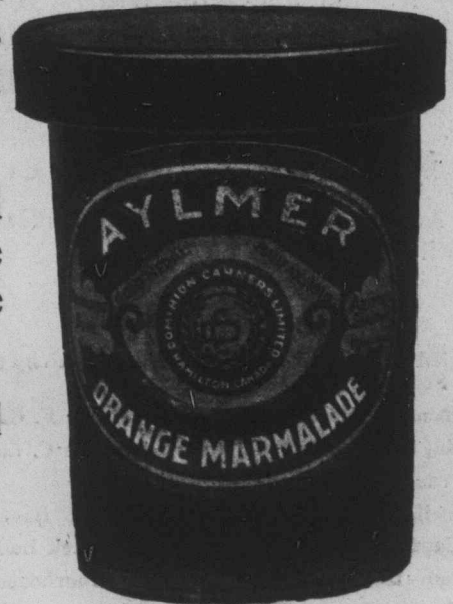
*Place Your Order Now.*

**Dominion Canners, Ltd.**  
HAMILTON CANADA

**Buy Orange Marmalade Now**

Marmalade oranges are all imported—and are hard to get.

We guarantee all Aylmer Marmalade



Aylmer Orange Marmalade is the full pail kind.

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



# MacLean's for August



An illustration by Ben Ward for "Mam'selle Butterfly" in August MacLean's.

## Is a Midsummer Number

**A**N August magazine will be read by most people when the languor of summer heat possesses them, when entertainment more than heavy stuff is most welcomed. Yet something worth while in the way of special articles is desired—this by the thoughtful few.

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

### CONTENTS

Frenzied Fiction for the Dog Days—(Done by the Dipperful.)  
By Stephen Leacock.

The Human Side of Conscription. By H. F. Gadsby.

Winning the War in the Air. By Agnes C. Laut.

A Circus Story. By L. B. Yates.

Mam'selle Butterfly. By Arthur Beverly Baxter.

The Captain of the Susan Drew. By Jack London.

An Andy Doolin Yarn. By Hopkins Moorhouse.

A Detective Story. By Robert E. Pinkerton.

The Gun Brand. By Jas. B. Hendryx.

Women and Their Work—A New Department. Review of Reviews—Regular Department.

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

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

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

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

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

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

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

At All News-Dealers  
15 cents

Write us for samples of

# S.P.B. BAGS

and CENTRE SEAM open end  
**ENVELOPES**  
for mailing Catalogues

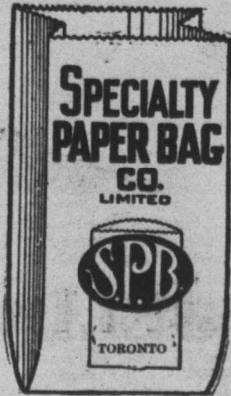
Confection-  
ery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We  
Specialize  
in  
Transparent  
Glassine  
Bags and  
Envelopes  
Made  
the Only  
Reliable  
Way

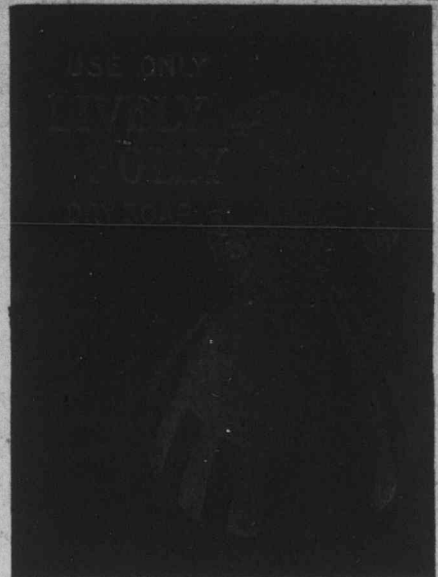
Heavy Kraft Bags with  
Centre Seam

We make Bags to line any  
size Carton

**SPECIALTY PAPER BAG CO., Ltd.**

Department G

247-255 CARLAW AVE., TORONTO, CAN.



## Feature Lively Polly Always

There is always a demand for this wonderful 5c cleaner. And the customer satisfaction it produces is a big asset in the building up of big business and good, sound profits.

Keep your stock displayed.

**J. HARGREAVES AND SONS**

LIVERPOOL, ENGLAND

Canadian Agents: McLellan Import Co., 301 Read Bldg.  
MONTREAL



## Malcolm Brands are worth displaying all the time

The splendid purity and convenience of condensed and evaporated milk or coffee bearing *ST. GEORGE, PRINCESS* or *BANNER BRANDS* will win you the confidence of the most critical.

Try a display to-day of *the only all-Canadian Milk Products.*

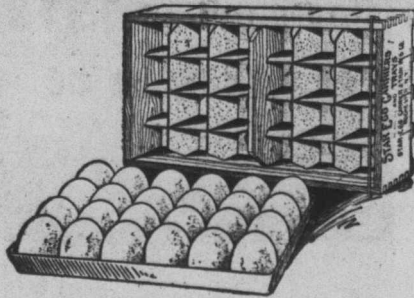
5 case lots delivered to any point in Ontario, Quebec and the Maritime Provinces and freight paid up to 50c. per 100 pounds.

**The Malcolm Condensing Company, Limited**

*"The Only Canadian Milk Company"*

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





*You Receive Quite a Number  
Two-Dozen Egg Orders*

That's why we build *Star Egg Carriers* in the two-dozen as well as the one-dozen size. And it embodies the same protection, the same saving in time, trouble and cost.

Perhaps you have never added this size *Star Egg Carrier* to your equipment. If that's the case let us suggest that you order a supply from your jobber to-day.

SAVE  
TIME AND  
MONEY



MAKE  
EGGS PAY A  
PROFIT

STAR EGG CARRIER & TRAY MFG. CO.  
Jay Street, Rochester, N. Y.



Dorothy, who is just getting over the measles, has no more than said, "My Goodness! Why don't they bring me something good to eat?" when the wise Kewpies appear, one bearing a dish of delicious, sparkling Raspberry

**JELL-O**

another bringing a spoon, and one carrying from sight the hateful medicine Dorothy's happy face expresses her approval. These same little Kewpies must have done a great deal towards helping the grocer out during the last two or three years, for they have been scattering sunshine and good cheer broadcast throughout America—and cheerful and sunshiny people are the best kind of customers.

The Genesee Pure Food Company of Canada, Ltd.,  
Bridgeburg, Ont.

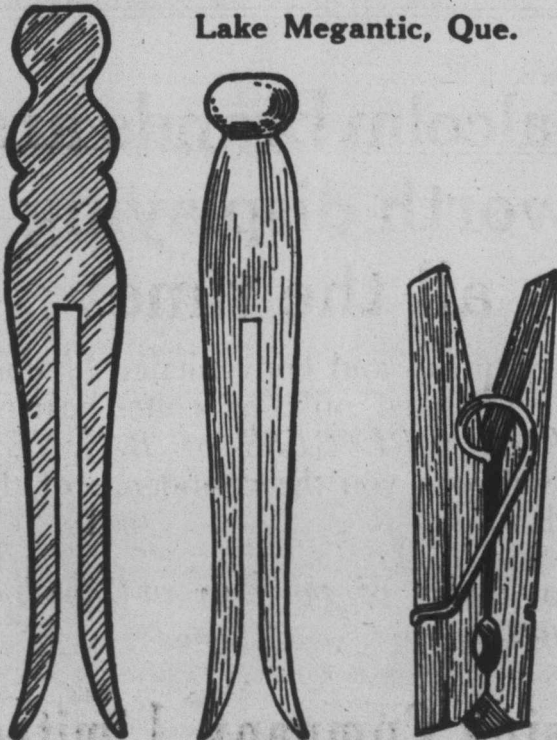
A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.

Made in Canada.



**The Megantic Broom Mfg., Co., Ltd.**  
*Manufacturers of Brooms and Clothes Pins*

Lake Megantic, Que.



Write to us when in need of  
Clothes Pins.

**No Advance Yet in  
the Price of  
G. Washington's REFINED Coffee**

Here is something that will interest you!

Three family size cans of G. Washington's Refined Coffee gives you a profit of 75c, and makes 240 to 300 cups of delicious coffee. If your profit on tea is 20c per pound, you must sell 3½ pounds of tea to equal the profit on three family size cans of G. Washington's Refined Coffee.

Recently we had a call from a Red Cross nurse just before she was leaving for France, where she had been for two years close to the firing line. She stated, "G. Washington's Refined Coffee was a real blessing to those of the boys who were fortunate enough to have had it sent to them."

It will pay you to feature G. Washington's Refined Coffee for home and for overseas use.

**CANADIAN SALES AGENTS:**

- Mr. Edmund Littler, 169 William St., Montreal.
- Mr. W. G. Kyle, 261 Stanley St., Winnipeg.
- Mr. E. J. Roberts, 215 Tenth Ave. W., Calgary.
- Mr. T. J. Johnson, 842 Cambie Street, Vancouver.
- Mr. W. G. Varty, 29 Melinda Street, Toronto.

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

## Alleged Profits of The William Davies Company in 1916 on Bacon, as Indicated by Department of Labor to be Five Cents per Pound, Untrue:

### Actual Profits Two-Thirds of a Cent Per Pound

THE statement issued by the Department of Labor concerning the business of The William Davies Company Limited has been given widespread circulation throughout the country and provoked public unrest.

Whatever the technical wording of the report was, the effect has been that the newspapers have published that "the profits on Bacon alone" of this Company "for 1916" were about "five millions of dollars." This interpretation of the official report is not surprising in view of certain statements that the Commissioner of the Cost of Living makes. The Commissioner is reported as saying that "There were two individual cases of profiteering in 1916 and that had these cases occurred since the passage of the cost of living Order-In-Council, he would consider it his duty to recommend that the facts be laid before the Attorney-General for consideration as to their criminality. The situation created by such erroneous and damaging statements is serious as emanating from a Government official, from whom one looks for not only accurate statements but correct conclusions.

The William Davies Company, being a private concern, has followed the practice of all private corporations, except when it made a bond issue in 1911, in that it has not published reports of its assets and liabilities or profit and loss. The present circumstance, however, in which a Government Official has led the public to false conclusions, makes it advisable for this Company, for both the public interest and its own interest, to publish particulars of its business as well as point out the error of the statement of the Government Official.

For the last fiscal year ending March 27th, 1917, The William Davies Company bought and killed 1,043,000 head of Live Stock (Cattle, Hogs and Sheep). This, plus purchases of outside Meats, produced 160,000,000 pounds of Meats. The Company handled 6,550,000 pounds of Butter and Cheese, 5,650,000 dozens of Eggs, and manufactured 26,500,000 tins of Canned Goods.

The net profits on these were .68 cents (or two-thirds of a cent) per pound on meats, 1.04 cents on Butter and Cheese, 1.04 cents per dozen on Eggs, and .47 cents (or slightly less than one-half a cent) per tin on Canned Goods. These profits include profits on all By-Products derived from these accounts.

During the year the Company served at its retail stores 7,500,000 customers, the average purchase of each customer was 35c, and the net profit upon each sale was 5-8 of 1 cent.

The turnover of the Company from all its operations for the last fiscal year ending March 27th, 1917, was \$40,000,000. The net percentage of profit upon this turnover, after deducting war tax, was 1.69 per cent., or including war tax 3.45 per cent.

The William Davies Company has assets of \$13,385,000, of which \$3,865,000 is tied up in fixed investments.

To provide the necessary facilities for the increased volume of business the Company expended \$750,000 in buildings and equipment during the year.

Companies of other character present no more reasonable statement of profit and loss based upon the investments made in the business.

The William Davies Company offered to the Imperial authorities, as well as to the War Office Service (which represents the Imperial authorities in Canada) to place the output of its Factory with respect to Bacon supplies, Canned Beef and Pork and Beans at the service of the authorities, on the basis of cost plus an agreed percentage. These offers were successively declined as the authorities evidently desired to purchase in the open market, and on this basis The William Davies Company has secured War Office business by open competition with the world.

#### Respecting the Report of the Commissioner on the Cost of Living:—

Last Winter the Commissioner, under authority of Order-in-Council, required packers to submit statements under oath for some years back and up to December 1st, 1916, of incoming stocks of Meats

and the cost of such, as well as statements of outgoing product and the selling value. This Company represented in writing at the time that the information as specifically required was not in

Continued on next page.



accordance with Packing House Accounting methods, and invited the Commissioner to send an Officer to the Head Office of the Company to examine the books for any information desired, and to secure a viewpoint as to the best way of collecting data which would be of use to the Government. This offer was declined, and there was nothing to do but fill in the information required as literally as we could determine it. For example, there was no recognition of the fact that a raw product may enter a factory under a specific classification and leave the factory as a finished product under some other classification.

We submitted a series of accurate figures based upon our interpretation of the official requirements which made no provision for charges of any description other than incoming freight and unloading charges to be included in the cost or to be deducted from the selling price. There was nothing in the report which could be read so as to determine a profit and loss statement. The very fact that with only a statement based upon cost of raw products and value of sales in Great Britain a Government Official has deduced "Large margins," "Profiteering" and "Criminality" if it had occurred since the passage of a recent Act, shows too dangerous a trifling and incapacity to be permitted to deal with any important situation. The statements of this Company have been treated by the author of this report as if the outgoing product was identical with the incoming product, and from the series of reports he has singled out two items—the Bacon and Egg reports—and from them deducted an erroneous "margin" which the newspapers have interpreted as "profit." The author of the inquiry shows a strange lack of even a fundamental knowledge of simple bookkeeping and a dangerous inability to co-ordinate figures. The following are specific and outstanding errors in the report:

The principal item that is causing excitement deals with cold storage Bacon. The term "cold-storage" is not defined, and the public is allowed to make its own definitions. As all Bacon in a packing house is under refrigeration it is really all cold-storage, and therefore this Company's figures of cold-storage Bacon represent the complete quantity of Bacon handled in its entire Plant, whether in freezers or in process of cure for immediate shipment. That some Companies interpreted cold-storage product as "freezer" product only is evidenced by the smallness or entire lack of figures on the Bacon list for some Plants, indicating that many Firms did not submit statements of their complete stocks, as did this Company. An Official of this Company pointed out this cold-storage distinction to Mr. O'Connor and Miss McKenna in Ottawa a few weeks ago, and the failure to make the distinction after having had it pointed out evidences lack of desire for accuracy of the real information desired.

It is true The William Davies Company, in 1916, exported 97,791,000 pounds of Bacon, but we do not know how the margin of 5.05 cents per pound is arrived at by Mr. O'Connor, as there were no figures

to justify such a conclusion. The probabilities are that the margin is arrived at by taking the average cost per pound of incoming product from the average selling price per pound of outgoing product. This may be a rough way of estimating the gross margin when dealing with small figures, but when dealing with figures the size that Mr. O'Connor has to deal with, a very small fraction of a cent per pound of error makes a very important difference in the total, and one must be careful to make sure that the outgoing product is the same finished merchandise of the incoming product reported on.

Allowing it to pass, however, as a rough estimate, we wish to point out—(first)—the inquiry of the Commissioner allowed only for incoming freight and unloading charges, and made no provision whatsoever for operating charges of any kind, such as labor, curing materials, refrigeration, et cetera. Such actual charges on the 97,791,000 pounds exported were \$1,162,000—or 1.2 cents per pound. This amount covered all charges up to the point of placing the Bacon on cars f.o.b. packing-house. In addition to this was the actual cost to land and sell this 97,791,000 pounds in England after leaving the packing house, which involved charges of 2.9 cents per pound—or \$2,836,000. This 2.9 cents per pound included inland and ocean freight, landing charges, war and marine insurance, cables, and selling commission to agents. The ocean freight and war risk alone would make up 2.4 cents of the charge of 2.9 cents per pound. This 1.2 cents, plus 2.9 cents—a total of 4.1 cents—must be deducted from Mr. O'Connor's margin of 5.05 cents per pound, leaving a margin of .95 cents, or slightly less than a cent per pound, which still has to be reduced because of the error of premises and because of further factors which have to be considered to determine net profits.

It is quite evident some of the other packers did not show selling values in the country in which the goods were sold—a proceeding quite proper, as the forms submitted to be filled in were indefinite and ambiguous, thus permitting without charge of evasion a variety of interpretation as to the information required. It is thus possible that of all the figures submitted by the different packers that no two sets of costs and sales prices are determined at the same common point. It is this difference of interpretation of what was required that accounts for the difference of the alleged "margin" made by the different companies. Common conclusions, however, have been drawn by the author of the report from varying bases of premises.

The figures of the Egg business were submitted on the same basis as Bacon, and similar deductions must be made.

(Second)—The above margin is further reduced in that the author of this inquiry singled out the Bacon figures as an item in which the selling price shows an alleged improper advance over cost, but he did not give us credit for the statements of other products, of which figures were submitted, the selling prices of which were under cost. The reason of this was that through failure to inquire the Depart-

ment entirely overlooked the fact that product may come in as pork and, through the process of manufacture, go out as Bacon, or, in another instance, enter the factory as beef and go out in the form of canned meats; for example: much of the product which came in as pork, and which was entered on the pork sheet submitted to the Commissioner—about which he makes no mention—was cured and left the factory in the form of Bacon, and was, therefore, entered on the outgoing side of the Bacon sheet—the result is that the Bacon sales are increased by this amount over the incoming stocks of Bacon, and, likewise, the sheet showing sales of pork is reduced by the amount that went out in the form of Bacon. If the Department takes one set of figures that show favorable to the Company they

should take another set of figures that show unfavorable, as the principle in either case is the same, and failure to do so looks as if the author of the report was exercising more enthusiasm than sound judgment in his investigations.

(Third)—It is queried in the report, that "if the margin of 3.47 cents," alleged to have been made in 1915, "was satisfactory, why was it necessary to show increased margin in 1916?" Assuming again for the moment the soundness of the premises in asking such a question based on an erroneous "margin," it will be found that the increased margin is chiefly absorbed in increased ocean freight rates and war risk insurance in 1916, of which apparently the author of the report was in ignorance.

The Company does not challenge either the legal or moral right of the Government to investigate business enterprises when public interest directs such an investigation should be made. If an investigation of the packing and meat business is ordered, the Company will place at the disposal of the Government not only the data it would be required to supply under Order-in-Council directing that inquiry be made, but will place the experience of its officers at the disposal of the investigating committee, if it is considered they can render any service which will be of value. The Company has not now—nor at any time during the fifty years of its operation—anything to conceal in method or practice of carrying on its business. It does, however, claim the right to conduct its export business without abusive comment from Government civil servants—especially when the conclusions drawn from the data asked for are improper and false.

One of Canada's chief export industries is the packing business. It is essential to the live stock industry, and, along with other export industries, it maintains the financial stability of this country and should, providing it is on a sound basis, receive encouragement and not slanderous abuse. In view of the publicity given to the report of the Commissioner on the cost of living, the Company demands the same publicity in having an official Government investigation of this report to determine the truthfulness or untruthfulness of its conclusions. We do not seek public consideration as a company, but we do say that untruthful official statements, or statements the effect of which is to create an untruth, adversely affect the live stock industry of this country, which is so valuable and essential a wealth-producing power and, in the long run, are harmful to the very people that the statement seeks to benefit.

If the passing out of existence of a corporation such as The William Davies Company, or if nationalization of packing houses would materially and permanently reduce food prices, then in view of the present world tragedy it ought to be consummated without delay. The fact of the matter is, however, that with millions of people in Europe turning from producers into consumers because of war, and the tremendous destruction of food products incident to war, there is no remedy for the high prices of food while such conditions last, except the remedy of thrift and increase of production.

Long before there was talk of a Food Controller in the United States or Canada The William Davies Company urged the Government at Ottawa, in writing, to appoint a Food Controller with full power to do what he saw fit, as we realized at that time the upward tendency in the price of food commodities unless checked by official effort. At the most a great deal cannot be done in reducing food prices while currency is inflated and until the scale of prices of all kinds of commodities declines also. What can be done can only be done by a Food Controller. We wish to point out that nothing at all can be accomplished unless the data secured are accurately and clearly made and the deductions therefrom sound. Only public harm arises from dangerous incompetency in the haphazard collection and careless use of important figures.

As far as The William Davies Company is concerned this terminates all public statements of the Company, and it will pay no more attention to speculative and haphazard statements made either by newspapers or civil servants. The only further statement that will be made will be at an official investigation.

*E. C. FOX, General Manager*

**THE WILLIAM DAVIES COMPANY, LIMITED**

Toronto, July 17th, 1917



# REDUCE THE HIGH COST OF LIVING

## And Take Advantage of These Bargains

### HOLIDAY SEASON SPECIALS

50,000 PACKAGES

Pure Corn Starch

"BEST" BRAND and Best in purity.

One pound net,

48 packages per case, 9½c per pack.

10 cases freight paid in Quebec and Ontario, East and South of Sault Ste. Marie, North Bay and boat points.

### NEW PACK LOBSTERS

1,000 Doz. ½ lb. flat,

8 doz. per case

"Dominion" Brand,

Finest quality

\$2.65 doz.

Net, Montreal

### BAKED BEANS

1,000 Doz. 10-oz. tins,

Plain,

Quality Unsurpassed,

75c doz.

Net, Montreal

### CALIFORNIA SEEDED RAISINS

1,000 Boxes, 36 x 16 oz. Packages,

CHOICE quality,

11c per pack

Net, Montreal

EVERYTHING WE SELL IS GUARANTEED AS TO QUALITY.

OUR SERVICE IS PERFECT

DON'T DELAY PLACING YOUR ORDERS.

## L. CHAPUT, FILS & CIE, LIMITEE

WHOLESALE GROCERS AND IMPORTERS

2, 4, 6, 8, 12 and 15 DeBresoles Street

MONTREAL

Established in 1842

# 1/2 of your customers

We know of a good many stores where they are not selling 1/2 of their customers tea. They admit they have lost this trade by trying to push cheaper teas that showed larger gross profits.

Many of these merchants have been wide-awake enough to accept our travellers' advice and are recommending Red Rose instead of cheap tea and are gradually winning this trade back.

How many of your customers are you not selling tea to? Try them with Red Rose.

**T. H. Estabrooks Company, Ltd.**

St. John      Toronto      Winnipeg      Calgary



1917  
Improved  
**Van Berkel**  
Meat Slicer

**Increase Your Summer Profits on Cooked Meats**

We saved an average Toronto grocer 80c a day last month with a Van Berkel Meat Slicer (new model).

We'll do as good for you. Write for catalog and prices. Easy terms.

**The Hobart Mfg. Co.**  
149 Church St.  
TORONTO  
Sole Agents for Canada

When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

# OCEAN BLUE

and you will be on the safe side. They cannot buy, and you cannot sell, a better.

**Order from your Wholesaler.**

**HARGREAVES (CANADA) LIMITED.**  
The Gray Bldg., 24-26 Wellington St. W., Toronto  
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton, For British Columbia and Yukon.—Creechen & Ivory, Rooms 5 and 6, Jones Block, 477 Hastings Street W., Vancouver, B.C.



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





*Popular Sellers in Every Community*

**ROBINSON'S  
"PATENT" GROATS  
and  
ROBINSON'S  
"PATENT" BARLEY**

Dealers would do well to keep their stocks of these widely known cereals constantly displayed. Remind your customers daily that you sell Robinson's "Patent" Groats and "Patent" Barley. They know them. Everybody does. And their preference is proven by steady repeats.

**MAGOR, SON and COMPANY, LIMITED**  
30 CHURCH ST., TORONTO - 191 ST. PAUL ST. W., MONTREAL

AGENTS FOR THE DOMINION OF CANADA

**Mutual Purchasing Company, Limited**  
**Purchasing Agents and Importers**

**Groceries and Green Fruits**

**Buying Agents for the Undermentioned**

**Wholesale Grocery and Fruit Houses**

**WHOLESALE GROCERY HOUSES**

- Alexander Grocery Co., Ltd.....Camrose, Alta.
- Brandon Grocery Co., Ltd.....Brandon, Man.
- Camrose Grocery Co., Ltd.....Camrose, Alta.
- Crown Grocery Co., Ltd.....North Battleford, Sask.
- MacLean Grocery Co., Ltd.....Regina, Sask.
- Medicine Hat Grocery Co., Ltd...Medicine Hat, Alta.
- Moose Grocery Co., Ltd. ....Moose Jaw, Sask.
- Red Deer Grocery Co., Ltd. ....Red Deer, Alta.
- Simington Co., Ltd. ....Calgary, Alta.
- Swift Current Grocery Co., Ltd..Swift Current, Sask.
- Weyburn Grocery Co., Ltd.....Weyburn, Sask.
- Yorkton Grocery Co., Ltd. ....Yorkton, Sask.

**WHOLESALE FRUIT HOUSES**

- Acme Fruit Co., Ltd. ....Calgary, Alta.
- Bright Emery Co., Ltd. ....Winnipeg, Man.
- Canadian Fruit Co., Ltd. ....Moose Jaw, Sask.
- Early Fruit Co., Ltd.....Saskatoon, Sask.
- Kerrobot Merc. Co., Ltd.....Kerrobot, Sask.
- Lethbridge Merc. Co., Ltd.....Lethbridge, Alta.
- Northern Fruit Co., Ltd.....Saskatoon, Sask.
- Pioneer Fruit Co., Ltd.....Brandon, Man.
- Portage Fruit Co., Ltd. ....Portage, Man.
- Prince Albert Fruit Co., Ltd....Prince Albert, Sask.
- Rex Fruit Co., Ltd.....Moose Jaw, Sask.
- Rogers Fruit Co., Ltd.....Winnipeg, Man.
- Royal Fruit Co., Ltd.....Edmonton, Alta.
- Sterling Fruit Co., Ltd.....Winnipeg, Man.
- Stockton Mallinson Co., Ltd.....Regina, Sask.
- Walker Fruit Co., Ltd.....Weyburn, Sask.
- Lloyd Fruit Co., Ltd.....Regina, Sask.
- Mitchell Fruit Co., Ltd.....Calgary, Alta.
- Brown Fruit Co., Ltd.....Edmonton, Alta.

**We Invite Correspondence from Manufacturers and Shippers**

**Mutual Purchasing Company, Limited** 401 ROSS AVENUE  
WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

# CANADIAN GROCER

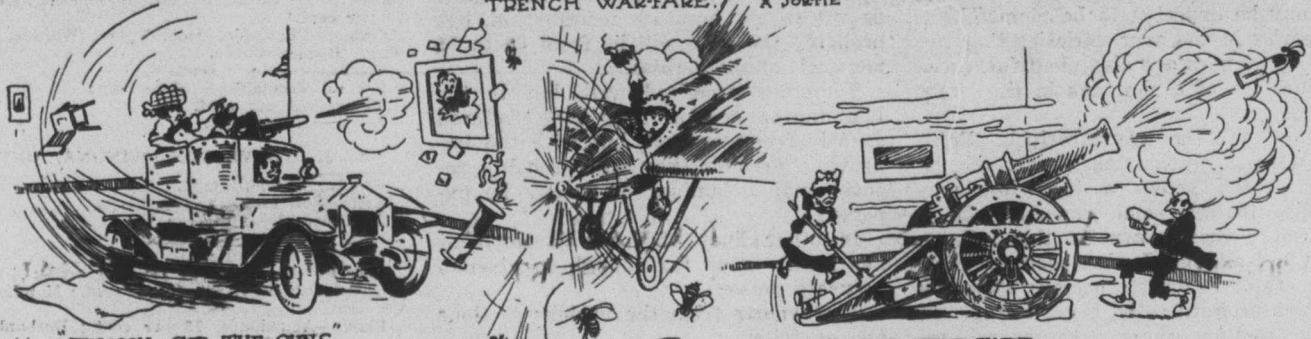
Vol. XXXI.

TORONTO, JULY 20, 1917

No. 29



TRENCH WAR-FARE. A SORTIE



THANK GOD THE GUNS

STEGE WAR-FARE



OVER THE TOP AND AT EM

GETTING THE HIGH FLIES



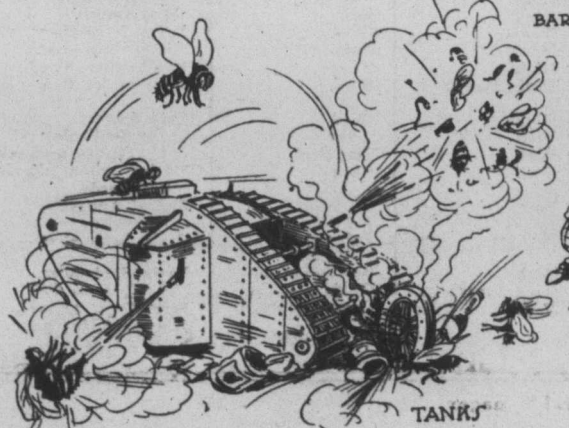
THE HAND GRENADES



BARBAROUS WARFARE



SNIPING FROM COVER



TANKS



TRENCH MORTAR



THE CAVALRY



THE DETENTION CAMP

W. K. C. 1917

Drawn for CANADIAN GROCER by Lou Skuce.



# Prospects for Preserving Fruits

Last Minute Reports From the Fruit Belt of Ontario Will Give the Grocer an Idea of What Fruits to Feature for Preserving Time—Authoritative Information That Should be of Value.

THE CANADIAN GROCER with the idea of getting a last minute and authoritative report of the fruit prospects for the coming year, in the fruit section of Ontario, has queried some of the growers and handlers of these fruits, some of the replies received appear herewith and will give the dealer a very fair estimate of what is to be expected in the way of canning fruits during the coming season.

It will be noted that raspberries and other early fruits show a very fair yield and may be expected to be plentiful.

Cherries in the sour varieties that are the best canners are also plentiful, there is somewhat of a shortage in the sweet cherries.

Plums will be comparatively light. The Winona section, the heart of the plum district shows a very low percentage, though some reports take a little more rosy viewpoint than others. The Vineland and Jordan sections show a fair crop. Peaches especially the early varieties promise to be a good crop. In several sections these varieties are re-

ported to be a full crop, while in others though less there is still a fair promise. The later canning varieties, while not as plentiful show a very fair crop especially in the St. John and Crawfords. The Elberta will apparently be about a half crop.

Pears do not present quite so satisfactory a promise. There is less than half a crop, and this is especially noticeable in the better canning varieties such as the Bartlett.

Grapes, promise a fair crop. It is early as yet to get accurate information, but probably the crop will be from 60 to 75 per cent. of the normal.

Tomatoes promised well, but in the Leamington section they have suffered greatly from the wet, but with the improving weather they will probably recover and a bumper crop may be expected.

In other lines of fruit, development has hardly gone far enough to give an accurate notion.

The reports from the various sections are as follows:

**J. C. & M. C. SMITH, BURLINGTON, ONT.**

Raspberries—Full crop.  
 Kitts—Half crop.  
 Red Currants—Half crop.  
 Black Currants—10 per cent.  
 Gooseberries—60 per cent.  
 Cherries—Montmorency, 75 per cent; Blacks, Ox Heart, Morello, 100 per cent.  
 Plums—Abundance, 40 per cent.; Burbank, 60 per cent.; Bradshaw, 50 per cent.; Washington, 25 per cent.; Yellow Egg, 25 per cent.; Gage, 25 per cent.; Prune, 75 per cent.; Reine Claude, 50 per cent.; Lombard, 75 per cent.  
 Peaches—Early varieties, St. John, Crawford, Elberta, Smock.  
 Pears—Clapp, 25 per cent.; Duchess, 50 per cent.; Bosc, 50 per cent.; Sheldon, 50 per cent.; Sickel, 25 per cent.; Bartlett, 25 per cent.; Keiffer, 75 per cent.  
 Grapes—Champion, Moore's and Worden, Niagaras, Rogers, Concorde.  
 Tomatoes—50 per cent.  
 General Vegetables—100 per cent.  
 Melons—25 per cent.  
 Apples—15 per cent.

**E. J. WOLVERTON, WINONA, ONT.**

Raspberries—Full crop.  
 Kitts—Full crop.  
 Red Currants—Full crop.  
 Black Currants—Full crop.  
 Gooseberries—Full crop.  
 Cherries—Montmorency, 75 per cent.; Blacks, 50 per cent.; Ox Heart, 50 per cent.; Morello, 100 per cent.  
 Plums—Abundance, 15 per cent.; Burbank, 15 per cent.; Bradshaw, 15 per cent.; Washington,

## Retailers' Buying Chart

IT TELLS WHEN TO BUY NIAGARA TENDER FRUITS

Name of Fruit	Variety Name	Eating Qualities	Preserving Qualities	Sugar Content High and Low	Keeping Qualities	Date When Best
Cherries	Ox Heart	Excellent	Excellent	High	Fair	July 1 to last. Ripe a month.
Cherries	Montmorency	Fair	The preserving cherry	Medium	Good	Mid July.
	Black	Excellent	Excellent	High	Fair	Mid July.
	Morello	Fair	Excellent	Medium	Good	Late July
Raspberries	Cuthbert	Excellent	Excellent	High	Good	Late July
Blackberries	Thimble Berries	Fair	The Best	Medium	Fair	August
Plums	Abundance	Fair	Poor	Medium	Poor	Early August
	Burbank	Fair	Poor	Medium	Poor	Early August
	Washington	Good	Good	High	Fair	Mid August
	Egg	Good	Good	High	Fair	Mid August
	Lombard	Fair	Excellent	Medium	Good	Early September
	Niagara	Fair (best)	Excellent	Medium	Fair	Mid to late Aug.
	Reine Claude	Excellent	Excellent	High	Good	Mid to late Aug.
	Prunes	Good	Good	High (very)	Good	Sept. to 1st Oct.
Peaches	St. Johns	Excellent	Excellent	High	Good	Late August
	Crawfords	Excellent	Excellent	High	Good	Early September
	Elbertas	Fair	The Best	High	The Best	Late Sept., a week later than Early Crawfords.
	Smocks	Fair	The Best	High	Good	End of August
	Champion	Poor	Nil	Low		
	Moore's	Poor	Nil	Low		
	Worden	Good	Fair	Medium	Fair	Early September
Grapes	Niagaras	Good	Jelly	High	Good	Early September
	Rogers	Excellent	Jelly	High (very)	Good	Mid. Sept. to Oct.
	Concorde	Excellent	" also wine and grape juice	High	Good	First Sept. to mid. Mid. Sept. to Oct.

15 per cent.; Yellow Egg, 15 per cent.; Gage, 15 per cent.; Prune, 15 per cent.; Reine Claude, 15 per cent.; Lombard, 15 per cent.

Peaches—Early varieties, 90 per cent.; St. John, 75 per cent.; Crawford, 60 per cent.; Elberta, 30 per cent.; Smock, 60 per cent.

Pears—Clapp, 50 per cent.; Duchess, 20 per cent.; Bosc, 20 per cent.; Sheldon, 15 per cent.; Sichel, 75 per cent.; Bartlett, 40 per cent.; Keiffer, 60 per cent.

Grapes—Still uncertain.

Tomatoes—Large acreage, plants backward; many injured by wet.

General Vegetables—Full crop.

Mellons—

Apples—10 per cent. of a crop.

**C. W. F. CARPENTER, WINONA, ONT.**

Raspberries—75 per cent. to 100 per cent.; quality good.

Kitts—75 per cent. to 100 per cent.; quality good.

Red Currants—75 per cent. to 100 per cent.; quality good.

Black Currants—75 per cent. to 100 per cent.; quality good.

Gooseberries—100 per cent.; quality good.

Cherries—Montmorency, 50 per cent. to 60 per cent.; blacks, 30 per cent. to 40 per cent.; ox heart, 30 per cent. to 40 per cent.; Morello, 60 per cent. to 75 per cent.

Plums—Abundance, 25 per cent. to 30 per cent.; Burbank, 50 per cent.; Bradshaw, 40 per cent.; Washington, 10 per cent. to 20 per cent.; Yellow Egg, 10 per cent.; Gage, 20 per cent. to 30 per cent.; Prune, 50 per cent. to 75 per cent.; Reine Claude, 10 per cent. to 20 per cent.; Lombard, 50 per cent.

Peaches—Early varieties, 75 per cent. to 80 per cent.; St. John, 40 per cent.; Crawford, 40 per cent.; Elberta, 50 per cent. to 60 per cent.; Smock, 75 per cent.

Pears—Clapp, 40 per cent.; Duchess, 30 per cent. to 40 per cent.; Bosc, 20 per cent.; Sheldon, 40 per cent.; Sichel, 30 per cent.; Bartlett, 30 per cent. to 40 per cent.; Keiffer, 75 per cent.

Grapes—Champion, 75 per cent.; Moores and Worden, 75 per cent.; Niagaras, 75 per cent.; Rogers, 75 per cent.; Concord, 75 per cent.

Tomatoes—40 per cent. to 50 per cent. Plants injured by rain.

General Vegetables—75 per cent.

Mellons—75 per cent.

Apples—25 per cent. to 30 per cent.

**WINONA FRUIT GROWERS, WINONA, ONT.**

Raspberries—Promise a full crop.

Kitts—Promise a full crop.

Red Currants—Promise a full crop.

Black Currants—About 75 per cent. average crop.

Gooseberries—About 80 per cent. average crop.

Cherries—Early Richmonds, 60 per cent.; Montmorency, 60 per cent.; Morello, 70 per cent.; Blacks, 30 to 40 per cent.; White, 40 to 50 per cent.; average crop.

Plums—Abundance, 25 to 30 per cent.; Burbank, 25 to 30 per cent.; Washington, 10 to 20 per cent.; Yellow Egg, 10 per cent.; Gage, 20 to 30 per cent.; Reine Claude, 30 per cent.; Bradshaw, 25 to 30 per cent.; Gueli, 30 per cent.; Grand Duke, 30 per cent.; Lombard, 25 to 30 per cent.; average crop.

Peaches—Early varieties, 40 per cent.; St. John, 40 to 50 per cent.; Crawford, 40 to 50 per cent.; Alberta, 35 to 40 per cent.; average crop.

Pears—Early and late varieties, 30 to 35 per cent.; average crop.

Grapes—Promise less than average crop but too early to make anything like an approximate estimate.

Tomatoes—Very large acreage planted but yield likely to be light on account of weather conditions.

**S. M. CULP & CO., BEAMSVILLE, ONT.**

Raspberries—75 to 80 per cent.

Kitts—Full crop.

Red Currants—Full Crop

Black Currants—75 per cent.

Gooseberries—Full crop.

Cherries—Montmorency, 90 per cent.; Blacks, 25 per cent.; Ox Heart, 25 per cent.; Morello, 75 per cent.

Plums—Abundance, 25 per cent.; Burbank, 50 per cent.; Bradshaw, failure; Washington, not many; Yellow Egg, 25 per cent.; Prune, 50 per cent.; Reine Claude, 50 per cent.; Lombard, 40 per cent.

Peaches—Early varieties, crop; St. John, 75 per cent.; Crawford, crop; Elberta, 50 per cent.; Smock, crop.

Pears—Duchess, 50 per cent.; Bartlett, 60 per cent.; Keiffer, 50 per cent.

Grapes—Champion, good bloom; Moores and

Worden, good bloom; Niagaras, good bloom; Rogers, good bloom; Concord, good bloom.

Tomatoes—Cannot tell yet.

General Vegetables—Good crop.

Mellons—Too early to say.

Apples—About 20 to 25 per cent. of crop.

**VINELAND FRUIT GROWERS' ASSOCIATION.**

Raspberries—90 to 100 per cent.

Kitts—Full.

Red Currants—Full.

Black Currants—75 to 90 per cent.

Gooseberries—75 per cent.

Cherries—Montmorency, 60 per cent.; blacks, 25 per cent.; Ox Heart, 35 per cent.; Morello, 75 per cent.

Plums—Abundance, 20 per cent.; Burbank, 15 per cent.; Bradshaw, 75 per cent.; Washington, 50 per cent.; Yellow Egg, 75 per cent.; Gage, 60 per cent.; Prune, 90 per cent.; Reine Claude, 75 per cent.; Lombard, 75 per cent.

Peaches—Early varieties, 90 per cent.; St. John, 75 to 90 per cent.; Crawford, 75 per cent.; Elberta, 40 to 50 per cent.; Smock, 60 per cent.

Pears—Clapp, 50 per cent.; Duchess, 40 per

**ERIE CO-OPERATIVE CO., LEAMINGTON, ONT.**

Replying to your letter of July 11th, we have to advise that there is very little fruit grown here, but this is a large vegetable district. The tomato acreage planted this season is equivalent to that of last year which you may call 100 per cent., but the crop it is expected at present to be very short. The first setting of fruit was spoiled by the rains and cold weather, and continual rains and cold weather, even up to the present, is holding back the ripening of this crop and spoiling the set of the later blossoms.

Our melon acreage is much larger than last year, but also on account of bad weather the crop bids fair to be very poor.

Same can be said of all other lines of vegetables.

Cherries, Montmorency, 100 per cent.

Continued unfavorable weather may still further reduce the above estimate.

Strawberry growers have done well in fact all the early small fruits are promising. Peaches will disappoint, plums are a complete failure in many orchards, though small blue varieties have set the best. Pears very light and apples almost a failure. Rather too early to give an accurate estimate of grapes as they have just passed the blossoming stage.

We regret that we are unable to give a more encouraging report, as this season above all others, we would be glad to have good crops at moderate prices.

**U. S. GOVERNMENT TO CONTROL EXPORTS**

President Wilson has issued his expected proclamation providing for absolute Governmental control of the exports of essential war-time commodities, and July 15 has been set as the date on which it will become effective. The "essentials" placed under restriction are widely varied and indicate drastic action to prevent the draining of America. In connection with the action which bars not only coal, fuel, and steel from export, but wheat, grains, and other foodstuffs, it is reported that practically a complete embargo on wheat might be taken to remain in effect until the allies of America form their Central Purchasing Board. Similar action, it is expected, will be taken with other grains and commodities. If this embargo is placed on wheat, efforts will be made to have the Allies move the surplus now held in Canada. After the date set none of the commodities named may be taken from the country except under license.

A duck may lay a bigger egg than the helpful hen can lay, but when she's through she cackles not, but simply walks away. And so we scorn the silent duck—but the helpful hen we prize. This is only another way to say that it pays to advertise.

Satisfaction Unconditionally Guaranteed

## If You Want Fruit for Preserving

READ OUR ADVERTISEMENTS BEFORE YOU BUY

We intend to sell a large quantity of Firm, Fresh Fruit for Preserving—Strawberries, Loganberries, Raspberries, Peaches, Apricots, Plums, Italian Prunes, Pears, etc., all at Cash and Carry Prices.

<p><b>Lowest Prices for Fresh Firm Fruit and Lowest Prices for Preserving Jars and Lowest Prices for Granulated Sugar.</b></p>	
<p><b>MASON JARS</b></p> <p>Pints, per dozen ... 75¢</p> <p>Quarts, per dozen ... 85¢</p> <p>½-galls., per doz. ... \$1.24</p>	<p><b>ECONOMY JARS</b></p> <p>Pints, per dozen ... \$1.05</p> <p>Quarts, per dozen, \$1.25</p> <p>½-galls., per doz. ... \$1.73</p>
<p>Granulated Sugar, 20 lbs. .... \$1.98</p>	
<p><b>E-Z SEAL JARS</b></p> <p>Pints, per dozen ... 98¢</p> <p>Quarts, per dozen, \$1.05</p> <p>½-galls., per doz. ... \$1.30</p>	<p><b>GOLDEN STATE MASON JARS</b></p> <p>Pints, per dozen ... \$1.05</p> <p>Quarts, per dozen, \$1.25</p> <p>½-galls., per doz. ... \$1.65</p>
<p><b>BUY GOOSEBERRIES FOR PRESERVING</b></p> <p>in bulk, not in crates. You get much more for your money. Crates cost money, and they are of no use to you. 2 lbs. .... 19¢</p>	
<p>Golden State Mason Caps, per dozen ..... 30¢</p> <p>Golden State Mason Rubber Rings, per dozen ..... 15¢</p> <p>Mason Jar Rubber Rings, per dozen, 9c, 6c and ..... 4¢</p> <p>Economy Tops, per dozen ..... 50¢</p> <p>Buy Preserving Jars Now as Prices Will Soon Advance</p>	

## The People's Groceteria

749-751 YATES STREET

Satisfaction Unconditionally Guaranteed

A good type of advertisement to stimulate preserving business.

cent.; Bosc, 25 per cent.; Sheldon, 25 per cent.; Sichel, 25 per cent.; Bartlett, 40 per cent.; Keiffer, 60 per cent.

Grapes—Champion, 75 to 90 per cent.; Moores and Worden, 75 to 90 per cent.; Niagaras, 90 per cent.; Rogers, 75 to 90 per cent.; Concord, 75 to 90 per cent.

Tomatoes—50 per cent.

General Vegetables—Too much rain. Plantings heavy.

Mellons—65 per cent.

Apples—15 per cent.

**J. PENGILLY, CLARKSON, ONT.**

Raspberries—100 per cent.; quality good.

Kitts—30 per cent.; quality fair.

Red Currants—90 per cent.; quality good.

Black Currants—75 per cent.; quality good.

Gooseberries—75 per cent.; quality good.

Cherries—Montmorency, 80 per cent., excellent; Blacks, 40 per cent.; Morello, 90 per cent., good.

Plums—Abundance, 90 per cent., good; Burbank, 100 per cent., excellent; Yellow Egg, 50 per cent., fair; Gage, 5 per cent.

Pears—Duchess, 75 per cent., poor; Bartlett, 40 per cent., fair; Keiffer, 80 per cent., fair.

Tomatoes—Per cent. not known yet. Look excellent.

General Vegetables—First class, 100 per cent.

Mellons—Outlook is poor so far.

Apples—Early, 75 per cent., fair; late, 10 per cent., fair.



# Phases of Packing House Investigation

Findings of Commissioner O'Connor, as Reported in the Press Bitterly Resented by Representative Packers—The Sorry Figure Cut by the Daily Press and Others—No Official Report Yet Available—A General Comedy of Errors.

**D**URING the course of the last few days there dropped, like a bolt from the blue, a report of the investigations of W. F. O'Connor into the dealings of Canadian packing houses. At least there has been given to the public, through the daily press, excerpts from this report that claim to represent its findings. Such serious misconstructions of the actual wording of this report have been actually admitted by many newspapers that the whole tenor is open to question.

Charges that one packing house made a profit of five million dollars on the trade in bacon alone have been made, and that another packing house cleaned up the tidy sum of a million and a half from the same product. Similar enormous profits are reported to have been made in eggs.

## Official Report Not Available

As yet no official copy of the report is obtainable; it is, therefore, impossible to check up the inaccuracies of the daily press. The CANADIAN GROCER is, however, in receipt of a letter from W. F. O'Connor, in which appears this significant statement: "The trouble with the newspaper men seems to have been that they attempted to make a summary of the contents of a one-hundred page report, by looking at every second or third page instead of every page. The result was inevitable."

The "Toronto Globe," in its first article on the subject, did not hesitate to connect the name of the William Davies Company with the instance of greatest profit, though as far as is yet known there is no indication in the report as published to justify this assumption.

## Sir Joseph Flavelle Speaks

In response to this direct charge of profiteering, Sir Joseph W. Flavelle, the president of that company, telegraphed Premier Borden as follows:

Sir Robert Borden, P.C., K.C.M.G., Prime Minister, Ottawa.

The statements given to the press by the Department of Labor, and which appear in the morning papers covering the business of the William Davies Company, are grotesquely untruthful, both in the mass and in detail. They evidence a curious admixture of ignorance and malice. I deeply regret the injustice of this attack. I regret it naturally on personal grounds, but even more on public grounds. Bitterness and anger and suspicion are being stirred up against public men, against labor and capital, and corporations, which in many instances have no better support than flippant impudence and ignorance. The pity in this case is an authoritative statement was available and was not consulted. The

Department of Finance is furnished with a balance sheet and the profit and loss sheet annually of each firm in Canada given under the provision of the business tax measure. The statement of the William Davies Company is and must continue to be furnished to the Department of Finance. These statements are not only audited on behalf of the company, but are verified by the accountant of the Department of Finance, and are final in authority.

The Department of Labor could have consulted these statements and could have procured such further information as they might have desired by application to the general manager of the company, and could have thus avoided the grave injustice of an attack based upon absolutely untruthful statements. During its entire history the William Davies Company has sought for no trade advantage or profit other than could be secured through diligence and attention to its business. If much volume of business has been secured in contrast to others, it has been secured in open competition, free from combination or arrangement or understanding with other packers or merchants. The company offered to the Imperial authorities at different periods since the outbreak of war to operate to its capacity in bacon products, canned meats products, and pork and bean products on a cost and percentage basis, but each time the offer was declined, first for bacon and later for canned meats and pork and beans. The Imperial authorities expressed the desire to purchase in the open market. All army purchases of bacon are made in London. All army purchases of canned meats and pork and beans are made in Canada. Both are made in open and untrammelled competition with the world. The world during the period of the war is confined to the United States, the Argentine, Canada, Australia and New Zealand. If it is wrong to secure a share of this and other business under these competitive conditions, the company has been guilty of such wrong and of no other.

As this statement was issued by the Department of Labor, I ask you to take such steps as you may think necessary whereby the truthfulness or untruthfulness of these statements can be established.

(Signed) J. W. FLAVELLE,  
President The William Davies Co.,  
Limited.

## Charges Only Against Export Business

E. C. Fox, general manager of the same company, when seen by CANADIAN GROCER, stated that the charges that had been made, were directed against their export trade only; that in their home trade they were quite in a line with the figures of other packers

who, according to the report as quoted in the newspapers, had been adjudged innocent. The whole difficulty arose, stated Mr. Fox, over a matter of too loose wording of the questions propounded by Mr. O'Connor. Their company had answered in one way, other companies had answered in another way, each making an honest effort to answer what they believed was required of them. The effort to co-relate these two sets of figures that were taken from entirely different angles of the business, and to draw conclusions therefrom, was attempting an impossibility.

Stress had been laid on the difference between the gross profits of their company and those of other firms. Some firms sold their export goods in Canada. Their export goods, on the other hand, were all sold in England, and bore in their statement of gross profit the extravagantly high freight rates at present existing, and the war and other insurance. Therein lay the difference between their profits and those of other firms. Yet in the Government report, no notice had been taken of this difference of angle. The criticism that their profits of this year were greater than a profit that was considered satisfactory in 1915 was accounted for by the increase both in freight and war risk rates.

## Profit Percentages Less Instead of Greater

Mr. Blackwell, of the Mathews, Blackwell Company, the second company to be brought into the glare of publicity, was equally emphatic in his denial that there was any justification for the charges. "It is merely a misjudgment of the evidence," said Mr. Blackwell. "Mr. O'Connor, according to the newspaper report, states that our profit of one and a half million was not extortionate, if we had actually made this on bacon. I would consider it robbery, but we didn't. We are practically exonerated, and yet our case does not differ from the William Davies Company, except that the William Davies Company was somewhat more ambitious than we were, and worked two shifts for 24 hours a day and seven days a week, while we were content with our ten hours a day. I don't say this in criticism, he continued, but in self-reproach. We hold no brief for the Davies Company, he further stated; they are our hardest and keenest competitors, but the conclusions drawn regarding them are without a shadow of foundation, and based on a misunderstanding of the data submitted.

"The report as given in the newspapers claims an increase in actual profit charges over those of former years. This is far from the fact. Take the case of our own business, taking the buying figures of July, 1914, the month previous to



the outbreak of war, and compare them with the buying figures of July, 1916, and there is a clear increase of buying costs at the latter date of 105 per cent. It might reasonably be supposed that this percentage would have to be added to the actual selling price of the goods. The comparison of the selling prices of these months, however, show that there has been an increase of from 65 to 95 per cent. only. The public may seize upon this as evidence that extortionate profits were being made at that early date. There was no such suspicion then, however. The actual facts are that the conditions of business, the wider market and more ready sale, have made it possible to do business on a far smaller margin of profit. Had the business been in the hands of many small operators, this saving could not have existed, and the selling price must of necessity have been higher."

This is a mere statement of the most salient features of the case as outlined in the newspapers, and the comments thereon of the men most directly interested.

#### Dissemination of Information Bungled

Whatever are the merits of the actual case. Whether the packing companies are guilty of undue profiteering, or whether they are within their rights as business men and patriotic citizens remains to be seen. It is idle and purposeless either to exonerate or condemn, until the charge in all its various phases is made known. Whatever is thought of the situation, this much is clear, that the whole dissemination of this information was bungled. Without in any way reflecting on the actual charges that may be made in the report, it may be surely questioned as to what justification the Government has in letting these garbled accounts go broadcast throughout the country before they are able to supply a copy of the official report, so that those companies most intimately concerned may know of what they are accused. The public is being inflamed by reports that bear upon their face the marks of an absolute lack of knowledge of the meaning of even the common terminology of business. The newspapers, it appears, have been given access to this report, have been permitted to take from it such excerpts as in their judgment best suited the tastes of their audience. They have been permitted to do this before the Government was ready to lay this report in its entirety before the public, so that the actual case could be adjudged on its merits. The packers may be profiteering, but they certainly should not be found guilty and condemned on half the evidence. It is stated that this report will be printed and be available within the course of a few days. It is a pity, then, that without immediate urgency a partial and biased report should get abroad.

#### The Pitiful Figure of the Newspapers

Nor are the newspapers free from blame. A little knowledge is too dangerous a thing to trust in the hands of those to whom the differences that may lie between margins and profits is a closed book. Whether deliberately or

through ignorance, that was not justifiable in those who were dealing with serious subjects. The newspapers, according to their own frank admissions, used the unadorned word profits where they should have said margins, and in so doing unquestionably gave to the country a misstatement of fact. And the serious side of the matter is that these misstatements will remain as the case for a large part of the people, irrespective of what cooler second judgment may discover. In their easy charges against several large concerns, they have not hesitated to accuse them of making enormous profits. These so-called profits include the charges incident on the manufacture from the raw product to the finished commodity, the storage, handling charges, selling charges, freight to seaboard, enhanced ocean freight rates, insurance, both ordinary and war risk, unloading and handling charges. All these items are represented in the difference between profit and margin, two words that the daily press seemed to consider synonymous.

One leading Toronto newspaper, under glaring headlines, accused one packing firm with making a cold profit of \$5,000,000 on bacon. Another Toronto newspaper followed in the footsteps of the first, and only had an eleventh hour change of heart, chipping the word profit out of their account while the plates were on the press, and giving to their whole account a hopelessly intermittent and unintelligible effect; even a second edition of the same paper showed gaps in the print, showing that editorial minds had again been changed at the last moment. A third Toronto newspaper remained deaf, dumb and blind through the whole discussion, as though no such thing as bacon existed.

#### Better Explanation by Packers Might Have Been Made

It is not the intention of this journal, without seeing the official report, either to condemn or defend the various activities apparently indicated in the investigator's report. That they have a far better case than the newspapers credit them with is unquestionable; it may very possibly be that they may be able to exonerate themselves from any hint of undue profiteering.

From start to finish the investigation seems to have been a comedy of errors, if comedy it be. Errors on the part of the Commissioner are charged by the packers in his conclusions from the data supplied; errors on the part of the Government in the manner in which it permitted the findings of an important commission to be given to the public; error on the part of the daily press in their inexcusable ignorance of the commonest terminology of the business, which they have not hesitated to criticize.

#### What Constitutes a Legitimate Profit

The charges against the packing companies, if charges they are proved to be, are as yet of no very definite character. According to the newspaper report, the investigating commissioner states that one company making a million and a half profit were making a reasonable profit,

while another making five million was making an extortionate profit. Is the commissioner to be the judge of what is a legitimate profit, or who is? What is a reasonable profit?

President Wilson, in his appeal for unselfishness in this time of stress, advocates that a just price be paid for everything the Government buys, and defines a just price as one which will sustain the industries in a high state of efficiency; provide a living for those who conduct them; enable them to pay good wages, and make possible the expansion of their enterprises. It is to be remembered, too, that a fair price in war times is a far different matter from a fair price in the times of peace; it must provide for many exigencies that do not face business in normal times. It must face falling price in goods and depreciation in inventories that will surely follow the end of the war. It should err, if it errs at all, on the side of generosity rather than on that of penuriousness, for in so doing it best serves the interests of the country as a whole. The fair profit will satisfy and do away with any tendency to excessive profits, and will generally stabilize conditions.

Whether the packing companies have overstepped the mark of liberal profits is yet to be seen. When a definite statement has been made, a definite conclusion will be possible. With the actual terms of the Commissioner's finding unknown, either condemnation or defence is a waste of words, and the public press has added to the uselessness by making even the wasted words unintelligible.

#### FISH CATCH TO BE LARGE Dissatisfaction in Fishing Centres Over Duty on Fish From U. S. Markets Entering Canada

That the fish catch this season will not be affected by the cold and late spring of this year is the opinion of experts who, on the contrary, state that the catch will reach its normal point, and may even be greater than in other years owing to the prevailing easterly winds. The lobster season has just closed very satisfactorily. Owing to lesser exportation to the Old World and a drop in the bulk canned, the lobster has been selling at a low price heretofore unknown. Mackerel is reported as being very abundant.

There is much dissatisfaction in fishing communities over the question of duties, wherein the Canadian consumer has to pay duty on fish brought from the United States. Under the present system the American can acquire a plentiful supply of fish in Canada and transport it home duty free, whereas the Canadian is constrained to go over to the American market, purchase the fish taken from the Canadian market and ship it home only when duty upon it has been paid. For instance, the Canadian consumer has to pay a duty of ten cents on every gallon of oysters imported from the States. Again, when the shad is in Florida waters Canadians have to pay one cent per pound duty for its importation, whereas the American, at the period of the shad's migration to Canadian waters, can import the fish free of charge.



# Matt Horton Again Breaks Loose

## Talks Advertising With a Friend From the West — Does Retail Advertising Pay? — Activities of Some Live Retailers—Newspapers Not Slot-Machines.

**M**ATT HORTON, successful retailer, was sitting in an easy chair in his home, smoking his pipe. Opposite him sat a friend from the West, who had gone East for a visit to the Old Folks, the Old Town, and Old Friends. He and Matt had been school-boys together. This friend from the West was Billy Freeman. He also was a retailer, in the West, in Saskatchewan.

Billy knew much about Matt Horton's success — this from the Hurston newspaper which he subscribed to; and now that he and Matt were face to face, and both disposed to talk over matters of prime interest to both, Billy was curious to learn from Matt's own lips something of his philosophy and of his methods.

"Billy," said Matt, "are you ready to stand some plain talking? For if you are, I am ready to say to you some useful things."

"Go ahead," said Billy. "I'll stand for anything you've got to say, because I know anything you say to me will be said in kindness, for my good. I guess I can stand the wounds of a friend."

"All right," said Matt. "Now for a little preaching."

### Matt Talks to Billy

"Billy, you're 40—two years younger than I am. You profess to be keen to do more business, but I doubt your sincerity very much. If I read you rightly, you're lazy."

"You admit that you expect to be in business for twenty years to come, and you're counting on the growth of Dewar-ton to make you a rich man. You've done pretty well, you say—this because you carry a stock of \$5,000 all paid for, and have a cash margin of \$2,000, and own some land."

"I am willing to grant, Billy, that you've done pretty well considering the fact that you started with nothing, but the fact remains that you haven't made your money out of your business. You made most of it by speculation—when the land boom was on. And the fact is that you neglected your business more or less during the boom years. You sold lots of goods at a good profit to farmers and local people who, like you, were prosperous, and bought freely and paid your prices without a murmur. But things have changed since then, and now you're pretty much in the same position as the rest of us—dependent on your business and on your own energies for your livelihood. But you learned easy ways during those boom days, and you're finding it just a little hard to stir yourself up."

"You've told me that the mail order houses are cutting in on your business, and that there's a younger man recently settled in your town of whom you're just a little bit afraid. He is not up to

you yet, by a long way; but, according to your story, he's making progress faster than you are, and there's a chance that some day he will catch up to you, and pass you.

"Now, Billy, you're really a young man—in your very prime, and, if you really want to, you can keep ahead and beat out that young competitor of yours. But you'll have to work. You'll have to sit less on the seat of your trousers, and stand more on the soles of your two feet. And you'll have to do some things that will fag you in brain and body."

"You don't need any more capital than you've got, or any larger stock, or any more populous community. What you must do is sell more goods to more people—at a profit. And you can't do this sitting in an easy chair."

### Content is a Poor Whip

"The trouble with you is that you're doing enough business to keep you comfortably, and you're content with this accomplishment. You lack ambition. As a matter of fact, you're just plain lazy."

"Now, I want to tell you, Billy, that to succeed big a man must work. He's got to be pushing his business all the time."

"If you want to be just a common or garden variety of storekeeper, doing a nice, easy, comfortable business, then what I've got to say will never touch you. If you just want to hear me talk and show pep, tell me, Billy right now, for I don't want to waste words on a corpse. How is it, Billy? Are you just an imitation of a real merchant, or are you in dead earnest in your desire to make a big business?"

"Well, Matt," said Billy, "you've been biffing me all right, and I guess you're pretty nearly right in much that you've said about me. I guess I am and have been more or less lazy; but I am not fully fossilized yet; and I think there is still left in me enough of the old ambition and enough of energy to do things. So fire ahead. Hope, at any rate, that you're going to rouse my pride and my purpose to make my business a thorough-bred, and not keep it just an old family horse."

"You're blood be upon your head," said Matt.

### Matt and Billy Talk Advertising

Thereupon Matt took down a scrap book in which he had pasted many advertisements — his own and those of others, and which he had clipped from CANADIAN GROCER. He passed over his own, and, pointing to those of Fraser Viger, of Montreal; Barnsdale, of Stratford; H. Malcolmson, of Chatham; Kirkham, of Victoria, B.C.; Michie, Toronto, he said: "Do they tell you any story, Billy? Do these advertisements show you anything?"

"Well," said Billy, "they show a belief in advertising, I should say. They appear to be advertisements prepared in the conviction that they will sell goods—that people will read them and respond to them. They're big enough to indicate that the firms advertising have boldness and spirit. And I would say that the business these advertisements make suffices to pay for the advertising. They don't look like sudden gasps—the last



Three effective advertisements, those of H. O. Kirkham & Co., Victoria, B.C., The Hub, Fort William, Ont., and S. T. Wallace, Vancouver. Each of these illustrate the wisdom of featuring a few lines. The eye is at once caught by the special item. The attention is focussed and thus the appeal gets its hearing. To get this hearing means an advertisement that gets business.



**Help the Pocket Book By Using More Canned Vegetables**

In these days when potatoes are scarce and very high in price, the careful housewife will find canned vegetables a great help in the kitchen. There are so many ways for serving up hot tomatoes, peas, etc., that you can always have something tasty and wholesome and nutritive for dinner or supper at little cost. When ordering your groceries include in the list a good supply of canned vegetables. Try these, they always please:

**Tomatoes**  
**Peas**  
**Corn**

**Golden Wax Beans**  
**Pork and Beans**  
**Asparagus**

Come and see us. We are here to serve you!  
Now know the store.

**HUTCHINSON & FOSTER**  
Groceries, Flour, Feed, Seeds

**"SPINACH"**

Spinach & vegetables that everybody should eat in the spring of the year. Spinach is a big food element you will hear one count say to another, "I wish my wife could eat spinach like that." He means to say that the best food has added that appetizing flavor. But the correct way is to eat it. Spinach, French Quality. Additional packages only those that are good can readily give.

**Wholesale's American Canned Spinach, French Quality**  
No. 1 Tin, 35 per Doz \$3.50 per Dozen  
Arthur's Canadian Choice Spinach  
No. 2 Tin, 35 per Doz \$3.50 per Dozen

**Poached Eggs On Brown Hash**  
Such an early breakfast and so appetizing.  
Libby's Corned Beef Hash, Large Tins, 35 per Tin \$3.75 per Dozen.  
Ready to Serve.

**Delicious Shad Roe (Imported)**  
Usually served on buttered toast, as an entree, 7 1/2 oz. Tin, 35 per Tin.

**Golden Plums From the Orchard Farm, Histon, Cambridge, England**  
Packed in Heavy Glass, 14 oz. Jar, 45 per Jar.

**McVitie and Price, Imported English Biscuits**  
Small Tins, 35 per lb. Fine Water, 35 per lb.

**Imported French Vegetables in Glass**  
No more to be had from France until after the war.

French Potatoes, Extra Fine	10 lb. Tins	\$4.50 per Dozen
French Peas d'Archieval	10 lb. Tins	\$4.50 per Dozen
French Corn & Beans	10 lb. Tins	\$4.50 per Dozen
French Asparagus	10 lb. Tins	\$4.50 per Dozen
French French Beans	10 lb. Tins	\$4.50 per Dozen
French Peas	10 lb. Tins	\$4.50 per Dozen
French Potatoes	10 lb. Tins	\$4.50 per Dozen

**Buchanan's Quebec Hand-Made Wine Biscuits**  
A hand-made biscuit, made at all times, but mostly served at special occasions and parties, when served hot with butter, 35 per Dozen.

**FRASER, VIGER & CO., Limited**  
111 St. James Street  
North-End Branch, 22-27 Laurier Avenue West.  
MONTREAL.

**THE WOMAN WHO KNOWS**

groceries and value is a constant factor here. She is a realist—she knows that the quality of things for the table and for the purse are that in the quality of the groceries of similar quality is perfectly uniform. We put our service to a test.

The 40¢ Sugar and 3 lbs. \$2.17, our Excelsior Brand Coffee, 1 lb. \$1.30

**Special for Dominion Day Picnic Baskets & Picnic Plates**

**EXCEL**

J. HEALD, Proprietor.  
Phone 8, 472 and 8, 962

The art of making an advertisement look interesting at the first glance, is one of the prime necessities of successful advertising. Note the catchy title of the two outer advertisements, those of Hutchison and Foster, Alliston, Ont., and Heald, Fort William, Ont. The attention is at once caught, and encouraged by the explanation that follows. The centre advertisement is a good example of the very effective advertising of the Fraser Viger Company, Montreal. Another type of the interest-getting suggestion.

gasp of a dying man. And they do look as if they were pretty continuous."

"Bully, Billy!" said Matt. "Your inner eye is not dulled. There's hope for you!"

"You've sized up those firms correctly. I know something about the advertising history of each of these firms. There was a time when they were skeptical about advertising. They knew twenty good reasons why advertising in their towns and cities wouldn't pay. And always they were saying, "Advertising costs like the devil. I can't afford it." Well, they began, and they've kept it up. These firms are hustlers. I've been in their stores. You'll not find there any half-hearted storekeeping. You'll find every man keen, confident, in earnest, and working all the time with the one idea of selling more goods to more people.

"Watch any one of them serve a customer. There is briskness in the service. You won't see any dullness. Each salesman is full of energy. His body shows it. He has always something new to show a customer. Not always is he trying to sell what he shows. Often he is just planting a desire." He has been well instructed in demonstrating the goods—taught to view everything in the light of the customer's needs.

"Let me illustrate."

"In one store I happened to be in, the customer noticed a rather curious-looking thing on the counter and wanted to know what it was. It was a new kind of egg-beater, and was purposely placed on the counter where she and others would see it.

"That's a new egg-beater," said the salesman. And he showed how it operated. "You can see how easy it is to work, how much easier it is to work this arrangement than to turn a wheel. You see that this is a complete egg-beater, for it includes a glass jar in which to beat the egg—and glass is better than tin—more easily cleaned, and is transparent;

and use and time won't wear it out. You will notice how firmly this egg-beater can be held, and how easy it is to operate; and how easily everything can be

cleaned. \* \* \* Thirty-five cents. \* \* \* Thank you."

**Real Salesmanship**

"Always in that store, when time permits, the salesman are demonstrating with animation some new thing—a new electric device, a new refrigerator, a new stove, a new paint, a new lock, a new cooking utensil. They are trained to do this work. They practice on each other, before the 'boss.'

"But, Billy, this illustration is just by the way, yet it has significance."

"Perhaps you know that I have the advertising bug in my system. I use advertising freely — newspapers, printed matter, window-trims, and other forms of getting attention. But this advertising is just the expression of a tremendous energy in any store. I don't rely on advertising wholly. Advertising is the offshoot of inside energy. It is just one cogwheel of my business.

**"Advertising Doesn't Pay"**

"Many men think that advertising is just the purchase of newspaper space, and slapping into this space any old stuff that occurs to their minds. They think that if they 'advertise' they'll get business. At least, this is what they thought, or were led to think, when they began. But as time passed, they discovered that 'advertising didn't pay.'

"When I hear a man say, 'Advertising doesn't pay,' I want to pummel him—pound him to pulp. Usually, the man who says 'Advertising doesn't pay,' is a whiner—a lazy lout, a sleepy imitation of a man. When he says 'advertising doesn't pay,' he says a general thing. 'I thought that if I spent \$2 a week in my local paper I could buy great and instant success. I thought that by spending a little money in newspaper publicity, I wouldn't have to work very hard myself, that people would flock to my store, and buy so much from me, that

**Strawberries**

that come in this week will be the famous Aroma Berries from Misouri. These have the delicious flavor, and good size, that most people desire. You will find them entirely satisfactory. To-day's price is 25c a box.

**FRASER, VIGER & CO., Limited**  
111 St. James Street  
North-End Branch, 22-27 Laurier Avenue West.  
MONTREAL.

**About Pineapples**

The Pineapples we have now cost more than the Pineapples we had during "Pineapple Week," and these are worth it, for they are the Porto Rico variety. They are very juicy fine flavor and in splendid condition for canning.

**\$2.15, \$2.65 and \$3.35 a dozen.**

**CAMPBELL'S SOUPS.**  
30¢ can.  
BAKER'S COCOA, 25¢ can.  
PURE LARD, 35¢ lb.  
STRAWBERRY JAM, 25¢ can.  
RASPBERRY JAM, 30¢ can.  
MILD CHEESE, 40¢ lb.

Our special Coffee, 25¢ a pound has lots of strength and good flavor

**H. MALCOLMSON**

**We Can Please Your Coffee Taste**

Our Midget Coffee is roasted by the advanced process, which retains the strength and flavor of the berry. We grind it especially to your order.

**A POUND, 43c**

PHONE 200.

**WYCKOFF & GAFFNEY**  
RUNDAS STREET AT RIDGUT.

**About Michie Soldier Boxes No. 31**

**M12 is a Soldier's Own Choice**

WHAT a craving for things from home comes to the soldier's appetite! His fancies are as pressing as his needs. Just what things he will most appreciate Michie Service can tell you. We have sent hundreds of Michie boxes overseas. We have received piles of letters from soldiers in camps and trenches. Thus we have learned the soldier's taste precisely. We have learned, too, how to pack to ensure arrival in safe condition. Box M. 12 for example is just what a soldier himself would choose.

To France ..... \$4.50  
To England ..... \$5.00

M. 12  
The Children  
The Beef Steak and Onion  
The Water Wafers  
The Fruit Cakes  
The Washington Coffee  
The Raisins  
The Gum Cakes  
The Fruit Glacé Chocolates  
The Hot Lemonade  
The Ham  
The Cakes  
The Cream

This assortment is but one of a wide list at your service. Other welcome selections are M. 7—to France \$1.75, to England \$2.00, M. 15, France \$7.50—England \$8.25, M. 16, France \$9.00, England \$10.50.

**Michie & Co., Ltd.**  
Seven King St. West  
TORONTO  
Established 1835

Oddity of shape is one of the effective means of catching the attention in these advertisements. H. Malcolmson, of Chatham, and Michie of Toronto, are accustomed to use space of this shape which is sufficient evidence that they have found it effective. Notice the story told in each of these ads. The advertisement of Wyckoff & Gafney, London, Ont., is another example of the use of small space. The illustrations are just half size.



my store would be the busiest place in town."

"Think of it. Think of the folly of such thinking! Imagine the asinine stupidity of men with several thousands of dollars invested in their business professing to believe that by parting with \$2 or \$5 or \$20 a week, they can get this sum back multiplied several times—this without further effort!

"If the purchase of newspaper space, alone sufficed to give us our money back the land would be chuck full of advertisements, and their pages would be so many that we would scarcely be able to carry the newspaper home.

"If the purchase of newspaper space, and the publication therein of some offer were guaranteed to give a merchant his money back increased by 10 per cent., or 50 per cent., or 100 per cent., or 1000 per cent., we'd all become merchants, and buy newspaper space until we were black in the face.

"What folly it would be to invest in mortgages paying a paltry 6 per cent. per annum if a man can get 10 per cent. to 1,000 per cent. weekly by putting his money into newspaper advertising!

"Yet thousands of men in business—mostly small retailers—have bought space in newspapers in the belief that this act alone would assure them big business, and that by employing newspaper advertising they wouldn't have to work hard themselves.

"The world is full to overflowing with dodgers—lazy men who think that they can get rich without working; with merchants who look upon a newspaper as a sort of slot-machine into which they can put \$2 and get out \$5; or \$20 and get out \$200.

**Blessed be the Worker!**

"Let me tell you, Billy, that if you want advertising to pay, you must be a very busy, hard-working man before ever you put your advertisement into the newspaper. You're store must fairly hum with energy.

"I remember one time being in Orillia—a mighty good town. Over a men's wear store was splashed a great cotton steamer announcing a gigantic sale of \$10,000 worth of stock; and the proprietor—or a salesman—was standing broadly in the doorway with his hands on his hips, gazing idly on the scene before him!

"Imitation merchants! Snoozing away dully in their own shops! Pretending that they want to do big business yet with not a bit of firm fibre in their make-up! Faugh!

**A Man Who Made Good**

"Let me tell you of a man I know who has made good. He works. Personally, I think he works too hard and long, for he is doomed to an early death. He has had several breakdowns, and one day he won't get up out of bed.

"But his store is a live place. Things are busy there. This man advertises—doesn't use big spaces, but you can see even in his modest 6 inches x 2 cols. ad-

vertisement that there is pulsing life in his store.

"This man is always planned ahead. He can tell you weeks in advance just what he'll be pushing hard. He has to buy much of his stock weeks and months in advance. But when that stock arrives his programme for getting rid of it fast is all complete.

"When I knew him first he was a clerk in a general store. The departments he worked in included groceries, boots, crockery, wall paper. That young fellow was of Irish extraction—energetic, keen-witted, ambitious, soft-spoken, pleasant. His boss was smooth, and a master merchant.

"One day this young fellow and another started in business for themselves. there were no delusions. They knew that they had to work, and they did work.

"The world loves workers; and people like to shop in busy stores. These young fellows succeeded.

(To be continued).

**GREEK CURRANT CROP**

A forecast of the currant crop in Greece places it at 160,000 tons, and the old stock available for export at about 20,000 tons. The market is said to be high.

Eat  
Purecream  
Home-Made  
Bread



Eat  
Purecream  
Home-Made  
Bread

**The Morning Cup of Coffee**

How the delicious brown nectar whets your appetite, tones up the system and puts the brain in condition to do good work.

There's lots of good coffee in the world, and you can get it every time—if you go to the right place. We have good coffee in abundance. We never buy any thing else. The way it is treated before it reaches you has a great deal to do with its goodness.

Try a pound-to-day.

**40c Pound**

**GROCERY DEPARTMENT.**

Big shipment of Pineapples just arrived. Prices are going to advance. Take advantage for preserving.

**10c, 15c, 18c each**

\$1.00 dozen, \$1.50 dozen, \$1.75 dozen.

**AYLMER AND QUAKER BRAND CANNED GOODS.**

Tomatoes, Corn, Peas, Beans

10c can; 3 for 25c.

Egg-O Baking Powder, full pound tin, regular 25c.

To clear at ..... **20c**

Regular 10c can for ..... **8c.**

Cleveland Baking Powder, Regular 10c and 25c tin. To clear at

**8c and 13c tin.**

**BONNIE BRIGHT, the new cleaner**  
8c tin; 2 for 15c.

Try us for your next grocery order. We save you money.

**The Quality of the Tea**

A grocer has on sale is not to be gauged by the price he asks for it. Buying at hazard means paying a big price for the name, while buying here will ensure your getting just the Tea you want at a lower price than you imagine. Drinkable, healthful, fragrant tea can be bought for

**30c Pound**

A special blend of English Breakfast Tea for

**40c Pound**

**PATENT MEDICINE DEPT.**

This department has no bait, no trash, but quality and variety. We offer for sale only standard patent medicines and other sundries. We always keep the best of everything at the lowest possible price.

- Fruitatives
- Chases' Nerve Food
- Pink Pills
- Dodd's Pills
- Cin Pills

Regular 50c box

**35c, 3 for \$1.00**

Wampole's Beef Iron Wine  
Regular \$1.00 for ..... **67c**

Just received big shipment  
Woodbury's Facial Soap, cake .... **25c**

Gibson's Beef Iron Wine.  
Regular 75c for ..... **45c**

Burdock Blood Bitters  
Regular \$1.00 for ..... **77c**

Klough Health Salts.  
10c tin; 3 for 25c.

**BARNSDALE TRADING COMPANY, LIMITED**

One of the well known advertisements of the Barnsdale Trading Company of Stratford. Advertising has made the Barnsdale mark familiar to every corner of the locality which the store is able to touch. More than that advertising has been effective in making Standard remedies one of the outstanding features of the store. A well balanced advertisement that says what is needed to be said, and says it quickly and effectively.



The attractively equipped Grocery and Provision Store of W. Massen, 1346 St. Clair Avenue, Toronto.

## Some Novel Ideas in Store Arrangement

Novel Methods That Effectively Display Goods — Effective Ways of Attracting Attention—The Idea of Roominess Encouraged.

**I**N the photo of the store that appears above there are many things of interest to every grocer. Here are suggestions of ways of arrangement that are entirely novel and might well fit into the architectural scheme of many stores; suggestions that might prove of value to many merchants who are contemplating some little improvements to their store.

Note, for instance, the effective use of the pillar in the foreground. By the arrangement of narrow shelves around the pillar, a thing that could hardly have been other than an eyesore, is made an effective means of displaying special goods.

In the appearance of the whole store there will be noticed the evident effort to make every available bit of room do its share in displaying the goods.

There in the very centre of the store is a silent salesman for the display of candies and similar lines. Every person who enters the store must have their attention caught by this display. Very few people go into a grocery store to buy candy. That trade must be cultivated, and the only way to cultivate it is to keep it to the fore. So kept, it will unquestionably prove a great business factor.

As a matter of fact, the best way to sell goods is to display them, and the more goods that get displayed the more there will be sold. In the store here pictured every available inch of room is made to do its part in displaying some goods, and so adding to the effectiveness of the selling campaign. Around all wall spaces there is shelving that provides ample room for a vast quantity of stocks. Where this is insufficient small units displays are arranged on tables, another very effective way of speeding up any line that shows a tendency to drag.

In this store, too, very effective use has been made of mirrors. The use of such devices adds greatly to the sense of largeness, that is an attractive feature of a store.

More than that, mirrors add to the displayed value of goods. They give the idea of depth and show sides of the goods displayed. Moreover, wherever the customer looks the goods or their reflection are before him, doubling their display value. This is an idea that other grocers might well consider.

Linoleum on the floor, the use of flowers, and a bench in a convenient space are other means of adding to the

home-likeness of the store and of encouraging the customer to tarry.

The use of seats is a method that is far too seldom used by grocers to encourage trade. To make a comfortable resting place, provided always, of course, that it is not made at the expense of space actually required by the activities of the store, is an effective method of encouraging sales. Give a customer time to sit down and think about the things that she sees displayed about her, and it will probably suggest needs that would never otherwise have occurred to her.

### BUSINESS AS USUAL

To illustrate the spirit of the women of Britain, an American officer tells an incident which came under his observation after a recent Zeppelin raid on an English town. A small shop, standing in the area hardest hit by the raid, was shattered by a bomb. Undaunted, the woman shopkeeper went to work the next morning and put up this sign on the broken window:—

"To hell with the Kaiser and his airships! Fish and chips as usual."



# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

## THE MACLEAN PUBLISHING COMPANY, Limited

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

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

### OFFICES

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

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

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

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

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Vol. XXXI.

TORONTO, JULY 20, 1917

No 29

### EDITORIAL BRIEFS

AND now we hear that the egg is to be banned from the Barber Shop. There is an agitation to remove the egg shampoo from the barber's menu. Well, that is one less thing for him to suggest, after those few painful opening remarks about you growing thin on top.

\* \* \*

IT IS reported that the United States Government has suggested to the packing interests that they retain 12 per cent. of the pack of Corn and Peas, 18 per cent. of the Tomato, and 6 per cent. of the Salmon pack to meet the possible demands of the Government.

\* \* \*

NEW BRUNSWICK has decided to tax the wild and uncultivated land in the Province. That is one way of opening up a country. Fancy how the New Brunswickers will tumble over themselves to improve all the land that comes under that category. At that it is as wise a tax as could be thought of.

\* \* \*

THE American Department of Agriculture states that the growth in automobiles during the year 1914 and 1916 amounted to the not too modest increase of 1,067,382, an increase of 43 per cent. in one year, which does not seem to indicate that there is any great degree of hard times among our American cousins. The total number of cars in the United States totals 3,512,096.

\* \* \*

THE Winnipeg Telegram tersely remarks: "The business of a dictator is to dictate, not to explain the necessity of action along certain lines, but to enforce it." That seems a reasonable viewpoint. Moralizing does very little good. The average person does not

make a personal application of anything that may not be pleasant to them. If matters are serious enough to demand a dictator, then they are serious enough to demand dictatorial action.

### CANADA'S GROWING TRADE

AS an indication of why Canada, despite the war costs, is in a prosperous condition, and as an interesting sidelight also on the high cost of living, the export figures for commodities during the past eleven months might be noted. When these figures are compared with the figures for a corresponding period of the previous year, some idea may be gained of the immense increase in the export of Canada's foodstuffs, which in a measure at least may be the cause for the high prices existing in the country.

For the 11 months just ended the export of breadstuffs totalled \$492,969,249 as against \$394,338,832. In meats and dairy products the same solid advance is noticeable. For the eleven months just closed the exports were \$324,946,093, as against \$234,404,721. That means prosperity, but it also means high prices.

### NOT COWARDICE, BUT CAUTION IS NEEDED NOW

WE are spending a good deal of time of late congratulating ourselves on the fine condition of Canadian business. Merchants are doing well, profits are fair, business is good, and generally speaking, according to the authority of the commercial agencies failures have dropped to a level that is cheerfully low.

All this is good, and there is no reason why these conditions should not prevail, but it is to be remembered that they will not prevail of themselves.

At the moment there is nothing to test the metal of business. The lame ducks have long ago been weeded out, or at least the lamest ducks, and to-day business is apparently going along on a very stable foundation; for the moment there is nothing to test its strength. It must be remembered, however, that prices are abnormal. Goods are actually selling to-day at more than they are worth, which means that some day they are going to be considerably less. When that day comes there will be room for a good deal of heart searching. Short stocks and short credits are the only possible safeguards against returning normal conditions. For the danger is not only in any slump after the war, but in any actual return to the normal, for we have grown used to abnormality and have been building our lives and businesses upon it, therein lies the danger.

There is no ground for fearfulness, there is no ground for hide-bound cautions, but there is ground for cool-headed, common-sense, and any man who faces the future must realize that outstanding accounts and overwhelming stock are bound to be a reef on which another wise solvent business may go to pieces.



# THE CLERKS' DEPARTMENT

## PAINTING THE MAP RED

A Story of the Empire-Building Activities of Cecil Rhodes by One of His Associates.

Cecil Rhodes was so mighty a figure that it is impossible to encompass in the limits of a single article any real measure of his greatness. John Hays Hammond conveys, however, an impression of him that establishes the wonderful capacity of the man, in the course of an article in *The American* under the heading, "The Most Wonderful Man I Ever Knew." Hammond was associated with Rhodes in some of his greatest enterprises, and so is in a position to give an idea of why Rhodes accomplished such wonderful things. He tells the story largely by a series of short anecdotes:—

The achievements of Rhodes are almost unthinkable. Long before American trusts were attempted, he formed what was then the greatest business combination in history and became absolute autocrat of the diamond business of the whole world. He organized a huge consolidation of gold companies; he was the first financier courageous enough to institute deep-level mining on the Rand, the method on which now depends the future of the greatest of all gold fields.

No Roman emperor ever won more territory than Rhodes brought under his native British flag. Through the Chartered Company, incorporated in 1889, he added to the British Colonial dominions territory equal to the combined areas of the British Isles, France, Prussia, Austria and Spain. He made possible the federation of all South African States, and planned to link Cape Colony and Cairo by rail—a project that he carried half way to fruition before he was cut off by death when he was only forty-nine years old.

Yet with this record of empire building behind him, his last words as he lay dying were these:

"So little done, so much to do!"

The picture of Mr. Rhodes as a mere money maker, as a man ruthless in self-interest and ambition, is altogether wrong. "I love the game," he used to say; "I care nothing about money for its own sake, but it is a power—and I do like power." Far from being ruthless, he was pre-eminently fair.

Most misconceptions of Mr. Rhodes are due to failure to appreciate the bigness of his mind. He thought in continents.

He was a seer—a Tolstoy, not of words, but of deeds. While yet he was a poor struggling diamond digger at Kimberley—dividing his time between work and a Greek lexicon half the year, and hurrying off to Oxford University in England to study during the other half—he was dreaming of opening up the whole African continent to civilization under his country's flag; of threading it with railroads; of irrigating vast arid areas; of educating the millions of natives to become useful workers, and of ironing out all racial differences.

For a man born with a brain such as that, a quick climb from obscurity was to be expected. Rhodes was born in 1853, one of the youngest of the nine children of a poor English vicar. Ill health dogged his youth; at seventeen he was shipped to the warmer climate of Natal, where an elder brother was trying to cultivate cotton.

A year after the arrival of young Rhodes, diamonds were discovered in Kimberley, several hundred miles away. Rhodes decided to join the rush. His outfit consisted of a team of oxen, a Scotch cart, a bucket, a spade, several volumes of classics and the thumb-worn Greek lexicon.

In this fever-ridden sport, with poor sanitation and worse food, he worked and brooded and studied, with winter trips to England and Oxford on his scanty savings. One year he was too poor to go. Another year he had only six months to live.

Almost immediately he was recognized as a natural leader.

While yet in his teens he formed the holders of several small claims into a syndicate. Always he preached the folly of cut-throat competition. Gradually he began a consolidation, of which he naturally became the leader.

This was before I knew Mr. Rhodes. But from men who were close to him then I have heard stories of the vast sweep of his vision and his refusal to let any barrier obstruct him in the march to the goal.

Once he contracted to begin keeping a mine clear of water on a certain day. The pump he ordered failed to arrive on time. Hearing that a Boer farmer miles away had a pump, Rhodes hurried to buy it. The Dutchman wouldn't sell. Back Rhodes came the next day. Again the farmer refused. A third, a fourth and a fifth time Rhodes returned, until the old farmer became exasperated. "It will take — pounds to make me give up the pump," he shouted, naming a ridiculously high price. "You can have it!" exclaimed Rhodes.

The astonished Boer signed the contract. The terms included delivery. On his way to make delivery the veld became so near to impassable that the farmer declared it would ruin his oxen to go further. "That means you stop here?" asked Rhodes. "Yes." "Well, I don't," returned Rhodes. "Sell me the oxen at their full price and I'll take the pump in myself."

"You seem a fair young man and a very active one," commented the farmer. "I'll do it."

And Rhodes had his pump going on time.

But his difficulties had only begun. Fuel was generally giving out. Mines were suffering damage right and left. Rhodes sized up the situation and saw a solution. Every morning before day-break he rode far into the veld and waylaid wagons loaded with wood,

bought the wood at high prices—and kept the pump working.

His resourcefulness was a source of perpetual amazement to his associates. If he found he could not reach his goal by one road, he would take a second, or a third, if need be. He would fight only if he was driven to it.

"I have never met anyone in my life," he once told me, "with whom it was not just as easy to deal as to fight."

Always his mind was running the range of empires. He loved to discuss with a choice band of friends the futures of the great nations of the world—England, Germany, Japan, Russia. When he was twenty-three he joined with four other ambitious young men in his camp in sending a long communication to Lord Beaconsfield, then Prime Minister of England, telling him how the British Empire ought to be run.

"I have never deviated from the policy laid down in that paper," Rhodes confided years later to a friend.

Once a companion came upon him intently studying the map of South Africa.

"What are you doing?" he asked.

"I want to see that all red," replied Rhodes, drawing his hand from the bottom to the top of the continent.

Rhodes became an exponent of Big Business before the dawn of the merger era in America.

South Africa had its Sherman Law, which prevented anyone from owning more than one claim, but the moment it was repealed Rhodes, although then only twenty-seven years old, organized the De Beers Mining Company, raised a million dollars of capital and purchased almost half the diamond area at Kimberley.

His chief rival was the famous Barney Barnato. The output of diamonds greatly increased, prices became demoralized and the unsettlement which followed the Majuba disaster to British arms caused widespread depression. The whole diamond business was sliding towards ruin. Failure after failure occurred; camps were being deserted daily; men shouted that the diamond bubble had burst.

Rhodes, though losing money, stuck to his guns. He saw that the evil rose from over-production, competitive price cutting. He realized that the industry could be saved only by regulating output and maintaining prices, either by agreement or by monopoly. He tried to buy out Barnato, but that shrewd operator, with his own mighty ambitions, would not consent to be swallowed up.

In the end Rhodes won out—as he almost always did. In 1888, he formed the great De Beers Consolidated Mines, then the largest industrial corporation in the world, and ever since that time the controlling factor in the world's diamond business.

"Rhodes is a great man, for he bested me," was Barnato's tribute.

The De Beers claim was named after a Dutchman interested in the company. Rhodes would not have dreamed of giving his own name to it.

All this time he was doing other big things. He had entered the Cape Parliament before he was thirty. Shortly afterward he staged the addition to the British dominions of the whole of Bechuanaland—a territory more than



twice the size of Great Britain—and became its virtual ruler.

"What are you doing in Africa, Mr. Rhodes?" Queen Victoria asked him. "Extending Your Majesty's dominions, Madam," replied the Empire Builder.

Rhodes had found time, also, to become one of the most powerful figures in the gold mining industry of the Transvaal. In 1886 he formed the Consolidated Goldfields of South Africa. A little later he became Prime Minister of Cape Colony—at thirty-seven. Before he was forty he had laid the foundations for the acquisition of the empire which later was given the name of Rhodesia—an empire as large as all of France, Austria and Prussia combined.

My own acquaintance with Mr. Rhodes dated from one day in 1893. I had just left Barnato because he would not carry out my proposal to go in for deep-level mining on the Rand when I received a telegram from Mr. Rhodes, asking me to visit him. Quite abruptly he told me he wanted me to take charge of all his gold mining interests, and added, "Name your salary. Don't be modest."

I mentioned \$100,000 a year and a share of the profits as the salary I should expect, and stipulated that unless I could deal directly with Rhodes without interference from other directors I could not take the job. Rhodes picked up a scrap of paper two or three inches long and immediately wrote on it:

"Mr. Hammond is authorized to make any purchases for going ahead and has full authority, provided he informs me of it and gets no protest."

On the strength of this order I used to buy as much as \$500,000 worth of machinery without consulting anyone.

Rhodes impressed upon me that he wanted men of initiative, men who had their minds on big things, men who were not afraid to tackle hard jobs.

"Reach a compromise, if necessary, when no vital principle is involved," he told me. "And never make a deal before the other side is completely satisfied."

In 1894, Mr. Rhodes accompanied me on a trip through Matabeleland and Mashonaland (now part of Rhodesia), where I had gone to make an examination for the British South Africa Company as to the mining possibilities in that country. Both for political and financial reasons it was very important to Mr. Rhodes that my report should be favorable. On my findings would depend the investment or non-investment of British capitalists of large sums for the development of the country. Yet never once during the many days that we rode and drove together, and the many nights we camped out, did he ask me a question concerning my impressions.

When I fully read my report to him after our return to Johannesburg, Dr. Jameson and another prominent stockholder of the Chartered Company were present.

"Well," commented these men, "if we have to depend on Hammond's geological report to raise money for this country, I do not think the outlook is very encouraging."

"Hammond is absolutely right," replied Mr. Rhodes emphatically. "He has said everything that he is justified in saying and the public will see that it is the report of a conscientious engineer, and fully credit every word he says. You had better go ahead and sell your shares."

A revelation of the methods by which Mr. Rhodes's mind operated is shown in his championship of deep-level mining—his startling project to risk millions of dollars in sinking shafts several thousand feet into the earth on the chance of finding gold there. All mining on the Rand hitherto had been of the "outcrop" species. To sink unprecedentedly deep shafts with the idea of

intersecting a gold reef in the bowels of the earth was a most daring proposal. This is the story of the start of his undertaking:

Mr. Rhodes, Dr. Jameson and I, together with some of my engineers, were camping out one night in a wild part of Rhodesia, where the lions were roaring around us and had to be constantly frightened away by a wall of fire and the firing of guns. It was not uncommon in these regions for lions to dart in and snatch our donkeys or even to carry off a negro boy occasionally.

As we sat about the fire, Rhodes began to discuss the future. He wanted to know how long the Rand reef would last. I told him that geologically there was no reason why it should not last many more years—that there was no reasonable limit, from an engineering point of view, to the depth mining could be carried. Then I went on to explain that, whereas outcrop claims were selling anywhere from \$10,000 to \$100,000 per acre, we could pick up all the other land for deep-level mining at \$50 or \$100 per acre, provided no one discovered what we were trying to do. I figured out that, allowing for the cost of sinking shafts to a depth of 3,000 feet, his profits would be twenty or thirty times as great as those yielded by the enormously costly outcrop lands.

"Why would it not be good business to sell the outcrop company holdings," Rhodes asked, "and quietly buy all the ground along the deep levels for ten or twelve miles, and start mining at 2,000 to 5,000 feet?"

"I recommended that to Barnato," I said, "but he was too busy with other things to bother about it."

"Let's send a cablegram to London at once!" Rhodes exclaimed.

About two o'clock in the morning my secretary—now Lord Saye and Sele, a fearless adventurer, a D.S.O. man and a crack shot—started, with only a couple of natives, on a 500-mile ride across dangerous country to the nearest railroad station at Mafeking, with a cable to the London directors of the Consolidated Gold Fields. The cable was briefly this:

Have decided best policy for company should be sell out our entire holdings in outcropping companies. Do this at once. Cable reply.

It took over a month for our representative to cover the land journey, receive the reply and rejoin us near the Zambesi, a total ride of over 1,000 miles. And this was the wording of the directors' reply:

We don't understand your cablegram. Do you wish us to liquidate company? This cannot be done without full explanation to directors.

Rhodes was furious. He was not in the habit of having his explicit instructions fail to be carried out. He sent back this cablegram:

Do exactly what I instructed you to do at once without asking questions. I take full responsibility. C.J.R.

This time the London agents obeyed. When we got back to Johannesburg, several million dollars' worth of shares had been turned into cash at very high prices, the market being then in the thick of a boom. We immediately set machinery in motion to acquire all the land we wanted, and though there was infinite haggling by some of the parties in interest, we finally got nearly all we were after, and the whole deep-level plan of mining was mapped out and started. We had to spend millions before we reached a trace of gold, and more millions before we won a single ounce of metal. But within two years we had made \$10,000,000 profit on the transaction. Had it not been for deep-level mining the Rand would have been nearly exhausted by now.

There is one bit of unpublished history that may as well see light now. It will show how near Rhodes came

to controlling the copper output of the world.

The near coup was scheduled for 1895. By this time the new gold mines were pouring out millions and millions of dollars' worth of their precious product, and we could have raised \$200,000,000 or \$300,000,000 of capital without trouble. The memorable Secretan Copper Syndicate, which aimed at buying up the bulk of the world's stock of copper and boosting the price, had collapsed ignominiously some time before this. The brilliant but erratic Frenchman had gone about things the wrong way.

Now that Rhodes had managed to establish control of the international diamond business, he became interested in the idea of acquiring control, not of finished copper, but of all the principal copper mines of the world, so as to be able to regulate output and price. Rhodes succeeded in interesting the Rothschilds, who controlled the great Rio Tinto mines as well as another large mine in Mexico. Alfred Beit was also behind us, as were all the resources of the De Beers and the Consolidated Gold Fields—the whole representing hundreds of millions of dollars.

I laid out plans, at Mr. Rhodes's request, for control of Anaconda and other American properties, and the scheme was so far advanced that I was to leave for the United States early in 1895 to complete the American end of the deal.

Unfortunately, the Jameson Raid came on. I was in prison for six months, and then Rhodes went to Matabeleland to quell a serious uprising of natives in that territory. So the whole gigantic plan fell through.

While engaged in restoring peace in Matabeleland, Rhodes received a cable from the House of Commons to come at once to be tried at Westminster for his association with the Jameson Raid. Unawed by the British authorities, Rhodes sent them this cable: "Investigation can wait. I am busy fighting Matabele."

When Rhodes did return to England he treated the Lord and Commoners with little of the customary reverence. One day while his examination was in progress he called for a glass of beer and a sandwich, and coolly answered questions between mouthfuls. His personality was so stupendous that he—"the accused"—dominated the whole proceedings. The Prince of Wales (the late King Edward) on visiting the Chamber could not resist shaking hands with him.

#### YEAR'S APPLE CROP

Donald Johnson, Dominion fruit commissioner at the Nova Scotia Apple Growers' Convention at Kentville, N.S., referring to the apple crop recently stated that the prospects were that Nova Scotia would have one of the biggest apple crops ever harvested in the province. British Columbia would have a twenty-five per cent. larger crop than last year. New Brunswick would have a good average crop. Quebec would have about half a crop and Ontario would not have more than fifteen per cent. average crop. Eastern Ontario would have a fair crop, but in the rest of the province the crop was practically a failure. The probabilities at the present time were that the apple crop this year would have to be disposed of at home or in the United States, as the British Government had placed apples on the list of forbidden imports and were not likely to remove the embargo,



# CURRENT NEWS OF THE WEEK

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

## Maritime Provinces

Brown Bros., grocers, St. John, N.B., have sold to Wm. Parkinson.

## Quebec

Federal Cigarette & Tobacco Co., Montreal, has dissolved.

J. M. Vezina, general store, St. Narcisse, Que., has sold out.

Pure Food Products Co., Ltd., Quebec, Que., has obtained charter.

Menard & Frere, grocers, Bedford, Que., have been registered.

Societe Co-operative Agricole de St. Croix, St. Croix, Que., cheese and butter makers, has been registered.

Mrs. E. S. Meighen, widow of Robert Meighen, former president of the Lake of the Woods Milling Company, is dead.

La Cie C. H. Catelli, Ltee., has been incorporated at Montreal with a capital of \$500,000, to take over the present company of C. H. Catelli Co., Ltd., and deal in food products.

## Ontario

J. Hay, grocer, Toronto, Ont., is dead.

D. Lothian, grocer, Toronto, Ont., has discontinued.

H. T. Walsh, grocer, Blackburn, Ont., is selling out.

P. D. Herbert, grocer, Ottawa, Ont., is selling out.

Danforth Bakery, Toronto, has been sold to C. J. Bodley.

A. Bell, general store, La Salette, Ont., has sold to J. J. Casey.

F. Krug, Tavistock, Ont., has sold to Glasgow Warehouse Co.

H. Braidberg, general store, Iroquois Falls, Ont., has discontinued.

Hambly & Messecar, general store, Rockford, Ont., have dissolved.

Fraser & Shaver, grocers, Ottawa, Ont., have been succeeded by V. M. Edey.

Thomas R. Boothby, traveling representative of C. Stephens Limited, of Collingwood, Ont., died in Meaford recently.

Springfield Milk Company, Springfield, Ont., will build an addition to their factory.

Vair & Balkwell, ice cream manufacturers, St. Thomas, Ont., suffered recent fire loss.

Paul De Laney Co., Inc., of New York State, has been licensed to deal in food products in the Province of Ontario.

Armour & Co., incorporated in Illinois, U.S.A., has been licensed to deal in food animals and agricultural products within the Province of Ontario.

Retail Grocers' Association, of Ottawa, has approved plans for the Pure Food Show, and Tuesday of the week has been set aside as "Grocer's Day."

C. de Carter, representative of the Acadia Sugar Refining Company at Kingston, Ont., made a short business trip to Toronto during the week.

The Dominion Cannery, Ltd., plant at Strathroy, was destroyed by fire recently with a loss of \$175,000. The loss of the plant will be a severe blow to farmers in the district which will involve other thousands of dollars.

Homestead Canning Factory, at Picton, has received further orders from the British Government for pork and beans, which, it is stated, will tax the capacity of the factory until the first of October. Consumers Produce Company has been incorporated at Toronto with a capital of \$250,000, to carry on business of manufacturing and selling grain, flour, meal, milk and dairy produce.



The late Phillip Marrin, surrounded by a group of his family and friends, from a photo taken some time previous to his death.

## Western Provinces

N. Lucien, general store, Elma, Man., is dead.

C. M. Robb, general store, Orion, Alta., has discontinued.

M. Harris, grocer, Seven Persons, Alta., suffered fire loss.

Leeper Bros.' general store, Findlater, Sask., have dissolved.

G. F. Williams, general store, Dodds, Alta., has discontinued.

M. L. Pierce, general store, Hearne, Sask., has sold to O. Dixon.

Brown Bros., general store, Eriksdale, Man., have registered partnership.

Burridge Mercantile Co., Ltd., retail grocers, Victoria, B.C., have discontinued.

A. E. Butchart, general store, Brant, Alta., has been succeeded by Mr. Gavier.

T. Hamilton, general store, Laura,

Sask., has been succeeded by M. J. Becker.

Hon. A. P. McNab, head of the McNab Milling Co., Ltd., recently visited Humboldt, Sask.

W. K. Symons, Winnipeg, manager of the Wm. Davis Co., has returned from a trip to headquarters in Toronto.

Royal Crown Soaps, Ltd., employees, of Winnipeg, held their annual picnic to Winnipeg Beach on Saturday, July 7.

Dominion Farm Holders, Ltd., has been incorporated at Alberta with a capital of \$1,000,000 to deal in all kinds of dairy and agricultural products.

The McKenzie Company, Kelowna, B.C., are losing the services of Mr. Harold De Hart, who has been with them for a number of years. Mr. De Hart is joining up for service overseas. Miss Lena Wilson, of Thos. Lawson, Limited, has left that firm and has taken a position in the office of the McKenzie Company.

Lieut. Edgar Robinson, Winnipeg officer, who has been serving with the Royal Naval Air service, and who has been reported as "missing and feared lost." He is the son of Captain William Robinson, Selkirk, Man., and a nephew of J. Robinson, of Robinson & Company, Winnipeg. Lieut. Robinson's brother and sister are both on active service.

James Hastings, president of the Dayton Computing Scale Co. will visit the Winnipeg office during September sometime, together with L. A. Davidson, general manager for Canada. George Bonnycastle, Winnipeg, manager for this company, left for the West on Tuesday, July 17, and will visit his branches. The Winnipeg branch of the Dayton Computing Scale Co. is leading the whole of America in the matter of sales increases, and Mr. Hastings is anxious to take a run out to see the men who have done such good work.

## PHILLIP MARRIN DEAD

Prominent Winnipeg Wholesaler Passes Away Suddenly — Large Business Interests Developed From Retail Store — A Man Universally Respected.

The death occurred in Winnipeg on Wednesday, July 11th, of Phillip Marrin, senior partner of the firm of Jobin Marrin Co., Ltd., wholesale grocers, 158 Market Street East, Winnipeg. He suffered a stroke of paralysis at 7 o'clock on the previous evening. There were three strokes in succession, and he passed away at 5.30 on Wednesday morning surrounded by his family. He is survived by his wife and eight children. Osmond Marrin, a son, and buyer for the firm, received the news of his father's



death in Montreal, and returned by the first train in time for the funeral, which was held on Friday, July 13, and was attended by representatives of nearly all the brokers and wholesale grocers in Winnipeg. Among those noticed were D. H. Bain, J. B. Persse, E. Nicholson, W. H. Escott, T. A. Corley, G. B. Thompson, C. H. Grant, H. B. Gordon, A. E. Burns, Crawford Richards, W. P. Riley, Wm. Duff, W. L. MacKenzie, Geo. Cameron, A. Truesdale, Joseph Carmen, Percy Boxer. The funeral was held from St. Ignatius Church, and the floral offerings were very elaborate.

Mr. Marrin was born at Barrie, Ont., seventy years ago, and came to Winnipeg in 1882. He opened a retail store on Main Street with Thomas Jobin, and continued in the retail business until 1899, when a start was made in the wholesale grocery business. The growth of the firm since then has been rapid, due chiefly to the efforts of the late Mr. Marrin.

He was of a very amiable disposition, and it can be truthfully said that he did not have an enemy. It has been his custom to spend his winters for the past ten years in California. He was there last winter, and returned in April very much refreshed for his trip.

While he took no active part in civic affairs, his advice was often sought on various questions. His three sons, Frederick J., Edward C., and Omond are all in the business.

#### NEW FACTORY TO PRESERVE FISH AT PRINCE RUPERT

Preparations for building a fish-storage factory at Prince Rupert, British Columbia, for handling all kinds of fresh fish are rapidly going forward, according to the Daily News of that city. The purpose of the new concern is to provide a market not only for halibut and salmon but also for the large quantity of fish taken by fishing vessels and thrown back into the sea as unmarketable.

The projectors claim to have a patent sterilizing process by means of which fresh fish may be mild cured so that it can be shipped in a comparatively fresh state without being packed in ice, and that two weeks after shipment it will show no signs of deterioration.

The process is not new, although it has not been applied extensively so far. Experiments were made some time ago, and shipments were made from Vancouver to Washington, D.C., and to Florida, and these arrived in perfect condition, it is said. By being immersed successively in brines of different temperatures, sterilization is accomplished and the full fresh flavor of the fish is said to be retained.

The new concern will handle all varieties of fish, instead of restricting its purchase to halibut and salmon. It is claimed a ready market will be found for these other kinds of fish in the eastern Provinces and in the United States, and the great quantities of black cod, red cod, and grey cod, and the many

other varieties for which at present the fishermen have found little or no demand, will henceforth be utilized. Large quantities of these are taken by the halibut and salmon fishing boats, and, under existing conditions, are unsalable and have to be thrown away.

#### PRESIDENT OF NEW COMPANY WELL KNOWN TO GROCERY TRADE

W. W. Leith the president of the newly Incorporated Canada Sauce and Vinegar Company whose picture appears herewith, is well known to the grocery and jobbing trade of Canada. He was formerly on the road for the Dominion Cannery, and has made many friends in different parts of the country. The Canada Sauce and Vinegar Company, was incorporated under the On-



W. W. LEITH  
President of the newly incorporated Canada Sauce  
& Vinegar Company.

tario Companies act to provide for added activities of the concern. The authorized capital is \$50,000.

#### WINNIPEG PRODUCE MEN FORM LOSS-OFF SYSTEM

Our Winnipeg correspondent writing regarding the enquiry of R. H. Harwood, Elm Creek, Man., who complained of the "loss off" method, says he spoke to a number of packers in Winnipeg, who seemed to be of the opinion that this was the only way to sell eggs, and that all sales will be conducted this way before long. However, Winnipeg jobbers are apparently not selling on this basis now, although they agreed to do so this summer. It seems that some of them did not live up to the agreement, and they all followed suit. So that now sales are being made on "straight receipt" basis.

However, jobbers seem to agree that the other way is the only way of doing business—to pay for what they get. It will make the farmer more careful, but the most important reason for this move is to improve the quality of Canadian eggs. If the farmer is careful and ships his eggs right, there should not be a big

shrinkage. The trouble in the past has been that some farmers seem to lack conscience. Cases have known where farmers have left the door of the incubator open all night, and have mixed these eggs with those going to the country dealer. It has been known for a whole case of eggs to be bad due to carelessness on the part of the farmer.

One Winnipeg house sees nothing else for it, when this new system comes into force, but for the dealer to install a cheap candling system. They claim that it does not take very long to candle thirty dozen eggs, and that is about the limit for the average farmer. Surely they say, the farmer does enough gossiping around town to give him time to wait while that is done. It will have to be arranged for in some way for shrinkage to be charged back to the farmer. That seems to be the only way of making him careful. However, packers would probably rather do the candling themselves, and the day perhaps is not far distant when sales will be made with a margin allowed for shrinkage.

#### CUBAN SUGAR COSTS LEAST TO PRODUCE

The cost of producing cane sugar in the United States and possessions is compared with that in Cuba in a report entitled "The Cane Sugar Industry," issued by the Bureau of Foreign and Domestic Commerce. Forty-nine per cent. of the total sugar consumed in the United States is produced in seven of the Western States, two of the Southern States, and in their insular possessions. The remaining 51 per cent. comes from Cuban and other foreign countries. The Bureau's report is the first thorough study of actual conditions in the competing sugar regions that has ever been published.

According to the Government investigators, the average cost of producing cane sugar in Hawaii during the normal crop year 1913-14 was \$44.59 f.o.b. factory. In Porto Rico it was \$52.29, in Louisiana \$79.50, and in Cuba \$28.92. The average marketing cost per ton from factory to delivery in the United States was: For Hawaii, \$9.34, for Porto Rico, \$4.27, and for Cuba, \$5.46. Per pound of sugar delivered in the United States the average cost of the Hawaii product was 2.697 cents, of the Porto Rican 2.328 cents, of Louisiana sugar 3.975 cents, and for the Cuban 1.719 cents, not counting the duty. With the duty added the cost of Cuban sugar delivered in the United States was 2.7238 cents. For 96 per cent. of all the beet sugar produced in the United States during the same crop year the average cost f.o.b. factory was 3.74 cents a pound.

In Hawaii the average cane production per acre harvested for mill was 43.92 tons, in Porto Rico 20.45 tons, in Louisiana 18.29 tons, and in Cuba 21.32 tons. For every acre of cane Hawaii produced an average of 10,992 pounds of sugar, Porto Rico 4,539 pounds, and Cuba 4,912 pounds of sugar per acre.



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

**T**WO important lines in which advances have been recorded during the week are salt and baking powder. Certain lines of soaps have also been increased in price to the retail trade. Cornflakes have been advanced from the lower quotations and there are indications that higher prices may come quite generally. Corn is now a scarce article, as millers who have been endeavoring to buy in the United States for the manufacture of cornmeal and other products find there is none for sale at present. They state if there are still supplies in the United States they are being held out of the market. One milling concern is out of the market entirely on yellow cornmeal for the reason that corn has not been available. Prices on corn products, such as corn flour and hominy have been moved to higher levels in conformity with the situation in corn. Rolled oats are in firm market, due to the scarcity of the grain for milling purposes.

Cooked meats are quoted higher now that the summer demand has set in heavier. There has been a good demand for barrel pork by the lumber companies of the Maritime Provinces, as they are getting ready for operations in the woods next winter. One large Ontario lumber company has also been in the market for this class of meat. Lard and compound are in easier tone, due to the light demand during the summer months. There is a desire to stir up business and prices are shaded when any business looms up as a possibility. Butter is in easier tone, although prices have not receded. Eggs are higher in price, due to lighter receipts.

Flour held in steady market with a better demand developing. Sugar refiners were still in a divided market, some holding at the advance recorded last week, while one refiner continued to quote at previous prices. Consumption of sugar has not yet started to be heavy. Cloves have been advanced quite generally. Cheaper stocks of coriander seed are on the way and if the ships are not intercepted by submarines lower prices can be expected in this commodity. Some of the first raspberries of the season reached the market during the week. Strawberries are dearer, as the zenith of production is thought to have passed. Business in grocery lines continued quiet.

## QUEBEC MARKETS

**M**ONTREAL, July 18.—New potatoes have been slightly firmer in the local market during the week. Beets, carrots and turnips of Quebec production are coming in better quantity, and prices were lower during the week. Canadian table cherries is one of the lines making an appearance during the week. Strawberries have about reached the highest point of production, and from this on are expected to be on the wane. Merchants note there has been a steady consumption in tea in Canada, even in spite of the high prices. Cloves are in very firm market, and advances are anticipated in the near future. There is a scarcity in many lines of fish, due to the bad weather on the East Coast. Halibut from the West Coast is scarce. Business is generally quiet, which is the normal condition for the months of July and August.

### Refiners Advance Sugar 15c Hundred

Montreal.

**SUGAR.**—Higher prices were made effective by four of the refiners during the past week, but one manufacturer is still quoting 15c under the majority. St. Lawrence refinery led the way in a 15c advance, and Atlantic, Acadia and Dominion followed soon after. These concerns are now quoting on the basis of \$8.20 for extra granulated, while the Canada Sugar Refining Company is still quoting at \$8.05. Recent heavy buying by both American and Canadian refiners of raw sugars had the effect of putting considerable firmness in the market. One of the authorities on the sugar situation computes that some 500,000 bags were sold during the term of the recent heavy

buying in New York. Following are the quotations:

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

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

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

### Coffee in Greater Demand in Canada

Montreal.

**COFFEE.**—One point of note mentioned in connection with coffee markets at present by merchants is the fact that there has really been a steady increase in consumption of coffee in Canada of late. This is attributed to higher-priced tea and prohibition spread in the Dominion. The main coffee markets are still dull as ever, and local markets show no change. Cocoa is also at a dull period, demand being at its summer stage. Prices of the cocoas remain unaltered this week.

Coffee, Roasted—

Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19 1/2	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24

Cocoa—

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

### Further Advances in Teas Anticipated

Montreal.

**TEAS.**—While the outlook for the black teas, Indian and Ceylon, is still much as previously pointed out, and altogether dependent on transport possibilities, there develops a more serious outlook for Chinas. The Congous and Gunpowders will probably show the effects of the trouble in China in their market before long, but this does not develop till later in the fall. The local situation is unchanged. The Japan market is very firm for early good quality tea, and second crop is likewise about 20 per cent.



short, the same as first crop. This, together with rumors of further advances in freights, leads to the prospect that teas will be slightly higher. There has been already an advance of from 1½c to 2c per lb. on first and second crop teas, apart from the 2c freight advance, thus making the total advance on freight and leaf from 3½c to 4c a lb.

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

*Spices Firm: Some Marked Scarcities*

Montreal.

SPICES.—Shortages of gingers and of cloves are reported this week in the New York markets, and these are felt to have some effect on markets locally in producing firmness. Cloves are especially scarce. These are said to be at their lowest in supply ever known in the trade. They are now quoted at 40c by grinders, and may go higher. There is a heavy demand anticipated for all classes of pickling spices. The herbs will be higher in all probability this fall. Cassias are quiet meantime, but may advance. Gingers are scarce and active. Pimento and mace are steady. The outlook is for firmer-priced spices to importers as ship shortages come to be felt, due to troop transportation from time to time, and other national war needs in America. Higher spice markets across the line may affect Canadian spices to some extent.

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

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

*Canadian Cherries And New Corn in*

Montreal.

FRUIT AND VEGETABLES.—A feature of the market this week has been the abundance of lettuce. Dealers declare there is so much of it that it can hardly be given away. Possibly lot cultivation by citizens may have produced well, and caused less need on the part of consumers. New potatoes have advanced a shade in some quarters to \$7.50 a barrel, and in others to \$8 for No. 1's. No. 2's are quoted at \$7 bbl. Per hamper, No. 1's are \$4; No. 2's, \$3.50. Old potatoes are less in demand now. Beets, carrots, and turnips, all new Montreal crop, are 50c a dozen now. Boston lettuce is off the

market. New corn has appeared. Curly lettuce (Montreal) is 10c a doz. Rhubarb 25c per dozen. Montreal cucumbers, 50c to 75c doz.; Montreal cabbages, \$1 per dozen. Spinach, \$1 per box; parsley, 25c doz. Head lettuce (Montreal), 40c doz. The California soft fruits are now in plenty, and Canadian table cherries have appeared at \$1.50 per basket. The new U. S. apples are here at \$3 a basket. Cantaloupes, 45's, are \$4 a crate, and 15's (flats) are \$1.75 a crate. Bananas and oranges are unchanged since last week. Canadian strawberries are said to have reached the height of production, and are selling at about 15c per quart, quotations varying according to market from day to day. This season's berries were large and of good quality in the main, though by some considered too big owing to moist weather during growth.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navels, per box.....	4 50	
Floridas.....	5 00	
Valencia (lates).....	4 75	5 00
Grape fruit.....	2 75	3 50
Lemons.....	5 00	5 50
Limes, box of 80.....	1 50	
Pineapples, Cuban, crate.....	4 50	
Pineapples (Cuban), 24's, each.....	0 75	
Watermelons (U.S.), each.....	0 60	0 75
Cantaloupes, crates.....	4 00	
Cantaloupes, flats.....	1 75	
Apples (in boxes)—		
Winesap.....	4 00	
Ben Davis.....	4 00	
Apples, new, U.S., bskt.....	3 00	
Cauliflower, per doz. bunches.....	2 00	
Celery, greentop, per crate.....	4 00	
New corn, crate, 5 doz.....	3 00	
Celery (U.S. washed), doz.....	2 00	
Onions, Bermuda, crate 50 lbs.....	8 25	
Onions, Texas (crystal wax), crate 50 lbs.....	2 00	2 25
Texas onions (red), crate.....	2 00	
Onions, Australian, sack 100 lbs.....	6 00	
White onions, per bag (100 lbs.).....	6 00	
Onions, Canadian, new, doz bun.....	1 00	
Potatoes (Green Mt.), bag 80 lbs.....	3 00	
Potatoes (new), per hamper.....	3 50	4 00
Potatoes (new), per bag.....	7 00	8 00
Potatoes (N.B.), bag.....	3 00	
Potatoes (Quebec).....	3 00	
Potatoes (sweet), per hamper.....	4 00	
Carrots (new), doz. bunches.....	0 50	
Beets (new), doz. bunches.....	0 50	
Parsnips.....	2 00	
Peas (new), per hamper.....	3 00	
Turnips (new), per doz. bunches.....	0 50	
Turnips (old), bag.....	3 00	
Lettuce, curly, per doz.....	0 10	
Lettuce, Romaine, doz.....	1 00	
Tomatoes, Mississippi Flats.....	2 50	
Horse radish, per lb.....	0 25	
Cabbage (new), Baltimore, crate.....	3 50	3 75
Cabbage (Montreal), doz.....	1 00	
Beans, U.S. wax, basket.....	3 00	
Beans, U.S., green, basket.....	3 25	
Peas (new, Montreal), bag.....	2 00	
Leeks, per doz. bunches.....	2 00	
Parsley, doz.....	0 25	
Mint, doz.....	0 50	
Watercress, doz.....	0 50	
Spinach (Canadian), box.....	1 00	
Rhubarb, per doz.....	0 25	0 25
Eggplant, per crate.....	6 50	
Cauliflower, doz.....	2 00	
Garlic (Canadian), lb.....	0 15	
Endive (Canadian), lb.....	0 25	
Strawberries (crate).....	5 00	
Cucumbers (Fla.), basket.....	2 50	3 00
Cucumber (Montreal), doz.....	0 90	
California plums, box.....	2 50	
Do., peaches, box.....	2 00	
Do., apricots, box.....	3 00	
Cherries (California) box.....	3 50	
Cherries, Canadian table, bkt.....	1 50	

*Fish a Little Scarce and Firmer*

Montreal.

FISH.—A scarcity of many lines of fish—notably of dore, is anticipated for

the time being. This is due to bad weather on the East coast, as far as sea fish are affected, and poor fishing results as to the fresh water fish. There may be a further shortage of haddock, steak cod, and mackerel. It seems also that the Western fish is going to be a little scarcer. Advices received in the past few days point to a shortage of halibut, though salmon will be in sufficient quantities for market requirements. Gaspe salmon is also short at present, but some good arrivals may be expected shortly to relieve the situation. The trade in salted, pickled and prepared fish is only limited at present, although some inquiries are coming from the trade. Bulk and shell oysters, clams, scallops, etc., are quiet, without feature of note. Some firmer prices will be noted in some lines of fish.

SMOKED FISH

Haddies.....	0 10	0 11
Haddies, fillet.....	0 14	0 15
Digby herring, bundle of 5 boxes.....		0 90
Smoked boneless herring, 10-lb. box.....		1 40
Smoked eels.....		0 12
Smoked herrings (med.), lb.....		0 17

SALTED AND PICKLED FISH

Herring (Labrador), per lb.....	\$10 00	
Salmon (Labrador), per bbl.....	20 00	
Salmon (B.C. Red).....	17 00	
Sea Trout, red and pale, per bbl.....	15 00	
Green Cod, No. 1, per bbl.....	14 00	15 00
Mackerel, No. 1, per bbl.....	22 00	
Codfish (Skinless), 100-lb. box.....	10 00	
Codfish (Skinless), blks. "Ivory" Brd., lb.....	0 10	
Codfish, Shredded, 12-lb. box.....	1 80	

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.....	0 30
Prawns, Imperial gal.....	3 00
Shrimps, Imperial gal.....	2 50
Scallops.....	2 75

FRESH FROZEN SEA FISH.

Halibut.....	15	17
Haddock, lb.....		06
Mackerel.....		10
Cod steak, fancy, lb.....		8
Salmon, Western.....	15	
Salmon, Gaspe.....	16	18

FRESH FROZEN LAKE FISH.

Pike, lb.....	0 10	0 12
Perch.....	0 10	0 11
Whitefish, lb.....	0 14	0 15
Lake trout.....	0 14	0 15
Eels, lb.....		0 10
Dore.....	0 11	0 12
Smelts, No. 1.....		0 15
Smelts, No. 1 large.....		0 20

Oysters—

Selected, gal.....	2 00	
Ordinary, gal.....	1 75	1 85
Malpeque oysters (choice), bbl.....		12 00
Malpeque oysters (choice), bbl. bbl.....		12 00
Cape Cod shell oysters, bbl.....		12 00
Clams (med.), per bbl.....		8 00

FRESH FISH

Haddock.....	0 06	0 07
Steak Cod.....		0 08
Market Cod.....	0 05	0 06
Carp.....	0 10	0 11
Dore.....		0 20
Lake trout.....	0 13	0 16
Fike.....	0 10	0 11
B. C. Salmon.....		0 18
Gaspe Salmon.....		0 20
Gaspereaux, each.....		0 05
Western Halibut.....	0 17	0 20
Eastern Halibut.....	0 16	0 17
Shad (Roe), each.....	0 50	0 65
Do., (Buck).....	0 40	0 45
Flounders.....	0 06	0 07
Perch.....		0 09
Bullheads.....		0 12
Whitefish.....	0 14	0 15
Eels.....		0 10
Brook trout.....		0 30
Mackerel (large), each.....		0 20
Mackerel (medium), each.....		0 18



# ONTARIO MARKETS

**T**ORONTO, July 18. — Several changes have been made in lines that are popular selling commodities in the grocery trade. Baking powder and baking soda, salt, sauces of various kinds, cornflakes have been among the lines in which changes have been made. At the time of writing Canada Sugar Refinery was still quoting below other refiners. There has been a better demand for cooked meats of various kinds and prices have been advanced from 1c to 2c per pound on these. Barrel pork is in better demand from the lumber companies of the Maritime Provinces and one lumber company in Ontario has been in the market for winter supplies of mess pork. Butter was in easier tone although prices did not recede. Eggs are higher. Maple sugar arrived in the local market in fairly good quantities during the week. Business continues quiet, common to the summer months.

## Canadian Sugar Market Still Divided

**Toronto.** — **SUGAR.**—Canadian refiners were at the time of writing still quoting on a different basis, the Canada Sugar Refining Company being 15c under the other refiners. Consumption of sugar is reported as not heavy as yet from the Canadian consumers. Refiners for the most part are not booking heavily due to the division in the market. Conditions on the Island of Cuba continued favorable for the week with the number of centrals still grinding, estimated at 14 as compared with 12 at the same period last year. To July the visible production on the Island is 2,764,217 tons as compared with 2,858,786 tons last year, being only 115,569 tons behind last year. Rain has continued in that section during the week and the fields are reported in fine condition. The planting of new crop is progressing steadily. Raw sugar in New York held in a firm tone during the week, sales being made on the basis of 6.52c duty paid. Canadian and American refiners during the week purchased some 50,000 bags of full-duty sugar on the basis of 6.27c. The freight situation from the Island of Cuba was active during the week and higher rates were paid, tonnage being engaged at 45c as compared with 30c to 35c last week from Cuba to New York.

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

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

## Baking Powder And Soda Advance

**Toronto.** — **BAKING POWDER, SODA, SAUCES.** — Higher prices were recorded on Crown baking powder, 16-oz. now being quoted at \$2 doz., 8-oz. \$1.35 and 4-oz. remaining unchanged. 1900 Dairy baking powder is quoted at \$2 per dozen for 16-oz., \$1.40 for 8-oz. and 90c for 4-oz. Cow brand soda is quoted at an advance, the new prices being \$3.50 for 1-lb. and 10-oz. packages, \$3.75 for 8-oz. and \$3.60 for assorted. Bicarbonate of soda in 112-lb. kegs is quoted at \$3.75. Putz cream in 3-oz. size is now quoted at 95c dozen, 4-oz. at \$1.25 and 8-oz. at \$1.85. Silver putz cream in 4-oz. is quoted at \$1.25 and 8-oz. at \$1.85. Holbrook's sauce is higher, being quoted at \$2.35 dozen. Same brand of malt vinegar is quoted at \$2.35 dozen. Puritan soap has been advanced to \$3.35 box and 1899 soap also to \$3.35 box. Tip Top soap chips have been advanced to \$5.75. Fray Bentos corn beef has been advanced to \$4 per dozen. Reckitt's blue is now quoted at an advance, present selling price being 19c per pound.

## Unusual Conditions In Salt Industry

**Toronto.** — **SALT.**—Advances have been recorded in certain lines of salt during the week, amounting to 10c. Dairy salt is now quoted at 85c to 90c, for 50's, fine salt at 60c to 55c for 50's and coarse at 70c to 65c. Windsor salt has been advanced to 60c dozen for 3's and \$1.25 dozen for 7's. With respect to the unusual conditions in the salt industry at the present time one of the large Canadian manufacturers made the following statement to **CANADIAN GROCER**: "Owing to the almost continuous embargoes by the railways during the past winter, shortage in car supply and the unsatisfactory labor conditions, during which time orders accumulated and since then the labor situation has been such that we have been unable to carry on our operations with any degree of satisfaction and are unable to obtain sufficient or efficient help. In addition to the shortage of labor, Quebec and the Maritime Provinces have been calling on us for large quantities of salt to take the place of that which under normal conditions ordinarily comes from England but is not now available, owing to shortage of boats and high ocean charges. We are doing the best we possibly can to take care of our trade requirements, but find it exceedingly difficult to convince many of our customers that the abnormal conditions under which we are operating are as serious as they really are, and the average buyer neglects ordering salt until stocks in many instances are

almost wholly exhausted. They are very much annoyed and inclined to blame everyone but themselves if their orders do not receive immediate attention and shipment without delay."

## Importers Advance Prices On Molasses

**Toronto.** — **MOLASSES, SYRUPS.**—As recorded in these columns last week an advance of 6c per gallon has been made by importers on the price of fancy Barbadoes molasses and 2c per gallon on West India. At the time of writing, however, wholesalers had not advanced their prices in conformity with increased costs and from this it will be seen the market is in a firm position. There is a shortage of tonnage to bring the goods from the estates where they are manufactured. Corn syrups and cane syrups held in steady position during the week.

<b>Corn Syrups—</b>	
Barrels, per lb.	0 06½
Cases, 2-lb. tins, 2 doz. in case	4 60
Cases, 5-lb. tins, 1 doz. in case	4 95
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.	
<b>Cane Syrups—</b>	
Barrels, first grade	0 06½
Barrels and half barrels, second grade, lb.	0 06
Cases, 2-lb. tins, 2 doz. in case	5 50
<b>Molasses—</b>	
Fancy Barbadoes, gal.	0 78 0 82
West India, ¼ bbls., gal.	0 46 0 50
West India, 10-gal. kegs.	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25
Tins, 3-lb., table grade, case 2 doz.	5 65
Tins, 2-lb., baking grade, case 2 doz.	3 00

## Packing New Crop Peas Has Started

**Toronto.** — **CANNED GOODS.**—Canners in various parts of the country have started on the new pack of peas. It is understood the prospects are favorable for a good pack. It is expected new prices will be announced about the first of next month. New prices on canned salmon had not been named at the time of writing as labor conditions at the coast have made announcement of prices somewhat later than usual. There is a disposition for wholesalers to endeavor to clear out existing stocks and to this end Alaska pinks in certain instances were quoted 10c under last week's quotations. Pine-apple 1's are about out of the market. Prices on other canned lines held steady.

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

<b>Salmon Sockeye—</b>		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 35	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 60	2 85
Lobsters, ½-lb. doz.	2 65	3 00
<b>Canned Vegetables—</b>		
Beets, 3s	1 50	1 90
Tomatoes, 2½s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.	3 85	4 00



**Quotations On Greek Currants Declined**

**Toronto.**  
**DRIED FRUITS.**—Cable quotations from Greece during the week announced a decline of 5's from the quotations recently made on currants, following the raising of the embargo. Cable advice also announced that shipping space was available. In the face of this condition there has been very little booking on Grecian currants as they are still above the basis of the Australian currants. Buyers are staying out of the Grecian currants anticipating that prices may be lower. The California Prune Association again entered the market and quoted on a basis of 6½ which was an advance of ½c from recent opening price. Oregon prunes were easier in price. Prices on new crop apricots have been announced by the association but prices are high and the local wholesale trade has not shown any interest in them.

Apples, evaporated, per lb.....	0 13½	0 14½
Apricots, choice, 25's, faced.....	0 24	0 26
<b>Candied Peels—</b>		
Lemon .....	0 26	0 27
Orange .....	0 27	0 27
Citron .....	0 33	
<b>Currants—</b>		
Filiatras, per lb. ....	0 22	
Australians, lb. ....	0 23	0 24
<b>Dates—</b>		
Excelsior, pkgs., 3 doz. in case ....	3 60	
Dromedary dates, 3 doz. in case ....	4 50	
<b>Figs—</b>		
Taps, lb. ....	0 05½	0 06
Malagas, lb. ....	0 10	
<b>Prunes—</b>		
30-40s, per lb., 25's, faced.....	0 16	
10-lb. boxes, 30-40s .....	0 16½	
40-50s, per lb., 25's, faced.....	0 15½	
50-60s, per lb., 25's, faced.....	0 15	
70-80s, per lb., 25's, faced.....	0 13	0 13½
80-90s, per lb., 25's, unfaced.....	0 12½	
90-100s, per lb., 25's, faced.....	0 10½	
<b>Peaches—</b>		
Standard, 25-lb. box .....	0 13	
Choice, 25-lb. boxes .....	0 13½	0 14
Fancy, 25-lb. boxes .....	0 15	
<b>Raisins—</b>		
California bleached, lb.....	0 14½	0 15
Valencia, Cal. ....	0 10½	0 11
Valencia, Spanish .....	0 10	0 12
Seeded, fancy, 1-lb. packets.....	0 12	0 13
Seedless, 12-oz. packets .....	0 12½	0 13½
Seedless, 16-oz. packets .....	0 15	0 16

**Tea Came To Canada Via San Francisco**

**Toronto.**  
**TEA.**—A shipment of Java teas for the Canadian market have recently reached local buyers which was routed via San Francisco. This is somewhat unusual for tea to come over this route. There is some little trouble being experienced in getting the Canadian customs officials to allow the tea in without the necessity of paying 10 per cent. duty. Bill of lading should read from the point of origin if the advantage of in-bond goods is to be secured. Apparently this consignment of tea was billed to San Francisco and reshipped from there. Under this condition the importers would be called upon to pay duty as coming from the United States. The matter is not being negotiated as to whether or not this duty will have to be paid. Small consignments of India and Ceylons continue to petre through as shippers on the

other side are unable to get full shipments across. Prices held steady during the week as recent prices and some fairly good sales were recorded.

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

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

**Big Demand For Cocoa Keeps Up**

**Toronto.**  
**COFFEE, COCOA.**—There is a continued good demand for cocoa which is quite unusual. Some large dealers state they have never been busier than at the present. Prices on this commodity held steady. Coffee was unchanged but with each rumor of peace there is given a certain undertone of firmness to the market. Germany is expected to buy heavily as soon as the goods can be taken into that country. Chicory is in abnormally high market with supplies about exhausted until new crop comes in November.

<b>Coffee—</b>		
Bogotas, lb. ....	0 23	0 30
Maracaibo, lb. ....	0 25	0 28
Mexican, lb. ....	0 27	0 31
Jamaica, lb. ....	0 26	0 27
Mocha, Arabian, lb. ....	0 35	0 40
Rio, lb. ....	0 20	0 25
Santos, Bourbon, lb. ....	0 25	0 26
Chicory, lb. ....	0 17	0 20
<b>Cocos—</b>		
Pure, lb. ....	0 25	0 30
Sweet, lb. ....	0 16	0 20

**Cloves Have Moved Upward 5c Pound**

**Toronto.**  
**SPICES.**—It was announced in these columns last week that one concern had increased the price of cloves until the lowest quotation was 40c per pound. This upward movement has now been shared quite generally by the dealers, making the range now from 40c to 45c per pound. The firm situation in this commodity has been caused through the embargo placed on shipment of goods from Zanizibar. Arrival of coriander seed has not yet been reported. Locally stocks are reported light on this seed and with the coming of additional supplies it is expected the market will be lower. Allspice was quoted 1c per pound higher in certain quarters during the week, making the range from 16c to 18c.

	<b>Per lb.</b>	
Allspice .....	0 15	0 18
Cassia .....	0 25	0 35
Cinnamon .....	0 40	0 50
Cayenne .....	0 30	0 35
Cloves .....	0 40	0 45
Ginger .....	0 25	0 35
Mace .....	0 90	1 25
Pastry .....	0 25	0 30
Pickling spice .....	0 22	0 25
Peppers, black .....	0 33	0 33
Peppers, white .....	0 38	0 45
Nutmegs, selects, whole, 100's.....	0 40	0 40
Do., 50's .....	0 45	0 50
Do., 64's .....	0 40	0 40
Mustard seed, whole .....	0 25	0 30
Celery seed, whole .....	0 40	0 45
Coriander, whole .....	0 30	0 33
Carraway seed, whole .....	0 75	0 90

<b>Cream of Tartar—</b>	
French, pure .....	0 60
American high test .....	0 65

**Better Prospects For Rice Crop Now**

**Toronto.**  
**RICE AND TAPIOCA.**—With the breaking of the drouth in the Southern United States more favorable conditions for the new crop rice now exist. In the United States it is felt that the Government will prevent speculation in rice and this will be a factor to reckon with on new crop. There is no embargo in that country on the shipment of rice and the export situation no longer gives support. Locally there is a continued good consumption of rice as people acquired the habit during the winter and spring when prices were so high on potatoes. Tapioca held in steady market during the week.

Texas, fancy, per 100 lbs.....	9 50	10 50
Blue Rose Texas .....	9 00	9 50
Honduras, fancy, per 100 lbs.....	0 12	
Siam, fancy, per 100 lbs.....	7 50	8 00
Siam, second, per 100 lbs.....	7 00	8 00
Japans, fancy, per 100 lbs.....	8 50	9 00
Japans, second, per 100 lbs.....	7 50	8 00
Chinese, per 100 lbs.....	7 75	8 00
Tapioca, per lb. ....	0 12½	0 14½

**Extreme Heat Is Drying Up Walnuts**

**Toronto.**  
**NUTS.**—There is a possibility that California walnuts will not be a big factor in the local market this coming season as it is anticipated they will be scarce. A continued heat wave is reported to be drying up the nuts. There is a big demand for these in the shell in different parts of the United States and with the scarcity of labor it is thought there will not be very large stocks available for the Canadian market. This was a nut trade that had only started in this market during the past winter season and there was every promise that it would grow. French walnuts are in firm market, September shipment now being quoted.

<b>In the Shell—</b>		
Almonds, Tarragonas, lb.....	0 20	0 22
Walnuts, Bordeaux .....	0 13	0 20
Walnuts, Grenobles, lb. ....	0 18	0 20
Filberts, lb. ....	0 18	0 20
Pecans, lb. ....	0 18	0 20
Peanuts, roasted, lb. ....	0 15	0 18
Brazil nuts, lb. ....	0 15	0 20
<b>Shelled—</b>		
Almonds, lb. ....	0 45	0 48
Walnuts, lb. ....	0 58	0 60
Walnuts, California .....		
Peanuts, lb. ....	0 17	0 18

**Outlook For New Crop Beans Is Doubtful**

**Toronto.**  
**BEANS.**—Reports on the bean situation in Ontario so far have not been encouraging. Continued wet weather has kept the beans back and they are patchy in growth on low-lying land. In some districts furthermore they have been attacked by a bug which is destroying the plants. One farmer who planted a large acreage has had his entire crop decimated by this pest. Shipments of Rangoon beans are expected to reach the local market early in August and



will in all probability be easier in price. It is reported the Canadian customs department has placed an embargo against the entry of Rangoon beans into Canada.

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

### Cornflakes Have Been Moved Higher

**Toronto.**  
**PACKAGE GOODS.**—Cornflakes of the Krinkle brand have been advanced to \$3.30 per case, which makes an increase of 35c. The range on the various brands of cornflakes is now within narrower limits, being from \$3.30 to \$3.40 per case. Other brands of cornflakes are in firm market and some dealers anticipate there will be higher prices. There has been a very free demand for rolled oats, largely for the export trade. Cornstarches and starches held in steady market following the advances of last week.

Cornflakes, per case	3 30	3 40
Rollod oats, round, family size, 20s		4 80
Rollod oats, round, regular 2-lb size, case		1 75
Rollod oats, round, regular 2-lb.		4 00
Shredded wheat, case		0 11
Cornstarch, No. 1, pound cartons		0 10
No. 2, pound cartons		0 11
Starch, in 1-lb. cartons		0 12½
Do., in 6-lb. tins		0 09½
Do., in 6-lb. papers		

### Cod And Haddock Comparatively Cheap

**Toronto.**  
**FISH.**—Consumers at the present time are perhaps failing to recognize the cheapness of cod and haddock as a meat. Whitefish, trout and hilibut are having the heaviest demand, the prices ranging from 13c to 17c per pound wholesale. Cod and haddock on the other hand range in price from 7c to 10c per pound. There could be considerable saved in the family meat bill if this fact were borne in mind in making purchases. Last week the supplies of cod and haddock were plentiful but during the first part of the present week were scarce. Halibut has advanced at the coast but local prices remain unchanged during the week. Pike and pickerel were scarce during the week. Whitefish was in fairly good supply but salmon trout was comparatively scarce for the greater part of the week. Prices remained unchanged in the various lines.

#### SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kippered herring, per box		1 50
Digby herring, bundle 5 boxes	1 10	1 25

#### PICKLED AND DRIED FISH.

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

#### FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 16½	0 17
Halibut, frozen	0 16½	0 17
Salmon, Restigouche, lb.	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.	0 07	0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10

Winkles, per bag	1 75
Clams, per 100	1 00
<b>FRESH LAKE FISH.</b>	
Herring, per lb.	0 08 0 09
Pike, lb.	0 10
Whitefish, lb., fresh	0 13 0 14
Trout, lb., fresh	0 13 0 14
Tullibees, fresh, lb.	0 09 0 10

### Canadian Tomatoes Now Reaching Market

**Toronto.**  
**VEGETABLES.**—The first Canadian tomatoes grown outdoors in the Leamington district reached the local market during the week and were quoted at \$2.50 to \$3 per 11-quart basket and \$1.25 for 6-quart basket. Canadian green peppers were also in the market for the first and were quoted at \$1 for 6-quart and \$2 for 11-quart baskets. Virginia potatoes were in lower market, being quoted at \$7.25 per barrel. Canadian peas are down in price and are reaching the market in better supply. Imported green string beans are now off the market and their place is being taken by the Canadian product, which is being quoted at \$1.50 for 11-quart basket. Florida celery is off the market but Michigan variety is being quoted at 50c per dozen bunches. Ontario vegetables are now getting the ascendancy in the local market.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 75
Beets, doz. bunches		0 30
Beans, green, string, 11-qt.		1 50
Cucumbers, Can., hothouse, 11-qt. basket	1 75	2 00
Cabbage, Canadian, case	3 00	3 25
Cabbage, Can., hamper	1 50	1 75
Carrots, new, doz. bunches	0 25	0 30
Celery, Mich., doz.		0 50
Lettuce, leaf, doz. bunches		0 20
Canadian head lettuce, doz.	0 50	1 00
Mushrooms, lb.		0 75
<b>Onions—</b>		
Texas, 50-lb. box	2 25	2 50
Green, per doz. bunches	0 20	0 25
<b>Potatoes—</b>		
New, barrel		7 25
New, Ontario, 11-qt.		
Peas, Canadian, 11-qt. bkt.	0 50	0 60
Green peppers, basket	1 00	2 00
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50

Tomatoes, Miss., 4-bkt. carriers		2 25
Canadian, 11-qt.	2 50	3 00
Canadian, 6-qt.	1 25	1 50
Parsley, basket	0 35	0 40
Watercress, basket	0 30	0 50
Turnips, new, basket	0 10	0 30

### First Raspberries Of Season Now In

**Toronto.**  
**FRUIT.**—The first raspberries of the season reached the local market during the week and sold at 20c per quart. Supplies are light as yet as the crop has only commenced. With favorable conditions the crop is expected to be fairly good. Strawberries were scarcer during the week as the heaviest producing time is over. They are now quoted from 13c to 14c per quart. Hamper of yellow American harvest apples reached the local market during the week and were quoted at \$3. Some fine samples of gooseberries were shown and in the 11-quart size were quoted at \$1.25 to \$1.50 per 11-quart basket. Georgia peaches were quoted lower at \$3.25 to \$3.50 per carrier. The first California Bartlett pears to arrive in large quantities came in and were quoted at \$5 for 46-lb. box. Canadian fruit is more in evidence now that the season is progressing.

<b>Apples—</b>		
Hampers, American		3 00
Bananas, yellow, bunch	3 00	4 00
Cherries, Cal., box		2 50
Cherries, Can., basket	0 75	1 00
Do., Eaton, blacks	1 75	2 00
<b>Oranges—</b>		
Cal. late Valencia	4 00	5 00
Grapefruit, Cuban, case	4 00	4 25
Floridas, case	5 00	5 50
Gooseberries, Can., qt.	0 07	0 08
Do., 11-qt. bkt.	0 60	0 75
Do., 11-qt., large	1 25	1 50
Lemons, Cal., case	6 00	6 50
Do., Verdillia, case	6 00	6 50
Pineapples, Cubans, case	3 75	4 00
Peaches, Georgia, 6-bkt. carrier	3 25	3 50
Pears, Cal. Bartlett, box		5 00
Plums, Clyman, box	2 00	2 25
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 13	0 14
Raspberries, quart		0 20
Watermelons, each	0 60	0 90

## MANITOBA MARKETS

**WINNIPEG, July 18.**—Some of the leading refiners advanced the price of sugar fifteen cents last week, but early this week Redpaths were selling fifteen cents below the others. An advance on salt has gone into effect, which on an average amounts to about ten per cent. Blue Ribbon tea went up, their best seller now costing the retail trade 44-45c, this being an advance of four cents. Mothers macaroni is now quoted 2.35, this being a decline of 30c. Flake white is down a half cent per lb. Dwight's bicarbonate of soda advanced 25c per case. Starches, both laundry and cooking, are up ¼c per lb.

### Sugar Prices Declined; Country Trade Steady

**Winnipeg.**  
**SUGAR.**—Atlantic and St. Lawr-

ence sugars advanced 15c per cwt. last week. The market was reported firm. Country dealers, despite the advancing market, seem to be buying sugar as needed, and very little speculating is done.

### Apricots To Be High; Seeded Raisins Advanced

**Winnipeg.**  
**DRIED FRUITS.**—New crop goods appear to have opened up in California at a surprisingly low figure. Apricots are said to have opened up several cents below prices prevailing some weeks ago. On the basis of old figure, the price to the consumer was around 30c, which was a little too high. However, despite the fact that the market on new apricots has opened comparatively low, brokers in Winnipeg insist that we shall not see cheap apricots by any means. Fancy



seeded raisins have advanced in California 1/2c over the price paid in February for new crop.

Table listing various dried fruits and nuts with prices. Includes items like Apples, Pears, Apricots, Peaches, Currants, Dates, Raisins, Figs, Prunes, and Peels.

Tapioca Continues in Firm Market

Winnipeg. RICE AND TAPIOCA.—It looks as though the scarcity of tapioca which has existed for some weeks now, is going to continue, as sales were made in Winnipeg last week which would make price to the consumer 18c.

Table listing prices for various types of rice and tapioca, including Japan No. 1, Siam, Patna, and Tapioca.

Salt Prices Higher; Deliveries Are Backward

Winnipeg. SALT.—An advance has gone into effect here averaging roughly about ten per cent. The reasons for this advance are the same as those given in the past. It is well known that manufacturers have been severely handicapped, and that they are behind in their deliveries. New prices are as follows:—

Table listing prices for different grades of salt, including Common, Extra, and Duck Bags.

Tobacco And Jam Prices Are Higher

Winnipeg. TOBACCO.—The Imperial Tobacco Co., have changed their sizes on a number of lines, and prices are up from five to ten per cent., although the average will be nearer 5 per cent.

JAM.—New prices are being named on this years pure jam, and indications

are that they will be lower than expected. One manufacturer reports that they could be justified in advancing their price 4c per pail. so that he does not expect opening prices to prevail very long. This manufacturer recently took a trip throughout the United States and states that the outlook for strawberries is not so good as was expected. Demand in the United States has been very heavy. In some districts the blossom was effected by rain so that only half the crop matured; on the other hand there was a big crop in the South.

New Supplies of Nuts Are Uncertain

Winnipeg. NUTS.—There seems to be an easy feeling about this market although spot stock in ice houses is being exhausted, and it is hard to figure on new arrivals on account of scarcity of tonnage.

Table listing prices for various nuts including Almonds, Brazils, Filberts, Peanuts, and Walnuts.

Table listing prices for Spanish Valencia Almonds, French Bordeaux Walnuts, and Spanish Shelled Peanuts.

Coffee Market Easy; Many Markets Closed

Winnipeg. COFFEE.—The market is very easy, and sales are being made to jobbers at 1 1/2c below previous price. There is not much likelihood, however, of price to the retailer being any lower in the immediate future, although a much lower primary market is expected. The reason for this easiness is that the market for this big crop is almost limited to the American continent.

Spices Are Firm; Bird Seed Scarce

Winnipeg. SPICES.—All lines seem to be very high with the exception of allspice, which is down in price, the price being about the same as before the war. Cloves are 50 per cent. higher to-day than they were before the war. New price of whole black pepper would make price to the retailer about 35c. Jamaica ginger is selling in the primary market on a basis of 30c. There seems to be very little cream of tartar in this market, and it is bringing a high price. Brokers report that canary seed is bringing such high prices in New York that it is practically off the market. Based on price quoted to-day, the pobber would pay 71c per lb. f.o.b. New York, so that it is not likely to reach Winnipeg. Stocks of spices in Winnipeg appear to be fairly good.

White Fish Easier; Trout Is Scarce

Winnipeg. FISH AND POULTRY.—Whitefish is slightly easier, selling at 11-12c. There has been a fair catch of whitefish, and this is making prices slightly less. Salmon was not too plentiful this week, and is bringing 20c; it is not likely to drop to 19c until supplies are better. Halibut is rather scarce at 15c. Pickerel is off the market until the fall. Trout is a little scarce, which is usual in July, although local dealers do not fear a shortage; the trade are paying 15c to-day, but this price is likely to be a little higher later on. All dealers seem to be holding back from poultry, as stock on hand seem to be rather large, and dealers are afraid of prices being cut on fresh stuff.

Table listing prices for various types of fish including Whitefish, Salmon, Halibut, Cod, Kippers, Bloaters, Lake trout, Mackerel, and Sea herring.

Potato Prices Dropping; Old Supplies Available

Winnipeg. FRUIT AND VEGETABLES.—New lines on the market include new potatoes, prices of which is varying, and is liable to drop considerably this week. Some houses are quoting as high as \$3.25 or more. B. C. potatoes should be in by this time, selling around \$2.50. Old potatoes are bringing \$1 per bushel. There are still lots of old potatoes on the market, and the quality is fair. Manitoba potatoes are expected around August 3, when prices should be considerably lower. New peas selling at a fairly low price should be here in a few weeks. There has been an advance of \$1 per case in lemons, which are now quoted \$7. Cherries have dropped to \$4 for 25-lb. boxes. There is also a decline in canteloups, flats, which are bringing \$2.50.

Table listing prices for various fruits and vegetables including Asparagus, Beans, Potatoes, Carrots, Turnips, Cabbage, Lettuce, Parsley, Peas, Tomatoes, Oranges, Lemons, and various berries.



# How War Has Shifted Canada's Imports

Latest Official Figures Show Enormous Increase in Trade With the States—Japan Coming on Rapidly—How Increased Values Modify Quantities.

**S**OME very interesting comparisons are suggested by a study of the returns of the trade of Canada just issued by the Department of Trade and Commerce for the twelve months ending March 31. These include figures of Canada's imports, under headings and countries of origin for the past four years, and make it possible to see the changes in the trend of our trade from one source to another during the period of the war.

The first point that should be noted, and one that invariably is passed over by Ottawa correspondents, who do not understand its significance, is that many of the increases in imports and exports alike do not represent larger quantities as the greater values would seem to indicate, but simply increased values in the goods themselves. In many woolen articles, for instance, the values set down for the Customs Department have more than doubled since the beginning of the war. Hence if the imports of a certain line in 1914 amounted to \$1,000,000, and the imports in 1917 reached \$2,000,000, the only correct assumption is that the quantity imported during 1916-17 is barely equal that of the year 1913-14. In practically every case where the imports remain the same, the real significance of the figures is that the imports have been cut in two. The same applies to the exports of Canadian products.

This increase in values, that must be considered as a modifier of the official figures, includes nearly every department in the list. There are metal goods that have advanced from a \$4 wholesale price to \$12 in the past three years; many that show an increase of 100 to 150 per cent.

One other point must be considered: that for the purposes of customs duties goods must be entered at their values "at the time of shipment," not the price at which the contract was made two, three, six, eight months, or often a year before. This in itself makes the customs valuation abnormally large for the two years or so.

The figures given herewith cover the four fiscal years ending with March 31, from 1914 to 1917.

The total imports for 1914 were \$410,130,474 dutiable goods, and \$208,198,400 of free—outside of the 5 or 7½ per cent. war tax—while for 1917, these had risen to \$461,708,200 of dutiable, and \$383,622,697 of free. The increased values of the latter goods show that the quantity of dutiable imports for 1917 was really less by a large margin than four years ago, and about the same, not more, in goods like raw cotton and wool that came in free before. For the year 1915 the totals fell far below the previous year as business slumped all over Canada, so that the total was nearly 30 per cent. less. In 1916, there was a small increase in imports.

## Shifting of Trade

The most interesting figures, however, are those that indicate the shifting of trade from one country to another, as shown in the table. Trade with the United Kingdom became increasingly difficult as enlistment grew more strict and factories were commandeered for munitions purposes. Transportation troubles kept the imports from overseas down also. The total imports of \$131,942,249 in 1914 shrunk to \$90,083,178 in 1915, and to \$77,370,682 in 1916, while it is very doubtful whether the total of \$107,071,181 for 1917 does not represent an actually smaller quantity.

## Big Increase With U.S.

Turning to the United States the tendency of late has been the reverse. The imports for 1914 were \$395,565,328. Bad business conditions cut this down to \$296,632,506 the next year, but there was a recovery of \$370,497,867 in 1916. By one year later the tremendous expansion of trade in Canada had increased the 370 millions to 664 millions, indicating that the increased business had been transferred from Great Britain to the United States, in what respects will be considered later.

## Trade With Germany

Trade with Germany in these years sank as follows:—

1914	\$14,586,223
1915	5,086,986
1916	86,304
1917	14,132

Even the existence in so slight a form as \$14,000 may surprise some, but, in the absence at the time of writing, of more details, it may be assumed that this represents dyestuffs that were allowed to come over to the United States via Rotterdam chiefly, by special arrangement. A comparison of the whole list shows that German imports stood third in 1914 with France a close fourth.

## Japanese Trade Growing

One other significant story stands out of these statistics; the growth of trade with Japan. In a recent issue DRY GOODS REVIEW contained a story from a Canadian department store manager on his return from a buying trip to Japan, in which he prophesied big developments. That these have already taken place the customs figures show.

(Continued on page 45.)

## TRADE OF CANADA—12 Months Ended MARCH

IMPORTS FOR CONSUMPTION	TWELVE MONTHS ENDED MARCH			
	1914	1915	1916	1917
Dutiable goods	\$410,130,474	\$279,717,254	\$289,332,729	\$461,708,206
Free goods	208,198,400	175,654,117	218,450,632	383,622,697
Total merchandise	\$618,328,874	\$455,371,371	\$507,783,361	\$845,330,903

## IMPORTS BY COUNTRIES.

	1914	1915	1916	1917
Australia	\$ 913,111	\$ 412,205	\$ 1,062,692	\$ 762,113
British Africa	522,916	338,403	179,181	221,544
East Indies	7,218,987	6,547,548	6,780,461	6,899,983
Guiana	3,178,462	2,993,534	5,636,630	7,192,893
W. Indies	4,354,849	6,186,261	6,286,914	14,251,310
Newfoundland	1,840,523	1,242,800	1,576,591	2,146,958
New Zealand	3,192,900	3,908,616	3,310,358	2,242,515
United Kingdom	131,942,249	90,083,178	77,370,682	107,071,181
Other British	1,434,042	3,555,220	2,992,729	3,307,878
Argentine Republic	2,603,128	3,364,787	3,971,271	2,702,071
Belgium	4,491,126	1,875,963	59,315	14,896
France	14,276,378	8,449,186	5,949,326	6,480,476
Germany	14,586,223	5,086,986	86,304	14,132
Japan	2,604,216	2,783,465	4,015,125	8,122,735
Netherlands	3,015,456	2,769,296	1,057,733	1,234,993
United States	395,565,328	296,632,506	370,497,867	664,219,653
Other foreign	26,788,980	20,141,457	16,950,182	18,445,772

## EXPORTS.

	1914	1915	1916	1917
Canadian produce—				
The mine	\$ 59,039,054	\$ 58,740,989	\$ 66,589,861	\$ 85,616,907
The fisheries	20,623,560	19,637,068	22,377,977	24,889,253
The forest	42,792,137	42,650,683	51,271,400	55,907,209
Animal produce	53,349,119	74,390,743	102,882,276	127,795,468
Agricultural products	198,220,029	134,746,050	249,661,194	373,413,701
Manufactures	57,443,452	85,539,501	242,034,998	477,399,676
Miscellaneous	121,088	663,802	6,792,932	6,353,554
Total, produce	\$431,588,439	\$409,418,836	\$741,610,638	\$1,151,375,768
Foreign produce	23,848,785	52,023,673	37,689,432	27,835,332
Total, merchandise	\$455,437,224	\$461,442,509	\$779,300,070	\$1,179,211,100
Coin and bullion	23,560,704	29,366,368	103,572,432	196,547,048
Total exports	\$478,997,928	\$490,808,877	\$882,872,502	\$1,375,758,148
Aggregate trade	\$1,112,562,107	\$1,078,173,240	\$1,424,916,065	\$2,249,170,171



# FLOUR AND CEREALS

## Flour Demand Now Heavier

Toronto.

FLOUR.—A heavier demand is now developing for both Ontario and Manitoba flour. The market for wheat held remarkably steady during the week but flour advanced 50c per barrel. Cash wheat on Wednesday of last week was quoted in Winnipeg at \$2.34 and the following day it went to \$2.40 per bushel where it held for five days in succession. The position of the October option was equally steady. There is practically no Canadian flour from Ontario going into the American market at the present time as the new crop wheat in that country is now being ground into flour. In certain parts of the United States harvesting is already over. Reports from the Canadian West according to the Winnipeg Free Press give the condition of the crop about on a par with that of 1915 at this time. Everything indicates a good yield unless something unforeseen develops. From certain parts of Ontario reports that the midge bug is doing big damage are coming through.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents .....	\$12 90	\$13 10
Second patents .....	12 40	12 60
Strong bakers .....	12 20	12 40
Ontario Winter Wheat Flour—		
High estens .....	11.70-12.10	11.90-12.30
Second patents .....	11.30-11.70	11.50-11.90

## Millers Unable To Get Corn Supplies

Toronto.

CEREALS.—Canadian millers report they are unable to get any supplies of corn either in Detroit or Chicago and for this reason some of them are out of the market entirely on yellow cornmeal. Stocks of yellow corn in the United States are either exhausted or holders do not care to let go at the present time. Corn flour has advanced 35c per bag in certain quarters, the range now being from \$6 to \$6.35. Hominy grits and pearl hominy have been advanced in like amount and are now quoted at \$6.35. Rolled oats are in firm market and there is expectation among those closely connected with the trade that prices are likely to go higher. Oats for milling purposes are very scarce. Demand for cereals is reported fairly good.

	Less than car lots
Barley, pearl, 98 lbs. ....	7 00 7 50
Barley, pot, 98 lbs. ....	5 00 5 50
Buckwheat flour, 98 lbs. ....	5 75 6 50
Corn flour, 98 lbs. ....	6 35
Cornmeal, yellow, 98 lbs. ....	5 40 5 50
Farina, 98 lbs. ....	6 30 6 30
Graham flour, 98 lbs. ....	5 75 6 05
Hominy, grits, 98 lbs. ....	6 35
Hominy, pearl, 98 lbs. ....	6 35

Oatmeal, 98 lbs. ....	5 25	5 60
Rolled oats, 90-lb. bags. ....	4 50	4 70
Rolled wheat, 100-lb. bbls. ....	6 75	7 00
Wheatlets, 98 lbs. ....	6 30	....
Peas, yellow, split, 98 lbs. ....	10 20	11 00
Blue Peas, lb. ....	0 10	0 12

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

## Bran Up \$1 Ton; Middlings Up \$2

Toronto.

MILLFEEDS.—Higher prices to the extent of \$1 per ton on bran and \$2 per ton on special middlings were recorded during the week. A latter demand for bran has developed as local stockmen are feeding more and there is a good export demand from the United States. Feed flour is also quoted higher the range being from \$3.25 to \$3.50 per bag.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran .....	\$33.00-\$35.00	\$35.00-\$37.00
Shorts .....	40.00	42.00
Special middlings .....	44.00-50.00	46.00-52.00
Feed flour, per bag .....	3.25-3.50	3.25-3.50

## FEEDS VERY FIRM

Winnipeg.

FLOUR AND FEED.—First patents stood at \$12.60 per barrel last week-end. An advance of 60c per bbl. The price of wheat is 14c per bushel higher than when flour was reduced to the \$12 basis. Rolled oats are also firm; some mills want to advance their price from \$3.50 to \$4 per sack, and there is every indication that this advance will take place, as oats have advanced considerably, and millers have trouble securing good milling oats even at the advanced price. There seems every indication rolled oats will hit the \$4 mark at a very early date. Feeds—There is no change in this market, but indications are for higher price, as demand in the East is growing stronger. There is also considerable inquiry from the United States.

Flour—	
Best patents .....	12 60
Bakers .....	12 10
Clears .....	11 50
XXXX .....	10 50
Cereals—	
Rolled oats, 80's .....	3 50
Rolled oats, pkgs., family size. ....	4 75
Cornmeal, 98's .....	5 00
Oatmeal, 98's .....	4 75
Feeds—	
Bran, per ton .....	27 00
Shorts, per ton .....	32 00
Mixed chop, ton .....	50 00

## FIBRE CONTAINERS SAVE TIN-PLATE

The substitution of fibre food containers for tin cans owing to the difficulty of the tin-plate mills to secure sufficient supplies of steel to turn out the usual quantity of tin-plate required for the manufacture of tin cans and other purposes, is a question which is

receiving serious consideration by the U.S. Departments of Commerce and Agriculture, particularly since the recent shortage through difficulty in getting supplies from the United Kingdom.

The demand for "ready to eat" foods such as baked pork and beans, spaghetti etc., with the simple direction "heat and serve" is the largest factor in the increased use of tin cans. These foods must be processed in the containers at or above the temperature of boiling water, and no substitute for tin has been found that satisfactorily meets these conditions. However, a great economy in tin can be effected by home cooking of such products during the present shortage.

Fibre containers are recommended for the distribution by the retailer of many foodstuffs including milk, cream; buttermilk, ice cream, oysters, syrups, marshmallow creams, dried fruits, preserves, jellies, mincemeat, horseradish, relishes, pickles, deviled ham, and chicken, vinegar, dry and prepared mustard, soda water, salads, sauerkraut and olives.

These fibre containers are made in various shapes and sizes adapted to different purposes and may or may not be coated with paraffin. Some of these containers are claimed to be air-tight, proof against leakage, and protected from contamination by the paraffin. They are light in weight, pack readily for shipment, are easily opened, and are used but once.

Dry food products such as coffee, tea, alum, baking powder, spices, raisins, and prunes may be successfully packed by producers and manufacturers in paper or fibre containers, and other commodities usually packed in tin could be marketed as well in paper or fibre with the advantage of lower cost. Among these, tobacco occupies a conspicuous position, and other articles are lye, cleansers, soap powders, shoe polishes, metal polishes, etc. Paper containers are also suggested for preserved fruits and jellies made at home. Cloth sacks for tobacco and wood for syrups and molasses are also recommended where retail sales can be made in bulk.

At the present time fibre containers of good quality are being produced in considerable and increasing quantities, and for many purposes are supplanting glass and tin-plate. The price of the fibre containers depends upon the size, the quality of the paper-pulp material, the number of treatments with paraffin, and the amount of printed matter on the outside. The commoner types may be obtained at \$1.25 to 1.5 cents for the half-pint size, 1.25 to 1.6 for the pint and 1.5 to 1.65 cents for the quart size.



**PRODUCE AND PROVISIONS**

(Continued on page 45.)

production, and due to stocks being held. Prices we quoted last week are good again this week, but there is a firmer tone. There is nothing new in the cheese market.

<b>Hams—</b>		
Light, lb. ....	0 30	....
Medium, per lb. ....	0 28	0 29
Heavy, per lb. ....	0 26	0 27
<b>Bacon—</b>		
Breakfast, per lb. ....	0 33	0 34
Breakfast, select, lb. ....	0 33	0 36
Backs, regular ....	....	0 32
Backs, select, per lb. ....	....	0 34
<b>Dry Salt Meats—</b>		
Long clear bacon, light. ....	0 25	....
Backs ....	0 26	....
<b>Barrelled Pork—</b>		
Mess pork, bbl. ....	45 00	....
<b>Lard, Pure—</b>		
Tierces ....	0 27	....
20s ....	5 70	....
Cases, 5s ....	16 72	....
Cases, 3s ....	16 80	....
<b>Lard, Compound—</b>		
Tierces ....	0 21½	....
Tubs, 50s, net ....	10 78	....
Pails, 20s, net ....	4 50	....
<b>Fresh Eggs—</b>		
New laid ....	0 28	....
Dairy ....	0 30	....
<b>Cheese—</b>		
Ontario, large fresh ....	0 26	....
Manitoba, large, fresh ....	0 24	....
<b>Butter—</b>		
Fresh made creamery, No. 1 cartons ....	0 35	....
Fresh made creamery, No. 2. ....	0 34	....

**HOW WAR HAS SHIFTED CANADA'S IMPORTS**

(Continued from page 43.)

Here is how this trade has grown:—

1914 .....	\$2,604,216
1915 .....	2,783,465
1916 .....	4,015,125
1917 .....	8,122,735

And, it should be noted, the increases in the values of Japanese goods are not commensurate with most goods of other lands. It has been said that Japan will oust Germany permanently, from her old market in America. That she has done so to a considerable extent already seems quite clear. And this, too, in the face of exceedingly unfavorable transportation conditions.

**With France**

With the disruption of a large part of France's industrial trade, as well as shipping difficulties, it was expected that the imports would be cut down and this is true as this table shows:—

1914 .....	\$14,276,378
1915 .....	8,449,186
1916 .....	5,949,326
1917 .....	6,480,476

**Britain and U. S. Compared**

The sources of some of Canada's imports are interesting to trace.

Of \$4,498,614 in hats, caps, and bonnets, \$1,095,210 came from the United Kingdom, and \$3,081,391 from the States.

Books, ink, and paper stationery: United Kingdom, \$1,068,766; United States, \$4,533,372.

Clocks and watches: United Kingdom, \$80,514; U. S., \$1,545,460.

Aniline and coal tar dyes: United Kingdom, \$448,006; U. S., \$1,366,927.

Earthenware and chinaware: United Kingdom, \$1,534,396; U. S., \$470,537.

Electric apparatus: U. K., \$176,700; U. S., \$6,149,342.

	U. K.	U. S.
Fancy Goods ....	\$1,081,383	\$2,039,358
Cocoa and choco- late .....	984,346	1,584,272
Fish .....	108,729	842,810
Eggs .....	28	928,722
Tea .....	4,817,719	33,525
Furs, hides and skins .....	914,364	6,459,042
Glass and glass- ware .....	195,256	3,817,017
Axles and axle parts .....	4,777	1,966,623
Machinery .....	656,773	33,154,462
Wire .....	368,198	4,111,125
Wire rods .....	.....	2,925,711
Other iron and steel .....	2,776,353	54,242,966
Nickel plated ware	44,479	1,113,383
Tin plates and sheets .....	144,921	6,334,732
Tinware .....	51,796	2,013,044
Paints and var- nishes .....	451,977	2,631,560
Cotton clothing .	698,021	4,265,598
Cotton printed fabrics .....	4,870,393	6,259,186
Silk fabrics ....	3,679,688	1,917,609
Wool clothing ...	2,418,524	2,363,163
Wool yarn .....	2,915,616	927,559
Vehicles — Auto- mobiles, etc. ....	30,350	8,551,475
Automobile parts.	26,594	7,173,423

**THE VILLAGE CANDY CASE**

We have always believed and often insisted that most of the candy bought by the consumer in this country is purchased as the result of visual suggestion rather than from any pre-intention. Those retailers in general stores located in small cities and villages who carry the most attractive varieties and display them to the best advantage sell the most confectionery. We doubt if the facilities offered by the parcel post will ever seriously discourage the country retailer as far as candy is concerned.

The provincial merchant ought to realize that the parcel post can be made to serve him well and go far in increasing his profits if he not only keeps his stock up to date, but educates his customers, living along thousands of rural free delivery routes, to order and obtain their candies by mail.

When "dad" takes a day away from the hay field and drives or trolleys to the village, not even the string tied around his finger by his daughter or wife is going to make him remember the "don't forget the chocolates" unless he sees the goods, and even then it's a chance. The well-filled candy case to catch the eye and a notice every week in the village newspaper suggesting candy by mail, taken together, form a winning combination. If these arguments are worth anything, they ought to be good enough for the candy salesman to preach up to his country trade and so put life into a line where it is most needed and can be made to pay best.—Confectioners' Journal.

**EARLY CANNING INDICATIONS PROMISES WELL**

Canning prospects for the coming season, despite the unseasonable weather, seem to be still very satisfactory. J. L. Stocks, of the Canadian Cannery, states that they are expecting to have at least a good normal crop, and possibly somewhat better. Weather conditions have been anything but satisfactory; excessive rain, and even in some places hail, have done some damage to the canning stocks, while the growth is being seriously retarded in some lines. Corn is exceptionally late, which introduces the element of danger, that is always present with a delayed crop, that it may be caught by the frost. Up to the present, however, there is no indication of any difficulty, and save in that one instance there is little indication of backwardness.

The tin plate situation, too, has eased off to a gratifying extent, and canners have been advised by the can companies that their contract orders will be filled in full. This will obviate any difficulty of a shortage from this cause; at least, as far as the larger companies go, as provision has been made in the contracts for a largely increased pack. It is estimated that a considerable increase over the average pack will be needed to meet the demand which is now faced by a practically bare market.

Already there has been a good deal of activity about the canneries; the strawberry pack is well on its way to completion, as is also the pack of peas. This latter promises to be of considerably more than average proportions. It is hardly likely, though, that the pack of corn will be up to normal, as the cold nights have retarded its growth, and it is nearly three weeks behind, so that the danger of at least a portion of the crop being caught by early frosts is very great indeed. The pack of apples is expected to be very light owing to the shortage of winter varieties. On the whole, however, it is expected that the pack will prove very satisfactory.

**ANOTHER INCREASE IN COST OF LIVING**

Another increase in the cost of living is recorded during the latter half of May and the first half of June, as outlined in the Labor Gazette, just published. In retail prices the average cost of a weekly family budget of 29 articles of food averaged \$11.89 in sixty cities at the middle of June, as compared with \$11.82 at the middle of May and \$8.51 in June, 1916.

Milk, butter and flour were lower in price in June, but eggs, meats, rice, and other commodities showed increases in price. In wholesale prices the Labor Department's index number for 272 commodities stood at 242.7 for June, as compared with 240 for May; 183.6 for June, 1916, and 135.3 for June, 1914. The chief increases in wholesale prices during the month were in fruits, vegetables, textiles, metals, and coke, while decreases were registered in grains, dairy products, fresh fish, and some other foods.



# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, July 17.—The stoppage of the strike of the coasting vessels' freight handlers has given an impetus to wholesale trade. Large shipments which have been held up for two weeks are being rushed out. The big loss of perishable stuff can never be made up. Flour has shaded off slightly, and bread wholesalers say that they may give an 18-oz. loaf for 10c on Thursday. Sugar is firm. New potatoes are 2½c to 3c per pound. Good old potatoes are firm at \$100 per ton. The strawberry season was a loss to all concerned. Salmon is coming to Fraser River slowly, and it looks like a short pack. Sugar is \$8.93. Flour is \$13.50. Rice, Siam, No. 1, is \$130; Siam, No. 2 is \$110. Lard is 26½c. Butter is 42c. Eggs are 42c, and cheese is 25c.

VANCOUVER, B.C.—	
Sugar, pure cane, gran., 100 lbs.	8 93
Flour, first patents, Manitoba, per per bbl., in car lots	13 50
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	130 00
Do., Siam, No. 2	110 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, new, per lb.	0 02½
Potatoes, per ton	100 00
Lard, pure, in 400-lb. tierces, lb.	0 26½
Butter, fresh made creamery, lb.	0 42
Eggs, new-laid, incartons, doz.	0 42
Cheese, new, large, per lb.	0 25

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Saskatchewan, July 17.—Crop conditions throughout Saskatchewan show much improvement during the past week. Much needed rains have fallen in many districts and crop prospects are much more hopeful. Trade conditions are satisfactory. Flour advanced 40c per barrel on July 16, and quotation at Regina is now \$12.80 per barrel for 98's, No. 1 patents. Rolled oats have advanced to \$4.40 for bails, a jump of 15c. Ontario cheese is slightly higher at 25c. Lima beans have advanced to 22c per pound. An advance of 50c is noted in cornmeal. Shelled walnuts are 4c a pound higher. Cream of wheat has dropped \$1.50 a case. Canned pineapples are higher at \$4.75 to \$5.

REGINA—	
Beans, small white Japan, bu.	7 15
Beans, Lima, per lb.	0 22
Flour, No. 1 pats., 98s, per bbl.	12 00
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 40
Rice, Siam, cwt.	5 85

Sago and tapioca, lb.	0 13½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 24
Cheese, No. 1 Ontario, large	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 30
Pineapples, case	4 75
Tomatoes, 3s, standard case	4 65
Corn, 2s, standard, case	3 75
Peas, 2s, standard, case	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case	5 15
Raspberries, 2s, Ont., case	5 45
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	13 50
Salmon, pink, tall, case	7 75
Pork, American clear, per bbl.	40 75
Bacon, breakfast	0 27
Bacon, roll	0 22

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, July 17.—Grocery conditions continue favorable, with fresh fruits and berries and other summer goods adding briskness to retail trade. Flour changes during the week have resulted in a quarter increase in Ontario, which is now \$12.85. Ordinary cornmeal has advanced to \$3.90. Molasses is firmer at 70c to 71c. Eggs are easier; new-laid, 34c; case, 29c to 30c. Lard is lower; pure, 28½c to 28¾c; compound, 22c to 22¼c. Canned apples advanced to \$4. Salmon cohoes are up, now \$9.75 to \$10. Cream of tartar jumped 4c, and is now 58c to 60c. Grapefruit advanced; is now \$6 to \$7 per case. Potatoes dropped to \$4.50 during the week, but are now fairly firm at \$5. Bermuda onions are \$2.25 to \$2.50 a crate. Cucumbers are higher at \$7.50 to \$8 per bushel. The new crop of California fruit is now arriving; prices per crate are: plums, \$2.25 to \$2.75; peaches, \$1.75 to \$2; pears are \$4.50 to \$5. Strawberries have touched the lowest mark of the season at 8c per box in crate lots.

Flour, No. 1 patents, bbls., Man.	13 40
Ontario	12 85
Cornmeal, gran., bbls.	11 00
Cornmeal, ordinary, bags	3 90
Molasses, extra fancy, gal.	0 70
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25
Beans, yellow-eyed	8 75
Rice, Siam, cwt.	7 50
Sago and tapioca, lb.	0 13½
Sugar—	
Standard granulated	8 25
No. 1 yellow	7 75
Paris lumps	9 50
Cheese, N.B., twins	0 22½
Eggs, new-laid	0 34
Eggs, case	0 29
Breakfast bacon	0 33
Butter, dairy, per lb.	0 32
Butter, tub	0 30
Lard, pure, lb.	0 28½
Lard, compound	0 22
American clear pork	52 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case	4 70
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80

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

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, July 17.—Flour has advanced 50c per barrel and rolled oats are also higher, 80's now being quoted at \$4.10 per case. Cow Brand soda has been advanced 25c per case. Cooked hams are higher by ½c per pound, but some cuts of bacon are down 1c. A reduction in the price of cream of wheat has been made to the extent of \$1.50, the selling price now being \$7.50 case. Australian currants are quoted at 23c per pound. Corn, 2's, are likely to be scarce locally, quotations at the present being \$3.80 to \$4 per case. New-laid eggs are selling at \$9 to \$10 per case. Dairy butter is now in more plentiful supply, and is being quoted at 25c to 30c per pound. New potatoes and cooking onions are both being quoted at 4½c per pound.

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



# PRODUCE AND PROVISIONS

## Demand for Smoked Meats Fairly Good

**Montreal.**

**PROVISIONS.**—Supply of live hogs is now fully equal to demand which is none too good at present. Quality of hogs offering, however, is unfinished. Prices of live hogs ran from \$16.00 to \$16.75 this week per hundred pounds according to quality. Dressed hogs were quoted at from \$23.00 to \$23.50 per hundred pounds. Just at present while demand for smoked and cooked meats is very good, the demand for fresh cuts, and lard has fallen off very noticeably due to the warmer weather. Shortening is half a cent lower this week, and may even be bought cheaper, but demand is low for this, and all similar fat products owing to weather conditions. While prices of the meats below are representative of the market at large, it should be noted that lower prices are quoted in certain quarters. Medium hams have been quoted as low as 29 cents, large 27 cents, breakfast bacon 34 cents, Windsor 36 cents to 38 cents, and cooked hams 42 cents a lb. Shortening has been quoted as low as 22 cents this week in Montreal.

<b>Hams—</b>		
Medium, per lb. ....	0 31	0 32
Large, per lb. ....	0 29	0 29½
<b>Bacon—</b>		
Plain .....	0 34	0 37
Boneless, per lb. ....	0 35	0 39
<b>Bacon—</b>		
Breakfast, per lb. ....	0 34	0 35
Roll, per lb. ....	0 27	0 28
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots...	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb. ....	0 23	0 24
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 43	
Hams, roast, per lb. ....	0 46	
Shoulders, boiled, per lb. ....	0 37½	0 38½
Shoulders, roast, per lb. ....	0 38	0 38½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 26½	
Tubs, 60 lbs. ....	0 26½	
Pails ....	0 27	
Bricks, 1 lb., per lb. ....	28	
<b>Shortening—</b>		
Tierces, 400 lbs., per lb. ....	0 22¾	
Tubs, 50 lbs. ....	0 22¾	
Pails, 20 lbs., per lb. ....	0 23½	
Bricks, 1 lb., per lb. ....	0 23¾	

## Young Ducklings And Old Roosters Decline

**Montreal.**

**POULTRY.**—While poultry is coming forward quite freely, the quality offering is not satisfactory to the principal dealers who are discouraging the sending of birds by the farmers when the shipments are scraggy and in poor condition. Very profitless prices are realized by the farmers for these, and the dealers cannot handle them to any advantage. Some

ducklings and broilers are coming forward, and a fair number of old hens. It is thought that now the production of eggs is falling off that farmers may send more poultry forward, not always the best policy unless the birds are well fattened up first. Young ducks and old roosters show a reduction in price this week.

<b>Poultry—</b>	<b>Dressed</b>	<b>Live</b>
Old fowls .....	0 20	0 20
Chickens, milk-fed, crate, fattened, lb. ....	0 30	0 20
Old roosters .....	0 16	0 14
Roasting chickens .....	0 25	
Young ducks .....	0 21	
Turkeys (old toms), lb. ....	0 82	0 25

## Falling Off in Egg Production

**Montreal.**

**EGGS.**—The egg market during the past week or ten days has experienced a considerable change. Receipts at Montreal have not been large—showing a falling off as compared with the corresponding period last year, and receipts to date being 55,123 cases below the figures of last year. Buyers have not been keen for eggs during the hot weather choosing rather to clean up their supplies each day than to take chances of having eggs go bad while waiting for candling. Supply in the country has shown a big decrease in some districts being only half of what it was two weeks ago. To strengthen the market there has been a demand for export to Britain (mostly to Scotland it is said) and some shipments have been made though dealers are not anxious to ship at this time of year owing to hot weather. There is some enquiry for fall trade but none of the dealers seem anxious to put a price on their eggs at present. The local demand is good, in fact consumption is greatly increasing of late indicating that people are eating more eggs and less meat. Shipments continue to come in by express owing to the very hot weather. The egg situation in the United States (which has a bearing on Canada) does not look any too healthy. There is a big surplus of storage eggs in the principal markets, and due to the cool season there have been few if any cold storage eggs withdrawn for sale as the current receipts have been quite good enough quality for everyday trade. Holdings at June 30 were at Chicago 4,229,000 cases, and there is an excess of 662,300 cases of eggs over the holdings at this date last year, a very considerable quantity.

<b>Eggs—</b>		
New laid, specials .....	0 42	
Selects .....	0 38	
No. 1's .....	0 35	
No. 2's .....	0 32	

## Cheese Market is Simply Steady

**Montreal.**

**CHEESE.**—There is very little of interest in the market for cheese at present. Even where a slightly higher price than the regulation 21 cents and commission is realised in the country, the local market is unchanged as far as the retailer is concerned. There are comments to the effect that retailers are able to take a very good profit on cheese under present conditions, some wholesale handlers figuring that retail prices might be lowered without loss to the retailer as demand would probably increase. But there is no alteration of the price of cheese to the retail trade, and conditions of market are steadily quiet. There arrived in Montreal for the week ending July 14th, 96,124 boxes cheese as compared with 92,204 boxes for the corresponding period last year.

<b>Cheese—</b>		
Large (new), per lb. ....	0 23	0 23½
New twins, per lb. ....	0 23	0 23½
Triplets, per lb. ....		0 23½
Stilton, per lb. ....	0 25	
Fancy, old cheese, per lb. ....	0 30	

## Butter Market is Considered Erratic

**Montreal.**

**BUTTER.**—Receipts of butter have improved a little in Montreal. Quality is said to be better than ever in the experience of a long time. There arrived in Montreal for the week up to July 14th, 14,813 pkgs. of butter, as compared with 17,937 pkgs. for the corresponding period last year. Conditions as to price in the country are practically unchanged since last week. Business showed rather a quiet tone in the country. Country prices were from 34 to 35½ cents a pound. It is pointed out that pasture conditions are at the finest for the time of year ever experienced for many years, this owing to rains keeping the grass flourishing. The effect of the British Food Controller's fixing of price has not made any difference in Canada as regards export business which is quiet as butter costs more here than it would fetch in Britain. The market is erratic as to tendency, and may decline, or advance a shade or two without much warning or special reason easily discovered. Dairy butter and bakers are a shade stronger.

<b>Butter—</b>		
Creamery prints (fresh made) ..	0 37	0 37½
Creamery solids (fresh made) ..	0 36½	0 37
Dairy prints, choice, lb. ....	0 33	0 35
Dairy, in tubs (choice) .....		0 32
Bakers .....		0 30



## Consumption of Maple Goods Steady

Montreal.

**HONEY AND MAPLE.**—The main feature of the market for the sweet products of the farm this week is the unusually steady and continued demand during the summer for maple sugar and syrup. This is remarked upon by dealers, but is not easy to account for. As regards honey there has been no direct news of note from country districts as to probable crop. It is anticipated that with a fair share of belated summer, now prevailing, the output will be up to average.

Honey—

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

Maple Product—

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

## Lumber Camps After Pork

Toronto

**PROVISIONS.**—Inquiries from the lumber companies of the Maritime Provinces for barrel pork has been reported during the week, which indicates that operations will be carried on in the woods in that district during the coming winter. One large Ontario company was also in the market for barrel pork. There was an increase of 50c per barrel on mess pork during the week from the low quotation of last. Boiled hams advanced 1c per pound, and roast hams 2c per pound from the low quotations of last week. Lard is in a quiet market, and prices were quoted down ½c in certain quarters in order to induce business. Quotations on lard are largely nominal, as there is very little business being transacted. For large quantities packers would shade prices. The same condition holds true with respect to compound; prices remain nominally the same as last week, but packers are inclined to shade prices whenever there is any possibility of business. Demand for cooked meats has been better during the week. Live hogs were somewhat easier, as there were fairly heavy arrivals during the week. A representative of one of the packing houses recently made a trip into the northern part of Ontario and, from observations made, stated there appears to be considerable numbers of hogs on the farms still. Quotations were 50c lower than last week.

Hams—

Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28

Backs—

Plain	0 31	0 40½
Boneless, per lb.	0 39	0 40

Bacon—

Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 27½	0 28½
Wiltshire (smoked), per lb.	0 28	0 31

Drv Salt Meats—

Long clear bacon	0 26	0 26½
Fat backs, lb.	0 25	0 27

Hams, boiled, per lb.	0 39	0 42½
Hams, roast, per lb.	0 40	0 44
Shoulders, roast, per lb.	0 39	0 41
Barrel Pork—		
Mess pork, 200 lbs.	47 50	48 00
Cooked Meats—		
Short cut backs, bbl., 200 lbs.	50 00	
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure Tierces, 400 lbs., per lb.	0 25½	0 26½
Compound tierces, 400 lbs., lb.	0 21¼	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	24 00	25 00
Live, off cars	19 50	16 75
Live, fed and watered	16 00	16 25
Live, f.o.b.	15 25	

## Butter Again in Easier Market Tone

Toronto

**BUTTER.**—Although there has been no recession in the price of butter during the week, there is an easier tone in the market, due to the fact that no further space has been secured for export business than will provide for some 5,000 boxes recently purchased. Last week English houses were in the market because of the fact that the Danish butter was shut out of that market, and there was a demand for Canadian product. Now that further export is not immediately in sight, the market has taken on an easier tone. The Canadian market is now above an export basis, and until it comes down or the English market goes up with the possibility of getting ocean space, there will not be much movement in the market. Conditions in the country are still favorable for a good production.

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

## Eggs Are Scarcer And Prices Up 2c

Toronto

**EGGS.**—There has been a lighter production of eggs during the past week, and with the consumption fairly heavy there has been a movement toward higher prices. Eggs are reported to be much scarcer by the commission men. Feed for the hens is becoming harder for them to obtain, but it is expected they will again produce more when the grain comes in. New-laid ex-cartons are quoted 37c to 39c, and in cartons at 40c to 42c dozen.

Eggs—

New laid, cartons	0 40	0 42
New laid, ex-cartons	0 37	0 39

## Cheese Market Now Lacks Live Interest

Toronto

**CHEESE.**—Now that the Government price is holding apparently a permanent fixture, there is little interest evinced in the cheese market. Dealers know how much profit they can expect and no more. Buying from the cheese factories shows that operators in cheese must be working on a very small margin with the Government price at 21¼c per pound. There is no intimation that this price is likely to be changed. Until some

change does take place in the way of price being paid by the Government there is small chance of much active interest in the market.

Cheese—

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

## Demand for Spring Chickens is Growing

Toronto

**POULTRY.**—There is more interest reported in spring chickens during the week. This class of poultry is now filling out better, which is giving the commission men some degree of satisfaction. There has also been heavier arrivals during the week. With the coming of warm weather it is expected consumption of poultry will be heavier.

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

Prices are those paid at Toronto by commission men.

## Good Shipment of Maple Sugar Came In

Toronto

**HONEY, MAPLE SYRUP.**—There was a fairly heavy shipment of maple sugar that came into the local market from Quebec during the week. This commodity is usually somewhat later in arriving than the maple syrup, but there is a steady sale for it throughout the year and into next winter from now on. It is selling at 18c per pound, and is packed in tubs of 60 to 70 pounds each. Conditions seem to point to a fairly good crop of honey. One commission man expressed the opinion that with sufficient sunlight from now on to bring the honey into the clover there would be a crop equally heavy with last year. Production last season was excellent and of fine quality. Maple syrup held in steady market.

Honey—

Clover, 5 and 10-lb. tins	0 14	0 15
60-lb. tins	0 13½	0 14
Comb. No. 1, doz.	2 30	2 40
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial		1 75

## DAIRY BUTTER HIGHER

Winnipeg.

**PRODUCE AND PROVISIONS.**—There was practically little change in the meat situation early this week. The run of hogs has been fairly light, and prices have been holding firm and unchanged. Eggs—The production is now commencing to fall off, and there is a slightly firmer market, although no apparent change in price as yet. Dairy Butter—During the past week prices on this commodity have advanced from 28½c to 29c, and it is expected there will be a reaction. The creamery butter market is slightly firmer, due to shortage in (Continued from page 48.)

# Armour's Veribest

TRADE MARK

Pure customer-pleasing quality is back of this trade-mark

SEE that your shelves are well stocked with products bearing the Armour Veribest brand. It's a guarantee of goodness and repeat orders.



HAM, Bacon, Lard, and the many other food products bearing the Armour label are always worth a prominent place on your shelves and counter and in your windows.

TRY them out. We help you sell them by means of snappy store signs and advertising material. See our salesman or write direct.

MADE IN CANADA

**ARMOUR AND COMPANY**

General Offices:

HAMILTON, ONTARIO, CANADA

Hamilton, Montreal, Sydney

686

# Del Monte

BRAND  
EXTRA  
QUALITY

## QUALITY— THROUGH AND THROUGH

There's no guess work about DEL MONTE quality. There's quality in every can, because we put it there.

We select from the finest fruit, chosen from the particular district where each variety grows to its highest perfection. And we pack the fruit the day it is picked — when it is at just the right point of maturity.

These methods have made DEL MONTE the best and widest known of all brands of canned fruits and vegetables, and will make it as popular with your customers as it is with thousands of others.

The DEL MONTE line assures you steady profits, satisfied customers, and repeat business.

Wholesale distributors everywhere.

**CALIFORNIA PACKING  
CORPORATION**

San Francisco,  
California

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



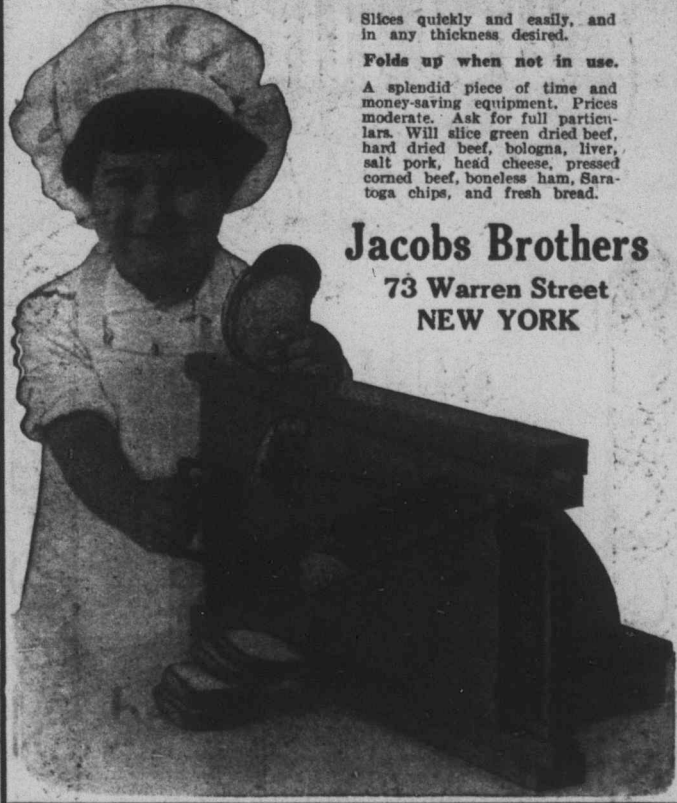
## Use the JB. Combination Slicing Machine

Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

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

**Jacobs Brothers**  
73 Warren Street  
NEW YORK



## NUGGET CORN BROOMS

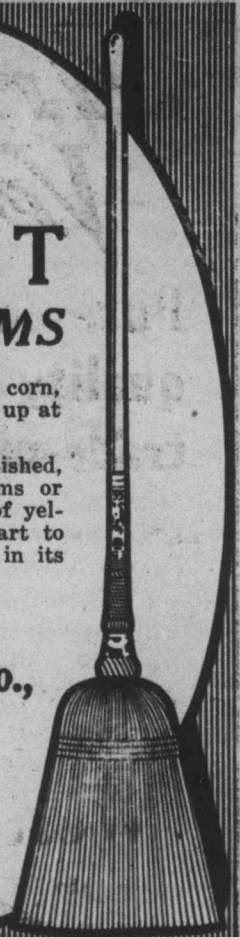
Made of the finest quality green corn, warranted not to spread or turn up at the ends.

The handle is smooth, well-finished, and the corn free from steams or seeds, is sewn with four rows of yellow stitching—quality from start to finish, and the lightest broom in its class.

For prices, etc., write to

**Stevens-Hepner Co.,**  
LIMITED  
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



## Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

**MOIRS, LIMITED**  
HALIFAX, CANADA

## There's a neat profit on this line. Are you selling it?



Display a few boxes of *Mechanics Antiseptic Hand Cleaner* and note how well it sells, the satisfaction it gives and the profits on your day's sales.

Get your customers acquainted with it and it will sell itself.

*Mechanics Antiseptic Hand Cleaner* is only one of thirty-four different kinds of toilet preparations we manufacture. Every one a leader.

Write for particulars.

**French Soap Company**  
1613 Notre Dame Street East  
MONTREAL

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

# We Are Hustling for More Business

—to Get it We Must Make Business Good For Our Dealers!

With this end in view we have inaugurated an extensive educational advertising campaign that will reach practically every housewife in Canada. We are bringing to their attention the remarkable economical values and excellent baking qualities of

## PURITY FLOUR

You will be distinctly benefited by this advertising, for it plainly shows the consumer that the actual food value of Purity Flour is far greater than that of milk, meat, eggs, etc., and that it is an *all-purpose* flour and answers every baking requirement.

Co-operate with us by letting your customers know that you carry Purity Flour—in that way we will both make money out of our “business-increasing” efforts.



Write for particulars about our fall advertising campaign.

## Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John

# Mr. Dealer

Here are the Season's Leaders in Shoe Polishes



- “SHUCLEAN.” White kid and white leather cleaner.
- “ALBO.” White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).
- “CAHILL'S” French Bronze Dressing. Bronzes any color shoe.
- “BOSTONIAN CREAMS.” Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.
- “GILT EDGE” Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- “QUICK WHITE” (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c and 25c.

**Ask Your Jobber for Prices and Complete Catalog**

or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

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



If it's **BUSINESS** you want, Sir, **H.P. Sauce** will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

# H.P. SAUCE

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



A neat little seller for your window and counter displays



The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen Quality Pickles** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

**Taylor & Pringle Co., Limited**  
OWEN SOUND, ONTARIO

A message for you from "Century Salt"

**A**BNORMAL conditions presently prevailing have caused considerable delay in filling our customers' requirements and from those thus affected we crave kind consideration and further patience.

**P**PROMPT shipments have always been our rule, and even now we are doing the very best possible under much difficulty.

**O**UR customers can always depend upon getting the best salt and the best service possible from

**The DOMINION SALT CO., Limited**  
SARNIA, ONT.



**Have No Hesitation**

in recommending to your best customer

**'Bluenose' Butter**

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

**SOLE PACKERS.**


**SMITH & PROCTOR - HALIFAX, N.S.**

**SMITH AND PROCTOR**

**SOLE PACKERS**

**Halifax - N.S.**

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



**ENO'S**  
**"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by  
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:  
Harold F. Ritchie & Co., Limited  
10 McCaul St., TORONTO

# The pleasant-to-take ounce *of* prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

**Don't stock—but sell it. Show it in your counter and window displays.**

**J. C. Eno, Limited, "Fruit Salt" Works**  
LONDON, ENGLAND

*Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto*



## GOLD DUST A STEADY SELLER



*You don't have to argue for Gold Dust.*

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

*A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?*



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



**"Let the GOLD DUST TWINS do your work."**

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



*Sell the All-Canadian Sea Foods—*

# BRUNSWICK BRAND

Brunswick Brand Sea Foods represent an entirely Canadian product, a product of which Canadians may feel justly proud. From the moment they are taken from the waters of Old Atlantic until they reach your customers' table these delicious sea foods are handled and processed entirely by Canadians.

Brunswick Brand Sea Foods are good sellers and reliable repeaters and the profit on each sale makes a good display worth while.

Stock from this list.

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kippered Herring
- Herring in Tomato Sauce
- Clams
- Scallops



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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER**

**ROYAL BAKING POWDER**

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

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

**BAKING POWDER**

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

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

**DOMINION CANNERS, LTD.**

**JAMS**

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry .....	\$2 55
Currant, Black .....	2 55
Plum .....	2 40
Pear .....	2 45
Peach .....	2 45
Raspberry, Red .....	2 55
Raspberry and Red Currant..	2 55

**DOMINION CANNERS, LTD.**

**CATSUPS—In Glass Bottles**

	Per doz.
½ Pts. Delhi Epicure.....	\$1 75
½ Pts., Red Seal, screw tops	1.85
Pts., Delhi Epicure .....	2.40
Pts., Red Seal .....	1.85
Qts., Delhi Epicure .....	2.60
Qts., Red Seal .....	2.40
Qts., Lynn Valley .....	2.40

**BAKED BEANS WITH PORK.**

Brands—Canada First, Simcoe Quaker.

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

1's Baked Beans, Tom. Sauce, 4 doz. to case .....	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case .....	1.25
2's Baked Beans, Plain, 2 doz. to case .....	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case .....	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case .....	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

**"AYLMER" PURE ORANGE MARMALADE**

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case .....	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case .....	2 00
16-oz. Glass, Screw Top, 2 doz. in case .....	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case.....	2 50
2's Tin, 2 doz. per case.....	2 40
4's Tin, 12 pails in crate, per pail .....	0 62
5's Tin, 8 pails in crate, per pail .....	0 76
7's Tin or Wood, 6 pails in crate .....	0 99
14's Tin or Wood, 4 pails in crate, per lb. ....	14½
30's Tin or Wood, one pail crate, per lb. ....	14½

**BLUE**

Keen's Oxford, per lb..... 0 17½

In cases 12—12 lb. boxes to case .....

0 17

**CEREALS**

**WHITE SWAN** Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.....	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs..	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz. ....	4.50
King's Food, 2 doz. to case, weight 95 lbs. ....	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case .....	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.....	4 75
Wheat Kernels, 2 doz. to case 3.00	

**COCOA AND CHOCOLATE**

**THE COWAN CO., LTD.**

**COCOA.**

Empire Breakfast Cocoa, 2 doz. in box, per doz.....	2.45
Perfection, ¼-lb. tins, doz..	2.45
Perfection, ½-lb. tins, doz....	1.35
Perfection, 10c size, doz....	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb. ....	.35



## Turn "Economy Talk" Into "Economy Facts"

Sell pure goods so that the people can get 100% value. All Lever Brothers products are guaranteed-quality goods. No adulterations or fillers are used. It is true war-time economy and a benefit to yourself and your customers to push the "Big 5" as shown above. They are efficient, honest and British through-and-through.

### These soaps are unsurpassed for purity and quality

Sunlight Soap and Lifebuoy Soap are absolutely pure and their quality is superior to any other soaps on the Canadian market. Their increasing sales are a reflection of their well-advertised merit.



**LEVER BROTHERS LIMITED**  
Toronto, Canada

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

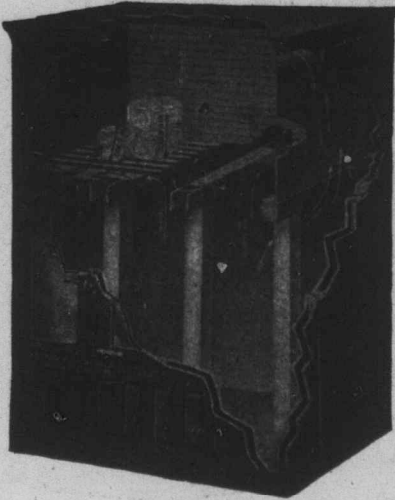


# Freeman's Dry Air Refrigerator

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

This Interior View

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



Price list and catalogue free and mailed to any address

Representatives—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by  
**The W. A. Freeman Co., Limited**  
HAMILTON, CANADA

# ROLLED BACON

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

Let us have a sample  
order from you.

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

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

- Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90
- Sweet Chocolate— Per lb.
- Queen's Dessert, 10c cakes, 2 doz. in box, per box..... 1 80
- Diamond Chocolate, 7s, 4-lb. boxes ..... 1 10
- Diamond, 6's and 7's, 6 and 12-lb. boxes ..... 0 23
- Diamond, ¼'s, 6 and 12-lb. boxes ..... 0 28
- Icings for Cake—
- Chocolate, white, pink, lemon, orange, maple, almond, cocoa-nut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz. .... 1 25
- Chocolate Confections Per doz.
- Maple buds, 5-lb. boxes..... 0 39
- Milk medallions, 5-lb. boxes. 0 39
- Chocolate wafers, No. 1, 5-lb. boxes ..... 0 39
- Chocolate wafers, No. 2, 5-lb. boxes ..... 0 35
- Nonpareil wafers, No. 1, 5-lb. boxes ..... 0 33
- Nonpareil wafers, No. 2, 5-lb. boxes ..... 0 28
- Chocolate ginger, 5-lb. boxes 0 42
- Milk chocolate wafers, 5-lb. boxes ..... 0 39
- Coffee drops, 5-lb. boxes.... 0 39
- Lunch bars, 5-lb. boxes..... 0 39
- Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.. 0 95
- Nut milk chocolate ¼'s, 6, lb. boxes, lb. .... 0 39
- Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake. 0 75
- Almond nut bars, 24 bars, per box ..... 0 90

**CALIFORNIA FRUIT CANNERS ASSOCIATION**

**CALIFORNIA RIPE OLIVES DEL MONTE BRAND**

Size—

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

**YUBA BRAND**

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

**BORDEN MILK CO., LTD. CONDENSED MILK**

Terms net 30 days

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

**EVAPORATED MILK**

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

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

**CONDENSED COFFEE**

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

**COFFEE**

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

**WHITE SWAN**

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

**ENGLISH BREAKFAST COFFEE**

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

**MOJA**

- ¾ lb. tins, 2 doz. to case, weight 22 lbs. .... 0 32
- 1 lb. tins, 2 doz. to case, weight 35 lbs. .... 0 31
- 2 lb. tins, 1 doz. to case, weight 40 lbs. .... 0 31

**PRESENTATION COFFEE**

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

**FLAVORING EXTRACTS**

**WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS**

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

**GELATINE**

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

**W. CLARK, LIMITED MONTREAL**

- Assorted meats, 1s, \*24.25.
- Compressed Corn Beef—½s, \*\$2.90; 1s, \*\$4.25; 2s, \$9; 6s, \$34.75; 14s, \*\$75.
- Lunch Ham—1s, \*\$4.25; 2s, \$8.
- Ready Lunch Beef—1s, \*\$4.25; 2s, \$9.
- English Brawn—2s, \$8.
- Boneless Pigs' Feet—1s, \$8.
- Roast Beef—½s, \$2.90; 1s, \$4.25; 2s, \*\$9; 6s, \$34.75.
- Boiled Beef—1s, \$4.25; 2s, \$9; 6s, \$34.75.
- Jellied Veal—½s, \$2.90; 1s, \$4.25; 2s, \$9.
- Corned Beef Hash—½s, \$8.
- Beefsteak and Onions—½s, \$2.90; 1s, \$4.25; 2s, \$9.

# ROYAL BAKING POWDER

## Pleases Customers

Millions of families  
Use ROYAL  
exclusively and  
always find  
it satisfactory



## Pays Grocers

Thousands of grocers  
Sell ROYAL  
steadily and never  
find it  
dead stock

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

*Made in Canada*

*Contains No Alum*



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

**MOUNT ROYAL MILLING & MFG. COMPANY**

**D. W. ROSS COMPANY**

**AGENTS**

**MONTREAL**

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



The best  
**Orange Marmalade**  
is  
**Wethey's**  
Are you selling it?

**Bigger profits for you and better service for your customers**

This, Mr. Dealer, is what the  
**NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD**

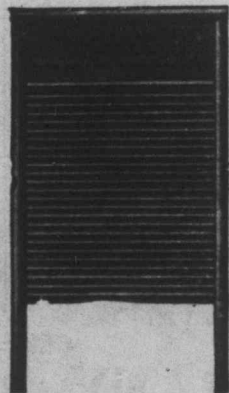
means to you

The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

**The Wm. Cane & Sons Co., Limited**  
NEWMARKET, ONTARIO



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

- LAPORTE, MARTIN, LIMITEE  
Montreal. Agencies
- BASIN DE VICHY WATERS
- L'Admirable, 50 bottles, litre cs. .... 8 00
- Neptune ..... 9 00
- San Rival ..... 9 00
- VICHY LEMONADE
- La Savoureuse, 50 bottles, cs. 11 00
- IMPORTED GINGER ALE AND SODA
- Ginger Ale, Trayders, cs., 6 doz. pts., doz. .... 1 25
- Ginger Ale, Trayders, cs., 6 doz., splits, doz. .... 1 25
- Club Soda, Trayders, cs., 6 doz., pts., doz. .... 1 30
- Club Soda, Trayders, cs., 6 doz. splits, doz. .... 1 20
- BLACK TEAS
- Victoria Blend, 50 and 30-lb. tins, lb. .... 0 48
- Princess Blend, 50 and 30-lb. tins, lb. .... 0 41

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

- COFFEES**
- Victoria, Java and Mocha Blend, 1 lb. tin, lb. .... 0 84 1/2
  - Victoria, 5, 10, 25, 50-lb. tins lb. .... 0 32
  - Princess, 1-lb. tin, lb. .... 0 22

- MUSTARD**
- COLMAN'S OR KEEN'S**
- Per doz. tins
- D. S. F., 1/4-lb. .... \$ 1 75
  - D. S. F., 1/2-lb. .... 3 30
  - D. S. F., 1-lb. .... 6 25
  - F. D., 1/4-lb. .... 1 10
- Per jar
- Durham, 4-lb. jar, each. .... 1 10
  - Durham, 1-lb. jar, each. .... 0 35

- JELL-O**
- GENESEE PURE FOOD CO.**
- Assorted case, 4 dozen. .... \$ 3 60
  - Lemon, 2 dozen ..... 1 80
  - Orange, 2 dozen ..... 1 80
  - Raspberry, 2 dozen ..... 1 80
  - Strawberry, 2 dozen ..... 1 80
  - Chocolate, 2 dozen ..... 1 80
  - Peach, 2 dozen ..... 1 80
  - Cherry, 2 dozen ..... 1 80
  - Vanilla, 2 dozen ..... 1 80
  - Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

- JELL-O ICE CREAM POWDERS**
- Assorted case, 2 dozen. .... \$ 2 50
  - Chocolate, 2 dozen ..... 2 50
  - Vanilla, 2 dozen ..... 2 50
  - Strawberry, 2 dozen ..... 2 50
  - Lemon, 2 dozen ..... 2 50
  - Unflavored, 2 dozen. .... 2 50
  - Weight 11 lbs. to case. Freight rate, 2d class.

- JELLY POWDERS**
- WHITE SWAN SPICES AND CEREALS, LTD.**
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 1 95
- List Price

- SPICES**
- WHITE SWAN SPICES AND CEREALS, TORONTO**
- |  | 5c       | 10c      |
|--|----------|----------|
|  | Round    | Oval     |
|  | litho.   | litho.   |
|  | dredge   | dredge   |
|  | Per doz. | Per doz. |
| <b>SPICES.</b>                             |          |          |
| Allspice                                   | \$0 48   | \$0 95   |
| Arrowroot, 4 oz. tins                      |          | 0 95     |
| 90c  |          | 0 95     |
| Cayenne                                    | 0 48     | 0 95     |
| Celery salt                                |          | 0 95     |
| Celery pepper                              |          | 0 95     |
| Cinnamon                                   | 0 48     | 0 95     |
| Cinnamon whole, 5c pkgs., window front 45c |          | 0 95     |
| Cloves                                     | 0 48     | 0 95     |
| Cloves, whole, 5c pkgs., window front 45c  |          | 0 95     |
| Curry powder                               |          | 0 95     |
| Ginger                                     | 0 48     | 0 95     |
| Mace                                       | 1 25     |          |
| Nutmegs                                    | 0 48     | 0 95     |
| Nutmegs, whole, 5c pkgs., window front 45c |          | 0 95     |
| Paprika                                    | 0 48     | 0 95     |
| Pepper, black                              | 0 48     | 0 95     |
| Pepper, white                              | 0 51     | 1 00     |
| Pastry spice                               | 0 48     | 0 95     |
| Pickling spice, window front, 95c          |          | 0 95     |
| Shipping weight per case                   | 10 lbs.  | 15 lbs.  |
| Dozens to case                             | 4        | 5        |

# Strawberry

Season About Over.

## Extra Fancy Georgia Elberta Peaches

Now Arriving  
in car loads, quality very fine.

Prices Reasonable.

Also

Potatoes, Tomatoes, Cantaloupes,  
Watermelons

and all other Foreign and Domestic  
Fruits and Vegetables.

### HUGH WALKER & SON

GUELPH, ONT.

*Established 1861*

# Local Fruits and Vegetables

## Strawberries Gooseberries      Cherries

Now arriving in the market  
daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas,  
Potatoes, Melons, Cantaloupes,  
Peaches, Plums, Apricots.

*Largest Assortment and  
Freshest Goods.*

### WHITE & CO., LIMITED

*Wholesale Fruits and Fish*

Main 6565      ::      TORONTO

## New Crop

“St. Nicholas”

“Queen City”

“Kicking”

are shipped. Get these brands  
for the best Lemons.

### J. J. McCabe

Agent

TORONTO

## Let us handle your fruit re- quirements

You will find our stocks tip-  
top in every way, and our  
service entirely satisfactory.  
The fruits we sell are the  
kind you need to satisfy your  
customers and to build up a  
thriving fruit business.

We can ship you on short  
notice best quality foreign  
fruits — Bananas, Lemons,  
Oranges, etc.

Why be content with slow,  
profitless fruit sales? Con-  
nect with us and sell the  
fruits that sell quickly and  
always satisfy.

Write us to-day.

### Lemon Bros.

OWEN SOUND, ONT.

*Wholesale  
Fruit and  
Produce  
Merchants*

*Established  
1876*

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

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



**AGGRESSIVE  
GROCERS  
SELL  
MARSH'S**

A fine full-flavored Concord Grape Juice that appeals to the most cultured taste — that's Marsh's. And the profits it gives make a selling effort worth while.

**The Marsh Grape  
Juice Company**

Niagara Falls - Ontario



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Ask Us For  
**Wrapping  
Papers**

**10,000** Rolls and Reams  
and

**Twines**

Very large assortment.

**Walter Woods & Co.**

Hamilton and Winnipeg

# Wanted

## CLASSIFIED ADVERTISING

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

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

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

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

### AGENCIES WANTED

#### WANTED—NUMBER OF SIDE LINES —

Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 85, Timmins, Ont.

**MANUFACTURERS' AGENTS IN REGINA,** calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

**YOU MAY BE ABLE TO HANDLE ANOTHER** line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in **CANADIAN GROCER**, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

**TWO GROCERY SALESMEN COVERING AL-**berta with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

### BUSINESS WANTED

**WANTED—GROCERY WITH RESIDENCE AT-**tached. Box 236, Canadian Grocer.

### FOR SALE

**GROCERY, CONFECTIONERY AND ICE** cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

### AGENTS WANTED

**MAYBE YOU HAVE A GOOD, WORTHY** line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in **CANADIAN GROCER** may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

## POSITION WANTED

**GROCER WITH 14 YEARS' EXPERIENCE** IN groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

**MR. CLERK, YOU WANT TO BETTER** yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

**HAVE YOU KNOWLEDGE ALONG SOME** special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

## HELP WANTED

**YOU NEED THE KIND OF HELP THAT** is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

**A CLERK NEEDS A GOOD POSITION WITH** good prospects just as much as an employer needs a good clerk with enthusiasm or "dep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

## GOODS FOR SALE

**ARE YOU OVERSTOCKED IN SOME LINES** which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

**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.

## FIXTURES FOR SALE

**YOU MAY BE ENLARGING YOUR STORE** and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.



# Buyers' Guide

## Your Money and Conscription



With conscription almost here now is the time to make a special effort to collect money due YOU before it is too late. It isn't necessary to lose it. Hand your accounts over to us.  
Pay us when collected.

**Nagle Mercantile Agency**  
Westmount, P.Q. (Montreal)

Try **MANN & CO.** for  
**FANCY POULTRY**

Roasting Chickens, Boiling Chickens  
Ducks, Geese, Turkeys.

**C. A. MANN & CO.**  
78 KING ST. LONDON, ONT.

## BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

**THE SARNIA BARREL WORKS, SARNIA, ONT.**

## KLIM

SHELL IT BACKWARD  
PURE SEPARATED MILK IN  
POWDER FORM

FOR ALL COOKING WHERE MILK IS NEEDED  
**CANADIAN MILK PRODUCTS, LIMITED**  
TORONTO

SAY YOU SAW IT IN CANADIAN  
GROCER



## TANGLEFOOT



### The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

**AKES**  
**KNIFE**  
**POLISH**

JOHN OAKY & SONS, LIMITED,  
LONDON, ENGLAND.

AGENTS:

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

### Toronto Butchers' Supply Co. LIMITED

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

49 DUNDAS STREET. . . TORONTO

LARGEST CANADIAN DEALER

ADEL  
760

WASTE  
PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS  
ONE DOZ. CARTON FILLERS  
1/4-INCH CUSHION FILLERS  
CORRUGATED FLATS

**THE TRENT MFG. CO., LTD.**  
TRENTON ONTARIO

## SUCHARD'S COCOA

The Highest Quality  
Most Reasonably Priced  
"Quality" Cocoa.  
On Sale Anywhere.

**FRANK L. BENEDICT & CO.**  
Agents Montreal

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

**60-62 JARVIS ST.**

**TORONTO SALT WORKS**  
GEO. J. CLIFF

## RAISIN Magnetism

Raisin displays appeal to the appetite; people want raisins. Exhibited on shelves or in windows they draw business and increase your profits.

Write us for reproduction of ideal window to serve as model.

Sell Sun-Maid Raisins — Seeded (seeds extracted), Seedless (without a seed), Cluster (on the stem).

**California  
Associated Raisin  
Co.**

Membership 8,000  
Growers.  
Fresno, California.



The Only Extensively  
Advertised Brand  
of Raisins.

## Pure Sugar Colouring

Permanently Brilliant in

**Syrups**                      **Mineral Waters**  
**Vinegar**                    **Spirit, etc., etc.**

When ordering state purpose for which required.  
Shipped in barrels, half barrels, kegs and cans.

MANUFACTURED BY

**Dominion Caramel Company**

21 WALNUT AVENUE

MONTREAL, QUE.

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

is in demand the year round

There is no "off" season where KING GEORGE'S NAVY CHEWING TOBACCO is concerned. Its sweet, rich "toothsome" flavor gets the men and gets them good. Every sale satisfies and pulls repeats.

Are you well  
stocked to-  
day?



Rock City Tobacco Co., Ltd.

In your Locality  
are many

## Dogs and Cage Birds

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

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

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

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

8 46

## Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy  
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and  
Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY  
MONTREAL





**This  
Drink  
Will Sell  
and Repeat  
Faster In 1917  
Than All Others**

**After You Stock  
PHEZ We Help  
You Sell It—**

By furnishing you with our complete and wonderfully effective window trims, pyramids, recipe booklets, fountain hangers, fountain listings and cuts of PHEZ ads to run in your local papers.

**Cash in on the  
POST Campaign**

*Now Running*

**Donald H. Bain Co.**

WINNIPEG

*Distributors for*

Manitoba, Saskatchewan, Alberta  
and British Columbia

*BECAUSE*—Our big advertising campaign in the SATURDAY EVENING POST is making it known in every hook and corner of Canada.

**Get Your Stock of  
PHEZ on Hand and Take  
Care of the DEMAND**

There's a good profit in PHEZ for you because it's a quick seller, your turn over is rapid. Recommend PHEZ to your customers, get them to try it, and leave the rest to PHEZ.

PHEZ is the pure juice of Oregon's famous Loganberries pressed and bottled fresh from the vineyard. A little sugar is added and you have—delicious PHEZ.

**Rose & Laflamme, Ltd.**

*Distributors for Eastern Canada*

**MONTREAL AND TORONTO**