

**PAGES
MISSING**

FEATURING STORE EQUIPMENT

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

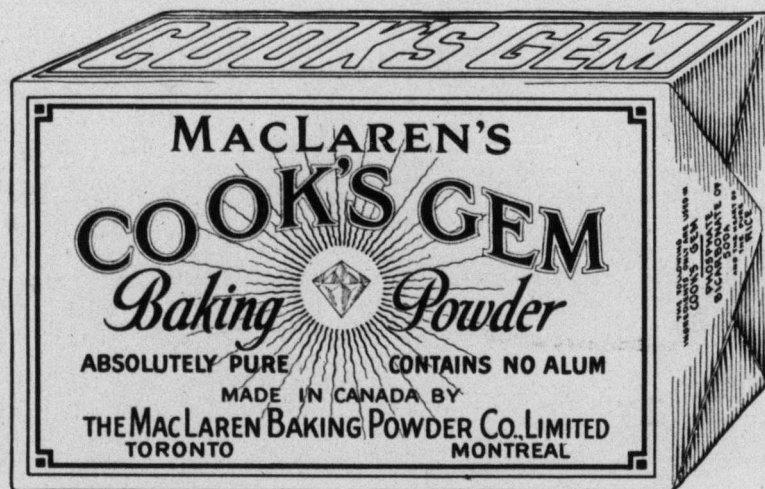
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXX

PUBLICATION OFFICE: TORONTO, JULY 16, 1915

No. 29

LET US BOOST



Height of Purity, Strength and Cleanliness

Write us to-day for prices
and discounts

Manufactured by

THE MACLAREN BAKING POWDER CO.
LIMITED

41-45 Lombard St.

TORONTO

CANADIAN GROCER



SHINES WHEREVER THE SUN DOES

HEAD OFFICE - - LONDON, ENGLAND

BRANCHES AT

Williamstown
AUSTRALIA

Christchurch
NEW ZEALAND

Cape Town
SOUTH AFRICA

AGENCIES IN CANADA

British Columbia
J. Leckie Co.
VANCOUVER

Nova Scotia
Arthur Fordham & Co.
HALIFAX

New Brunswick
C. A. Munro
ST. JOHN

Quebec
R. E. Boyd & Co.
MONTREAL

The "NUGGET" Polish Company, Limited
9, 11 and 13 Davenport Road
TORONTO ONTARIO

Lantic Sugar



for Preserving

Give your customers the "Quality Sugar," made in the most up-to-date refinery in the world. Your Wholesaler Will Supply You.



CANADIAN GROCER

*The choicest fish
of the catch*



Get them prominently before
your customers NOW

THISTLE BRAND

Haddies, Flaked Fish and
Kippered Herring

and know what a sound, healthy and
profitable demand there really is for qual-
ity fish, especially these warm days.

Thistle Brand Fish have meant extensive
sales and considerable new custom to
grocers during summer. Who'll be the
progressive one in your locality?

Speak to your wholesaler to-day.

Arthur P. Tippet & Company

Agents, Montreal, Que.



Turn Slow Summer Months into a Busy Season

You couldn't strike a surer way of getting big summer sales than in featuring the well-known

BORDEN'S MILK PRODUCTS

They'll turn those dead summer days into days of big sales and profits.

Borden's Milk Products fit into the needs of the housewife, the camper, the outing folk, just like a kid glove on a woman's hand. Nothing can take the place of Borden's Milk Products during summer. Why not get your share of the usual summer sales by featuring them attractively in your window very next time you change?

Borden Milk Co., Limited

"Leaders of Quality"
MONTREAL

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



SUN-KIST

REG. U.S. PAT. OFF.

CANNED FRUITS

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

Delicious canned fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land. If you want satisfied customers, connect with the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

ROYAL SALAD DRESSING

For the Picnic
For the Dinner
For the Luncheon

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

Made only by

The Horton-Cato Mfg. Co.

WINDSOR, CAN.



Store interior showing sectional case and counters in one of the many Sanitary, Up-to-date City Groceries in a residence section.

Note the fine display along front of counters of all goods to be had from the tight-fitting, easy-working patent bins in the rear and the clean finished effect of the panel fronts below, where your customer is able to sit or stand without the danger of putting a knee or foot into a display they cannot see when standing or sitting to place an order, and further the bevel front glass display bins in wall case provides a display and convenience only to be had in the Walker Bin System.

Stock sections, including shelving, counters and show cases on hand at all warehouses in West for prompt shipment, also in factory for Ontario and the East. If interested send us a floor plan of your store and we will quote you on sections best adapted to your particular trade.

Walker Bin Fixtures cost a little more than others, but are worth the difference, as every bin panel is 3-ply stock to prevent warping and shrinking according to use made of same, and as a store once equipped is sufficient to last a lifetime without further expense, or if enlarging, may be added to, removed and sold at very nearly its original cost in closing out a business; the original cost is very reasonable, taking into consideration the service obtained.

The Walker Bin & Store Fixture Co., Ltd.

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.
Edmonton:—Edmonton Specialties Company, 113 Howard Ave.

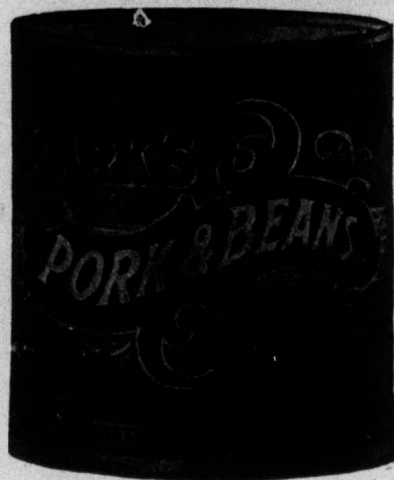
Saskatoon:—North West Specialty Company.
Winnipeg:—Watson & Truesdale, 120 Lombard St.

EASTERN AGENCIES:

Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.

Montreal, Que.:—W. S. Silcock, 33 St. Nicholas St.
St. John, N.B.:—R. R. Rankine, 110 Carmarthen St.

CLARK'S PORK AND BEANS

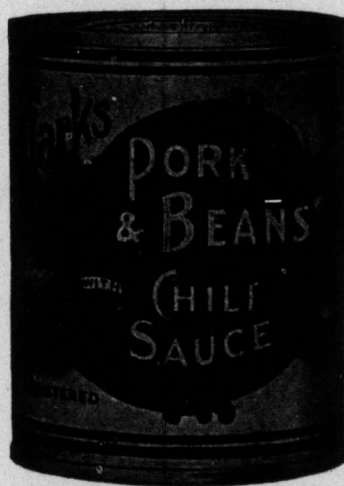


We do not ask you, Mr. Grocer, to stock and display CLARK'S products SIMPLY BECAUSE they are

MADE IN CANADA

but because they are of the HIGHEST QUALITY, and in our humble opinion THE BEST.

Therefore, all things being equal, we venture to suggest that the "MADE IN CANADA" are the goods for you.



W. CLARK, Limited, Montreal

Clark's

No. 6

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

NEVILLE AND THE INDIAN

"It was in the early sixties that Neville, a strapping big lumber-jack, played his little joke on the Indian: 'Give me a chew, John,' says he to the half-civilized redskin. Out comes a plug of 'Nailrod' (a thin, pliable, black plug). Neville rolled it up and took the whole plug for a chew. After recovering his surprise, the Indian, seeing the humorous side of it, as was intended, turned the trick on the lumber-jack by asking in his quiet, simple Indian way: 'Want any more?'

"In those days, lad, Nailrod was considered pretty fine tobacco, but to-day it wouldn't go, especially when your taste is educated to KING GEORGE'S NAVY. 'I like King George's Navy because it's got a nice flavor and never gets hard. The heat of your hands softens it up again if it does dry out a bit.

"I get it every week with the grocery order, from the little corner grocery—mighty good chew, lad."



Rock City Tobacco Co., Ltd.

Quebec and Winnipeg

Finest New Season Japan Teas

Now in Store

Large and well-selected stock of Ceylon Pekoe and Orange Pekoe.

Give us an opportunity of submitting samples and quotations before closing your purchases.

KEARNEY BROS., LIMITED

Wholesale Tea and Coffee Merchants

33 St. Peter Street

MONTREAL

ESTABLISHED 1874

Canada's Choicest Catsup **AYLMER BRAND**

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

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



*The
Evidence of
Quality*

ROBINSON'S

OF BRISTOL, ENGLAND

TIN FOILS FOR TEA WRAPS

½-lbs. and 1-lbs. (Substitute for Tea Lead)

TEA AND COFFEE BAGS

(Parchment Lined)

VEGETABLE PARCHMENT
AND GREASEPROOFS

WRAPPING PAPERS

(Rolls or Sheets)

PAPER BAGS
OF ALL DESCRIPTIONS

EVERYTHING IN PAPER
AND PRINTING

All inquiries to

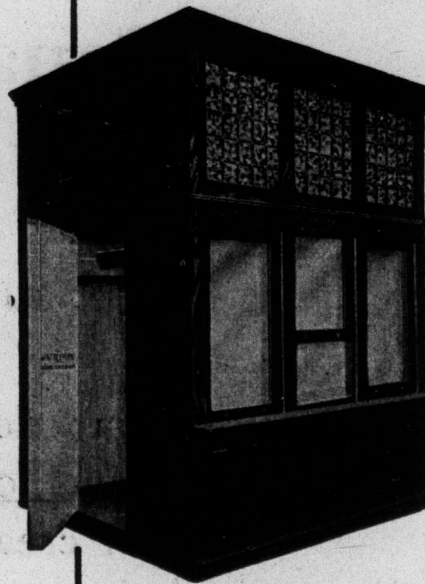
J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Improved Standard

Cold Dry Air Refrigerator

MADE IN CANADA
for



Butchers
Grocers
Creameries
Householders
Restaurants
Hospitals
and all
Institutions

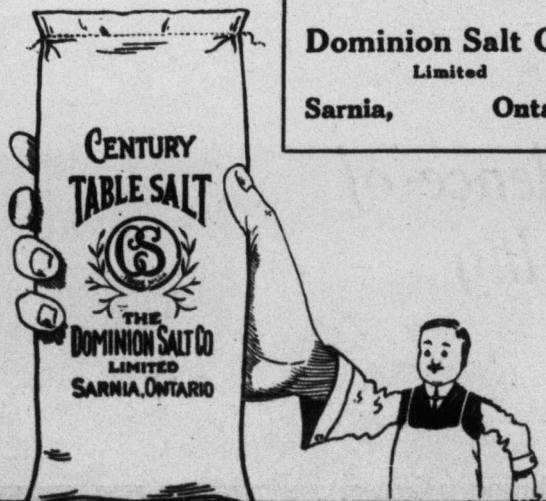
SATISFACTION GUARANTEED
Send for Catalogue, Price List and Discounts

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

There's money in the right salt

Hundreds of dealers have realized that the right salt, the salt that gives the best satisfaction, is CENTURY. Every crystal is pure. It is the best for table or dairy, and the most profitable for the dealer to handle. Those that know push CENTURY SALT. Put up in small, white cotton bags and 100-lb. sacks.

Dominion Salt Co.,
Limited
Sarnia, Ontario.



USE CONDY'S FLUID—

THE POWERFUL YET
HARMLESS DISINFECT-
ANT, AROUND YOUR
STORE, THEN YOU CAN
RECOMMEND IT FROM
ACTUAL EXPERIENCE.

Condy's Fluid has for over a century been the recognized safe household disinfectant in European homes.

Children and grown-ups are safeguarded by its use. It contains no Permanganate of Potash. It is non-poisonous.

Stock up now.

Condy & Mitchell, Limited, London, Eng.

Sole Agents for Canada:

Harold F. Ritchie & Co., Limited, 10-12-14 McCaul St., Toronto

OCEAN BLUE

is used in the ordinary way but it gives extraordinary results. It whitens and brightens, Linens, Curtains and Laces perfectly, because it is made to.

In solving the problem of how to get new business, then to keep it, put your faith in OCEAN BLUE and order from your Wholesaler.

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

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



"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Indian Chief Brand CLAMS



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

Sell your customer a can and advise her to make a

**CLAM
CHOWDER.**

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

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

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

Continental Grocery Bags

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

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

Continental Grocery Bags

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

The Continental Bag & Paper Co., Limited

Manufacturers **Ottawa**
Branches: MONTREAL and TORONTO
Agencies throughout Canada

"Not an Expense—an A-1 Investment"

THIS IS THE VERDICT OF HUNDREDS OF USERS OF

ARCTIC REFRIGERATORS and DISPLAY CASES

Don't buy a refrigerator as a store fixture, but rather buy it as an investment, as a means of increasing your profits and bringing more business. Install the proven gilt-edge-investment kind—the Arctic, and you can figure on it paying for itself and netting you a good round profit the first year.

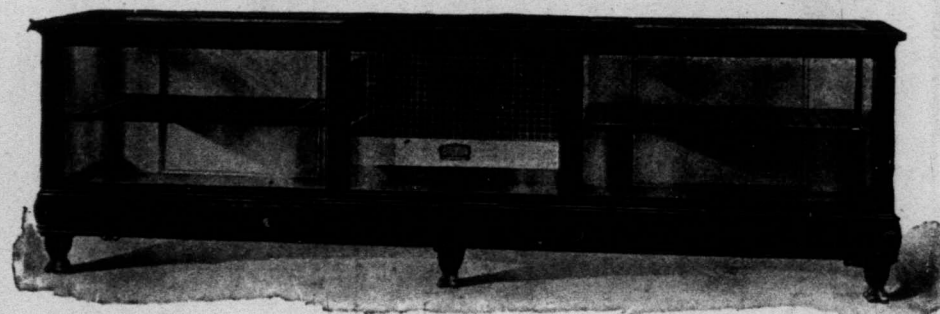
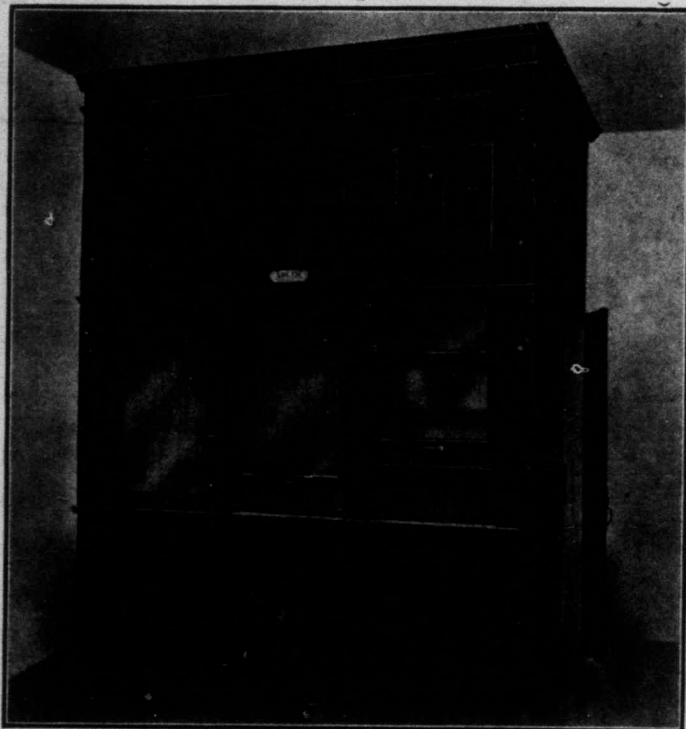
Figure this up for yourself. 1st.—It preserves your perishable goods and prevents loss from spoilage. 2nd.—It keeps your stock bright, fresh and inviting, which means more sales. 3rd.—It ensures your customers getting their goods in a shape that eliminates dissatisfaction, which is a guarantee of steady patronage. 4th.—It displays your goods in their fresh, inviting condition, and if you reinforce your refrigerator with an

Arctic Silent Salesman or Refrigerator Display Case

You have an asset that is of inestimable value to you—a big money-maker. It proves the time-worn slogan that "Goods well displayed are half sold," for it sells your perishable goods quickly without loss from exposure to heat and dust.



CANADIAN GROCER



The Arctic is not an expense, but a big paying investment. Write for catalog and prices.

JOHN HILLOCK & COMPANY, Limited
TORONTO

We want live agents or jobbers in every locality of
 Canada to sell
ARCTIC REFRIGERATORS

PURE GOLD

Whole Mixed Pickling Spice



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

Despite the fact that raw spices have advanced in price and the Government has added a war tax, we have maintained our usual high standard of quality in all Pure Gold Spices, including:

- Whole Bright Chillies**
- Sifted Chillies**
- Old English Mixed**

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

Place your order now for Pure Gold Spices and give your customers a service which will reflect in future business.

PURE GOLD MFG. CO.
LIMITED
TORONTO



"and—

how about something to drink, something that will touch the right spot when you are tired and thirsty—a real thirst quencher?"

This is one of your best arguments, Mr. Grocer, when introducing

E.D.S. Grape Juice



and when you use it, link it up with the reason why—the delicious, wholesome flavor, the absolutely pure juice of the finest flavored Concord grapes in the world (Winona Grapes).

Show E. D. S. Grape Juice in your window and counter displays, introduce it over the counter, remind your telephone customers about it, and link up with the widespread publicity of E. D. S. products.

A reminder will sell E. D. S. Grape Juice, for the name means quality through and through.

Stock up for the hot days.

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

Agents:

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

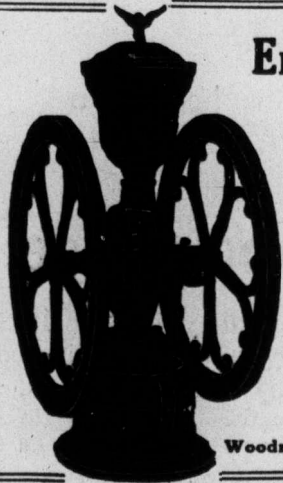
We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Enjoy Clear Profit

on your Coffee by using an **ELGIN NATIONAL** Mill—first cost is the only cost and that is but a trifle. There are no current or repair bills to eat up your profit.

ELGIN NATIONALS are popular because of the simplicity and strength of their construction, beauty of finish, fast grinding and easy running qualities.

The **LOW PRICE** will surprise you—ask your jobber.

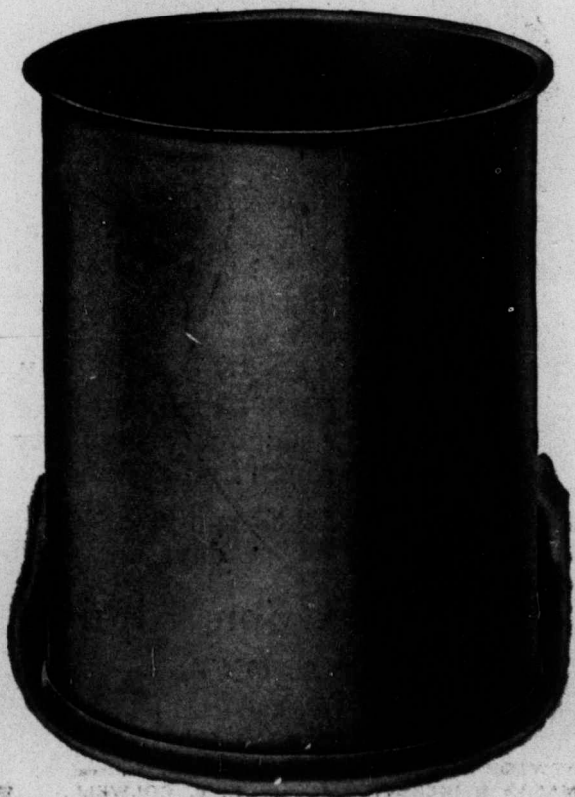
Woodruff & Edwards Co., Elgin, Ill., U.S.A.

IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

Canadian Grocer

143 University Avenue, Toronto



Sanitary Cans

"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO

Preserving Season

Again we would point out the importance of giving your customers the best sugar with which to put down their preserves. It will be too late to discuss the matter at the end of the season if the preserves have been spoiled with inferior sugar. St. Lawrence Granulated is 100 Per Cent. Pure Cane Sugar. Give your customers the best that's going.



**Where Quality is Essential
and Economy an
Advantage**

**BEE BRAND
JELLY POWDERS**

win the sale every time. The wonderful thing about Bee Brand Powders is not so much their high quality as how you can offer such quality at so moderate a price. There IS a place in your trade for Bee Brand. Get your wholesaler to supply you NOW. All flavors.

FORBES & NADEAU, Montreal, Que.

NOTE THIS

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

FRUIT BULLETIN

Every housewife can put down a good supply of Cuthbert Raspberries. The very best all Niagara Peninsula grown Black Currants are also now at their best for canning. Montmorency cherries coming fast. Have your grocer order at once.

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

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

The Barr Register has been examined by many experts in this class of device, both here and in the "States" and pronounced by them, not only the best, but the only substantial improvement made in account-keeping devices during the last decade.

Barr Registers, Limited are not an off-shoot of any foreign corporation; the Barr Register was conceived and born in Canada; is made by a Canadian Company with Canadian capital.

Barr Registers, Limited
TRENTON, ONTARIO

Barr Register Way

of keeping the sheriff from your door—of making “good pays” out of “bad ones”

The store without system in its merchandising and office work is no better off than the ship without a rudder—it's liable to drift upon a rock and become wrecked—liable to have an official call from the sheriff.

The very first step is to get your customers and the second is to hold them without sacrificing your profits.

To do this you must sell your goods and get your money for them whether you do a cash or credit business.

If you give credit and allow your customers to drag in their payments you not only lose your goods but you lose your customers as well.

Now you come to the

Barr Register System

of keeping your accounts straight. This system is embodied in the Barr Register, which makes it impossible for you to carry on your business blind-folded.

Every charge sale that's made is registered and the record is given the customer with her purchase. She is never in the dark as to the standing of her account and she never has a chance to dispute her bill.

In short, she knows what she owes and she knows that you know too, with the natural result that she tries to keep her account as small as possible.

Nothing is harder to pay or collect in this world than a long-standing grocery bill.

The Barr System prevents loss from “bad pays,” saves the grocer time, labor and worry by eliminating all book-keeping with its attendant losses and uncertainties.

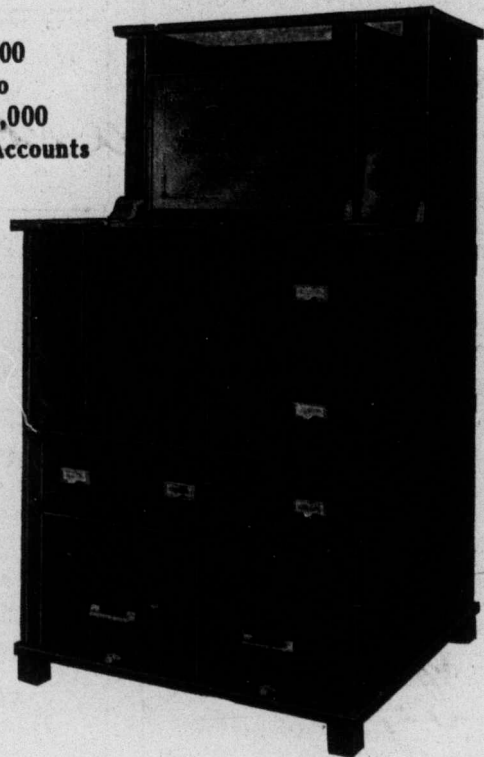
Every account is rendered up-to-the-second.

No other system can do for you what the Barr Register can. If you haven't one installed in your store, don't wait for our representatives to call, but write to-day for full particulars.

**The Barr costs nothing because it pays for itself many times over.
It's an investment—not an expense.**

Tear out this page, write your firm name and address in the margin and mail to-day.

100
to
1,000
Accounts



Barr Registers, Limited
TRENTON, ONTARIO

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859
GEO. STANWAY & CO.
 TORONTO
 Agents for "Horseshoe," "Tiger" and "Sun-flower" Salmon. Fred. L. Myers & Son, West Indian products. Fritchard Rice Milling Co., Texan Rice, Alexander Molasses Co., New Orleans Molasses.

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

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

W. H. Millman & Sons
 Wholesale Grocery Brokers
 Toronto, Ontario
 Choice, faced peaches, 25's, on spot at a very low price.

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

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

WESTERN PROVINCES.

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

QUEBEC.

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

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

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

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

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

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

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

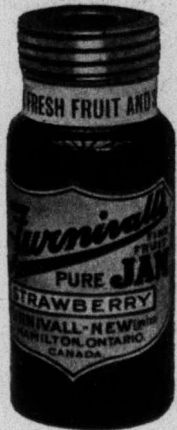
NEWFOUNDLAND.

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

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

Turn Casual Purchasers into Steady Customers—

by offering them the best-liked, best-selling Jam in Canada—



Furnivall's
FINE
FRUIT
PURE JAM



Folk who enjoy the goodness of Furnivall's are also quality buyers in other lines. Their trade "pays" you well.

Such folk demand Furnivall's for its better flavors, quite unique; its look of quality, as well as its taste of quality. That's why Furnivall's is the best selling line of Jams in Canada.

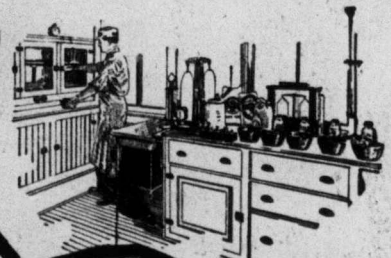
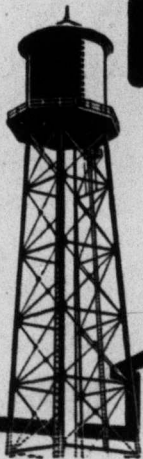
Place your order to-day. It will surprise you how popular and quick-moving Furnivall's really is.

Furnivall-New, Limited, Hamilton, Ont.

Agents—Halifax, N.S., B. C. Woodworth, 533 Robie St.; St. John, N.B., W. W. Chase, 79 Paradise Row; Montreal, W. S. Silcock; Ontario Agents—MacLaren Imperial Cheese Co., Limited, Toronto; Winnipeg, H. P. Pennock & Co., Ltd.; Edmonton, Alta., Central Brokerage Co.; Calgary, Jackson's, Ltd.; Hamilton, Ont., Grocers' Specialty Co.; Sydney, N.S., A. E. Shepherd.

PURITY FLOUR

More Bread and Better Bread



FLOUR TESTING LABORATORY

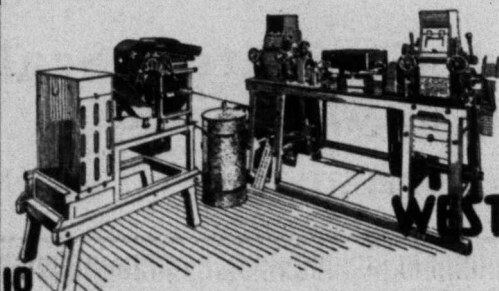
PURITY FLOUR Talk No. 10
To the Proprietor and his Assistants.

WORTH THE DIFFERENCE

PURITY FLOUR sells for a higher price than any other Canadian flour. What's the reason? The housewife KNOWS PURITY is worth it.

When the consumer is willing to pay more per barrel for PURITY FLOUR in such a highly competitive field, she is doing so because PURITY is a BETTER product.

EXPERIMENTAL MILL



10

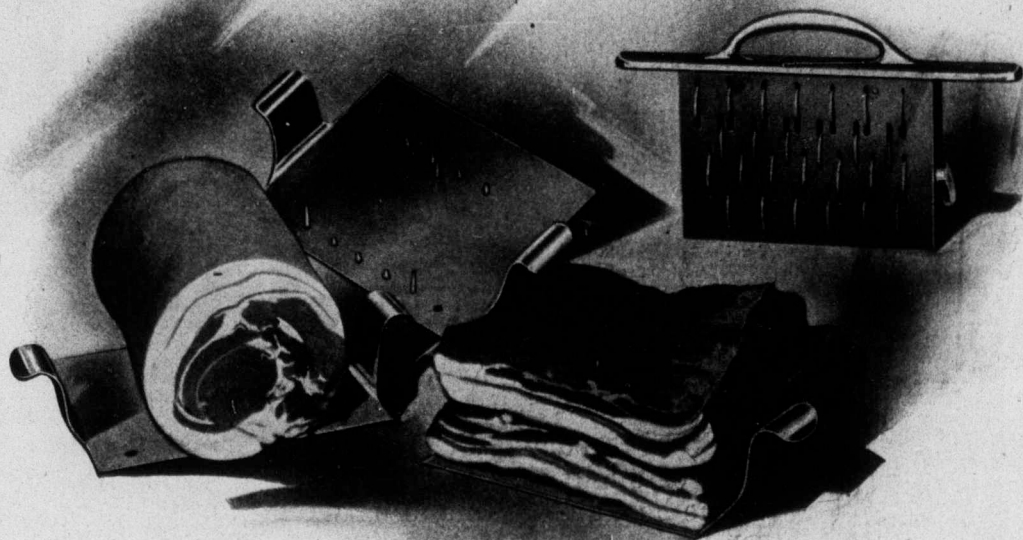
PURITY FLOUR stock moves quickly, and it does not "come back." A flour that is widely known, widely advertised and eminently satisfactory to the housewife, brings dollars to the retailer. Why not sell PURITY, the guaranteed flour?

Main Offices: Winnipeg, Toronto, Victoria

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

Let us
prove to
you that
this is the
best meat
slicer in
the trade.

WRITE FOR
ILLUSTRATED
CATALOGUE IN COLOR



The Brantford Meat Slicer

IS A MONEY-MAKING, TRADE-PULLING
INVESTMENT

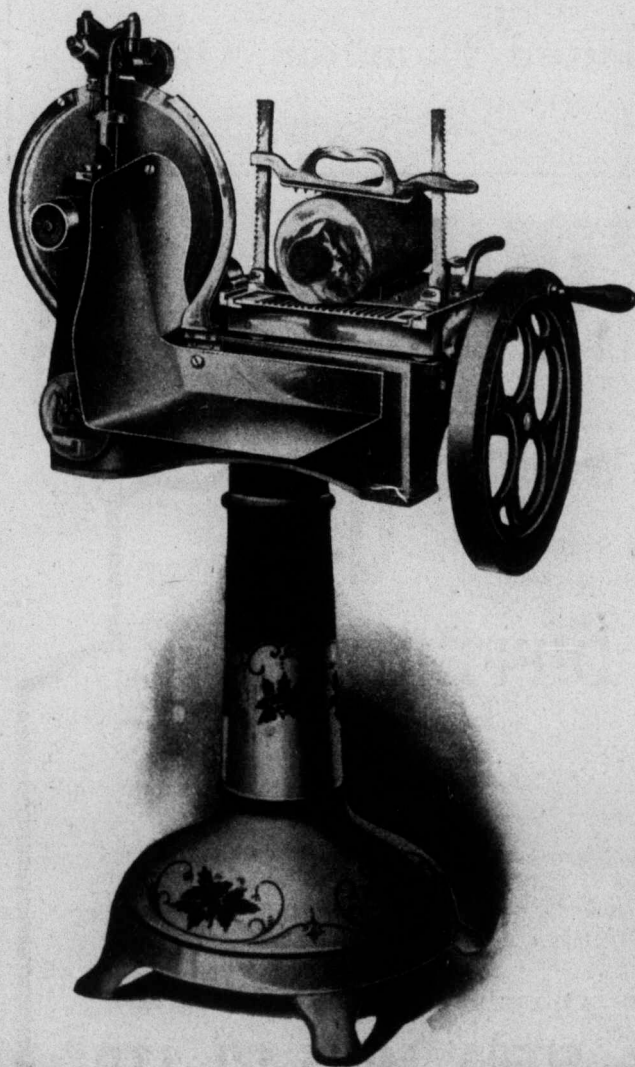
—not an item of expense, not a filling-up fixture, but a machine that pays for itself every few months in increased sales, the result of giving your customers their cured and cooked meats uniformly sliced and unhandled by soiled hands.

With the "Brantford" there is nothing to get out of order; it's easy to keep clean; fitted with many new and improved features; has ball bearing; crucible steel gears; automatic sharpening device; quick interchangeable trays; new patent feed and our patent clutch which holds the meat to the last slice.

You need a "Brantford" Meat Slicer right now for the summer cooked meat trade—Inquire.

**Brantford Computing Scale
Company, Limited**

BRANTFORD, CAN.



Have you ever figured how much you lose every year by giving "up-beam" weight?

Your honesty is not honest to yourself. Every time the beam of your scale slows up and you charge for the amount indicated on the beam you are cheating yourself—losing cents or fractions of cents which amount to hundreds of dollars every year.

Why not give your customers their exact weight and at the same time get paid for every ounce you sell? Your business demands it. No grocery business can afford to have it otherwise.

The BRANTFORD SCALES

*The only
Computing
Scale
Made in
Canada.*



CAPACITY 2 LBS.

discourage careless "up-beam" weighing; in fact, there's no "up-beam"—the weight and price is there in plain figures.

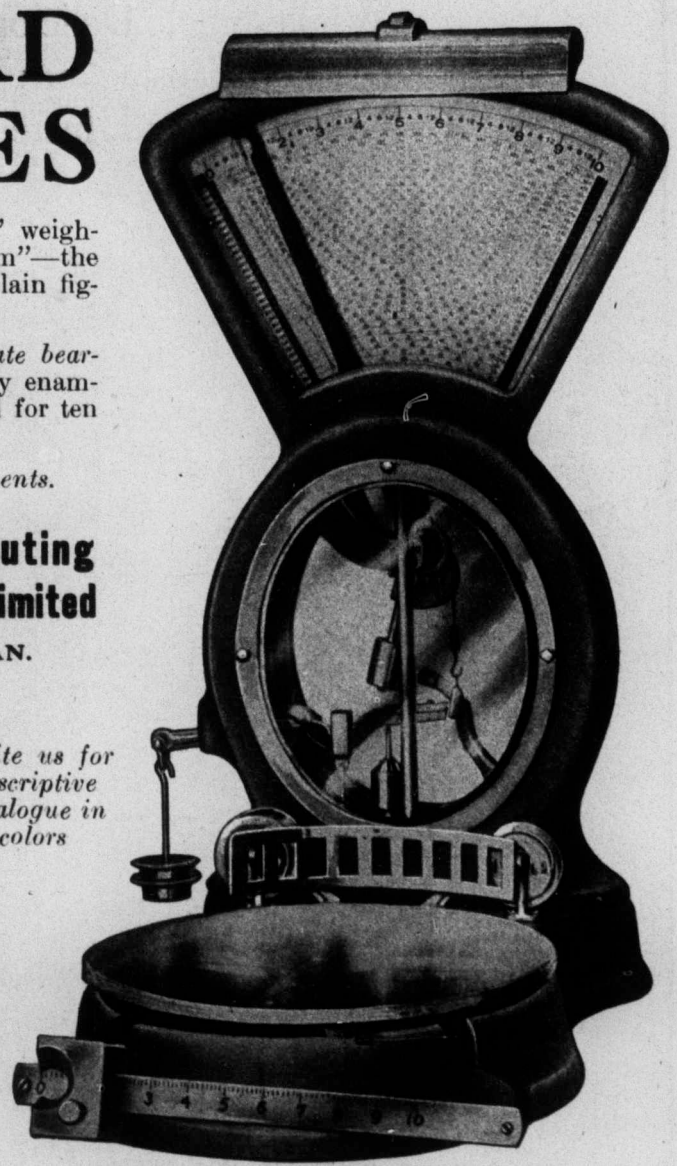
The Brantford Scales have agate bearings, no springs, are beautifully enamelled and nickelled, guaranteed for ten years. It's a money saver.

Sold on easy payments.

**Brantford Computing
Scale Company, Limited**

BRANTFORD, CAN.

*Write us for
descriptive
catalogue in
colors*



CAPACITY 40 LBS.

BANNER BRAND

Jams, Jellies, and Marmalades

Pure Fruit and Cane Sugar—That's all.

“BANNER” Brand Pure Fruit Jams are Wholesome, Delicious, and always give the best of Satisfaction; Therefore—Satisfy your Customers and Increase your Sales.



Put up in 2, 4, 5 and 7-lb. gold-lacquered pails; also special Anchor Cap Tumbler, 12-oz. Glass Jars, and 30-lb. Wooden Pails. Get in touch with your Wholesaler, and replenish your stock to-day.

LINDNERS LIMITED

Representatives:

306 Ross Ave.
WINNIPEG

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

340 Dufferin St.
TORONTO

Implicit Confidence

Our fair dealing, honest values, and efficient service, have built up such a reputation that when you place your orders with us, for

BULK TEAS

you can rely on obtaining *each* and *every* time, the greatest possible value, both from a money-saving standpoint and satisfied customers. You get the benefit of our many years' experience in every order.

See our samples and prices of this season's Japan Teas before placing your Fall order—enough said.

MINTO BROS. Limited, TORONTO

Silver Gloss

is the home Starch for
all kinds of home laun-
dry work. HOW'S
YOUR STOCK?

The Canada Starch Co., Limited
Manufacturers of the famous Edwardsburg Brands.
Montreal, Cardinal, Brantford, Fort William

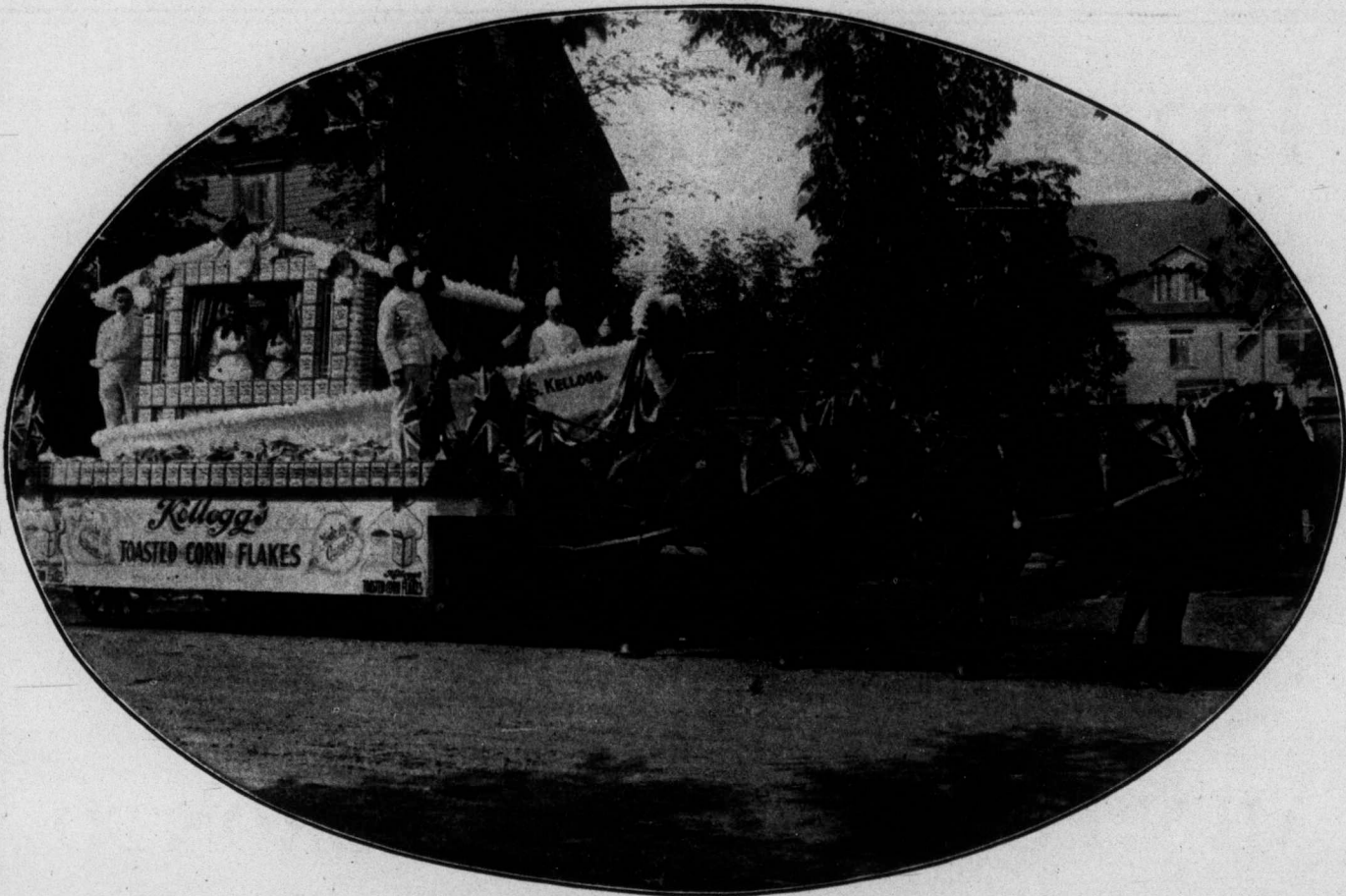
More Blouses, Skirts and Lingerie
are starched with "SILVER
GLOSS"—

More Table Linen is starched
with "SILVER GLOSS"—

More Sheets and Pillow Cases are
starched with "SILVER
GLOSS"—

than with any other Starch in
Canada.

Laundry Starch



—just another form of our desire-creating publicity that helps the grocer link up with the mid-summer demand for Kellogg's Toasted Corn Flakes

—the tempting, crisp, digestible, ready-cooked cereal made in Canada from the first quality white corn, prepared and processed in the big London plant which is equipped with the most modern machinery for the handling of the corn from the time it enters the plant until it leaves, packed in attractive, sanitary packages, ready for your customer's table and untouched by human hands.

This attractive float is only one form of our aggressive advertising. Every opportunity that presents itself is taken advantage of to help the grocer sell more Kellogg's Toasted Corn Flakes.

Write for attractive display matter for windows or shelving. Boost the quality — Made-in-Canada Cereal — Kellogg's Toasted Corn Flakes.



BATTLE CREEK TOASTED CORN FLAKE CO., LIMITED
LONDON, CANADA



Why do Grocers like to Sell Red Rose Tea?

Because it never disappoints a customer. Its rich Indian flavor and strength makes friends and holds them. It helps you get a larger share of the tea trade.

Tin Cans

Plain or Decorated

Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped
Factories Well Located to
Serve the Canadian Trade.

AMERICAN CAN COMPANY

MONTREAL .: HAMILTON

Think It Over, Mr. Retailer!

You would condemn the customer who sent his money to a Mail Order House in a distant city, as lacking in loyalty to local institutions.

DO YOU PRACTISE WHAT YOU PREACH?

When buying Coffees, Spices, Baking Powder, Extracts, Jelly Powder, Teas, Salad Dressing, etc., do you patronize the Western Manufacturer, or send your money East?

Gold Standard

**FOOD
PRODUCTS**

Coffees, Spices, Extracts, Baking Powder, Jelly Powder, Icings, Teas, Salad Dressing, etc.

fulfill your every requirement, and every enactment of Dominion Government Food Laws.

A Postal will bring prices and samples.

THE CODVILLE COMPANY, LIMITED

WINNIPEG

BRANDON

MOOSE JAW

SASKATOON

A Computing Scale for your Counter, of course, BUT— A PLATFORM SCALE in the Warehouse is an absolute necessity in all well-equipped grocery stores

- ¶ For weighing up heavy orders,
- ¶ For checking weights of shipments inwards and outwards,
- ¶ For weighing goods put up in Barrels,
- ¶ For weighing many kinds of goods that are unfit to weigh on a computing scale, without risk of injuring, etc., etc.

We manufacture
Imperial Standard Scales and Champion Scales, of all
descriptions and for all purposes.

Durability and Accuracy Fully Guaranteed.

For Prices and Details, Write Nearest Branch.

CAPACITIES
400 lbs. to 2,500 lbs.



THE BURROW, STEWART & MILNE CO., LIMITED

HAMILTON
Cannon St.

TORONTO
48 and 50 Lombard St.

MONTREAL
36 and 38 St. Dixier St.

WINNIPEG
130 James Ave.

Are you getting your full share of the tea-trade in your district?

The war hasn't "scotched" the peddler.

He is still out among your customers and Tea is a favorite seller with him.

The only sure way to safeguard your tea-trade is to sell your customers "SALADA" (if you wish we will sample a selected list of prospective users for you).

Once a "SALADA" user always a "SALADA" buyer, and the peddler can never compete with its flavor and never, with our consent, can he sell "SALADA."

Make a decisive move to eliminate the peddler from your district and get increased business by **going after it**. Here's a splendid opportunity to more than offset war-time depression by securing the trade that is rightly yours.

"SALADA"

MONTREAL

TORONTO

LONDON, ENG

More Than Ever in a Class by Itself

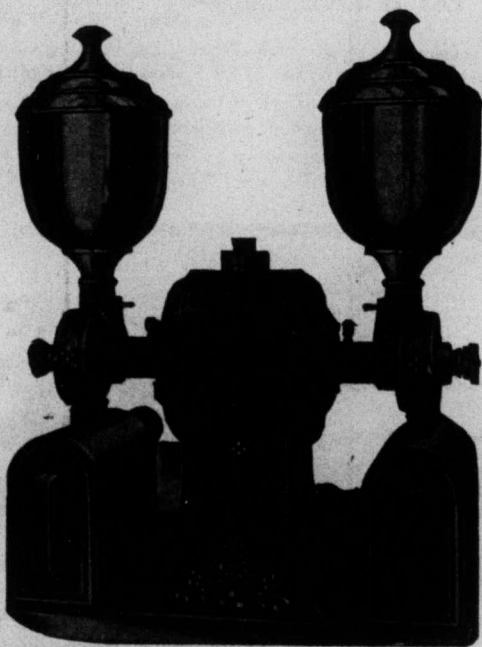
One of our 12 new models.

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

It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

Get the Eureka Catalogue To-day



Why wait till summer's heat takes its daily toll of spoiled or tainted goods? Why wait till that ice-box or make-shift refrigerator has eaten a whole in your profits large enough to buy you a really dependable one? Write to-day for the Eureka Catalogue, and select the one best suited to your needs. You can do so with the assurance that for thirty years the majority of grocers and butchers have proven the Eureka the best paying, best profit-yielding investment they have ever taken up. But—be sure to get that letter off to-day.

WRITE NOW.

Eureka Refrigerator Company

31 Brock Ave.

Limited

TORONTO

This hot weather

is hard on children, mothers and invalids, so why not show and suggest the use of

Robinson's "Patent" Barley

Nothing equals it under the sun as a hot weather food.

For many years mothers have fed it to their children and grocers have sold it—the demand has increased yearly until now it has a universal demand.

Show it on your counter to-day and draw the attention of mothers to it. More mothers should learn about Robinson's "Patent" Barley. Mention it to them.

Agents for the Dominion of Canada

Magor, Son and Company, Limited

403 St. Paul Street, MONTREAL

30 Church Street, TORONTO



Filled in 9 Seconds—No Miscounts
—Your Ad is on Each Tray

One Broken Egg Means the Profit Is Lost on a Dozen.

☞ And that isn't the worst feature—for too often it means the loss of a customer.

☞ There is one correct and profitable method of Egg Handling and that is—without breakage—through the use of The STAR System for Safe Egg Handling.

☞ The Carrier illustrated is the unit of the System—a well built wooden case provided with substantial and moisture proof divisions.

☞ Filled in 9 seconds, and there is never a miscount, Twelve eggs to every dozen—no more. A heavy cardboard Tray covers the eggs and the wire bail holds it in place.



The Wire Bail Holds the Tray

Emptied Instantly and No Broken Eggs

☞ To empty, simply invert the Carrier, slide the wire bail—the eggs are on the Tray—and unbroken.

☞ One other thought, your Ad on the inside of the Tray will prove one of the most profitable investments you ever made.

☞ Eliminates egg breakage and lost profits. Write today for booklet describing fully the STAR System.

THE STAR SYSTEM

4 Doz. Star Egg Carriers
5 M Star Egg Trays—printed
1 package Divisions

FOR EACH WAGON

STAR EGG CARRIER & TRAY MFG. CO. 1500 JAY STREET ROCHESTER, N. Y.

CANADIAN GROCER

VOL. XXIX

TORONTO, JULY 16, 1915

No. 29

The New Machinery for War Orders

How the Placing of Orders From the Imperial Government is Now Being Handled in Canada—
The Basis on Which Orders Can be Obtained.

SECURING war orders is a dominant thought in the minds of the Canadian manufacturer to-day. The new arrangement made by the British War Office for the purchase of supplies in Canada is, therefore, a matter of such importance that every manufacturer should understand thoroughly the basis on which the Imperial business is to be conducted from now on. With a view to securing this information "Canadian Grocer" has spent some time investigating the new system thoroughly.

At the outset it can be taken for granted that the decision of the British War Office, to make purchases of war supplies in Canada, through the Canadian Pacific Railway, taken in conjunction with the special visit of Sir Thomas Shaughnessy to England, presumably at the request of the British Government, is an indication that the Imperial authorities are anxious to develop the facilities for war material in Canada. The appointment of Sir Thomas Shaughnessy to an office, the powers of which are indefinite, but which may be as broad as those of J. P. Morgan in the United States, and the sending out of D. A. Thomas the Welsh coal magnate as special representative of the British Department of Munitions, are evidences of the fact that the British official eye has been opened as to Canada's capacity for production. Broadly, Canada is to supply a larger share of the war supplies needed by the British Government.

What must the Canadian manufacturer do to secure a portion of this increased business? It was to find the answer to this question that the editor of "Canadian Grocer" conducted a thorough investigation of the new system and the basis on which orders are to be placed in future.

The adoption of the system by which war purchases are made in Canada through the Purchasing Department of the Canadian Pacific took place some

months ago. The full significance of this move did not become apparent, however, until Sir Thomas Shaughnessy was called to England. On his return, his statements indicated that he had been able to considerably extend the scope of the Purchasing Department. What special powers were granted to Sir Thomas have not been announced, but there is a general belief that they are much broader than has been officially given out. The machinery for placing orders employed by the War Office, prior to the inauguration of the new system was still in existence for the purpose of closing up the business awarded under it.

The New System.

The War Purchasing Office, as now constituted, is the development of a unit of the Purchasing Department employed by the Canadian Pacific Railway; and the internal machinery for the most part will be the same. That the C. P. R. purchasing system is efficient was demonstrated recently when the city of New York decided to model the Civic Purchasing Department on the same lines. The department has been located at 114 Windsor street, Montreal, on the Windsor street level of the Canadian Pacific Railway depot. The chief of the depart-

ment is E. Fitzgerald, who has been connected with the C. P. R. Purchasing Department for the past 20 odd years. Although assisted by a large and capable staff, the orders will be placed through Mr. Fitzgerald, and all communications should be addressed to him.

Tentative Requisitions Supplied.

The methods employed are along the same lines as adopted in the C. P. R. The first step is when a tentative requisition is received from the War Office. This is not a definite order, but a general inquiry as to what the Department can do in Canada to supply certain goods. Price and date of delivery are both important factors, as it is likely that in all cases there may be other sources of supply receiving competitive consideration at the War Office. Canada, as a colony of the Empire, will be entitled to some special concessions, but it cannot be expected that unreasonable allowances will be made.

The Canadian Purchasing Department, with the general information as to what the War Office needs, then goes to the Canadian manufacturers, and in some cases to jobbers, when there may not be time or opportunity for manufacture, asking for information as to what quantity could be produced and at what price. When prices and particulars are received, they are submitted to the War Office. It is not until the definite order is placed that it is known whether Canada is to get the business or not.

This, in brief, is the system which will be followed. The opinion has been expressed in many quarters that a more satisfactory method would be to make public the particulars as to the requirements of the War Office, thus giving all manufacturers a chance to apply for a share of the business. This suggestion was broached by the representative of "Canadian Grocer" to Mr. Fitzgerald.

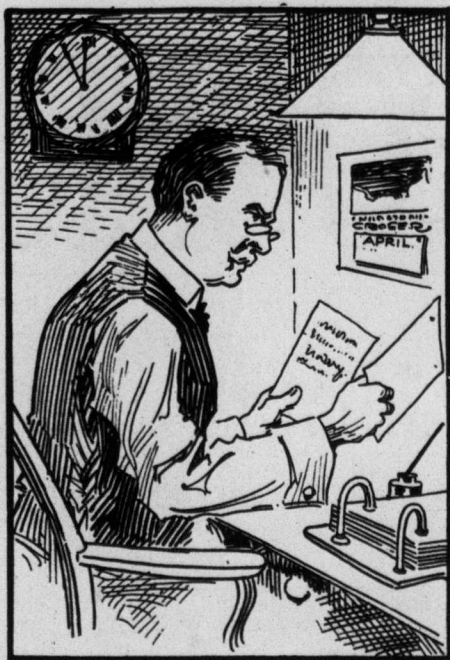
(Continued on page 42.)

TRADE PAPERS CONSULTED.

"The list of manufacturers in connection with the War Purchasing Department is compiled from the Trade Journals of Canada, Buyers' Directories of the directories of Canadian manufacturers, and from special communications when they refer to articles of special manufacture."—E. Fitzgerald, War Order Purchasing Department, C.P.R.

Cuts Short Bookkeeping Hours

The Account Register Well Thought of by Those Who Have Tried It—Bookkeeping Quickly Done and With Less Help—Valued as Collector of Slow Accounts.



ONE piece of store equipment that has rapidly come to the front is the Account or Credit Register. Probably the chief reason is the amount of time, labor and worry, it saves in sending out the monthly accounts. Readers tell in this article of their experiences with this register and how they value it. If any merchant is thinking of purchasing a credit register, these testimonials will be of value to him as they show him what it is doing for others:—

G. H. Leury, Stirling, Ont.—“Among our fixtures are a coffee grinder, a refrigerator, computing scale, cheese cutter and account register. Probably the most important of these to our business is the account register, because of its value in saving bookkeeping and of avoiding mistakes, and misunderstandings. Since we installed this account register we never have any disputes in settling accounts.”

With regard to the refrigerator, Mr. Leury says he could not possibly get along without it.

M. Austin, Codrington, Ont. — “I would not do without my account register again. It is a saver of mistakes and also does away with making out accounts every month. It tells you when and what every man’s account is at any time, and I consider it of wonderful value to any retailer in business. My customers have their accounts every time they make a purchase, which has a tendency of drawing more cash from them than in the old way.”

A. V. Gillies, Hamilton, Ont.—“Our account register is certainly a valuable help in the store. It is of great assistance in collecting slow accounts and of course it eliminates a great deal of bookkeeping.”

F. Malcolm, Springford, Ont. — “I would not be without an account register. It saves me time and work in bookkeeping, and by issuing a bill with every purchase with the past account added

on, the customer will pay oftener because he always knows the amount of his account.”

Geo. E. Burnham, Millbrook, Ont.—“The chief value of our credit register to us is that it always keeps the amount of accounts before our customers totalled up to date. We also have a display counter, a coffee grinder, a meat slicer, a refrigerator, a computing scale, a cheese cutter and a cash register among our equipment.”

John Nott & Son, Dunnville, Ont. — “An account register is a piece of equipment every grocer should have as it saves him time in keeping his accounts and at the same time every customer always knows how much he or she owes and cannot come back weeks after and dispute accounts.”

Goheen & Matchett, Peterboro, Ont.—“We have an account register and find it a great convenience in knowing exactly how every account stands.”

R. H. Robinson, Orangeville, Ont. — “In our store we use an account register to look after our credit customers and we find it the best piece of equipment we have.”

J. A. McKenzie, Fort William, Ont.—“As I do not keep a bookkeeper I found it impossible to keep up with my work by the old bookkeeping system. Since adopting the credit register I have my accounts rendered every time a purchase is made. If a mistake occurs, the customer is nearly sure to call attention to it and correction is easily made, while the matter is fresh in the minds of both of us, or when payment is being made. I seldom have any trouble or dispute and I find it of special value in encouraging prompt payment—hence it is a splendid investment.”

What Equipment is Most Valuable?

Quebec Province Grocer Mentions Particularly a Self-Measuring Oil Pump and Dust Proof Display Bin Features—Other Fixtures of Value Include Meat Slicers, Silent Salesmen, Vegetable Display Stand and Refrigerators

“WHAT is the best piece of equipment you have in the store? Or, to put it another way, which piece of equipment do you think is giving you most service?”

This question was put to A. O. Galarneau, Point St. Charles, Montreal. He did not hesitate one moment. He thought his pumps for measuring oil and molasses had given him the best service of anything in the store. “There is no measuring necessary,” he said, “and it is nice and clean. There is always trouble of some kind of other when you do not have a pump. This method is quick and clean. I have had it for fifteen years, and in that time it has paid for itself many times over.”

Display Fountain Valuable.

Another piece of equipment on which Mr. Galarneau places a high value is a fountain for displaying vegetables. However, as his business is mostly in fruit, he uses it for that purpose. It makes a very handy thing for display. By the way this stand was bought through an advertisement in Canadian Grocer. He also has a meat slicer, which he bought five years ago at a rather stiff price. They are cheaper to-day, and he considers it folly to attempt to run a business in cooked meats without one.

Refrigerator Cost \$200.

Last spring, Mr. Galarneau installed a \$200 refrigerator, and scrapped the old one, which had done service for years. The new one (which can be seen on the right of the illustration) is valuable as a silent salesman. It has three rows of compartments, and has glass fronts. He

says it is worth more than \$200 to him.

Speaking of the above, Mr. Galarneau said: “I have been reading in The Canadian Grocer that despite the fact that times were hard, grocers were able to buy expensive equipment. I thought I could do the same. We have felt the depression a little in this store, but not serious enough to prevent us buying a \$200 refrigerator.”

Values the Bin Fixtures.

The same question: “Which is your best piece of equipment?” was put to Nelson Lalande, 361 Charlevoix street, Montreal. He immediately pointed to some bin fixtures which he had recently installed, and which made a marked con-

trast with the old fixtures on the other side. The difference is easily seen in the accompanying photograph. These were installed since the war broke out, and were also purchased through an advertisement in Canadian Grocer.

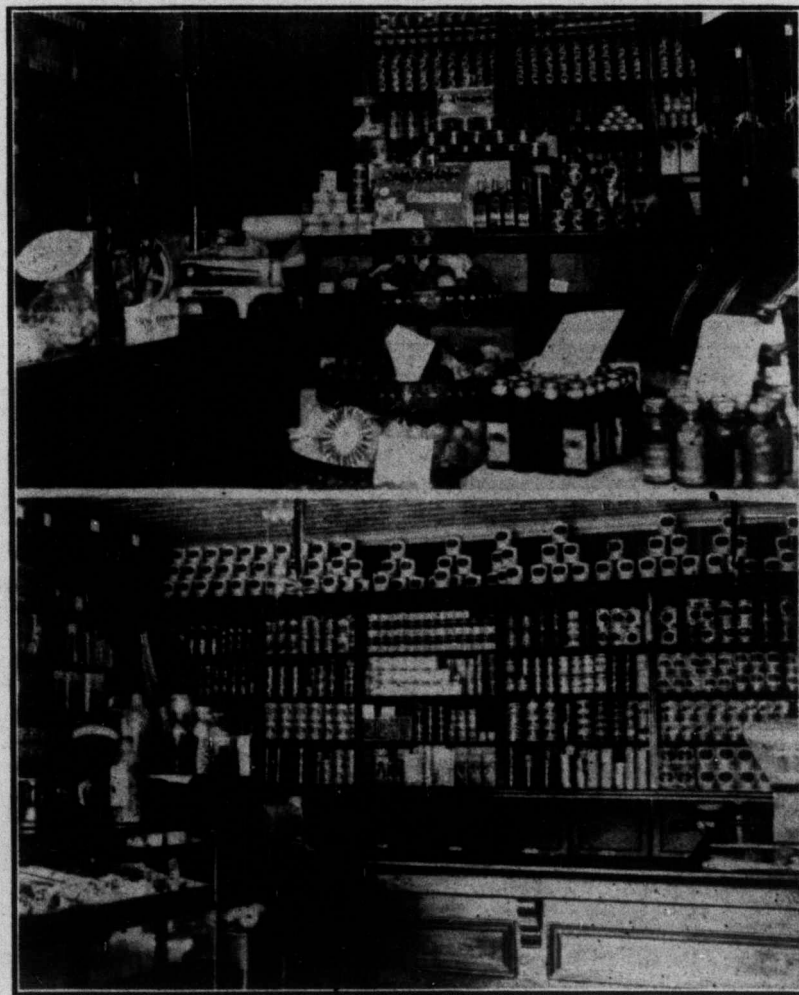
Mr. Lalande said: “It is impossible to give an idea of how those bin fixtures assist me in my business, but everything helps that adds to the appearance of the store and saves the time of the clerks. I claim that the better the fixtures, the better the business. It makes a vast difference to the appearance of the store, and I only wish I could afford to install them throughout. They cost me \$168 laid down.”

Makes Money Out of Meat Slicer.

Among his other equipment is a new show case installed in the spring, which has increased the sales of confectionery appreciably. Of his meat cutter, Mr. Lalande said: “I would not keep meat unless I had a meat slicer.”

In this connection, however, Mr. Lalande made a statement, which will be of special interest to those who are operating a provision counter that does not pay. Three years ago, he bought a meat slicer, and while it added to the sales, and was a marked advance on the old method of cutting, the department was losing money.

A change was decided upon. Cooked meats were cut ahead, weighed, and placed in the refrigerator in paper. In each half pound, a small slice from the end of each ham was placed. It had been found that when this practice was not followed, customers objected to the ends.



The top illustration shows a corner in the store of A. O. Galarneau, Point St. Charles, Montreal. Note the vegetable display stand, meat slicer, display counter, and the refrigerator on the right—the latter costing \$200.

The bottom cut is view of Nelson Lalande, Charlevoix St., Montreal, who places a high value on his bin fixtures.

How Other Grocers Do Things



Vegetable Display and Biscuit Case

E. Guillet, of Cobourg, Ont., has a splendidly equipped grocery store. Canadian Grocer reproduced a picture of this store interior last year in one of our large issues, and many will no doubt remember its attractive appearance. Besides long display counters, sanitary bin fixtures, an extensive biscuit display, coffee grinder, computing scales, etc., Mr. Guillet has a handsome vegetable display fountain. This rests on a permanent platform in a side window which everybody must see in coming down the street towards the Guillet store. With running water in this fountain, vegetables are kept fresh and clean at all times and always look crisp and appetizing. It has proven to be one of the best silent salesmen in the store.

The biscuit counter referred to has only been in this store for a little over a year and already the sales of biscuits have been increased at least 100 per cent. Some 50 or 60 different lines are shown and as a customer can run her eye down the entire list in a few minutes, there is little chance of her not being satisfied as to the variety required. During the summer season there are always a large number of United States visitors in Cobourg where they make their summer home, and these people have plenty of money and spend it freely. This large biscuit display is quite an attraction for them.

Two Refrigerators Here

In the store of E. E. Fligg, Bloor St. west, Toronto, there is a separate provision counter running crosswise at right angles to the main counter and at the rear of it. This counter is given over entirely to provisions and every day, appetizing displays of cooked ham, cooked specialties, bacon, etc., are to be seen. There is also a computing scale on the counter and a refrigerator in front of it, and one at the rear with glass fronts, where the butter, eggs, and other perishable goods are stored. Because of the fact that this short counter is running across the store it can be seen by every customer who enters, and of course, if any of them are in need of cooked meat

or bacon they will naturally purchase it from their grocery store. It is the means of adding considerably to the annual turnover and there is no separate expense for delivery.

• • •

Grocery-order Box for Suburbanites

An enterprising groceryman whose store was located on a street travelled by many suburbanites on their way to the railroad station, devised a plan to further his business by the use of an order box, says "Popular Mechanics." This box is hung conspicuously in front of his store so that a person coming to



Order box used by a grocer to get orders of people passing the store early in the morning.

work in the morning may deposit his orders without stopping to enter the store, and during the day the groceryman fills them and makes a neat bundle, ready for the customer when he passes in the evening. It is only necessary for the customer to step in and call his name to get his bundle quickly and without having to wait for it. The box is about 28 in. long and 8 in. square. A sliding door is fitted near the bottom on one side for taking out the orders.

The Ad Introduction

The following was the introduction of a recent newspaper advertisement of the Barnsdale Trading Co., Stratford, Ont.:

THE SECRET OF A SUCCESSFUL GROCERY

Is in keeping just what the public taste demands. We have no room for unreliable goods, and we do not believe in handling anything for which there is no call. No matter what you buy here, you may feel assured of the quality.

The prices assure you that you are getting your money's worth.

This company is a continuous newspaper advertiser.

• • •

Fine Descriptive Talks

Every week Carroll's of Hamilton, Ont., run a large advertisement in the local papers, and there are some splendid descriptive talks in these. Note the following:—

PICNIC HAMS PER LB. 14½c.

We have this week 400 only freshly cured and freshly smoked picnics. They are a particularly nice lot, and particularly good value when you consider the cost of other meats, smoked or fresh. These hams weigh from 5½ to 8 lbs. each, and the price will be for hams weighing over 6 lbs., 14½c; for hams weighing 6 lbs. or under, 15c per lb.

NEW POTATOES 45c PER PECK.

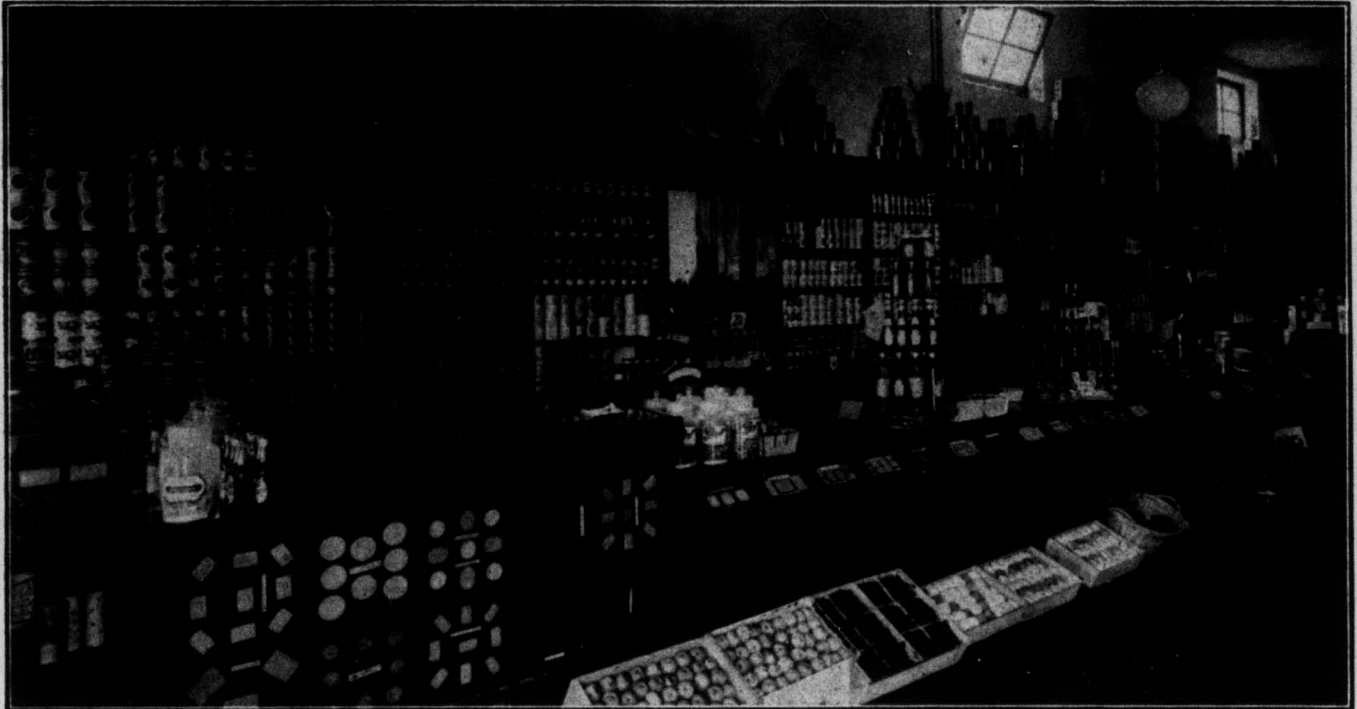
We have only a limited quantity of them, but they are good stock and good average size, and the price is 45c per peck, 23c per ½ peck. Old potatoes, we still have some very fine stock. They are firm and sound and a lot better than most old potatoes now offering, and the price is 25c per basket, 75c per bag. Bermuda onions, per lb., 5c.

DAIRY BUTTER PER LB. 25c.

Another big shipment of fresh Dairy this week. It comes from a section where the rich grass grows and it has the flavor, per lb., 25c. Creamery butter, the finest in the land, per lb., 31c. Strictly fresh eggs, per dozen, 24c. Best pure lard, per lb. 15c. Rich new cheese, per lb., 20c. Ingersoll Cream Cheese, per pkg., 15c. McLaren's Imperial Cheese, pot, 10c and 25c. Meadow Sweet Cream Cheese, per pkg., 10c.

Retailers Value Display Counters Highly

Several Give Testimony on Advantages of These Counters and on Dust Proof Receptacles for Foodstuffs—They Sell Goods, Keep Them Clean, and Save Time Into the Bargain—Many Claim This Equipment Paying Investment.



A splendid example of the value and importance of display counters and biscuit display cases. This is the store of the Burrige Mercantile Co., Victoria, B.C.

J. A. McKENZIE, Fort William, Ont.—“We have a display counter in our store, which performs a most valuable service. Twenty-five samples of goods are attractively displayed in a position which must be seen by every customer entering the store. This counter is certainly a good salesman. The stock drawers in the rear of the counter are so compactly arranged that much time is saved in serving customers and putting up goods.”

W. A. Austin, Alliston, Ont.—“The display counter in our store is to me just as good as a window. A good window trim will tend to bring customers into the store and when they come in, the display counter does the selling.”

F. J. & C. G. Hamilton, Port Credit, Ont.—“We have a display counter and it is of considerable advantage to us. It helps to sell the goods displayed, because it brings them prominently before the public.”

J. T. Chittick, Stoney Creek, Ont.—“My contention is that goods well shown are half sold. Therefore, goods under the counter are seldom asked for

During the past few years great interest has been taken by the retail trade in display counters and bins, and dust-proof receptacles for bulk goods. In the accompanying article several grocers tell in their own words of the value of the equipment they have installed in this regard. Those contemplating investing in fixtures of this kind will be much interested in what the various retailers have to say in so far as their experiences go.

and sales in such goods soon decrease. The goods also decrease in value, and they never prove a good advertisement for the store. That is why we have installed a display counter in our store.”

E. T. Brittain & Son, Lippincott St., Toronto.—“We have just put in a display counter and so far we find it a great convenience and also a splendid salesman.”

R. H. Robinson, Orangeville, Ont.—“We have a silent salesman in our store for confectionery, which we certainly would not be without for a good deal. It is a sure money maker.”

Goheen & Matchett, Peterboro, Ont.—“While we have not yet one of the latest display counters, we are firmly convinced that it is a good investment for many points. It displays the goods, keeps them in better condition and also saves time and room and in other ways is a good investment.”

H. L. Kaiser, Davenport Rd., Toronto.—“I have installed a new ten-foot display counter lately, which I consider a great investment for any grocer. It displays some 27 or more different lines of bulk groceries, that were before hidden from view by tin cans, etc. These are displayed in the front of my counter, with a neat price card in each. The back of the counter has 27 drawers which are sanitary and handy, while the whole counter itself is a fixture which improves the appearance of any store.”

John Nott & Son, Dunnville, Ont.—“We have our store fully equipped with dust-proof bin fixtures which help us to keep the store neat and clean, save work as well as being splendid for display purposes.”

CANADIAN GROCER

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**THE MACLEAN PUBLISHING COMPANY
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When Equipment is Valuable

EQUIPMENT that is designed to either facilitate the selling of groceries, to save time and to improve the appearance of the goods on display as well as the store in general must be considered as an investment by the modern grocer. There are merchants in the grocery business to-day who are actually both saving and making money because of the up-to-date equipment they have installed. In purchasing useful equipment, the dealer must not imagine that he is adding that much more expense to his business; but rather that he is making an investment which will bring him in dividends in time saved, money saved and money earned. If for instance an account register is going to mean the operation of the business with one clerk less, or if it is going to mean that money will be collected with more ease, as well as more of it during a year, then the credit register is certainly an investment.

The same applies to a display counter. If by having the goods attractively shown behind glass in a display counter, a dealer's customers on the average purchase 50c worth more goods per week, then the display counter becomes an investment and not an expense. The same reasoning can be applied to the meat slicer. If this machine is the means of satisfying a customer better by slicing the meat uniformly, then the dealer has an advertisement that is going to bring that customer back for meat every time, and she is sure to interest other people in the store. Such a machine becomes a valuable piece of equipment for the grocery store. Other equipment that can be considered along similar lines include the self-measuring oil tank, the coffee grinder, the cash register, the computing scale, the cheese cutter, vegetable display fountains, fruit display stands, silent salesman, egg carriers, etc., etc., all of which are being found investments by a great many grocers in Canada to-day.

This issue of CANADIAN GROCER has been given over in the main to featuring equipment in Canadian stores. Various articles deal with equipment that certain grocers have installed and they present ex-

actly what the grocers who have installed it think about this equipment. If any retailer is contemplating the purchase of new fixtures or equipment, he should study carefully what his confreres have to say in this issue.

Occasionally one hears it said that in times like these the retailer should not go to the expense of installing equipment. However, is not this folly, providing the dealer has the money or can see his way clear to make the investment? If business is coming along slowly at any time, is not that the time to go after it more strenuously with better facilities? When times are good and prosperity is at its height, there is less necessity for doing anything special, as it does not require so much energy and persuasion to get the people to spend their money. The same thing applies to advertising. Some men think that when hard times come along—as they do at certain periods—they should cut out their advertising. That is undoubtedly a mistaken idea. Then is the time to advertise more strenuously than ever—not only to hold present business, but to be in a position to take care of the new trade that is bound to result from that advertising when the few clouds on the business horizon have disappeared.

This issue therefore, should be studied carefully by every retailer contemplating the addition of new equipment to his store.

Baking Powder Analysis

FROM the laboratory of the Inland Revenue Department of the Government at Ottawa, there was recently issued a bulletin on Baking Powder. It deals with the analysis of 251 samples collected from stores in all parts of the Dominion last autumn. Chief Analyst, A. McGill, is the author of the bulletin which is known as No. 308, and it contains a great deal of information about the various methods by which baking powder is made in Canada. The majority of this is written in a more or less technical style and therefore would not appeal greatly to

the average reader who is not familiar with the study of chemistry.

The bulletin shows that out of 251 samples analyzed, 32 were cream of tartar baking powder, 111 alum phosphate powder, and 32 alum, leaving a balance of 76 chiefly of acid phosphates. This demonstrates that the majority of baking powders sold by the trade in Canada are alum phosphate—providing the collection can be considered as a representative one.

Among the qualities required in a satisfactory baking powder as set down by the Chief Analyst, are the following: Efficiency as a gas producer; that the gas be generated gradually and only completed at the temperature of the oven; that the powder keep well either on the grocer's shelves or in the kitchen; that the residue left in the bread should be harmless to health and without undesirable taste or discoloring power, and lastly, that the powder be sold at a low price.

It is pointed out in this bulletin that the chief filler for baking powder is starch. Anyone who is interested in the manufacture of baking powder should write the Inland Revenue Department for a copy of this bulletin.

Service, Not "Support"

IN a contemporary of this paper which recently came to our desk, there is a rather surprising appeal for "support." Because it is published in a certain place it is convinced that it should have the "support" of the trade of that district.

One would have thought that this idea had long been exploded and that the basis of business, subscription or advertising, to-day was on the merits of the paper and the character and quality of the service it renders its readers and advertisers. There are few men in business who will part with their money for a business paper which does not help them in their life's work and from which they do not get the worth of their money. Location has nothing to do with the value of a paper—it is the quality and character of its contents and therefore the service it is rendering its readers and advertisers that counts. That is the basis upon which Canadian Grocer has worked for years and it is the correct basis to anyone who gives the matter any thought. The mendicant principle of going after the "support" of the trade of a certain section of the country just because the paper happens to be published in that section is one that will not meet with the approval of many thoughtful business men. It must have merit and its contents must be such that its readers and advertisers will receive value for every cent they spend.

The modern, aggressive merchant of to-day does not appeal to his customers for "support." But by giving them a good service he makes it to their advantage to deal with him. The same applies to the aggressive business paper; an appeal on any other basis is not along the lines of good business and certainly is not in accord with present day business methods.

CANADIAN GROCER renders a distinct service to its readers and advertisers in all parts of the country and that is why it is and has been for 28 years the authority in Canada on anything pertaining to the grocery business—markets, news, business methods and new ideas.

Advantages of Heavy Scales

LISTEN to this testimony of a retail dealer who a couple of years ago installed a heavy scale in the warehouse for checking up incoming goods.

"Why," he said, "the first year I had that scale in my warehouse I am sure I saved the price of it. Every heavy article that comes into the store is weighed on that scale. When a merchant handles for instance a couple of carloads of potatoes in a season, he has a splendid opportunity for saving money, as bags of potatoes seem to be one of the worst offenders so far as short weight is concerned. Just figure out for yourself how much would be lost if potatoes cost 60 cents a bag, when there is say an average of 10 lbs. a bag short on a carload of 33,000 lbs. Often the shortage is more than 10 lbs. Also take into consideration the losses in weight on poultry handled, dressed hogs and all kinds of farm produce as well as on chests of tea, rice, nuts, and all kinds of bulk goods. It certainly does not take long to run into a considerable amount of money."

This merchant keeps his heavy scales just inside the warehouse door. He makes it an invariable rule among his employees who are taking in goods to weigh everything that is sold through the store by weight. Nothing is allowed to pass. This means that he pays only for the goods he gets and there is no loss whatever in short weight. He carries out the same principle in reference to package goods, goods in tins, etc., in so far as counting them is concerned. Everything is counted or weighed.

Retailers who have not yet installed a heavy weight scale for checking up incoming goods should make enquiries about its usefulness at once. If it pays for itself in a year or two, the future saving is pure "velvet" so to speak, and will mean a great deal to a merchant's profits in ten years' time.

Egg Breakage Preventable

THERE are egg carriers on the market that are so designed as to protect the egg from every jar and jolt, thus eliminating entirely, the trouble and loss due to breakage in delivery. Further than that they save a wonderful amount of time in the putting up of the eggs as well as in the delivering of them. One other consideration and an important one, is that the cost per dozen of delivering eggs in a suitable carrier that is returnable, is decidedly less than the cost in paper bags or packages. This is a fact that has been proven to the entire satisfaction of interested grocers.

Why should it be then that in view of this saving in time, trouble, breakage and profit that a returnable egg carrier makes possible, some grocers are still content to go on handling eggs in the old wasteful and profitless style, treating the loss as unavoidable, or perhaps allowing the limited investment that it is necessary to make, in order to install a practical and money-making egg handling system, to prevent them from seeing the greatly increased profit that could be gained through its use.

Editorial Note

SELLING GOODS is only one of two important things that every salesman has to do. The other very important thing is to make friends between the buyer and the business.

Work of the Meat Slicer

One Dealer Says Customers Favor Ham Sliced by Machine and Buy Other Goods as Well—The Advantage of Uniform Slices—Gives Better Appearance to Meats.

THE meat slicer is well thought of by a large number of retailers. The testimony of a number of them is given herewith:

M. BOUSQUET, NOTRE DAME ST., MONTREAL.—“I have a meat slicing machine which I consider a great help. Customers like to have their meat cleanly cut, and if they come to us because we have a meat slicer it is almost certain to lead to extra sales because a customer who comes to purchase say cold ham, rarely buys the ham alone.”

E. T. BRITAIN & SONS, TORONTO.—“Our experience is that a meat slicer is an advantage in the grocery store because it cuts the meat in uniform slices and cuts it to much better advantage than one can with a knife. Our electrically driven meat cutter is certainly a money-maker in our business.”

R. H. ROBINSON, ORANGEVILLE.—“I have a meat slicer and as a grocer I would not be without it.”

GOHEEN & MATCHETT, PETERBOROUGH.—“Our meat slicer saves us time and also is a means of our sending out cooked meats, breakfast bacon, etc., in better appearance.”

JOHN NOTT & SON, DUNNVILLE.—“While we only have a small meat slicer, we find it does good work. It cuts the bacon, cooked meats, etc. much everner than a knife, and it also cuts with less waste.”

GEO. E. BURNHAM, MILLBROOK, ONT.—“We have a meat slicer in our store and it is getting us extra business because it means evenly sliced meat, which the public appreciate.”

S. H. ORSER, PERTH, ONT.—“We find that people like to come to our store because they can get their meat sliced to suit them, rather than have it uneven when cut by a common knife. In this way the meat slicer is getting us extra business every year.”

F. E. WEESE, NORTH VANCOUVER, B. C.—“We have a meat slicer and it certainly gives the greatest

satisfaction. There is no over-weight in sliced meats.”

Cash Register Valued

M. Bousquet, Montreal.—“I have a cash register and find it a necessary piece of equipment. It seems to me that a clerk who knows he is checked up by a cash register is less likely to be careless with money than otherwise.”

E. T. Brittain, Toronto.—“We have a cash register among our equipment and

we find it very valuable in checking up our cash.”

Goheen & Matchett, Peterboro.—“We have a four drawer electrically operated cash register—one drawer for each clerk. It keeps close tab on receipts, expenditures and credit sales, etc.”

Geo. E. Burnham, Millbrook, Ont.—“The cash register is a valuable piece of equipment, particularly because you can keep a check on your cash and clerks with it.”

A. V. Gillies, Hamilton, Ont.—“The cash register certainly helps one keep track of his money. For instance, if a person comes into your store with a dollar bill and says that he gave you five dollars, you can tell at the end of the day who is correct. This is of course but one of the many benefits of the cash register.”

The Cheese Cutter Popular

Eliminates the Trouble and Time of Getting the Weight Asked for the Customer, Say Retailers—Less Loss in Small Pieces—Cheese Reaches Customers in Better Condition.

HAVE you a cheese cutter? How does it fill the bill? If you haven't one have you been thinking of investing? Out of 13 merchants with whom Canadian Grocer got into touch only one was opposed to this piece of equipment. Read what the others have to say about it:

S. H. Orser, Perth, Ont.—“Our cheese cutter prevents a great deal of the bother in weighing up cheese when it is cut with a knife, and it saves a good deal of the time of the salesman. We find it much easier than using the knife.”

John Nott & Son, Dunville.—“The cheese cutter is a necessary fixture in the saving of waste. Also the cheese case for containing the same is equal to a good display fixture and it keeps the cheese from drying and away from dust, dirt, flies, etc.”

A. V. Gillies, Hamilton, Ont.—“The cheese cutter is certainly of value as a piece of equipment, because of the fact that it doesn't waste the cheese, as it is wasted by cutting it with an ordinary knife. It is too, a much more rapid method than the old fashioned knife.”

F. Malcolm, Springfield, Ont.—“I would not want to handle cheese without the cheese cutter, as it saves so much time in weighing. One should avoid

cutting too large a piece for a customer and having it recut again into a smaller piece, and if care is exercised here, one does not waste or crumble so much cheese.”

Geo. E. Burnham, Millbrook, Ont.—“We value our cheese cutter because of the fact that it prevents so much waste that occurs with the ordinary knife.”

Assie & Massol, Prince Albert, Sask.—“We have a cheese cutter in our store and we certainly find it of good value.”

Goheen & Matchett, Peterboro, Ont.—“We value our cheese cutter because it cuts the cheese correctly and it goes out in better shape into customer's homes, all of which is good advertising.”

E. T. Brittain, Toronto.—“We have a cheese cutter among our fixtures and we value it because it gives us the weight so accurately. It cuts more evenly and saves large pieces of cheese lying around drying out.”

J. A. McKenzie, Fort William, Ont.—“We value the cheese cutter because there is no loss in cutting as the machine cuts exactly what is called for. Hence it helps to save cheese. We sell our cheese wrapped in parchment paper on account of the better appearance.”

A Time, Money and Mistake Saver

Value of the Computing Scale in Modern Merchandising — A Check on Over-Weight — Every Cent Called for by the Goods Can Be Secured—Many Say They Could Not Get Along Without One.

THESE testimonies from Canadian retailers on the advantages of the computing scale speak for themselves:—

M. BOUSQUET, NOTRE DAME ST., MONTREAL.—"I have a computing scale and I think every grocer in the business should have one of these machines. It is undoubtedly a money-saver. If you are giving over-weight, the error is at once detected, whereas with the old style, a careless clerk would frequently give a little more than the proper weight, without noticing it, or to notice it he would have to keep touching the scale with his finger."

J. A. MCKENZIE, FORT WILLIAM.—"I certainly find my computing scales of value. I couldn't do without them at all."

F. J. & C. G. HAMILTON, PORT CREDIT, ONT.—"The computing scale is a great convenience, and is certainly a paying investment."

E. T. BRITAIN & SON, TORONTO.—"We have three computing scales and have been using them for 20 years. We certainly find them to be a great money-maker, because we can avoid over-weight and get every cent that the goods call for."

GOHEEN & MATCHETT, PETERBOROUGH, ONT.—"We have three computing scales and find them of great value in so far as correct weighing is concerned and also from a price computing standpoint."

JOHN NOTT & SON, DUNNVILLE, ONT.—"We would not be without a computing scale. Customers can see exactly what they are getting as well as the one who is doing the weighing. I have been told by customers that they did not care to purchase from the old style scale."

ASSIE & MASSOL, PRINCE ALBERT, Sask.—"We use a computing scale in our store and certainly find it of good value."

GEO. E. BURNHAM, MILLBROOK, ONT.—"The computing scale is certainly a valuable piece of equipment, because of its capacity of weighing exactly and also because it is a splendid time-saver in computing totals."

F. MALCOLM, SPRINGFORD, ONT.—"I would not like to be without the computing scale, as it saves both time and mistakes."

A. V. GILLIES, HAMILTON, ONT.—"The computing scale is certainly a

good investment. You save every cent and don't lose an ounce of goods if any care whatever is exercised."

M. AUSTIN, CODRINGTON, ONT.—"We find the computing scale of great value to anyone in the grocery business. You can save time as well as mistakes in reckoning up small items. You get the correct amount every time and the price in just a moment."

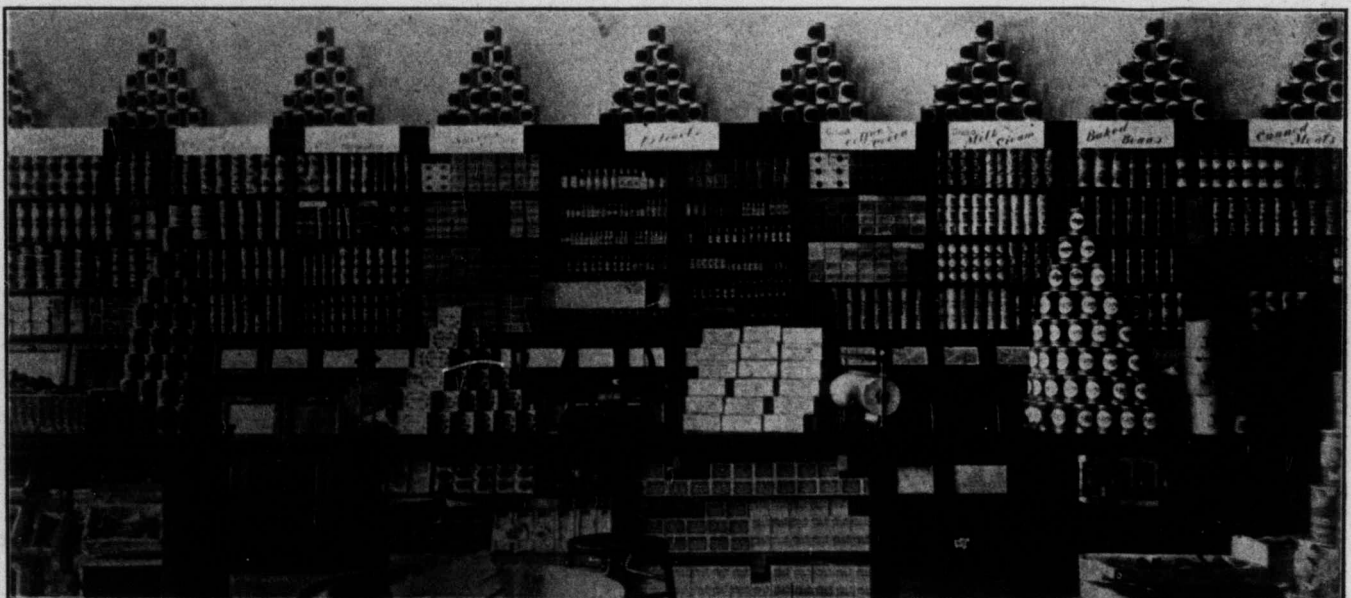
S. H. ORSER, PERTH, ONT.—"We have a computing scale and it certainly saves us a great many coppers. We could not very well get along without one."

WHAT EQUIPMENT IS MOST VALUABLE.

(Continued from page 29.)

Under the new system, the department pays, and there is a loss of less than two ounces on each ham. Before trying this out, Mr. Lalande was so disgusted with his provision business, he had decided to abandon it altogether, but since the change was made, the sale of meats has doubled.

Mr. Lalande speaks in the highest terms of his refrigerator, which he says, will preserve meat for two months without spoiling. He had an old one, but found that one with three compartments was absolutely necessary. Four compartments, he says, would be better.



The Cain Bros.' store in Yarmouth, N.S. This store has dust-proof bin fixtures, computing scale, silent salesmen, etc.

METAL CEILINGS
DENOTE CLEANLINESS

MEAT SLICER
GETS NEW
CUSTOMERS

COMPUTING SCALES
GIVE QUICK
SERVICE

BIN FIXTURES
DISPLAY GOODS
AND KEEP SAMPLES
CLEAN

COFFEE MACHINE
THAT GRINDS AND
PULVERIZES

HANDSOME SILENT
SALESMAN THAT
SELLS GOODS



View of the T. E. Ryerson store in Brantford, Ont., showing a fine establishment, from an equipment standpoint.

Coffee Grinder Boosts Sales

So Say Many Retail Dealers—Some Have Doubled Their Coffee Trade—The Aroma of Coffee Grinding a Sale Stimulant.

HERE is what retailers say about coffee grinders as an investment:—

M. AUSTIN, CODRINGTON, ONT.—
“I find that our coffee grinder gets us a good deal more business in coffee than if we didn't have it. The fact that our customers can get coffee, freshly ground, from the bean, appears to satisfy them. We have increased our coffee business nearly 50 per cent. since we installed this fixture.”

A. V. GILLIES, HAMILTON.—
“Since I installed a coffee grinder, I have doubled my sales of coffee.”

F. MALCOLM, SPRINGFORD. — “I have a coffee grinder and I do not think I could get along without it. Customers

appreciate freshly ground coffee and the aroma of this frequently reminds them that they need coffee.”

GEO. E. BURNHAM, MILLBROOK.
“My coffee trade has doubled since I installed a coffee grinder.”

JOHN NOTT & SON, DUNNVILLE.
—“While we have only a hand power coffee grinder we find it a great help in our business because our customers are better pleased by knowing that they can secure freshly ground coffee when they want it.”

E. T. BRITTAIN & SON, TORONTO.
—“We have an electrically driven coffee grinder and it certainly helps us to

increase our coffee trade. It also does the work while one can do something else. We certainly consider it a paying investment.”

J. T. CHITTICK, STONEY CREEK.
—“Since we installed our coffee grinder we have doubled our sales of coffee. Customers appreciate freshly ground coffee, and we even have some customers who have a small mill to grind their own from the bean, which we sell them, so as to have it as fresh as possible for breakfast.”

F. J. & C. G. HAMILTON, PORT CREDIT.—“A coffee grinder is to-day practically a necessity and it certainly has helped us to hold our trade.”

The Refrigerator a Money Saver

Statements From Canadian Grocers as to the Value of This Piece of Equipment — The Only Thing for Proper Handling of Perishable Foods—Many Dealers Have Two of Them—An Investment That Pays.

THAT the Refrigerator is valuable chiefly as a saver of perishable foods like fruit and vegetables, cooked meats, eggs, etc., is strongly evidenced from the following statements of readers of Canadian Grocer:

H. Orser, Perth, Ontario. — “We find the refrigerator a great help in keeping butter firm and fresh for a number of days. Were it not on the ice, it would melt and become rancid very quickly, which would mean that it would have to be sold at a reduction. A refrigerator is certainly a money saver.”

A. V. Gillies, Hamilton, Ont.—“The refrigerator is certainly a paying investment. It saves money by keeping meats fresh as well as other perishable goods. A new refrigerator is more economical than an old one because it saves ice.”

G. H. Leury, Stirling, Ont.—“We certainly could not get along without the refrigerator. It is a splendid money saver.”

F. Malcolm, Springford, Ont.—“A refrigerator certainly is a splendid money-saver because of the way it keeps butter, meats and other perishable goods in saleable condition.”

Geo. E. Burnham, Millbrook, Ont.—“The refrigerator is a paying investment because of the way it keeps butter and other perishable foods in splendid condition for so long a time.”

John Nott & Son., Dunnville, Ont.—“We do not know how we could handle butter during the summer months without a refrigerator. When there is added to that the fact that it keeps fresh so many other perishable goods, as well as displays them behind glass doors, it becomes a very valuable piece of equipment.”

Goheen & Matchett, Peterboro, Ont.—“We have two refrigerators in our store. One for butter and the other for meats,

etc. We certainly could not get along very well without them.”

R. H. Robinson, Orangeville, Ont.—“We have two refrigerators, one for meats, which is also a silent salesman, right at the front of the store and one for butter, etc., in the cellar. They are sure money savers.”

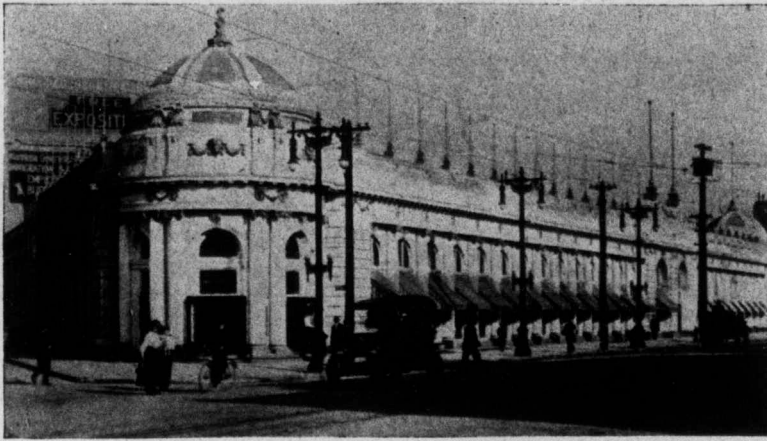
E. T. Brittain & Son, Toronto.—“As we are in the provision business, as well as the grocery business, we have a refrigerator which is arranged to take care of all our butter, cooked meats, etc., and we certainly could not do without it.”

J. T. Chittick, Stoney Creek, Ont.—“There never was a time when people were more particular about what they eat. Hence it is up to the grocer to keep perishable goods in good condition. It is for this reason that we have a refrigerator among our equipment.”

(Continued on page 44.)



A large refrigerator will be seen at the rear. Other fixtures of this store include computing scales, cash register, display counters and coffee grinder. This is the Geo. Arnold store, Queen St. E., Toronto.



Industrial Bureau where the convention was held.

Convention of Manitoba Merchants

THE retail merchants of Manitoba held their first annual convention on Tuesday, July 6, at Winnipeg. The sessions were held in the Industrial Bureau, and were exceptionally well attended, about 200 delegates in all being present. The meeting was in reality a "Get Together" convention for the purpose of discussing means of improving business conditions and effecting desired changes in retail methods. It was conducted under the auspices of the Retail Merchants' Association, but was open to all merchants whether members of that Association or not.

C. F. Rannard, president of the Manitoba branch of the Retail Merchants' Association, presided.

"What have we got to be down hearted about?" asked Mayor Waugh, in delivering an address of welcome on behalf of the city to the delegates. "When in the history of this country were there prospects for a better crop? I don't say a bumper crop. A few years ago, a real estate boom would be going on in Winnipeg were the prospects as they are to-day.

"To-day we have staring us in the face a magnificent condition in this country. We are going through a period of transition and the retail merchants of this country know that as well as anybody. For the past 25 or 30 years we have been building the machinery to take care of our business. Personally, I don't think we have been going too fast. In order to build that great machine capital was continually flowing from the Old Country until Canada was borrowing a million dollars per day. That is not coming in now and we find that we must produce the wealth lying dormant in our own soil and rely on our own resources.

"It is therefore up to us, as business men, to devise the ways and means where

we can increase the natural resources of our country. We have got to make conditions in the country more acceptable and favorable to the farmer and the farmer's wife than they have ever been. The tables are turned now—we can't regard the farmer as our hired man now; we are the farmer's hired man and must rely on him to produce our wealth.

"Let us forget for awhile the constructive period of this country and let us turn our entire attention to the larger production of the soil," pleaded the speaker. "We are blessed with the greatest heritage man ever had, and while facing a great war we are no more down-hearted about it than we are over our own local conditions in this country. There could be but one result of this war."

Business Now Better.

The next address was by President Helliwell, of the Canadian Creditmen's Association. Mr. Helliwell began with a striking demonstration of the improvement in business conditions. "In a census of our membership recently taken," he said, "it was found that 90 per cent. of the members had voted that business conditions were better to-day than they were a year ago."

He touched briefly on the relations between wholesalers, the creditmen, manufacturers and the retailers. "There are and will arrive matters for discussion and dissension between us," he said. "If there weren't, we wouldn't be here; we would all be living in Heaven. The only way to get to a solution of our problem is to get together as we are doing to-day."

Mr. Helliwell outlined briefly the aim and object of the Canadian Creditmen's Association. The prime object was to help the honest merchant to build up his business, to put the dishonest mer-

chant where he could do no harm, and to thereby entitle the honest merchant to a fair legitimate profit. He gave as his definition of credit, "An absolute confidence where two men are concerned." He referred to the great improvements which had been made in the past few years in systems of bookkeeping. "Over half the failures in business would never have taken place, had the merchants known at all times just where they stood," he said. "If you don't know exactly how you stand at all times you are living in a fool's paradise."

Small Debts Court.

Henry Detchon, manager of the Canadian Creditmen's Association, was the next speaker. He referred with regret to the fact that the retail merchants of Manitoba had not made a complete success of their organization. They have had strong officers, but there has been a weakness in their membership. This has been due perhaps to the fact that the annual fees were not sufficient to aid the secretary and the executive officers in the work of organization. If the organization were stronger, there were a number of reforms which could be accomplished. Mr. Detchon believed that the Retail Merchants' Association of Manitoba should be instrumental in having a small debts court established in the province. There was really no reason why they should not have it, and, once established, it would effect many reforms.

An address of welcome was delivered by G. M. Jackson, president of the Winnipeg Board of Trade. He contended that the merchants should take a deep interest in the work of the Board of Trade.

Some interesting statistics on the question of egg importation were given by W. H. Ault of the Dominion Produce

Department, who spoke next. He stated that shipments of eggs in Canada had reached the very highest proportion and were growing at a tremendous rate. In 1914 the consumption of eggs and poultry was worth \$55,000,000. Eggs alone represented \$26,000,000, and the approximate loss of last year's egg production was \$4,500,000. "In the elimination of that loss, you can see a very important factor," he said. "The method of buying eggs on the quality basis should be commended as the only proper method. This would result in reducing the losses. He stated that his department was prepared to furnish all merchants with candling devices free of cost.

C. W. Ziemann, of Toronto, president of the Retail Merchants' Association of Canada, also spoke, dealing with the work of that organization. His remarks dealt largely with the preparing of favorable legislation.

The Afternoon Session.

The afternoon session opened at 1.30 with President Rennard in the chair. The first item of business was the reading of the president's address, which proved to be a comprehensive and powerful review of the work which had been done and the work which was still ahead of the retail merchants of the province.

President's Address.

"In my official capacity I recently had the pleasure of representing you at the second annual convention of the Saskatchewan branch along with your Dominion president, B. W. Ziemann, and I received a new enthusiasm which led me to a determination to do everything in my power to get the merchants of Manitoba to join hands in the formation of an organization which would be at least not inferior in numbers or endeavors to that in the other provinces of the West.

"It is true this is not the first attempt along this line. More than on one occasion leading retail merchants in this city and other parts of Manitoba have united to form the nucleus of an association which would embrace every part of the province. Whatever the cause, however, the progress has been slow. That, however, should not deter us from unity for the protection of our own interests. Why should we continue to suffer because others before us made blunders? It is for us to avoid the pitfalls. Let us profit from experiences of other days. In any event the time is ripe for assembling ourselves into a strong organization to overcome the evils which are growing stronger every day against the trade.

"Winnipeg and a few Manitoba points have been fairly well organized, but a determined effort is to be made to organize the whole province. It is rather regrettable that the trade in

Manitoba, the oldest Western province, is away behind in the matter of unity of effort. The grievances of the retail dealers are many, both in Winnipeg and in the provincial towns. It is desirable on that account that all merchants fall in line, and let their slogan be "Get Together" at all costs as soon as possible. Co-operation is success.

"What is Manitoba going to do? Every merchant at this convention and all others must consider that a brother merchant's problem.

Existence Threatened.

"Manitoba should at least enroll 2,000 members as soon as possible. Developments are going on that threaten the very existence of the regular dealers throughout the country. There must be no jealousies as between one section and another. Matters too vital are at stake. It is imperative that the storekeepers rise to the occasion as never before.

"With only a few members it is impossible to accomplish much, and the first 300 or 400 members' dues are all eaten up with overhead expenses. It is just as in your own business. It requires a certain amount to pay expenses. Now, gentlemen, I want to be frank with you, I am going to hit right out at you, no matter how hard it strikes you. I have made a personal canvass of some towns in the province, and it is the same in Winnipeg. You lack enthusiasm, you are luke-warm, you don't seem to care. I am asked—What are you going to organize for? What have you been doing? Why don't you get other merchants to join? What do we get out of it? Yes, it would be a good thing, but I am afraid I cannot go. (I will leave it to the others.) We will come to the convention if—if—if (all manner of excuses).

"How weak we are toward our own business, no wonder the Grain Growers beat us out.

"Are you anxious to find out what is being done? Are you anxious to discuss the problems with each other and the ways and means to solve or handle them? You say it would be a fine thing to be organized (to get together). That if all the merchants in your town and every other town were going to get down to business you would also come into the swim, and when I speak to you about some of the obstacles we have to endure and which we might overcome if organized, you seem to warm up and show a little life.

Higher Standard of Ethics.

"Our idea is to promote, if possible, a higher standard of trade ethics and of friendship among Manitoba and the whole Dominion of Canada, and to eliminate, or at least reduce the many evils and foolish burdens that are fast getting into the trade. We want to get the legi-

mate merchants closer to each other for mutual benefit and business protection.

"You are business men, and I want to talk to you in a business way. You are anxious to know for what this association stands. There is a great deal of doubt in the minds of some men, and possibly they have a good reason to doubt as to whether this association has accomplished anything or not. You do not mind spending \$10 so long as you get the worth of it. If the fee were \$100 and you knew you were going to get the worth of it, you would pay it without a murmur. This association is an investment, and if it has benefits you want to get them, and you want to know for what it stands; that is good judgment.

"The Dominion board has accomplished many things that we now enjoy, and for which we feel grateful. One of which was the abolition of the trading stamp, and what a curse that was to the retail trade.

"Gentlemen, let me say to you right here, I was first of all a farmer before I was a merchant, you can tell that by looking at me. I love the farm. When I am on the farm I always uphold the farm life so as to make the farmer more pleased and better satisfied with his task, as we all know it is not all fun when you consider he has to get up before five o'clock and work till it is too dark to see to do his chores. I respect the Grain Growers, and their members are principally farmers; they have organized strongly for their protection and betterment, and to enable them to buy cheaper; and because they have organized better than us we must not blame them, we must blame ourselves. They are strong in Saskatchewan, and they have put many merchants out of business. Are we going to wait until they try it on us? Without the farmer there would be no merchant, there would be no small towns, for we are an agricultural country, and I will not raise my hand to do anything unjust to him.

Will Hamper Usefulness.

"But I am convinced that the men at the head of the Grain Growers are dead wrong. Their intentions are right. But they have the wrong idea for what the farmers' organization was intended, and I fear, and a great many others fear, that through this co-operative movement they will hamper their usefulness as a farmers' medium, because they are breeding disaster and discontent in their organization. They are asking farmers to do something that is entirely out of their line and which they do not understand. As soon as they accomplish everything they should do to develop and put into the hearts of the farmers the right and proper way to

farm, then will be the time for them to go into the co-operative selling game.

"Shall we fight them, and how shall we do it? That is the problem. The first way I would fight them is this. Treat the farmer as your best friend. Interest him in giving him your best service, assure him you will do your best to give him merchandise as cheap as it is possible considering quality and value. All you merchants in your big or little town get your heads together and work out the best method (and we will help you) to interest the farmer to keep the dollars at home to build up your home town and make it bigger and better."

Following the address by President Rennard, an aggressive address was given by J. A. Banfield, president of the Winnipeg Retail Merchants' Association. "If you all believe as I do," said Mr. Banfield, "times should be good. Once you restore confidence, you will find business coming back to you. The big thing is to keep your troubles to yourself and never give out a pessimistic utterance."

He stood out strongly for aggressiveness and initiative at the present juncture. The man who sat back in his chair and said: "I don't owe a dollar; all my obligations are fulfilled," was not the man who was going to build up this community. The retail merchant should adopt every means possible to improve his own business and that of the community at large. Mr. Banfield condemned the narrowness of some merchants, who believed in sticking to their business and not taking the time for outside conventions or meetings.

Resolutions Adopted.

The chief business of the afternoon session was the adoption and discussion of resolutions. The following resolutions were adopted:

"Resolved, that this convention go on record as being in favor of the inspection fees for weights and measures being paid from the consolidated revenue of the Dominion of Canada, the same as customs houses are paid to-day."

"Resolved, that the provincial executive be requested to take such steps as may be necessary to have the name of the property owners arranged at the land titles office alphabetically."

Co-operative Buying.

"Resolved, that this convention recommends to all local branches that they endeavor to get together and institute a system of co-operative buying among members of the same class of trade, and that the provincial executive be requested to give every assistance possible toward that end."

Re manufacturers charging for gross. After discussion, it was determined that

no retail merchant should accept goods so charged, but claim a credit for all shortage on goods charged for.

Re amendments to Hawkers and Pedlars Act, licensing those who use a box car or vacant lot to distribute their goods, charging the license fee imposed by this Act, and in addition a local license in the place where they do business.

"Resolved, that this convention request the Dominion Board to petition the Dominion Government to pass such legislation as may be necessary to standardize all goods possible, and also to recommend the standardizing of the gauge of wire, fencing, etc."

"Resolved, that this convention endorses the request of the Salmon Arm



President Rennard.

Produce Co. to encourage members to support growing in Canada, and could offer equal prices and better quality than other growers."

Bankruptcy Court.

Re establishment of a bankruptcy court. Resolutions committee referred this matter to the provincial executive.

Re Bulk Sales Act. "Resolved, that this convention requests the provincial executive to thoroughly examine the provisions of the Bulk Sales Act, with a view to applying for any amendment thereto, or changes in connection therewith, that they may think necessary."

"Resolved, that this convention desires to record its appreciation of the consideration shown by the Dominion Board in being represented at these proceedings in the person of Mr. B. W. Ziemann, Dominion president."

"Resolved, that this convention desires to place on record its high appreciation of the valuable work done by the executive of the Manitoba branch of the

Retail Merchants' Association of Canada, Inc., during the past year. The results of their earnest efforts are not fully known to us. We know something of what they have accomplished, while the many matters they have presented to the Provincial Government by way of improved legislation have not yet borne fruit in a definite form, yet we hope and expect they will do so in the near future and result in great good for merchants generally."

Re bankrupt stocks. "That the Credit Men's Association be requested to establish a clearing house for bankrupt stocks and clearing lines, so as to obviate the possibility of stocks being slaughtered in the districts in which the failures took place."

Re business tax. The convention went on record as against the business tax system, and recommended that the necessary efforts be employed to abolish same.

Freight Rates and Cartage.

Re freight rates and cartage. The provincial executive was asked to take action in the matter.

The association passed a resolution as being in sympathy with the Federal and Provincial Governments of Manitoba, Saskatchewan and Alberta, in a practical means to increase primary production, especially along the lines of mixed farming.

The association unanimously voted to put itself on record to instruct the executive and the advisory board to take steps towards the payment of wages to employees of corporations weekly, said wages to be paid in cash instead of cheques.

It was also moved that every effort be put forth to further increase the membership of the organization.

The Evening Banquet.

A banquet was held at the Royal Alexandria, J. A. Banfield being the toast master. The speakers were: Mayor Waugh, in response to the toast of "The City of Winnipeg"; Vice-President Mylius, of the Winnipeg branch of the Association, who responded to the toast of "Our Guests," proposed by C. F. Rennard; F. Ziemann responded to the toast, "The Dominion Board"; Messrs. Banfield, Sparling and Chevrier, who responded to the toast, "The Winnipeg Branch."

The Galt members of the Retail Merchants' Association practically decided to have the annual merchants' picnic this year.

A Hamilton grocer was charged by a Government inspector with selling condensed milk which did not meet the Government standards. He was told to come back next week.

Montreal Grocers' Picnic

Spend a Happy Day at Lavaltrie—Many Running Contests That Produced a Lot of Fun—There Were Several Speeches, Too—Dancing a Popular Pastime.

Special Staff Correspondence.



Snap-shots taken at Montreal Grocer's Picnic.

MONTREAL, July 14.—The good ship "White Star" gave three blasts at 8.30 Wednesday morning, July 7, signifying that she was about to nose her way down the St. Lawrence with the happiest bunch of grocers and groceresses that ever breathed. It was the thirty-sixth annual picnic of Montreal grocers—this time to Lavaltrie, a quiet, historic little village, which dates back many years.

After blasting thrice, the "White Star" hesitated for a few minutes, knowing that grocers are not the earliest of risers. At nine o'clock, getting a bit impatient, the good ship blasted thrice again, which caused all the street cars in the vicinity to put on a spurt, and scores of epiciers, visions in their heads of a gang plank going up, made a final dash for the Molson Wharf.

By 9.15 tout le monde was gathered on the various decks, and the size of the crowd can be imagined when it is stated that it took a "White Star" liner to carry them all. If a German submarine had come along, the scene would have beggared description.

He Missed the Boat.

Tres bien. At 9.15, the liner blasted again, and the "pique-nique" had begun. Behold as we moved silently away, a grocer with the perspiration running down his face, trying to catch the boat. Alas, he must wait for the 37th annual picnic of the Montreal Grocers.

In no other part of Canada is there

anything to compare with a trip down the St. Lawrence, especially just now while the war is on. The newspapers are compelled to keep mum on what goes on in this river, but there's nothing to prevent picnickers from keeping their eyes open and seeing how close Montreal is in touch with the great European war—better say nothing more for fear of the censor.

As everybody knows, on big "White Star" liners there is always an orchestra, composed of A1 talent, especially on important occasions like this. Few there were who could listen to the mellow strains of those string instruments in the dancing salon without wanting to do the glides, etc. No one ever dreamt that such beauty was to be found in the grocery stores of Montreal until the dancing began.

A landing was effected at 11.30, and the quiet village of Lavaltrie became a beehive. Outside the picnic grounds, the adjoining fields resembled a circus, itinerant showmen having erected their attractions in a manner calculated to mulct the poor grocers of their hard-earned savings. Itinerant photographers offered to "take your picture for a dime," their productions being nothing more than the tin types we used to have taken as boys forty and fifty years ago.

Some Fast Sprinting Done.

Now as to the races—a start was made with the married women's race, which was held under the auspices of a well-

known brewery. They started in real athletic style, unencumbered by anything in the shape of hobble skirts.

A sack race followed. Apparently the contestants were unaccustomed to this form of locomotion, and made progress slowly. Then came a race between chairmen of committees. There followed a noise like thunder, as of a horde of buffaloes racing across a plain. The dust rose, the crowd cleared away, as a "thousand" white-shirts dashed across the grounds. It was the ubiquitous commercial travellers, those men who go to the grocers' picnics because they enjoy themselves so much. There were about as many present as there were grocers.

Then the bell rang, and those who could afford it took lunch at tables under the trees. They were mostly commercial men and officials of the association. Later, speeches were made by A. Laniel, provincial president of the R.M.A.; Pierre Filion, A. Renaud, president of the Montreal Clerks' Association; Joseph Ethier, representing the wholesale houses; Ludger Gravelle, vice-president of the Chambre de Commerce, Montreal; J. O. Lavesque, and Alderman L. A. Lapointe, of the Licensed Victuallers' Association, and G. A. Archambault, who replied to the toast to the ladies. J. A. Beaudry introduced the speakers. Mr. Laniel was glad to see such a big crowd there, and trusted they would stand shoulder to shoulder

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THE NEW MACHINERY FOR WAR ORDERS.

(Continued from page 27.)

but it was found that the Department would not consider this form of procedure. The reason for not adopting this plan is that the announcement of large requirements in any certain line would have the inevitable effect of stiffening the price of raw materials. Thus, the cost to the War Office would in the end be increased; and one principle on which the orders are now being placed is that the lowest possible cost, compatible with the essential quality and a fair profit to the maker, must be secured. It was pointed out also that from the standpoint of the Canadian manufacturer high prices were to be avoided for the reason that they would have the effect of turning the orders from Canada altogether. The system of publicly announcing the requirements would be possible if the Purchasing Department were given carte blanche as to price; an unlikely development except perhaps in emergencies.

Thus the system to be followed is as stated above. Some will disapprove of this system, but the fact remains that it is on this basis that the Department will work and the manufacturer who expects to get business must fall into line and make the best of the situation.

What Manufacturers Must Do.

The Purchasing Department claim that they have very complete information as to the manufacturers in each line. They have on file the trade papers of the Dominion and the Manufacturers' Directories published by the Department of Trade and Commerce and the Canadian Manufacturers' Association. It is the earnest object of the Department now, on receiving information of requirements, to communicate with every

manufacturer in the Dominion in a position to handle some share of the business. It is in this connection that the individual responsibility of the manufacturer comes into play. Manufacturers or groups of manufacturers who consider that they are in a position to supply from present stock or to produce articles for supplies—anything that might be required by the War Office from shells to canned goods—at prices which would be satisfactory, should lose no time in getting into communication with the C. P. R. War Purchasing Department, so that there can be no question as to their complete possibilities being known to the Department. The War Office may have an accurate line on the capacity of each manufacturing plant in Canada and the stock each manufacturer is carrying at present, but no manufacturer should take this for granted. Give complete information to the Department now. Jobbers in a position to give a close price on stock lines for which there is a strong demand would also be in line for this business.

Many manufacturers have already put themselves in touch with the War Purchasing Office. All others should do so without any delay.

In this way the new system will be made efficiently operative from all standpoints.

Nor is it the intention of the Department, according to Mr. Fitzgerald, to give out information concerning orders which have been placed. This, he contends, leads to dissatisfaction in some cases, and to higher quotations for future requisitions in others. This phase of the situation emphasizes still further the importance of each manufacturer keeping closely in touch with Mr. Fitzgerald's department. It may be stated, however, that among the articles which have already been purchased through

the new Department are: Nails, matches, miscellaneous tools, steel forges, helmets and steel wire rope. Further, it may be stated that at the present time there are a number of substantial orders in the tentative stage. Perhaps you are in a position to supply some of the material covered in these orders pending. Make your capacity known.

Extending Scope of Orders.

However, dealing with the requisitions as they are received from the War Office is only one phase of the work of the purchasing department. There is another, which is in a sense even more important, and that is in bringing to the attention of the Department the possibilities of Canadian industry in relation to the needs of the British forces. It is in this connection that the visit of Sir Thomas Shaughnessy to England takes special significance.

Mr. Fitzgerald is in regular communication with the War Office. Information is being constantly sent forward as to supplies which can be readily secured. Manufacturers individually must strengthen his hand in this regard.

Mr. Fitzgerald was asked as to whether any steps were being taken to secure supplies of raw material to make up orders—as, for instance, cloth for uniforms. His reply was that, so far as he knew, nothing was being done. Canadian manufacturers will have to stand on their own feet in securing raw material. It is not the intention of the Purchasing Department to assist in this respect.

The scope of the C. P. R. War Purchasing Department in placing orders has not been clearly defined. It does not include shells—the shell situation will be dealt with in a later article—and it is officially reported not to include

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A WORD TO MANUFACTURERS.

Every manufacturer in Canada who is turning out a product which classifies with any of the articles which have already been purchased for the needs of the armies of the Empire, or who believes that he is making or could make an article which could be put to such use—at a fair competitive price—should communicate with the new purchasing department established in Canada by the British War Office in conjunction with the Canadian Pacific Railway. Such information will be used whenever possible to extend the field of purchasing in the Dominion. All manufacturers who are seeking war orders should make sure that their names are on the lists of the purchasing department of the C. P. R. or the new war order branch thereof recently established.

Jobbers may also be in a position to figure on certain lines of supplies when manufacturers cannot meet the requirements readily, but it would appear to be the intention to figure prices closely.

A list of articles already purchased in Canada for the War Office will be found elsewhere in connection with this article.

Address,
E. FITZGERALD,
War Purchasing Department, C.P.R.,
Windsor Street, Montreal.

What Is Fair Profit on Fruit?

Ontario Retailer Discusses Article in Last Week's Grocer—Tells His Method of Pricing Fruit—“Brother Grocers” Invited to Confer Through This Paper—Capital Ideas on a Timely Topic—Does He Get Enough Profit?—July Turned Into a Big Month.

Written for Canadian Grocer by One of the Livest Retailers in Eastern Ontario.

ONE subject touched on in last week's Grocer as well as in some previous issues is certainly of real interest to the average Canadian grocer, and is perhaps worthy of further discussion in your columns, “getting a profit on the fruit end.”

Some methods brought up in last week's discussion, it seems to me, would be made more valuable if more detail were given. Grocers working away from wholesale centres are up against certain problems that the city retailer has not to meet. The average country town retailer never sees the fruit he buys until it is delivered in his store. How many berries should one order when he knows that if they come in good shape 15 crates can be sold, whereas if they come in soft 5 crates is possibly too many? This is a daily problem during the berry season with the retailer who must buy unseen goods. Such conditions as these make it very important for the retailer to get a business connection with reliable dealers and growers. We believe most of the shippers belong to the reliable class and desire to use their retail grocer customers right if we retailers live up to our end of the business and use them right.

Adjusting Claims.

The last phrase is added because the writer believes that very often the reason it is hard to get a fair claim allowed is because many unfair claims are sent in. Don't exaggerate in making a claim. If fruit arrives in poor condition—sell to best advantage, report loss if possible in detail. Do not claim a crate of berries “all mouldy” when you mean 8 or 10 boxes were in that shape.

One dealer mentions “counting all oranges” to arrive at true cost. This plan looks good, but it strikes me not one in 500 grocers would find time to carry it out. Can we not in some way strike an average in arriving at a fair profit. Again, what percentage gross should we put on say, oranges or grape fruit or pineapples anyway? I have seen “fair profit” mentioned a number of times but a statement of real percentage usually added I've not seen mentioned.

Let's be candid, “Brother Grocer” (as a Canadian Grocer ad. sometimes puts it), and say what we do in this matter. Take oranges, for example.—How do you price them? For years this

store has at all times possible stayed by 3 prices—30, 40, 50c doz. When oranges are reasonable, 216 are 30c, 176—40c, 126—50c. To-day our list reads, 250—30c, 200—40c,— 150—50c. Are these prices about yours? Are we above or below you?

Lining Up Fruit Orders.

But we are all handling more Canadian grown fruits than anything else just now so let's discuss that side of the fruit business. You have some methods, probably, that would be an improvement on ours, but as I don't know your's, I'll just have to say a little about our own.

Practically every dollars' worth of Canadian fruit we buy direct from growers and thus get it in freshest possible condition. We believe careful ordering earns a big part of the profit on fruit and in trying to do this we follow certain lines. One thing is this—during the season lists are kept headed: Strawberries, cherries, raspberries, etc. We try as far as possible to get orders ahead for a day to suit customer. If the order is from Mrs. Jones for red cherries for Tuesday of next week, that goes down on the cherry list. If Mrs. Jones merely asks about cherries and will see again about ordering, a note to that effect is made. These names of possible customers are a splendid help if fruit is moving rather slowly on some perhaps wet day. The definite orders are a great help in getting at quantity required for a day.

We have found it real economy to telegraph orders rather than mailing them in. The telegraph works so quickly that from the way fruit is moving you can judge rather closely a possible carry-over and can figure next day's requirements accordingly.

Sell fruit in quantities to suit customer. When she wishes just a half basket, divide it by weight. You can find a customer for the other half.

Is This Enough Profit?

Put enough profit on your fruit to cover possible loss of a basket or two. Then do your very best not to lose a basket. On basket fruit we try to figure a 33 1-3 per cent. profit on our cost, including express. On berries we have never been able to reach this figure and profit varies from 1½c to 3½c per box.

Be on friendly terms with your “Brother Grocers.” They are just as anxious to make a living out of their

business as you are out of yours and by phoning them you can usually see to it that in an informal way that your prices are not very far apart.

We believe the fruit season offers opportunities for extra sales that we get no other season of the year. The so-called quiet July has with us for years been the biggest month of the year. People come to us looking for fruit whom we hardly see at other seasons. We try to sell them extras, like sugar and sealers, and yes, sometimes get extra grocery orders just for the asking. Yes, reader, our clerks (just like yours probably) don't always remember to try for that extra sale—yes, sometimes the boss forgets too. We all forget and fail sometimes, but that's no reason why we should not try to try every time.

A TIME-WORN QUESTION.

“Is there anything else?” This is a time-worn saying that some sales-clerks use so often that it has got to be a habit. They repeat the words so many times a day that they even forget to notice whether the customer says “yes” or “no” or gives any answer at all.

Now, just by way of variety, why not ask some different question, or, better still, suggest something that you think will interest your customer?

Handing out some article or other asked for is not salesmanship; it is “automatonship.” Selling goods is a science, which has to be learned just like any other science, and the beginner who does not put his heart and soul into it, who does not studiously employ his time with it, will never become a master of his subject; he will never even matriculate in it.

Just remember that most people who come a-shopping are open to receive suggestions. Study your goods so that you can talk intelligently about them and be able to give worthwhile suggestions, when called upon to do so, in such a way that they will appeal to the customer. Then when you total up your sales at night, you will be surprised at the large increase in the business, and you will have the gratification of having impressed your customers with your ability as a salesman and your interest in their needs.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces.

Plans for the merchants' picnic to be held on July 22, at Chrystal Beach, on the St. John River, indicate that it will be an enjoyable outing, and there is every reason to expect success. A committee of 100 are engaged in arranging the event, including a large number of grocery men. Among the latter are: John M. Vanwart, M. E. Grass, Walter Gilbert, James Gault, Jas. Collins, Wm. Brown, H. G. Harrison, J. P. McBay, W. H. Dunham, E. M. Rowley, F. E. Williams, R. C. Walker, D. M. White, Jarvis Purdy, Fred. McMulkin, H. C. Chase, D. J. McPherson, J. W. Parlee, W. S. Vaughan, P. McIntyre, C. S. Philips, Thos. Rippey, H. Coleman, and others. N. C. Cameron is secretary.

The death of David H. Nase, for many years engaged in the grocery business in North End, occurred this week, in his 67th year. He was a native of this city, and, after graduating from the St. John Grammar School, became engaged in the grocery trade. He later became a member of the firm of P. Nase & Son, grocers, remaining in business with his brother, Leonard T., in that concern for some time. In 1895 he established himself in a business in Main Street, which he conducted until about a year or so ago. He enjoyed the esteem of a large body of friends. Mr. Nase was active in civic affairs, having been a member of the common council at one time, and occupying the position of trustee with the School Board up to his death. He was postmaster at Indian-town up to the time he died, and also warden of St. Luke's Episcopal Church. In politics he was a Liberal. His wife, one son, one daughter, five brothers and two sisters survive.

Ontario.

W. Henderson, of Toronto, has sold to Thomas H. Clee.

Mr. P. T. Dean is to reopen the Maple Leaf Grocery at Goderich.

A horse belonging to Mr. W. J. Perry, of Parry Sound, and valued at \$150, backed over a dock and was drowned.

The merchants and clerks of Galt enjoyed their first summer half holiday of the season last week.

Western Canada.

After an illness lasting over six months, Harry G. Nivin died at his home in Edmonton on Sunday, July 4.

He was the manager of the Edmonton Produce Company, a well known Edmonton firm, which he started fifteen years ago, immediately on his arrival to this city from Montreal, where he was born.

Two years ago he was injured in an automobile accident, never fully recovering from the effects. A few weeks ago he went East for treatment, but without result.

The late Mr. Nivin, well known in this city, leaves a wife and mother, who reside in Montreal; four brothers—Thomas, of Toronto; Fred, of Victoria, B.C.; Dr. Nivin, of Jasper Park, Alberta; and J. N. of Saskatoon.

The stock of the estate of P. Oretzki has been sold.

R. A. Knight, who had a general store in Woodworth, has sold to S. W. Burton.

MONTREAL GROCERS' PICNIC.

(Continued from page 41.)

during these hard times. Mr. Ethier, representing the wholesalers, recommended the grocers to be careful. If they gave the necessary attention to business, they would pass through the war easy enough. There was no danger of things getting worse; the "worse" had passed. Alderman Lapointe had his picture taken with Pierre Hervieux, aged 85, the oldest man on the grounds.

All the speeches were felicitous and short. At the conclusion, games were resumed, and the singing portion of the company took their stand in the rear, supplying further selections from Faust, and other popular airs. The games over, dancing begun, which continued until close on six o'clock, at which hour the "White Star" returned up the river, reaching Montreal at 9.30.

On the Side.

Who was the grocer who rushed up to the wharf as the "White Star" moved away? She was three-quarters of an hour late anyway.

A number of grocery travellers drove to the grounds in their automobiles.

Joseph Ethier, one of the judges, was in the right place for catching the ladies who won the races. There was no getting past him.

Blanche Lanier, daughter of the provincial president of the R.M.A., won the first prize in the 75-yard race for girls of 12 years or over.

The 200-yard course was the shortest ever seen in the history of the world.

The pine leaves were of great assistance to those who could not run. Running shoes were not allowed.

R. H. Ecclestone, Eastern manager of "Canadian Grocer," came third in the race, which was open to tout le monde.

Messrs. Fillion and Ludger Gravelle were so taken up with the selections from Faust while the races were on, it was necessary to send over a special messenger to draw them away to duty.

J. O. Levesque, traveller for Chaput Fils & Co., said he had been following these picnics for nearly half a century, and had never missed one.

L. P. Plamondon, representing E. B. Eddy Co., who goes to most every picnic, was there.

Messrs. Bertrand and Grenier represented Hudon, Hebert, Limited.

Who was the man with the Kelly hat who sang Faust so sweetly, and who offered every lady on the boat two dollars to dance with him?

THE REFRIGERATOR A MONEY-SAVER.

(Continued from page 37.)

F. G. & C. G. Hamilton, Port Credit, Ont.—"The refrigerator is a paying investment and a necessity. We could not carry on our business without one."

...

W. A. Austin, Alliston, Ont.—"Every grocer should have a refrigerator especially if he handles butter to any extent. We have one that holds about 4,000 prints and another one for displaying in the store."

...

J. A. McKenzie, Fort William, Ont.—"For perishable goods a refrigerator is a paying investment. Ours is a display refrigerator which shows the goods attractively and keeps them in good condition. With one there is much less danger of loss and damage."

...

"Our refrigerator," states F. E. Weese, North Vancouver, B.C., "is a great saver of butter, preventing it from getting soft and old, and is of great value to any grocer in saving perishable foods."

Molasses and Spices Higher

The First in Montreal—Second in Toronto—Tea Prices Very Stiff—Sugar Higher in Extreme East and Alberta—Currants Very Firm — Only Indifferently Good Apple Crop.

Office of Publication, Toronto, July 15, 1915.

THERE is a big demand all at once for canned vegetables and also for canned fish. Tomatoes, corn and peas; salmon and the like are all having an exceptionally good sale just now. In the case of the latter, salmon, this is selling the more freely because as the season for the new pack draws near, higher prices are regarded as certain. Levels which at present reign have done so for the past eight or nine months and have shown no depreciation, and it is not to be expected that prices will be as low during the next year as they have been during the past; therefore, the retailers in the country are wise in buying up canned salmon to a marked extent. With regard to canned vegetables, the likelihood of the arrangements of a holding company for canned goods men will mean higher prices to some extent at any rate; retailers are also getting in their buying early before the price changes are made. Consequently canned vegetables are moving very quickly just now and at very advantageous prices. Prices, nevertheless, are something higher than they were three or four weeks ago.

The phrase to use in regard to the tea market at present is that it is "marking time." It is true that week by week it is stiffer and few weeks pass without some advance at the auctions being recorded, but nevertheless tea buyers are going somewhat slow on the theory that with the present high prices nothing will be lost by pursuing a hand-to-mouth policy. On the other hand supplies are so limited in London, Colombo and Calcutta that the comparatively small individual demand is all to the good. If everybody were wanting tea in big parcels at present prices, tea would indeed be away up. There is, however, as we say, a distinct disposition to hold off buying except when absolutely necessary in the hope that the tea market may show easier prices. The cables of late, however, have been stimulating and have tended to knock this idea on the head. The strength of India-Ceylons and the cables-from London and Colombo week by week, are not at all reassuring to the man who hopes to see lower tea prices. So long as the war is continued it is feared we cannot see any recession, but rather an advancement in levels of tea. We have gone very fully into the reasons for this before and they are not altered any; war risks, lack of freights, Russian and French buying—these are things which are making tea as high as it is quoted at present.

Some little time ago we told our readers that rice was considerably firmer, this firmness has disappeared now, however. It will be remembered that the reason was a lack of freights and anticipated difficulty with regard to getting rice into the country. Nevertheless, judging by market prices and market conditions, both at home and in New York, the apprehension to be felt on these accounts has vanished because at present rise is steady. This is partly due to the fact that the disposition of the trade is to hold off for the new crop movement and in the meantime old stocks are sufficient to eke out. Foreign demand too is very quiet.

Our quotations on spices are somewhat higher this week. For some time, as we have pointed out, the market has been exceptionally firm, and while we do not guarantee that these prices are not rather high, still they may have been rather low before and thus we strike an even bargain. It is the old difficulty of lack of freight. Whenever spices—pepper, cream of tartar and other things do arrive at New York, there is such a big demand for them that any temporary easement which their arrival occasions is forthwith offset by the fact that the amount which has arrived is so very small in comparison to the large demand.

New Brunswick reports an advance in cream of tartar.

Sugar is up 10 cents in Alberta, round Edmonton. One corporation in New Brunswick has advanced its levels too.

Markets in Brief

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

Scarcity in navels.
Good demand for lemons.
Strawberries sell well.
New potatoes down.
Lettuce a glut.
Scarcity of turnips.

PRODUCE AND PROVISIONS—

Roast ham higher.
Bucks up a cent.
Fractional decline in butter.
Lower levels in cheese.
Eggs remain unchanged.
Broilers being cleaned up.

FLOUR AND CEREALS—

No change in flour.
Cereal prices being cut.
Rolled oats higher.
Mill feeds unaltered.

FISH AND OYSTERS—

Fresh fish very quiet.
Mackerel in fair demand.
Gaspe salmon getting scarce.
Demand good for dried fish.
Haddock and cod plentiful.

GENERAL GROCERIES—

Tea up two cents.
Canned goods higher.
Molasses crop small.
Strong rice market.
Almonds and walnuts strong.
Cream of tartar higher.

ONTARIO MARKETS.

FRUIT AND VEGETABLES—

Most shipments light.
Strawberries very plentiful.
Raspberries selling lower.
Blueberries now in.
Beets up in price.
New cabbage lower.
Potatoes show easier tendency.

PRODUCE AND PROVISIONS—

Bucks up slightly.
Lard prices lower.
Uncertain feeling in cheese.
Poor quality eggs.
Butter easier though unchanged.
No change in honey.

FISH AND OYSTERS—

Salmon a trifle firmer.
Big demand for mackerel.
Haddock and cod selling.
Germany and Norwegian fishing.

FLOUR AND CEREALS—

No improvement in trade.
Oats show spasmodic activity.
Hand-to-mouth trade in feeds.
New crop looking well.

GENERAL GROCERIES—

Very firm tea market.
Noteworthy price changes.
Prune market strong.
Rice dull and neglected.
No change in sugar.
Firmness in currants.

QUEBEC MARKETS.

Montreal, July 15.—Business generally is reported as somewhat better. Many lines have received quite an impetus. Wholesalers still report collections good. It is still noticed that even though the demand is quite strong in some lines, the buying is not large.

Canned goods have been advanced by some wholesalers as a result of the con-

CANADIAN GROCER

summation of the holding company. Several wholesalers are now quoting tomatoes at 90 and 87½ cents and corn at 82½ and 80 cents. It is very difficult to say what turn this market might take but conditions seem to point to higher prices before fall.

Reports from Barbadoes state that the molasses crop is smaller than at first stated, and will probably not exceed 30,000 puncheons, as compared with 110,000 last year. Still further advances in price are expected momentarily.

It is not entirely a surprise to see that India and Ceylon teas have again advanced 2 cents per pound. The opinion of the trade generally is that a still further increase will take place. The reasons for the increase which seem to be the increased consumption in several centres are reasons that will not be removed for some time, if ever.

SUGAR.—There is a fair hand-to-mouth business. The consumption has been increasing, but there has been no incentive to speculate. The stimulus which business received last week seems to have slackened off a bit. Stocks generally are said to be small. There is room for some big buying if the raw market takes a turn up. There is always a good possibility of the British or French Governments buying up refined, which would send the price up.

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

TEAS.—The general market is very strong and there is a feeling among prominent tea men that the trade will see even much higher prices before long. Some dealers still believe that there will be a tax on tea before the war is over, but it is early for any speculation along that line. Colombo and Ceylon report another advance in India and Ceylons of a penny per pound. The only reason ascribed is the increased consumption, not only in Russia but in England and France. Lowest grade China blacks are still 100 per cent. above last year, the lowest quotation being 21 cents. Advices are that there will be no decrease in prices this season and many in the trade strongly believe there will still be advances. Japan teas opened up about the same price as last year, but are firming up having advanced one cent Monday.

The leaf is of excellent quality this year.

DRIED FRUITS.—Currants are still reported as being very scarce. Currants, raisins and figs all advanced last week and have maintained the increase. Dates are firm. Trade is much better the last two weeks in the opinion of one prominent importer. Business during the past two weeks has more than equalled the entire month of June. He believes that the worst is over. The outlook is that currants, Sultanas and figs will all advance, as no more can come from Turkey for at least two years.

| | | |
|--|-------|---------|
| EVAPORATED FRUITS. | | Per lb. |
| Apples, choice winter, 25-lb. boxes | 0 09 | 0 09 |
| Apricots | 0 15½ | 0 17½ |
| Nectarines, choice | 0 11½ | 0 11½ |
| Peaches, choice | 0 10 | 0 11 |
| Pears, choice | 0 13½ | 0 13½ |
| Apples, choice winter, 50-lb. boxes | 0 08½ | 0 08½ |
| DRIED FRUITS | | |
| Candied Peels— | | |
| Citron | 0 20 | 0 21 |
| Lemon | 0 13½ | 0 14 |
| Orange | 0 13½ | 0 14 |
| Currants— | | |
| Amalias, loose | 0 07½ | 0 08 |
| Amalias, 1-lb. pkgs. | 0 08 | 0 08 |
| Filiatras, fine, loose, new | 0 07½ | 0 08 |
| Filiatras, packages, new | 0 08 | 0 08½ |
| Vostizzas, loose | 0 08½ | 0 08½ |
| Dates— | | |
| Dromedary, package stock, per pkg. | 0 09 | 0 09 |
| Farda, choicest | 0 12½ | 0 13 |
| Hallowee, loose | 0 08 | 0 08 |
| Hallowee, 1-lb. pkgs. | 0 07½ | 0 07½ |
| Figs— | | |
| 8 crown, 12 lb. boxes, fancy, layer, lb. | 0 14 | 0 14 |
| 7 crown, 12 lb. boxes, fancy, layer, lb. | 0 14 | 0 14 |
| 6 crown, 12 lb. boxes, fancy, layer, lb. | 0 13½ | 0 13½ |
| 1 lb. glove boxes, each | 0 12 | 0 12 |
| Prunes— | | |
| 30 to 40, in 25-lb. boxes, faced | 0 14 | 0 14 |
| 40 to 50, in 25-lb. boxes, faced | 0 13 | 0 13 |
| 50 to 60, in 25-lb. boxes, faced | 0 12 | 0 12 |
| 60 to 70, in 25-lb. boxes, faced | 0 11 | 0 11 |
| 70 to 80, in 25-lb. boxes, faced | 0 10 | 0 10 |
| 80 to 90, in 25-lb. boxes, faced | 0 09½ | 0 09½ |
| 90 to 100, in 25-lb. boxes, faced | 0 09 | 0 09 |
| Raisins— | | |
| Malaga, table box of 22 lbs., 3-crown cluster, \$2.00; 5-crown cluster | 3 60 | 3 60 |
| Muscatsels, loose, 3 crown, lb. | 0 09 | 0 09 |
| Sultana, loose | 0 10 | 0 11 |
| Sultana, 1-lb. packages | 0 11½ | 0 14 |
| Valencia, selected | 0 09 | 0 09 |
| Valencia, 4-cr. layer | 0 09½ | 0 09½ |
| Cal seedless, 15 oz. | 0 11 | 0 11 |
| Seedless, 12 oz. | 0 08½ | 0 08½ |
| Fancy seeded, 12 oz. | 0 09 | 0 09 |
| Choice seeded, 16 oz. | 0 12½ | 0 12½ |

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

NUTS.—Almonds and walnuts maintain the recent increase and the outlook is that there will be still higher prices. On cable advices from Sicily, filberts are up, but the market here has not yet been affected. During the past year the trade has been handling some California walnuts which seem to have given satisfaction. The crop of Californian walnuts this year is expected to be an excellent one, both for yield and quality.

| | | |
|--|-------|-------|
| Almonds, Tara | 0 15½ | 0 15½ |
| Grenobles, new | 0 15½ | 0 16½ |
| Marbots, new | 0 12 | 0 14½ |
| Shelled walnuts, new, per lb. | 0 35 | 0 37 |
| Shelled almonds, 25-lb. boxes, per lb. | 0 36 | 0 38 |
| Sicily filberts | 0 13 | 0 14 |
| Filberts, shelled | 0 30 | 0 32 |
| Pecans, large | 0 18 | 0 21 |
| Brands, new | 0 16 | 0 18 |
| Peanuts, No. 1, 12½c; No. 2 | 0 09½ | 0 09½ |
| Peanuts, No. 3 | 0 08½ | 0 08½ |

MOLASSES.—The market is very strong. Supplies are practically unobtainable. If reports from Barbadoes are correct, molasses is due to go up another 2 cents, possibly more. The crop at first reported at 35,000 puncheons will probably not exceed 30,000, as compared with 110,000 last year. Wholesalers are now paying 26 cents which allows them a very small profit at present prices. It is stated on good authority that it would

be no surprise if the first cost would jump to 50 cents. Wholesalers' stocks on the whole are very small, barely enough to fill orders. It is hinted that it may be impossible to get any further supplies other than those now on the way. Maple sugar has advanced 2c, now selling at 15 cents, and the supplies are largely held by two leading firms. All of this is being sold in the Western States which are coming into the Canadian market on account of the short crop in Vermont. Canadians will not pay the present price.

| | | |
|--|---------------------|----------------|
| | Price for | |
| | Island of Montreal. | Fancy. Choice. |
| Barbadoes Molasses— | | |
| Puncheons | 0 51 | 0 42 |
| Barrels | 0 54 | 0 45 |
| Half barrels | 0 56 | 0 47 |
| For outside territories prices range about 3c lower. | | |
| Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given. | | |
| Corn Syrups— | | |
| Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls. | 0 04½ | 0 04½ |
| Pails, 3¾ lbs., \$1.95; 25 lbs. | 1 40 | 1 40 |
| Cases, 2 lb. tins, 2 doz. in case | 2 65 | 2 65 |
| Cases, 5 lb. tins, 1 doz. in case | 3 00 | 3 00 |
| Cases, 10 lb. tins, ¼ doz. in case | 2 90 | 2 90 |
| Cases, 20 lb. tins, ¼ doz. in case | 2 85 | 2 85 |
| Maple Syrups— | | |
| New, pure, per 8½ lb. tin | 0 75 | 0 80 |
| Pure, in 15 gal. kegs, 8c per lb. or per gal. | 1 15 | 1 15 |
| Maple sugar, pure, per lb. | 0 15 | 0 15 |

SPICES.—Caraway seeds have advanced this week to 18 to 20 cents, and the market is strong. Cream of tartar maintains last week's increase to from 45 to 55 cents. The general market is firm.

| | | | |
|----------------------|--------------------|-------------------|----------------|
| | 5 and 10-lb. boxes | ¼-lb. pkgs. dozen | ¼-lb. tins lb. |
| Allspice | 0 17 | 0 70-0 80 | 0 28 |
| Cassia | 0 25 | 0 75-1 05 | 0 31 |
| Cayenne pepper | 0 30 | 1 00-1 25 | 0 35 |
| Cloves | 0 41 | 1 21-1 31 | 0 48 |
| Cream tartar—45-55c. | | | |
| Ginger, Cochín | 0 19 | | |
| Ginger, Jamaica | 0 23 | 1 00-1 15 | 0 31 |
| Mace | 0 30 | 1 00-1 15 | 0 30 |
| Nutmegs | 0 40 | 1 05-1 25 | 0 75 |
| Pepper, black | 0 30 | 0 90-1 00 | 0 31 |
| Pepper, white | 0 31 | 1 15-1 30 | 0 40 |
| Pastry spice | 0 25 | 0 85-1 30 | 0 31 |
| Pickling spice | 0 20 | 0 85-1 00 | 0 30-0 35 |
| Turmeric | 0 25 | | |

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

| | | |
|------------------------------|-------|-------|
| Cardamon seed, per lb., bulk | 2 00 | 2 50 |
| Caraway— | | |
| Canadian | 0 16 | 0 13 |
| Dutch | 0 16 | 0 20 |
| Cinnamon, China, lb. | 0 22 | 0 25 |
| Mustard seed, bulk | 0 19 | 0 23 |
| Celery seed, bulk | 0 36 | 0 46 |
| Cayenne chillies | 0 35 | 0 35 |
| Shredded cocoanut, in pails | 0 19½ | 0 19½ |
| Fiments, pure | 0 17 | 0 17 |

DRIED VEGETABLES.—Beans have advanced 5 cents a bag in car lots. This is on account of short supplies. There is a possibility of the price going higher. Shippers in Ontario are cleaning up their stocks. New beans come in in the early part of October.

| | | |
|-------------------------------------|-------|------|
| Beans— | | |
| Canadian, 3-lb. pickers, per bushel | 3 25 | 3 30 |
| Yellow, per bushel | 3 50 | 3 50 |
| Yellow eyes, per bushel | 3 50 | 3 50 |
| Lima, per lb. | 0 07½ | 0 08 |
| Peas, white soup, per bushel | 2 85 | 3 00 |
| Peas, split, bag, 25 lbs. | 8 25 | 8 25 |
| Barley, pot, per bag | 4 25 | 4 25 |
| Barley, pearl | 4 80 | 4 80 |

ONTARIO MARKETS.

TORONTO.—In view of the reasonable prices which we quote in our fruit market report, it is interesting at this time to look into the conditions with regard to the apple crop. The second crop report issued by the Fruit Commissioners' Branch of the Federal Department of Agriculture says that the Ontario apple crop will be much less than

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that of last year, that of British Columbia slightly less, and that of Nova Scotia very much more.

In the Western Ontario district it is doubtful if the crop harvested will equal half of that of last year. East of Toronto this year's crop will be inferior to last year's. North of Lake Ontario apples suffered during May from frost, but in Prince Edward County there is a fair prospect. Eastern Ontario shows a good average crop of Snows and McIntosh. Orchards within two miles of the water in the Georgian Bay district will have a medium crop, but those farther back will fall off by three-quarters.

In New Brunswick the crop promises to be very heavy, and also in Nova Scotia, despite an apple scab which is developing. The crop in the Annapolis Valley may approach two million barrels, and although there has been a heavy drop, the crop is estimated to be 80 per cent. of a full crop.

The cherry crop in Ontario is reported to be 75 per cent. of last year. In British Columbia there has been an increased inland production, with a falling off at the coast.

It will be noticed by reference to our provision department that what is needed just now is some first-rate quality eggs. The complaint that new-laid are not up to top standard is as true of the States as of Canada. Undoubtedly buyers would be willing to pay a little more if they could get really good class stuff. In this connection readers will be interested in the special article on another page with regard to eggs and the "boycott" of Saskatoon.

SUGAR.—There is no advance to be reported this week. Strangely enough, as was the case at our last writing, other places in Canada show advances. One firm in New Brunswick and another in Alberta have raised prices 10 cents. Keen competition, however, tends to keep levels here somewhat lower than they really should be, for which the retailer, doubtless, is truly thankful. The market shows no change. Demand is only average, and the New York market is temporarily easier.

| | |
|---|------|
| Extra Granulated Sugars, Montreal Refined—per 100 lbs. | |
| 100 lb. bags | 6 71 |
| 25 lb. bags | 6 81 |
| 10 lb. bags | 6 86 |
| 2 and 5-lb. cartons | 7 00 |
| Nova Scotia refined, 100-lb. bags | 6 61 |
| New Brunswick refined, 100-lb. bags | 6 71 |
| Extra Ground Sugars— | |
| Barrels | 7 11 |
| 50 lb. boxes | 7 29 |
| 25 lb. boxes | 7 41 |
| Powdered Sugars— | |
| Barrels | 6 91 |
| 50 lb. boxes | 7 11 |
| 25 lb. boxes | 7 31 |
| Crystal Diamonds— | |
| Barrels | 7 36 |
| 100 lb. boxes | 7 46 |
| 50 lb. boxes | 7 56 |
| Cartons (20 to case) | 8 11 |
| Cartons (50 to case) | 8 61 |
| Crystal Dominions, cartons | 8 11 |
| Paris Lumps— | |
| 100 lb. boxes | 7 46 |
| 50 lb. boxes | 7 56 |
| 25 lb. boxes | 7 76 |
| Yellow Sugars— | |
| No. 1 | 6 31 |
| Barrels granulated and yellow may be had at 50 per cent. above base prices. | |

TEA.—We have heard no word at this

writing of higher prices at the London or Colombo auctions, but merely the report that the market continues "stiff" and "very firm." An Exchange declares: "The cables of late have been generally stimulating, particularly from London and Colombo, where full prices are being secured. The strength of India-Ceylons is noted, as the competition from Russia and the United Kingdom has stiffened sellers' ideas. So long as the war continues it is feared that there will be no recession of consequence."

So far as the local situation goes, this week again there is some talk of higher prices. This simply bears out what Canadian Grocer has been saying for three months. We give it as our opinion that with present primary prices the tea importers who get their tea, pay for its coming and pack it, are losing money by selling to the trade at present levels. You can figure it out for yourself; there is no black magic in it. Tea cannot at present be bought and packed and carried for the price at which it goes to the retailer, much less leave any leeway for the tea man. We should not be surprised to see an advance in package teas at any moment.

DRIED FRUITS.—Currants are very stiff here, and, while we do not alter our quotations, these prices are to be regarded as firm. They are said to have been advanced in the primary market during last week. English advices show that the quantity of stocks which that country has taken from Greece for the past six months has been considerably larger than usual, and the result is that the carry-over supplies of old crop has been smaller than was anticipated. Australia reports that the currant crop has been a failure and that currants are being imported from Greece. Spot prices in the New York market remain unchanged. Indications here point to a very firm market this fall. The fact that Greece may yet join in the carnival of war is doubtless making a very stiff market. It is hoped that we may get some figs through from Smyrna this fall. Doing so largely depends upon the success of the allies in the Dardanelles; if it materializes early we shall import figs. If not—we shan't. Spot stocks of raisins are very scarce indeed, and a fair demand is being made for August and September shipment. This tends to firm up the market on futures. Buying of prunes for futures is going on to a marked extent. This is general all over the continent; so much so that stocks are dwindling, and we may see advances at no distant date.

| | | |
|-----------------------------|------|-------|
| Apricots— | | |
| Standard, 25 lb. boxes | 0 13 | 0 14 |
| Choice, 25 lb. boxes | 0 14 | 0 14½ |
| Apples, evaporated, per lb. | 0 08 | 0 08½ |
| Candied Peels— | | |
| Lemon | 0 13 | 0 14 |
| Orange | 0 13 | 0 14 |
| Citron | 0 19 | 0 22 |
| Currants— | | |
| Filiatas, per lb. | 0 08 | 0 08½ |

| | | |
|----------------------------------|-------|-------|
| Amalas, choicest, per lb. | 0 08½ | 0 09% |
| Patras, per lb. | 0 08 | 0 08 |
| Vostizza, choice | 0 10 | 0 10% |
| Cleaned, ¼ cent more. | | |
| Dates— | | |
| Faris, choicest, 12-lb. boxes | 0 09% | 0 10 |
| Faris, choicest, 50-lb. boxes | 0 09 | 0 09% |
| Package dates | 0 06 | 0 06% |
| Hallowees | 0 07% | 0 07% |
| Prunes— | | |
| 30-40s, California, 25 lb. boxes | 0 14% | 0 15 |
| 40-50s, 25 lb. boxes | 0 12½ | 0 13½ |
| 50-60s, 25 lb. boxes | 0 12 | 0 12½ |
| 60-70s, 50 lb. boxes | 0 10% | 0 11% |
| 70-80s, 50 lb. boxes | 0 09 | 0 09½ |
| 80-90s, 50 lb. boxes | 0 08 | 0 08 |
| 90-100s, 50 lb. boxes | 0 07% | 0 08 |
| 25 lb. boxes, ¼c more. | | |
| Peaches— | | |
| Choice, 50 lb. boxes | 0 07 | 0 07% |
| 25 lb. boxes, ¼c more. | | |
| Raisins— | | |
| Sultanas, choice, new | 0 12 | 0 13 |
| Sultanas, fancy, new | 0 14 | 0 16 |
| Valencia | 0 10 | 0 10% |
| Seeded, fancy, 1 lb. packets | 0 10% | 0 10% |
| Seeded, choice, 1 lb. packets | 0 09% | 0 10% |
| Seeded, choice, 12 oz. | | 0 08 |
| Seedless, 16 oz. packets | 0 10% | 0 11 |
| Seedless, 12 oz. packets | | 0 10 |

NUTS.—Practically all shipments of Brazil nuts for the present year have been finished, and it is claimed that our quotations are not high under the circumstances. All lines of Brazils are quite firm at present, and we do not look for easement. Almonds remain unchanged, though lower prices seem to be expected in view of the large crop which is estimated by California growers. Walnuts are quiet and only nominal business is being done in this line.

| | | |
|-------------------------------|-------|----------------|
| In Shell— | | Per lb. |
| Almonds, Tarragona | 0 17% | 0 18 |
| Brazils, medium, new | 0 13 | 0 15 |
| Brazils, large, washed, new | 0 17 | 0 18 |
| Chestnuts, peck | 1 75 | 2 80 |
| Filberts, Sicily, new | 0 13 | 0 14 |
| Peanuts, Jumbos, roasted | 0 12½ | 0 13½ |
| Peanuts, hand-picked, roasted | 0 11 | 0 11½ |
| Peanuts, fancy, roasted | 0 09 | 0 10 |
| Pecans | 0 17 | 0 18 |
| Walnuts, Grenoble | | 0 15 |
| Walnuts, Bordeaux | 0 11 | 0 12 |
| Walnuts, Marbots | 0 13 | 0 14 |
| Shelled— | | |
| Almonds | 0 36 | 0 37 |
| Filberts | | 0 35 |
| Peanuts | 0 11 | 0 11½ |
| Pecans | 0 55 | 0 60 |
| Walnuts | 0 37 | 0 38 |

SPICES.—We want to call the attention of readers to our advanced quotation on cream of tartar, peppers and pickling spice. There seems to be some difference of opinion as to the tightness of prices for spices, which is due to the fact that different importers have different levels. These prices endeavor to strike the medium. Two steamers arriving recently have eased up the situation on peppers, nutmegs and cloves, so that the New York market is quieter now for the present. Grinders are said to be fairly well supplied, though they have yet to anticipate future shipments. Pickling spice is up to 20 cents, though that is high enough.

| | | |
|--|--------------------------|----------------------|
| Spices— | Compound, per lb. | Pure, per lb. |
| Allspices, ground | 0 10 | 0 15 |
| Allspices, whole | | 0 20 |
| Cassia, whole | | 0 21—0 23 |
| Cassia, ground | 0 14—0 16 | 0 21—0 23 |
| Cinnamon, Batavia | | 0 27—0 29 |
| Cloves, whole | | 0 28—0 31 |
| Cloves, ground | 0 18—0 22 | 0 28—0 31 |
| Cream of tartar | 0 25—0 35 | 0 45—0 50 |
| Curry powder | | 0 36 |
| Ginger, Cochich | 0 15—0 17 | 0 17—0 19 |
| Ginger, Jamaica, ground | 0 18—0 21 | 0 23—0 25 |
| Ginger, Jamaica, whole | | 0 25—0 28 |
| Ginger, African, ground | | 0 14—0 18 |
| Mace | | 0 80—1 05 |
| Nutmegs, brown, 64s, 52c; 80s, 42c; 100s | | 0 30 |
| Nutmegs, ground, bulk 45c; 1 lb. tins | | 0 50 |
| Pastry spice | | 0 22—0 25 |
| Peppers, black, ground | 0 14—0 18 | 0 19—0 24 |
| Peppers, black, whole | | 0 21—0 23 |
| Peppers, white, ground | 0 19—0 24 | 0 26—0 31 |
| Peppers, white, whole | | 0 35—0 37 |
| Pickling spice | | 0 20 |
| Turmeric | | 0 15—0 20 |

CANADIAN GROCER

CANNED GOODS.

It is reported that the holding company is an accomplished fact. The result of this, of course, means an increase in price. In fact, some wholesalers have already put tomatoes up to 90 cents, and corn to 82½c. These prices, it is stated, are on a parity with the price at which they can now be laid down at in Montreal. It is very difficult to foresee future prices, but one wholesaler expressed the opinion that tomatoes would reach \$1 before Fall. Retailers' stocks have lost and are not heavy. Buying is strong, especially in country places in expectation of higher prices. Prospects for crop do not now appear to be good. Many small packers are not packing and the big canners are closing many plants. It is for these reasons mainly that higher prices are expected.

MANITOBA MARKETS.

Winnipeg, July 15.—Heavy rains at the end of last week, accompanied by much warmer weather, have assured a crop for Western Canada. "There is many a slip 'twixt the cup and the lip," of course, but an absolute crop failure is now beyond the range of ordinary possibility. Much interest was evinced lately as to the real significance of Sir Robert L. Borden's visit to Britain. Rumor is rife at the Grain Exchange that he is there to arrange with the British Government over bottoms to transport what part of Canada's crop is available for export. This is probably true, also it is stated on good authority that the Imperial Government will take over the entire Canadian output at a price. Whatever happens, Western business will be tied up with the crop movement to a greater extent than ever before. A tie-up of the grain would lead to a panic here.

As regards the past week in groceries, there is nothing new to report in price changes. Country business is excellent, city business fair. Demand for farm help is now rapidly thinning the ranks of the unemployed.

| | Per cwt. | in sacks. |
|---------------------------------|----------|-----------|
| Sugar, Eastern— | | |
| Standard granulated | 7 65 | |
| Extra ground or icing, boxes | 7 90 | |
| Extra ground or icing, bbls. | 7 70 | |
| Powdered, boxes | 7 70 | |
| Powdered, bbls. | 7 60 | |
| Hard lump (100-lb. cases) | 8 00 | |
| Montreal, yellow, bags | 6 65 | |
| Sugar, Western Ontario— | | |
| Sacks, per 100 lbs. | 7 05 | |
| Halves, 50 lbs., per cwt. | 7 15 | |
| Bales, 20 lbs., per cwt. | 7 20 | |
| Powdered, 50s | 7 45 | |
| Powdered, 25s | 7 80 | |
| Icing, barrels | 7 75 | |
| Icing, 50s | 8 00 | |
| Icing, 25s | 8 05 | |
| Cut loaf, barrels | 7 85 | |
| Cut loaf, 50s | 8 10 | |
| Cut loaf, 25s | 8 35 | |
| Sugar, British Columbia— | | |
| Extra standard granulated | 7 90 | |
| Bar sugar, bbls. | 7 15 | |
| Bar sugar, boxes | 7 40 | |
| Icing sugar, bbls. | 7 35 | |
| Icing sugar, boxes | 7 60 | |
| H. P. lumps, 100-lb. cases | 7 85 | |
| H. P. lumps, 25-lb. boxes | 8 10 | |
| Yellow, in bags | 6 60 | |
| Corn Syrup— | | |
| 2s, per case 2 doz. | 2 75 | |
| 1s, per case 1 doz. | 3 15 | |

| | |
|--|-----------|
| 10s, per case ¼ doz. | 3 01 |
| 20s, per case ½ doz. | 3 02 |
| B. C. Cane Syrups— | |
| 2-lb. tins, 2 doz. to case, per case | 3 15 |
| 5-lb. tins, 1 doz. to case, per case | 3 50 |
| 10-lb. tins, ½ doz. to case, per case | 3 30 |
| 20-lb. tins, 3 tins to case, per case | 3 25 |
| (These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.) | |
| Molasses— | Per gal. |
| Barbadoes | 0.53 |
| New Orleans | 0.34 |
| Maple Syrups— | Per case. |
| Imperial quarts, case, 2 doz. | 5 40 |
| Imperial, ½ gals., 1 doz. | 5 55 |
| New, pure, ½ gal. case | 9 00 |
| New, pure, ½ gal., quarts, case 2 doz. | 8 70 |
| New, pure, quart bottles, case 2 doz. | 9 75 |
| Butter, No. 1 creamery, lb. | 0 25 |

DRIED FRUITS.—

| | |
|--|-------|
| Apples, evaporated, new, 50's | 0 08½ |
| Apricots, choice, 25's | 0 14 |
| Apricots, choice, 10's | 0 14½ |
| Apricots, standard, 25's | 0 12 |
| Currants— | |
| Dry clean | 0 07½ |
| Washed | 0 08 |
| 1 lb. package | 0 08½ |
| 2 lb. package | 0 17½ |
| Vostizzas, bulk | 0 10 |
| Dates— | |
| Hallowee, loose, per lb. | 0 09 |
| Hallowee, 1 lb. pkgs. | 0 07½ |
| Fard dates, 12-lb. boxes | 1 25 |
| Peaches— | |
| Standard, 25-lb. boxes | 0 07½ |
| Choice, 25-lb. boxes | 0 07½ |
| Choice, 10-lb. boxes | 0 08½ |
| Raisins, Muscatels— | |
| 3 crown, loose, 25's | 0 09 |
| 3 crown, loose, 50's | 0 08½ |
| Raisins, Valencia— | |
| Fine selected | 2 50 |
| Four crown layers, F.O.S. | 2 35 |
| Choice seeded, lb. | 0 11½ |
| Fancy seeded, lb. | 0 11 |
| 12-oz. packages, fancy | 0 08½ |
| 12-oz. packages, choice | 0 08½ |
| Raisins, Sultanas— | |
| Corinthian Giants | 0 13½ |
| Superfine | 0 12½ |
| Finest | 0 10½ |
| Fine | 0 10½ |
| Prunes, in 25-lb. boxes— | |
| 90 to 100 | 0 08½ |
| 80 to 90 | 0 08½ |
| 70 to 80 | 0 09½ |
| 60 to 70 | 0 10 |
| 50 to 60 | 0 11 |
| 40 to 50 | 0 11½ |
| Table Layer Figs— | |
| 7-crown, 3-lb. boxes, per lb. | 0 15½ |
| 5-crown, 10-lb. boxes, per lb. | 0 13½ |
| 5-crown, 10-lb. boxes, per lb. | 0 13½ |
| 4-crown, 10-lb. boxes, per lb. | 0 13 |
| 3-crown, 10-lb. boxes, per lb. | 0 12½ |
| Glove boxes, per doz. | 1 00 |
| Cooking figs, taps, about 5 lbs., lb. | 0 07½ |
| Cooking figs, choice naturals, 25-lb. bags | 0 07 |

RICE AND TAPIOCA.—

| | | |
|--------------------------|-------|-------|
| Rice and Tapioca— | | |
| No. 1 Japan, per lb. | 0 04½ | 0 04½ |
| No. 2 Japan, per lb. | 0 04½ | 0 04½ |
| Stam, per lb. | 0 04 | 0 04 |
| Patna, per lb. | 0 07 | 0 07½ |
| Carolina, per lb. | 0 08½ | 0 08½ |
| Sago pearl, per lb. | 0 05½ | 0 05½ |
| Tapioca, pearl, per lb. | 0 06½ | 0 06½ |

NUTS.—

| | | |
|-------------------------|-------|--|
| Nuts— | | |
| Brazil, new stock | 0 15 | |
| Tarragona almonds | 0 19 | |
| Peanuts, roasted Jumbos | 0 12½ | |
| Peanuts, choice | 0 19 | |
| Pecans | 0 22 | |
| Marbot walnuts | 0 14½ | |
| Sicily filberts | 0 14½ | |
| Shelled almonds | 0 41 | |
| Shelled walnuts | 0 41 | |

DRIED VEGETABLES.—

| | | |
|-------------------------------|-------|------|
| Beans— | | |
| Canadian, hand picked | 3 85 | 3 85 |
| Three-lb. pickers | 3 65 | |
| California Lima Beans— | | |
| Bag lots | 0 08½ | |
| Less than bag lots | 0 08½ | |
| Barley— | | |
| Pot, per sack, 96 lbs. | 3 30 | |
| Pearl, per sack, 96 lbs. | 4 30 | |
| Peas— | | |
| Split peas, sack, 96 lbs. | 6 00 | |
| Sack, 40's | 3 02 | |
| Whole peas, bushel | 2 90 | |

BRITISH COLUMBIA MARKETS.

By Wire.

Vancouver, B.C., July 15.—Okanagan cherries are arriving freely, ousting imported line to a large extent. Apricots from British Columbia due next week. Prunes are firmer and up half a cent. Business good. New Zealand butter is not over plentiful.

PRODUCE AND PROVISIONS.

| | |
|---------------------------|-------|
| Butter, creamery, per lb. | 0 35 |
| New Zealand cubes | 0 35½ |
| New Zealand brick | 0 37 |
| Cheese, per lb., large | 0 21 |
| EGGS— | |
| Local fresh | 26 c |
| Extra selected | 22½c |
| Vancouver Island | 26 c |
| Lard, 3's, per case | 8 75 |
| Lard, 5's, per case | 8 67 |
| Lard, 10's, per case | 8 65 |
| Lard, 20's, each | 3 05 |

GENERAL.

| | |
|-------------------------------------|--------|
| Almonds, shelled, lb. | 0 45 |
| Beans, Ontario, per lb. | 0 6½c |
| Beans, Lytton | 0 6½c |
| Cream of tartar, lb. | 50 c |
| Cocunut, lb. | 18½c |
| Cornmeal, ball | \$3 00 |
| Evap. apples, 50's | 0 6½c |
| Flour, 49's, bbl. | 7 75 |
| Lemons, box | 3 75 |
| Potatoes, per ton | 20 00 |
| Rolled oats, ball of 80 lbs. | 3 45 |
| Onions, lb. | 0 2 c |
| Oranges, box | 2 75 |
| Rice, 50's, sack | 1 90 |
| Sugar, standard gran., per cwt. | 7 45 |
| Sugar, yellow, per cwt. | 6 80 |
| Walnuts, shelled, lb., 40c; Almonds | 42 c |

CANNED GOODS.

| | |
|---|--------|
| Apples, gals., 6/case | \$1 62 |
| Beans, 2's | 2 05 |
| Corn, standard, per 2 dozen case | 2 10 |
| Peas, standard, per 2 dozen case | 2 05 |
| Plums, Lombard, 2's, case | 1 30 |
| Peaches, 2½'s, case | 4 50 |
| Strawberries and raspberries, 2's, case | 4 80 |
| Tomatoes, standard, per dozen, case | 2 20 |

SALMON.

| | |
|-----------------------------|--------|
| Sockeye, 1's, 4 doz. case | \$9 00 |
| Sockeye, ½'s, 8 doz. case | 10 75 |
| Cohoos, 1's, 4 doz. case | 4 75 |
| Humpbacks, 1's, 4 doz. case | 4 00 |

DRIED FRUITS.

| | |
|--------------------------|--------|
| Apricots, per lb. | 0 08½c |
| Prunes, 70-80, 25's, lb. | 0 08½c |
| Currants, per lb. | 0 08c |
| Peaches, per lb. | 0 07 c |
| White figs, per lb. | 0 06 c |

ALBERTA MARKETS (EDMONTON).

By Wire.

Edmonton, July 15.—Weather again is interfering with the country trade, making difficult the state of the roads. Beans are hard to obtain; Ontario beans of poor quality. All space on import steamers booked by East two months ahead, according to report. Cause probably a shortage of Oriental products, namely, peanuts, tea and rice. Lately imports of Old Country goods to hand are a surprise. They don't show any great increase in price.

Produce and Provisions—

| | |
|----------------------------------|-------|
| Cheese, new, lb. | 0 21½ |
| Butter, creamery, per lb. | 0 30 |
| Butter, dairy, No. 1, 20c; No. 2 | 0 15 |
| Lard, pure, 3's, per case | 9 00 |
| Lard, pure, 5's, per case | 8 95 |
| Lard, 10's, per case | 8 90 |
| Lard, pure, 20's, each | 2 93 |
| General— | |
| Beans, Ontario, per bushel | 3 75 |
| Beans, Japan, per bush. | 3 90 |
| Coffee, whole roasted, Rio | 0 15 |
| Evaporated apples, 50's | 0 06 |
| Potatoes, per bush. | 0 35 |
| Rolled oats, 20's, 80c; 40's | 1 90 |
| Rolled oats, ball, \$3.55; 81's | 3 15 |
| Flour, 98's | 3 40 |
| Rice, per cwt. | 3 45 |
| Sugar, standard gran., per cwt. | 7 65 |
| Sugar, yellow, per cwt. | 7 25 |

Canned Goods—

| | |
|---|------|
| Apples, gals., case | 1 50 |
| Corn, standard, per two dozen | 2 00 |
| Peas, standard, 2 dozen | 2 10 |
| Plums, Lombard | 2 20 |
| Peaches | 3 25 |
| Strawberries, \$1.45; raspberries | 4 00 |
| Tomatoes, standard, per dozen | 2 50 |
| Salmon, sockeye, 4 doz. talls, case, 1s | 7 50 |
| Cohoos, 1's, \$5.75; humpbacks, 1's. | 4 35 |
| Fruits— | |
| Lemons | 4 50 |

ALBERTA MARKETS (CALGARY).

Calgary, Alta., July 13.—Raspberries are worth \$2.25, blackberries \$2.50, and Loganberries \$2.75 per crate. Lemons are up 50c to \$6. Apples are down 10c. Cheese is offering at 20c. Prunes are up half a cent. Back bacon is now worth 19½c. Eggs and dairy butter very plentiful; local creamery butter being shipped

CANADIAN GROCER

to Australia. New British Columbia apples are commencing to arrive by express; produce from local market gardens now in great quantity; prices are not very satisfactory to grower.

| | |
|--|-------|
| Fruits— | |
| Blackberries | 2 50 |
| Strawberries, crate, 24 pints | 3 00 |
| Raspberries, crate, 24 pints | 2 25 |
| Cherries, 8-lb. box | 1 25 |
| Cantaloupes, crate | 5 00 |
| Oranges, case | 4 75 |
| Lemons, case | 6 00 |
| General— | |
| Beans, small white Japan, lb. | 0 06½ |
| Beans, Soya, per lb. | 0 04½ |
| Flour, No. 1 patent, 80's | 3 80 |
| Roll'd oats, ball | 3 70 |
| Roll'd oats, 80s | 3 30 |
| Rice, Siam, cwt. | 4 00 |
| Potatoes, No. 1 white, B.C. bushel | 0 75 |
| Sugar, pure cane, granulated, cwt. | 7 65 |
| Shelled walnuts, finest halves, lb. | 0 40 |
| Shelled walnuts, broken, lb. | 0 30 |
| Produce and Provisions— | |
| Cheese, new, Ontario, large, per lb. | 0 20 |
| Butter, No. 1, dairy, lb. | 0 18 |
| Eggs, new laid, doz. | 0 20 |
| Lard, pure, 3s, per case | 9 00 |
| Lard, pure, 5s, per case | 8 85 |
| Bacon, smoked backs, per lb. | 0 18½ |
| Bacon, smoked bellies, per lb. | 0 21 |
| Canned Goods— | |
| Tomatoes, 3s, standard, case | 2 85 |
| Corn, 2s, standard, case | 2 10 |
| Peas, 2s, standard, case | 2 10 |
| Tomatoes, gals., case | 2 01 |
| Apples, gals., Ontario, case | 1 75 |
| Strawberries, 2s, Ontario, case | 4 80 |
| Raspberries, 2s, Ontario, case | 4 50 |
| Lobster, ¼s, per doz. | 2 65 |
| Salmon, finest sockeye, talls, 48x1s, per case | 10 00 |
| Salmon, pink, talls, 48x1s, per case | 4 25 |
| Dried Fruits— | |
| Evaporated apples, 50s, per lb. | 0 09½ |
| Peaches, choice, 25s, per lb. | 0 07½ |
| Apricots, choice, 25s, per lb. | 0 13 |
| Pears, choice, 25s, per lb. | 0 14 |

SASKATCHEWAN MARKETS.

(By Wire.)

REGINA, Sask., July 15.—Ideal weather exists throughout the province, and all reports indicate that the crops are making satisfactory progress. Warm weather, much needed, is now general, and this together with occasional showers has done much to hasten the growth of the grain, which was put back slightly owing to the cool weather of a few weeks ago.

Market situation is favorable. An advance of about 7 or 8 per cent. has taken place in all jams, and a corresponding advance has occurred in canned goods in the east. Currants are one-half cent higher. Rolled oats, are a little lower at \$2.93. Wholesalers are paying eighteen cents for dairy butter. Cheese is lower at 18½-19c. Fruit is coming in well. Lemons are lower at \$4.25. Black currants are selling at \$3.75. Other quotations are preserving cherries \$1.90. Watermelons, \$9. California onions, 3½; new potatoes \$1.

| | |
|----------------------------------|-------|
| Produce and Provisions— | |
| Butter, creamery, per lb. | 0 25 |
| Butter, dairy, No. 1 | 0 17 |
| Cheese, per lb., large | 0 18½ |
| Eggs, new laid | 0 12 |
| Lard, 3's, per case | 8 80 |
| Lard, 5's, per case | 8 85 |
| Lard, 10's, per case | 8 80 |
| Lard, 20's, each | 2 90 |
| General— | |
| Beans, Ontario, per bushel | 3 75 |
| Coffee, whole roasted, Rio | 0 17 |
| Cream of tartar, lb. | 0 45 |
| Cocconut, lb. | 0 19 |
| Corameal, ball | 2 80 |
| Apricots, per lb. | 0 12 |
| Evap. apples, 50's | 0 08½ |
| Flour, 80's | 3 50 |
| Roll'd oats, ball of 80 lbs. | 2 85 |
| Rice, per cwt. | 3 90 |
| Sugar, standard, gran., per cwt. | 7 44 |
| Sugar, yellow, per cwt. | 7 04 |
| Walnuts, shelled, 41c; almonds | 0 41 |
| Canned Goods— | |
| Apples, gals., case | 1 30 |
| Broken beans, 2's | 2 25 |
| Beans | 2 25 |
| Corn, standard, per 2 dozen | 2 25 |

| | |
|------------------------------------|-------|
| Peas, standard, per 2 dozen | 2 25 |
| Plums, Lombard | 2 15 |
| Peaches | 3 21 |
| Strawberries, \$1.33; Strawberries | 4 73 |
| Tomatoes, standard, per case | 2 15 |
| Salmon— | |
| Sockeye, 1's, 4 doz. case | 9 65 |
| Sockeye, ½'s | 12 35 |
| Cohoos, 1's | 6 00 |
| Humpbacks, 1's | 4 50 |
| Fruits and Vegetables— | |
| Apples, fancy, box | 2 25 |
| Grapefruit, per crate | 4 50 |
| Sweet potatoes, per crate | 4 80 |
| Lemons | 4 25 |
| Oranges, Valencia | 4 25 |
| Pineapples, case | 4 25 |
| Potatoes | 1 00 |
| Potatoes, new | 1 00 |
| Celery | 0 11 |
| Preserving cherries | 1 90 |
| Watermelons | 9 00 |
| California Onions | 0 03½ |
| Dried Fruits— | |
| Currants, per lb. | 0 09½ |
| Prunes, 70-80, 25's, lb. | 0 10½ |

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., July 15.—Sugar market is strong and dealers are looking for advances soon. United Empire is up 10c, and that is the only local change. No changes in flour market. Cream of tartar is still higher at 47-50c. No arrivals from France, and stocks are about exhausted. Currants are 8¼-9c. American pork much lower at \$24.50 to \$27.50. There is an easier market on pure lard at 13¼c to 13½c. New cheese is slightly lower at 18-18½c. Eggs are firmer. Supplies a little scarcer, 22-23c. Quality of butter is rather better. Supplies of all kinds native greengoods offering for ready sale. Prices fairly easy. Strawberries are worth 11-12c, and getting cheaper. They are fairly plentiful. General business is fair.

| | |
|-------------------------------------|-------|
| Produce and Provisions— | |
| Bacon, breakfast, per lb. | 0 20 |
| Bacon, roll, per lb. | 0 17 |
| Beef, barrel | 24 00 |
| Beef, corned, 1's | 2 75 |
| Pork, American clear, per bbl. | 24 50 |
| Pork, domestic, per bbl. | 25 00 |
| Butter, dairy, per lb. | 0 26 |
| Butter, creamery, per lb. | 0 29 |
| Eggs | 0 22 |
| Lard, compound, per lb. | 0 11½ |
| Lard, pure, per lb. | 0 13½ |
| Cheese, new | 0 18 |
| Flour and Cereals— | |
| Corameal, gran. | 5 75 |
| Corameal, ordinary | 1 85 |
| Flour, Manitoba, per bbl. | 7 85 |
| Flour, Ontario | 6 85 |
| Roll'd oats, per bbl. | 7 25 |
| Oatmeal, standard, per bbl. | 8 00 |
| Fresh Fruits and Vegetables— | |
| Lemons, Messina, box | 7 60 |
| Oranges, Val., case | 4 00 |
| Potatoes, bbl. | 1 35 |
| Strawberries | 0 11 |
| Sugar— | |
| Standard granulated | 6 80 |
| United Empire | 6 70 |
| Bright yellow | 6 60 |
| No. 1 yellow | 6 30 |
| Paris lumps | 7 60 |
| Lemons, Messina, box | 7 60 |
| Beans, hand-picked, bush. | 3 80 |
| Beans, yellow eyes, per bush. | 3 70 |
| Canned pork and beans, per case. | 2 80 |
| Molasses, Barbadoes, gal. | 0 44½ |
| Cream of tartar, per lb., bulk. | 0 47 |
| Currants | 0 08½ |
| Rice, per cwt. | 4 25 |

THE NEW MACHINERY FOR WAR ORDERS.

(Continued from Page 42.)

other munitions, but this seems likely to be altered. The Department has wider powers apparently than have yet been announced. As a guide to what the Department may be in a position to purchase, the orders placed since the war broke out will serve an admirable purpose. It must be recognized, however,

that this list may be extended as Canada's productive abilities are recognized. The last list published by the Colonial Office included:

| |
|-----------------------------------|
| 1,000,000 bayonets and scabbards |
| 1,900 tons cordite |
| 4,500,000 fuses |
| 16,500 tons sulphuric acid |
| 100,000 rifles |
| 78,000 sets accoutrements |
| 42,667 ammunition boxes |
| 25,000 bandollers |
| 150,000 brass brushes |
| 200,000 shaving brushes |
| 5,000,000 pounds candles |
| 257,700 mess tins |
| 267,000 picks |
| 50,000 picketing posts |
| 200,000 picketing pegs |
| 120,000 shovels |
| 108,000 fur sleepers |
| 3,000 aluminum stock pots |
| 45,900 doses tetanus anti-toxin |
| 3,000 crossing timbers |
| 500,000 water bottles |
| 11,627,000 pounds bacon |
| 15,883,000 pounds cheese |
| 20,446 tons flour |
| 79,000 pounds fowl |
| 177,000 tons of oats |
| 4,636,000 pounds preserved meats |
| 3,120,000 pounds dried vegetables |
| 2,000,000 bags of oats |
| 2,500,000 boot laces |
| 103,000 great coats |
| 500,000 jackets |
| 500,000 trousers |
| 25,000 coats |
| 512,000 yards white flannel |
| 1,000,000 cap comforters |
| 1,040,000 cardigans |
| 100,000 cholera belts |
| 500,000 cotton drawers |
| 1,600,000 woollen drawers |
| 150,000 fingerless gloves |
| 80,000 pairs woollen mitts |
| 200,000 pairs leather mitts |
| 950,000 pairs worsted socks |
| 25,000 pairs lumbermen's socks |
| 50,000 pairs long socks |
| 200,000 woollen undersuits |
| 20,000 pairs rubber boots |
| 1,008,000 flannel shirts |
| 100 pairs shoe packs |
| 200 tons brass strip |
| 250 travelling kitchens |
| 2,000 wagons |
| 50,000 horse collars |
| 11,000 sets saddlery |
| 36,000 sets artillery harness |
| 41,000 saddle blankets |
| 75,000 pairs wire traces |
| 300 miles cable |
| 91 tons copper rod |

TRADE NOTES.

The estate of A. J. Stewart of Owen Sound has assigned to E. C. Spereman.

Four special trains were chartered to accommodate the monster crowds which attended the Regina Retailers' picnic to Regina Beach on July 14.

Mr. C. C. Mowry, secretary-treasurer of the City Dairy Company, Toronto (who has been in the General Hospital for the last eight weeks, has so far improved as to be able to return to his home.

Mr. Robert M. Larter died at his residence, Toronto, yesterday, aged 66. He was born in Durham county, but had been a resident of Toronto for forty years. For 25 years he was proprietor of the Common Sense Manufacturing Company.

WANTED

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



FRUIT AND VEGETABLES



Raspberries and Blueberries Selling

Both Markets Now Have Good Supplies—Cucumbers Lower—Lettuce a Glut on the Market—Strawberries Waning; Cherries Big Seller—Red and Black Currants Now on Market.

MONTREAL.

FRUITS.—Oranges remain at 4.50 but are very scarce. There is a better supply of late Valencias than of California navels. There is a good demand for lemons on account of the hot weather. The price remains unchanged. The demand for strawberries is also good. Several new fruits have come on the market this week. Raspberries have come on at 18 cents, gooseberries at 10 cents; the latter are large and of fine quality. Red currants have also arrived and are selling at 50 cents. Black currants are expected by next week:

| | | |
|--|------|------|
| Apples— | | |
| New apples, basket | 1 75 | |
| Bananas, crate | 2 25 | |
| Cocconuts, sack | 4 00 | |
| Grapefruits, case | 4 00 | |
| Grapes, Belgium hothouse, lb. | 1 00 | |
| Lemons— | | |
| Messina, Verdelli, extra fancy, 300 size | 3 60 | |
| Limes, box | 1 25 | |
| Oranges— | | |
| Valencias, Cal., late, 126-250 | 4 00 | 4 50 |
| Pineapples, 18-24 and 30-36 | 2 25 | 2 50 |
| Peaches, box | 1 50 | |
| Plums, box 4 baskets | 1 75 | 2 00 |
| Raspberries | 0 18 | |
| Red currants, per basket | 0 50 | |
| Gooseberries | 0 10 | |
| Strawberries, per qt. cup | 0 10 | |
| Cherries, 6-qt. baskets | 0 60 | |
| Cherries, California, 11-qt. basket | 0 80 | |
| Cantaloupes, box of 45 | 4 00 | |
| Apricots, box | 1 50 | |
| Watermelons, each | 0 40 | |

VEGETABLES. — This week sees more Canadian produce on the market. Montreal wax and green beans have come on and are selling at \$1.50 per bag, and Montreal cabbage at 75 cents per dozen. New potatoes have dropped to 2.75 per barrel. New Montreal potatoes are selling at \$1 per box. Tomatoes are also down from 13 to 11 cents. Probably the most notable feature of the market is the abundance of parsley and the poor demand. While parsley is quoted at 10 cents, it can be bought at almost any price. This may also be said of lettuce.

Turnips are very scarce. There are new ones coming on the market at 25 cents per dozen.

| | | |
|-----------------------------------|------|------|
| Asparagus, Canadian, doz. bunches | 2 50 | 3 00 |
| Beets, new, doz. bunches | 0 50 | |
| Beans, wax, Montreal, per bag | 1 50 | |
| Beans, green, Montreal, per bag | 1 50 | |
| Cabbage, Montreal, per doz. | 0 75 | |
| Carrots, bag | 1 50 | |
| Carrots, new, doz. | 0 30 | 0 50 |
| Cauliflower, Canadian, doz. | 1 50 | 2 00 |
| Cucumbers, fancy, doz. | 0 40 | |
| Horseradish, Canadian, lb. | 0 10 | 0 15 |

| | | |
|---|------|------|
| Head lettuce, doz. | 0 25 | |
| Curly lettuce, 4 doz. | 0 25 | |
| Mushrooms, 4 lbs., basket | 2 50 | |
| Onions— | | |
| Bermuda, 50-lb. crate | 1 50 | |
| White, Texas, crate | 1 50 | |
| Parsnips, new, doz. bunches | 0 30 | |
| Parsley, Canadian, doz. bunches | 0 10 | |
| Peas, sack | 1 25 | |
| Peppers, green, 3/4-qt. baskets | 0 50 | 0 60 |
| Potatoes— | | |
| Montreal, bag | 0 65 | |
| Green Mountain | 0 65 | |
| New, bbl. | 2 75 | |
| Radishes, doz. | 0 15 | |
| Rhubarb, hothouse, doz. | 0 25 | |
| Spinach, Canadian, box | 0 40 | |
| Turnips, bag | 2 50 | |
| Turnips, new, doz. | 0 25 | |
| Tomatoes, Mississippi, crate, 4 baskets | 1 25 | |
| Tomatoes, hothouse, lb. | 0 11 | |
| Watercress, Canadian, doz. | 0 30 | |

TORONTO.

FRUIT.—Shipments of all kinds were rather light to the fruit market this week, in comparison with others. Strawberries, of course, led in point of quantity, but were not nearly so heavy as a week ago, and the bulk sold at 8c to 8 1/2c per box; a few going at 9c and 10c, while some closed out at 7c.

Raspberries sold at 15c, 16c and a few at 17c, while those of inferior quality went at 12 1/2c per box. There were some choice ones sent in.

There were scarcely any black cherries on the market, the sour variety also being lightly shipped and selling mostly at 50c to 60c per 11-quart basket, a few going at 40c.

Blueberries were a slow sale at \$1.25 to \$1.40 per 11-quart basket.

There was another car of apples selling at \$1.65 per hamper. A car of Valencia oranges at \$4.50 per case.

There was a car of Valencia oranges, selling at \$4.25 to \$4.50 per case, and a car of canteloupes, selling at \$4.25 to \$4.50 per case. Most fruits are getting slightly cheaper week by week now as a plethora arrives. Raspberries are new; only a very few having gotten in before this week. Cantaloupes are up a quarter to \$4.50, blueberries so far have proved a slow seller.

| | | |
|-------------------------------|----------|------|
| Apples, new, imported | 1 50 | 1 75 |
| Apricots, Cal., box | 1 35 | 1 50 |
| Bananas, per bunch | 1 65 | 2 00 |
| Blueberries, box | 0 12 1/2 | 0 15 |
| Blueberries, 11-qt. basket | 1 25 | 1 40 |
| Cocconuts, sack | 4 00 | 4 25 |
| California cherries, box | 2 50 | 2 75 |
| Cherries, case, imported | 2 25 | 2 50 |
| Cherries, Can., 11-qt. basket | 0 50 | 0 60 |
| Cherries, extra choice, black | 0 55 | 0 90 |

| | | |
|------------------------------------|------|------|
| Cherries, sweet, white | 0 50 | |
| Currants, red, box | 0 05 | 0 35 |
| Currants, black, 6-qt. basket | 0 75 | 0 80 |
| Cantaloupes, case | 4 25 | 4 50 |
| Gooseberries, small, 11-qt. basket | 0 30 | |
| Gooseberries, large, 11-qt. basket | 0 75 | |
| Grapefruit, Cuban, case | 4 00 | 4 50 |
| Oranges— | | |
| California Valencias | 4 00 | 4 50 |
| Lemons, new, Verdilli, box | 4 00 | 4 50 |
| Lemons, California | 3 00 | 3 25 |
| Limes, per 100 | 1 50 | |
| Musk melons, box | 4 00 | 4 50 |
| Peaches, Cal., box | 1 30 | 1 50 |
| Peaches, Georgia, 6 basket | 2 50 | 2 75 |
| Pears— | | |
| California, box | 2 00 | 2 50 |
| Pineapples, Porto Rico, case | 3 25 | |
| Pineapples, Cuban | 2 75 | 3 00 |
| Plums, box | 1 50 | 2 25 |
| Strawberries, qt. box | 0 05 | 0 09 |
| Watermelons | 3 30 | 4 40 |

VEGETABLES.—Beets are up this week. There is a big demand and so far supplies have not been adequate. We quote 20 to 30 cents. Wax beans have declined and top price now is \$1. Green beans are cleaned up. New cabbage is lower by 50 cents. Old carrots are off the market; new stuff is unchanged, but there is not much demand for carrots at present. Hothouse cucumbers are down and we quote 75c to 90c. There is quite a big call for mushrooms, and our figures are firm. All onions are easier notwithstanding the good call there is for them. Supplies are heavy. Green peas are down to 25-35 cents. Potatoes all round show an easier tendency and Delawares are lower by 10 cents. Tomatoes—for which the trade is calling loudly—are up again. Lettuce is cheap and a glut on the market. Vegetable men can't get rid of the stuff. Business is fair; it has been a little down this week.

| | | |
|--|----------|------|
| Asparagus, Canadian, baskets | 1 00 | 1 50 |
| Beets, hamper, doz. bunches | 0 20 | 0 30 |
| Beans, wax, hamper | 0 75 | 1 00 |
| Cabbage, new, crate | 0 75 | 1 25 |
| Cauliflower, hamper | 1 50 | 1 75 |
| Cabbage, bush | 0 40 | 0 50 |
| Carrots, new | 0 20 | 0 25 |
| Carrots, new, hamper | 2 50 | 3 00 |
| Cucumbers— | | |
| Slicing, hothouse, basket | 0 75 | 0 90 |
| Hampers | 1 70 | 1 90 |
| Egg plant, doz. | 1 00 | 1 00 |
| Mushrooms, 6 qt. basket | 1 50 | 1 60 |
| Onions— | | |
| Can., 75-lb. bags | 1 25 | 1 50 |
| Can., 100-lb. sacks | 2 25 | 2 50 |
| American | 1 00 | 1 10 |
| Bermudas, crate | 1 30 | 1 30 |
| Green onions, doz. | 0 12 1/2 | 0 20 |
| Green peppers, basket | 0 60 | |
| Green peas, Can. | 0 25 | 0 35 |
| Potatoes, N.B., Delawares | 0 55 | 0 60 |
| Potatoes, Ontario, bag | 0 60 | 0 65 |
| Potatoes, Carolina, bbl. | 5 00 | |
| Potatoes, new, hamper | 2 20 | 2 50 |
| Parsley, basket, 11-qt. | 0 15 | 0 25 |
| Radishes, doz. | 0 10 | 0 20 |
| Tomatoes, Mississippi flats, 4-bkt. carriers | 0 85 | 0 90 |

(Continued on page 53.)



FISH AND OYSTERS



Scotch Herrings Very Scarce

Stocks Nearly Depleted Till New Stuff Comes Along — Big Demand for Mackerel — Gaspe Salmon Coming in Smaller Quantities From Now on—Usual Summer Demand For Fresh Fish.

MONTREAL.

FISH AND OYSTERS.—The trade in fresh fish is very quiet and is expected to continue so in the hot weather. Mackerel is in fair demand and the market is well supplied. Haddock and cod are plentiful with a fair demand. Smoked eels are now in demand, and supplies are expected to come in well this week at about 13 to 14 cents.

Gaspe salmon will come in smaller quantities from now on as the season is nearing its close. Most fishermen take up their nets before July 15th. Scotch herrings are very scarce, stocks are about depleted. The new crop is expected next month and prices are expected to be high on account of the number of fishing boats being put out of commission.

The demand for dried and prepared fish is very good.

TORONTO.

FISH AND OYSTERS.—There is nothing very new in the fish market nowadays. Fish of all kinds is having a very brisk sale. This is chiefly due to the hot weather and the demand for fresh salads, the natural accompaniment to which is fish. Salmon is a trifle firmer though we do not alter prices. We understand that there is a scarcity somewhere in the offing. Haddock and cod are getting their usual heavy quota of business and show no change in prices. Mackerel is firmer. There has been a big demand for mackerel this last couple of weeks. All lake stuff is getting lots of business. Whitefish, trout, herring, eels, perch and the like are in constant call. Eels are selling well in response to a big demand though the market is well supplied. Smoked fish is getting fair business.

So far as European markets are concerned we quote from the New York Journal of Commerce:

"Germany is especially active in the Norwegian market and is said to be trying to corner all the stocks they can in both the salt and fresh fish line. As a result, the Norwegian packers have been

finding it difficult to secure fish for canning. The situation has become so serious, it is claimed, that the government is considering placing an embargo on the export of some varieties of fish.

SMOKED FISH.

| | Montreal | Toronto |
|--|------------------------|---------|
| Haddies, per lb., new cured | .07 $\frac{1}{2}$ -.08 | .08 |
| Haddies, 16-lb. and 30-lb. boxes, lb. | .07-.07 $\frac{1}{2}$ | .08-.09 |
| Haddies, fillets, per lb. | .10 | .10 |
| Haddies, Niobe, boneless, per lb. | .08 $\frac{1}{2}$ | .08 |
| Herring, Oscoces, per lb. | .10 | .12 |
| St. John bladders, 100 in box | 1.19 | |
| Yarmouth bladders, 60 in box | 1.20 | |
| Smoked herrings, medium, box | .30 | |
| Smoked boneless herrings, 10-lb. box | 1.10 | |
| Kippered herrings, selected, 60 in box | 1.50 | 1.25 |
| Smoked salmon, per lb. | .25 | .12 |
| Smoked halibut | | .10 |

FROZEN FISH—SEA FISH.

| | Montreal | Toronto |
|---|------------------------|-------------------|
| Salmon— | | |
| Gaspe, large, per lb. | .13 | |
| Red, steel heads, per lb. | .12 | .12-.13 |
| Red, sockeyes, per lb. | .12 | .11 |
| Red, Cohoes or silvers, per lb. | .08-.08 $\frac{1}{2}$ | .11 |
| Pale quilla, dressed, per lb. | .07-.07 $\frac{1}{2}$ | .08 |
| Halibut, white western, large and medium, per lb. | .08 $\frac{1}{2}$ -.09 | .09 $\frac{1}{2}$ |
| Halibut eastern, chicken, per lb. | .09-.09 $\frac{1}{2}$ | .09 |
| Mackerel, bloater, per lb. | .07 $\frac{1}{2}$ -.08 | .09 |
| Haddock, medium and large, lb. | .03 $\frac{1}{2}$ -.04 | .05 |
| Market codfish, per lb. | .03 $\frac{1}{2}$ | .09 |
| Steak codfish, per lb. | .04-.04 $\frac{1}{2}$ | .09 |
| Canadian soles, per lb. | .08 | |
| Blue fish, per lb. | .15-.16 | |
| Smelts | .09 | .05 |
| Herrings, per 100 count | 3.00 | |
| Round pike | .05-.05 $\frac{1}{2}$ | |
| Grass pike | .06 | |

DRIED AND PREPARED FISH.

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

BULK OYSTERS, CLAMS, ETC.

| | | |
|--|------|------|
| Standard, solid meats, gal. | 1.80 | |
| Standard, bulk, gal. | 1.80 | 1.40 |
| Selects, per gal., solid meat | 2.00 | 2.80 |
| Best clams, imp. gallon | 1.50 | |
| Best scollops, imp. gallon | 2.00 | 2.25 |
| Best prawns, imp. gallon | 2.25 | |
| Best shrimps, imp. gallon | 2.25 | |
| Sealed, best standard, qt. cans, each. | 0.40 | |
| Sealed, best select, quart cans, each | 0.50 | |

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

| | | |
|--------------------------------------|-------|-------|
| Cape Cod shell oysters, per lb. | 12.00 | |
| Canadian cultivated oysters, bbl. | 8.00 | 10.00 |
| Clams, per bbl. | 6.00 | 8.00 |
| Live lobsters, small | 0.15 | 0.18 |
| Live lobsters, medium and large, lb. | 0.20 | 0.30 |
| Little necks, per 100 | 1.25 | 1.50 |
| Soft shell crabs | | 2.25 |

FRESH SEA FISH.

| | Montreal | Toronto |
|--------------------------------|--------------------|---------------------|
| Halibut | 11-12 | 9 $\frac{1}{2}$ -10 |
| Haddock, fancy, express, lb. | 4-4 $\frac{1}{2}$ | 8 |
| Mackerel, each | 15-16 | 18 |
| Steak, cod, fancy express, lb. | 5 $\frac{1}{2}$ -6 | 0.08 |
| Herrings, Gaspareaux | 2 | |
| Flounders | 5 | 0.07 |
| Salmon, Western | 15-16 | -18 |
| Salmon, Eastern | 16-18 | -22 |
| Roe, Shad, each | | 1.50 |
| Bluefish, lb. | | 0.10 |

FRESH LAKE FISH.

| | | |
|--------------|------|------|
| Carp, lb. | 0.07 | |
| Pike, lb. | 0.07 | 0.07 |
| Brook trout | 0.24 | 0.28 |
| Perch, lb. | 0.06 | 0.07 |
| Suckers, lb. | 0.05 | 0.05 |

| | | |
|--------------------|-------|------|
| Whitefish, lb. | 0.12 | 0.12 |
| Herrings lb. | 0.04 | 0.07 |
| Lake trout, lb. | 0.11 | 9-13 |
| Dressed bullheads | 0.12 | |
| Eels, lb. | 0.10 | 0.08 |
| Frogs, medium, lb. | 0.20 | 0.20 |
| Frogs, large, lb. | 0.35 | 0.45 |
| Dore | 12-13 | |

FROZEN—LAKE AND RIVER.

| | | |
|-------------------------------------|------------------------|---------|
| Whitefish, large, per lb. | .08 $\frac{1}{2}$ -.09 | .07-.08 |
| Whitefish, small tullibees, per lb. | .05 $\frac{1}{2}$ -.06 | |
| Lake trout, large and medium, lb. | .09 | .10 |
| Dore, dress or round, lb. | .08 | .09-.13 |
| Pike, dressed and headless, lb. | .06-.06 $\frac{1}{2}$ | .07 |
| Pike, round, per lb. | .05 $\frac{1}{2}$ -.06 | .06-.07 |

PICKLED FISH.

| | | |
|---|-------|--------------------|
| Salmon, Labrador, tierces, 300 lb. | 20.00 | |
| Salmon, Labrador, bbls., 200 lbs. | 14.00 | |
| Salmon, Labrador, half bbls., 100 lbs. | 7.50 | |
| Salmon, B.C., bbls. | 13.00 | 14.00 |
| Sea trout, Baffin's Bay, bbls., 200 lbs. | 12.00 | |
| Sea trout, Labrador, bbls., 200 lbs. | 12.00 | |
| Sea trout, Labrador, half bbls., 200 lbs. | 6.50 | 6.50 |
| Mackerel, N.S., bbls., 200 lbs. | 12.00 | |
| Mackerel, N.S., half bbls., 100 lbs. | 7.00 | |
| Mackerel, N.S., pails, 20 lbs. | 1.75 | 2.00 |
| Herrings, Labrador, bbls. | 6.00 | 6.25 |
| Herrings, Labrador, half, bbls. | 3.25 | 3.25 |
| Lake trout, 100-lb. kegs | 6.00 | 6.00 |
| Quebec sardines, bbls. | 3.50 | |
| Quebec sardines, half bbls. | | 0.07 $\frac{1}{2}$ |
| Tongues and sounds, per lb. | | 6.00 |
| Scotch herrings, imported, half bbls. | | 8.00 |
| Holland herrings, imp'td milkers, hf bbls | 8.00 | |
| Holland herrings, imp'td milkers, kegs. | 0.95 | 0.75-1.00 |
| Holland herrings, mixed, half bbls. | 7.00 | |
| Holland herrings, mixed, kegs | 0.85 | 0.70-0.95 |
| Lochfyne herrings, box | 1.35 | |
| Turbot, bbl. | 14.00 | |
| GrGreen cod, No. 1, bbl. | 9.00 | 10.00 |
| Green cod, No. 2, bbl. | 7.00 | 8.50 |

WINNIPEG.

FISH.—The market is well supplied with lines generally in use here. Fresh salmon is selling at 14 cents, halibut at 9 cents; other lines steady.

| | |
|------------------------|--------------------|
| Fresh salmon, lb. | 0.14 |
| Fresh halibut, lb. | 0.09 |
| Pickrel | 0.10 |
| Whitefish | 0.09 |
| Finnan haddies | 9.08 $\frac{1}{2}$ |
| Kippers, box | 1.75 |
| Lake trout, lb. | 0.12 |
| Holland herrings, kegs | 0.73 |
| Smoked gold eyes, doz. | 0.30 |

Cuba is the greatest producer of cane sugar, not only in the Western hemisphere, but in the world. The total production of the Western hemisphere for the 1913-14 season amounted to 4,919,814 tons, of which Cuba produced 2,597,732 tons, or nearly 52 per cent. The total cane-sugar production of the world was 9,773,348 tons, and deducting 2,262,600 tons produced by India and locally consumed, it is seen that Cuba produces nearly 35 per cent. of the cane sugar that is available in the markets of the world.—Wall Street Journal.



PRODUCE AND PROVISIONS



First Quality New Laid Scarce

But General Egg Prices Are Low—Fancy Quality Eggs Are Hard to Get—Dearth is General—Cheese Prices Lower—Ducklings Now Selling—Backs Are a Trifle Higher.

MONTREAL.

PROVISIONS.—Higher quotations of 1c all round are noted on backs and roast hams have been advanced 2c to 3c. These changes are an indication of the improved demand of the recent warmer weather after a rather unseasonably cold spring.

| | | |
|-------------------------------------|----------|----------|
| Hams— | | |
| Small, per lb. | 0 20 | |
| Medium, per lb. | 0 19 | |
| Large, per lb. | 0 18 | |
| Backs— | | |
| Plain, bone in | 0 24 | |
| Boneless | 0 26 | |
| Peameal | 0 26 | |
| Bacon— | | |
| Breakfast, per lb. | 0 22 | |
| Roll | 0 17 | |
| Shoulders, bone in | 0 15 | |
| Shoulders, boneless | 0 16 | |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 28 | |
| Hams, roast, per lb. | 0 31 | |
| Shoulders, boiled | 0 25 | |
| Shoulders, roasted | 0 26 | |
| Dry Salt Meats— | | |
| Long clear bacon, 50-70 lbs. | 0 15 1/4 | |
| Long clear bacon, 80-100 lbs. | 0 14 1/4 | |
| Flanks, bone in, not smoked | 0 15 1/2 | |
| Barrelled Pork— | | Per bbl. |
| Heavy short cut mess | 26 00 | |
| Heavy short cut clear | 26 00 | |
| Clear fat backs | 29 00 | |
| Clear pork | 27 00 | |
| Lard, Pure— | | |
| Tierces, 350 lbs. net | 0 12 1/4 | |
| Tubs, 50 lbs. net | 0 13 1/4 | |
| Boxes, 50 lbs. net | 0 12 1/4 | |
| Pails, wood, 20 lbs. gross | 0 13 | |
| Pails, tin, 20 lbs. gross | 0 13 | |
| Cases, 10 lbs. tins, 60 in case | 0 13 1/4 | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 14 1/4 | |
| Bricks, 1 lb. each | 0 15 | |
| Lard, Compound— | | |
| Tierces, 375 lbs., net | 0 09 1/2 | 0 10 |
| Tubs, 50 lbs., net | 0 10 1/4 | |
| Boxes, 50 lbs., net | 0 10 1/4 | |
| Pails, wood, 20 lbs., net | 0 10 1/4 | |
| Pails, tin, 20 lbs., gross | 0 10 1/4 | |
| Cases, 10-lb. tins, 60 in case | 0 11 1/4 | |
| Cases, 3 and 5-lb. tins, 60 in case | 0 11 1/4 | |
| Bricks, 1 lb. each | 0 12 1/4 | |
| Hogs— | | |
| Dressed, abattoir killed | 13 50 | 13 75 |
| Butter— | | |
| Finest creamery | 0 30 | |
| Dairy prints | 0 26 | |
| Dairy solids | 0 24 | |
| Separator prints | 0 23 | |
| Bakers' | 0 21 | |

CHEESE.—Buying prices in the country have been lower in past week due to continued heavy supply and the lack of demand from Great Britain. Prices have varied during the week from 14 to 15 7-16 cents the latter price being paid at Campbellford. The outlook is for a steady market with liberal supplies.

Cheese—

| | |
|-----------------------|------|
| Old make | 0 22 |
| New make | 0 17 |
| Old specials, per lb. | 0 21 |
| Stilton | 0 18 |

EGGS.—The selling prices remain unchanged. Buyers in the country report eggs a little scarcer but ample coming forward for local consumption. There have been no export enquiries this week owing to a decline in prices in the British market due to heavy arrivals of Russian eggs via Archangel and also Irish eggs. The general opinion is that more Canadian eggs will be needed for the British market and there will be a reaction. A considerable quantity of Manitoba and middle west eggs have arrived during the week. The quality is not so good as Ontario eggs but as eggs are sold at a lower price in the West there is a market here for them.

Eggs, case lots—

| | |
|---------|------|
| Stamped | 0 27 |
| Selects | 0 26 |
| No. 1's | 0 23 |
| No. 2's | 0 17 |

POULTRY.—The poultry market is about the same as last week. Ducklings have come down to 19-20. Broilers are coming freely and there is a fair demand. Frozen stock is cleaning up well and there will be little left by Sept. 1st.

Poultry—

| | | |
|--------------------------------|------|------|
| Frozen stock— | | |
| Large roast chicken | 0 23 | |
| Fowl, small | 0 13 | 0 16 |
| Turkeys, fancy | 0 20 | 0 25 |
| Ducks | 0 16 | 0 18 |
| Geese | 0 12 | 0 15 |
| Pigeons, pair | 0 30 | 0 35 |
| Fresh stock— | | |
| Fowl, dressed | 0 18 | 0 19 |
| Spring broilers, dressed, pair | 0 75 | 1 00 |
| Squabs, pair | 0 50 | 0 60 |
| Live stock— | | |
| Fowl, 5 lbs. and over | 0 17 | 0 18 |
| Fowl, small | 0 15 | 0 16 |
| Turkeys | 0 15 | 0 16 |
| Ducks, old | 0 06 | 0 10 |
| Geese | 0 06 | 0 10 |
| Ducklings, 3 lbs. | 0 19 | 0 20 |

Receipts in Montreal.

| | | | |
|--|--------|--------|--------|
| Receipts of butter, cheese and eggs in Montreal are: | | | |
| Week ending July 10, 1915 | 18,191 | 96,359 | 25,016 |
| Week ending July 11, 1914 | 17,758 | 82,296 | 9,521 |

TORONTO.

PROVISIONS.—Few changes have been recorded on this market this week. Backs are up one cent in response to stiffening demand. Lard prices have declined considerably, and we quote 11 3/4 to 12 1/4 for pure, in tubs. Compound

shows no alteration. All cooked meats have a good demand.

| | | |
|------------------------------------|----------|----------|
| Hams— | | |
| Light, per lb. | 0 18 | 0 19 |
| Medium, per lb. | 0 18 | 0 18 1/2 |
| Large, per lb. | 0 14 1/4 | 0 15 1/4 |
| Backs— | | |
| Plain, per lb. | 0 23 | 0 24 |
| Boneless, per lb. | 0 25 | 0 26 |
| Pea meal, per lb. | 0 26 | 0 26 |
| Bacon— | | |
| Breakfast, per lb. | 0 20 | 0 23 |
| Roll, per lb. | 0 14 | 0 15 1/4 |
| Shoulders, per lb. | 0 14 | 0 14 1/4 |
| Pickled meats—1c less than smoked. | | |
| Dry Salt Meats— | | |
| Long clear bacon, light | 0 13 1/4 | 0 14 |
| Cooked Meats— | | |
| Hams, boiled, per lb. | 0 25 | 0 26 |
| Hams, roast, per lb. | 0 26 | 0 27 |
| Shoulders, boiled, per lb. | 0 24 | 0 25 |
| Shoulders, roast, per lb. | 0 24 | 0 25 |
| Barrelled Pork— | | |
| Heavy mess pork, per bbl. | 26 00 | 26 00 |
| Short cut, per bbl. | 26 00 | 27 00 |
| Lard, Pure— | | |
| Tierces, 400 lbs., per lb. | 0 11 1/4 | 0 12 |
| Tubs, 60 lbs. | 0 11 1/4 | 0 12 1/4 |
| Pails | 0 12 | 0 12 1/4 |
| Tins, 3 and 5 lbs., per lb. | 0 12 | 0 12 1/4 |
| Bricks, 1 lb., per lb. | 0 13 | 0 13 1/4 |
| Lard, Compound— | | |
| Tierces, 400 lbs., per lb. | 0 09 | 0 09 1/4 |
| Tubs, 50 lbs., per lb. | 0 10 1/4 | 0 10 3/4 |
| Pails, 20 lbs., per lb. | 0 10 1/4 | 0 11 |
| Hogs— | | |
| Dressed, per cwt. | 14 00 | |
| Live, per cwt., off cars | 9 65 | |

BUTTER.—The market shows an easier feeling here for the demand has let up slightly. There was a decline of a quarter of a cent in Montreal and the sentimental effect is bearish on our prices. Nevertheless we make no price changes this week. A decline is looked for, however, at an early date.

Butter—

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

CHEESE.—The market is suffering from a weak uncertain feeling. Whether this is momentary or permanent remains to be seen, but on the strength of it prices have declined about a cent all around. The situation in all markets is easier, cables from England indicating that there is little export going on from this country at present. New York market has dropped heavily too. Meanwhile the supply is good and consistently large and we begin to think we are at last going to see lower prices in cheese.

Cheese—

| | | |
|---------------------|----------|----------|
| Old, large, per lb. | 0 21 1/4 | 0 22 |
| Old, twins, per lb. | 0 22 1/4 | 0 23 1/4 |
| New, large, per lb. | 0 16 1/4 | 0 17 1/4 |
| New, twins, per lb. | 0 17 | 0 17 1/2 |

EGGS.—Western arrivals continue to exercise a bear influence on prices and these, though no lower, are distinctly easy. Lack of orders from England is

CANADIAN GROCER

another weakening factor too. There is a way in which prices might be raised and that is if really fine quality eggs were supplied. There is said to be a dearth of these both here, in the West and over in the States. Quality is not keeping up; if it were buyers might be tempted, perhaps, to pay a little more. The great bulk of the supply consists of average, prime and lower grades, however, for which trade is dull.

Eggs—

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

POULTRY.—There is a steadiness in the market for broilers just at present because they are being cleaned up. Ducklings are worth 13 to 15c, and there is a limited demand for them.

Poultry—

| | | |
|-----------------|-------|---------|
| Old fowl, lb. | Live | Dressed |
| Spring broilers | 12-14 | 15-18 |
| Old turkeys | 17-20 | — |
| Turkeys | 16-20 | 23-25 |
| Ducklings | 13-15 | 17-18 |

HONEY.—This market shows no change in price or condition.

Honey—

| | | |
|-------------------------|-------|-------|
| Buckwheat, in bbls. | 0 07 | 0 07% |
| Buckwheat, in tins | 0 07% | 0 06 |
| Strained clover | 0 12% | 0 00 |
| Comb honey, No. 1, doz. | 3 00 | 0 00 |
| Comb honey, No. 2, doz. | 2 40 | 0 00 |

WINNIPEG.

PROVISIONS.—The provision market is fairly active, and though prices are a little lower than listed for the last few weeks, the market has a firm undertone. In fact, advances in cured meats and lard are likely to follow the hog market, which has taken a strong tone both here and at South St. Paul.

Hams—

| | |
|-----------------------|------|
| Light, per lb. | 0 18 |
| Medium, per lb. | 0 17 |
| Large, per lb. | 0 14 |
| Backs, clear, per lb. | 0 20 |

Bacon—

| | | |
|--------------------|------|------|
| Breakfast, per lb. | 0 18 | 0 21 |
| Shoulders, per lb. | 0 13 | 0 14 |

Dry Salt Meats—

| | |
|-------------------------|------|
| Long clear bacon, light | 0 12 |
|-------------------------|------|

Cooked Meats—

| | | |
|----------------------------|------|------|
| Hams, boiled, per lb. | 0 26 | 0 27 |
| Shoulders, boiled, per lb. | 0 22 | 0 23 |

Barrelled Pork—

| | |
|----------------------|-------|
| Heavy pork, per bbl. | 22 00 |
|----------------------|-------|

Lard—

| | |
|-----------|-------|
| Tierces | 0 13% |
| Tubs | 0 28 |
| Pails | 2 77 |
| Cases, 5s | 8 47 |
| Cases | 8 70 |

Butter is plentiful, and probably as cheap now as it is likely to go. The supply of cream is now at high water mark, and really warm weather has given the ice cream business a lift. Most suburban grocers find ice cream cones a profitable line during the summer months.

| | | |
|------------|------|------|
| Creamery | 0 25 | 0 26 |
| Best dairy | 0 15 | 0 20 |
| Cooking | 0 12 | 0 15 |

Eggs are still coming in large numbers, and are handled by jobbers at about 15 cents.

Eggs—

| | |
|----------|------|
| New laid | 0 15 |
|----------|------|

There is a good supply of Manitoba cheese, which is selling at 15c to 16½c; well matured Ontario is in good demand, but scarce.

Cheese—

| | |
|------------|-------|
| New, large | 0 17% |
| New, twins | 0 18 |
| Manitoba | 0 15 |

Poultry trade is very quiet.

Fresh Stock—

| | | |
|-------------------|------|------|
| Turkeys, per lb. | 0 13 | 0 15 |
| Chickens, per lb. | 0 11 | 0 15 |
| Fowls | 0 10 | 0 12 |

FRUIT AND VEGETABLES.

(Continued from page 50.)

| | | |
|------------------------------------|------|------|
| Lettuce, leaf | 0 15 | 0 20 |
| Lettuce, Boston, head, small, doz. | 0 50 | 0 60 |
| Lettuce, Canadian, head, doz. | 0 30 | 0 40 |

WINNIPEG.

FRUITS AND VEGETABLES.—New box apples are now on the market at \$2.50 per box. Water melons are also in at \$7.50 per dozen. Peaches are down to \$1.75 per case. Other lines are steady. There are no changes this week in the vegetable list, but native grown stuff is more plentiful.

Apples—

| | |
|-----------------------------|------|
| Washington | 2 50 |
| Apricots | 2 00 |
| Bananas, lb. | 0 05 |
| Cherries, per box (10 lbs.) | 2 00 |
| Lemons, Cal., case | 5 50 |
| Oranges, Valencias | 5 00 |
| Mel, Sweets | 4 25 |
| Peaches | 1 75 |
| Plums, case | 1 50 |
| Pineapples, per case | 4 00 |
| Raspberries | 3 00 |
| Tomatoes, Florida | 1 10 |
| Watermelons, doz. | 7 50 |

VEGETABLES.—

| | |
|----------------------------|------|
| Potatoes, car lots, bushel | 0 50 |
| Potatoes, small lots | 0 75 |
| Onions, Washington, sack | 3 00 |
| Onions, Australia, sack | 3 00 |

WHAT THE DISCOUNT RATES MEAN.

Canadian Grocer has on many occasions referred to the manner in which some merchants, without good reason, take advantage of full time on invoices, and thus impose heavy burdens upon their businesses. The merchant who takes full time on his bills usually works against a heavy disadvantage. A recent issue of The Credit Men's Journal refers to "What the Discounts Mean," and states as follows:

"The merchant who takes advantage of the full time on his invoice imposes a severe burden upon his business. The following examples show what that burden is:

"(1) One per cent in 10 days in a 30 day bill means 18 per cent. per annum. Example: Invoice \$1,000, 30 days net, 1 per cent. for cash in 10 days. If the merchant pays in 10 days he receives \$10 cash discount, which, in effect, is the interest the wholesale house pays him for the use of \$1,000 for the 20 days unexpired time. This is at the rate of 18 per cent. per annum, for the interest on \$1,000 for 20 days at 18 per cent. is \$10.

"(2) Invoice \$1,000, terms 60 days net, 2 per cent. for cash in 10 days. Discount \$20, unexpired time 50 days, interest equivalent 144-10 per cent. per annum.

"(3) Invoice \$1,000, terms 6 months net, 6 per cent. for cash in 30 days. Discount \$60, unexpired time 5 months, in-

terest equivalent 144-10 per cent. per annum.

"(4) Invoice \$1,000, terms 4 months net, 4 per cent. for cash in 30 days. Discount \$40, unexpired time 3 months, interest equivalent 16 per cent. per annum.

"(5) Invoice \$1,000, terms 6 months net, 6 per cent. for cash in 60 days. Discount \$60, unexpired time 4 months, interest equivalent 18 per cent. per annum.

"The above few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 per cent. to 10 per cent. on the transaction besides keeping his business in hand better than he possibly can when he owes a large number of wholesale houses."

PIE CULTURE.

(By Peter McArthur.)

An article published some days ago in which I mentioned the fact that the cherry pie was at one time considered the supreme test of a housewife, or rather, the test by which it might be discovered whether a girl was competent to be a housewife, has brought me a good story from Dr. Hugh MacCallum, of London. According to him the cherry pie plays a much wider part than I suggested in the life of the New England States. He says:

"At a medical banquet which I once attended our great Dr. Osler, of Oxford, stated that Dr. Weir Mitchell, of Philadelphia, had once put his culture to the final test. Dr. Mitchell, who was present nodded gravely.

"He gave me a piece of cherry pie to eat and watched me while I ate it."

"Once more Dr. Mitchell nodded.

"And," continued Dr. Osler, "I ate it to his entire satisfaction."

"Dr. Mitchell applauded enthusiastically."

Naturally the assembled medical men wanted to find out how a cherry pie should be eaten for the test was one that any of them might be obliged to face at any time.

"All we could learn," said Dr. MacCallum, "was that he ate it with a spoon and that he rejected the pits."

This information contains the possibilities of much further discussion. It will be news to the eaters of factory-made pies and even to housekeepers who are making their own cherry pies during this cherry season, that the cherries should always be used with their pits. Also the writers of books of deportment must record the fact that in the case of the cherry pie the fork must give place to the spoon. But the most important fact is that no matter how a cherry pie is eaten it is the best pie that is made.



FLOUR AND CEREALS



Rolled Oats Slightly Higher

In Montreal, But Not in Toronto—Flour Export Business Consists of Enquiries Only—No Orders Materialize—Several Cereals Slightly Lower—No Change in Mill Feeds.

MONTREAL.

FLOUR.—Winter wheat flour market is unchanged from last week and buying is from hand to mouth in job lots. No changes have taken place in spring wheat prices, though the market is a little stronger. Stocks being held are being slowly depleted. Another month to six weeks will likely finish them; this is the opinion of the millers. There is practically no buying. It is difficult to foresee future prices but it is reported on good authority that the British Government has practically control of the new crop which promises to be a big one and the consequence is that they will probably do their utmost to keep prices down to the legitimate level. If this report is correct and the British Government are able to do this it would no doubt result in lower prices than have existed.

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

CEREALS.—The cutting of prices which has been going on is pretty well stopped with the result that oats are higher although many sales are reported as still being made at \$2.90. Our quotation to the retailer is up to \$3.25 to \$3.35.

| | |
|---|-----------------|
| Cornmeal— | Per 98-lb. sack |
| Gold dust | 2 45 2 50 |
| Unbolted | 2 15 |
| Rolled Oats— | 90's in jute. |
| Small lots | 3 25 3 35 |
| 25 bags or more | 3 15 |
| Packages, case | 4 50 |
| Rolled oats in cotton sacks, 5 cents more. | |
| Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute. | |
| Rolled Wheat— | 100-lb. bbls. |
| Small lots | 3 80 |
| Hominy, per 98-lb. sack | 2 75 |
| Corn flour, bag | 2 60 |
| Rye flour, bag | 3 20 |
| Barley, pot | 2 75 |

FEEDS.—There is nothing new in the situation or prices.

| | |
|--|---------|
| Mill Feeds— | Per ton |
| Bran | 25 00 |
| Shorts | 28 00 |
| Middlings | 33 00 |
| Wheat moules | 37 00 |
| Feed flour, bag | 2 30 |
| Mixed chops, ton | 38 00 |
| Crushed oats, ton | 40 00 |
| Barley, pot, 98 lbs. | 2 85 |
| Oats, chop, ton | 40 00 |
| Barley chop, ton | 35 00 |
| Feed oats, cleaned, Manitoba, bush | 0 69 |
| Feed wheat, bag | 2 30 |

TORONTO.

FLOUR AND CEREALS.—There is no improvement visible yet in the flour trade and nothing to justify the opinion that one is on the way, or at any rate within visible distance. Export and domestic trade are equally bad. It is true that there have been a few more cable bids but they are still a good deal below our selling levels, and these enquiries don't materialize as transactions. Of course the situation is being affected by the position of wheat and crop prospects.

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

CEREALS.—Oats have displayed some activity of a spasmodic nature. Barley has not been inactive though trading is light. The whole list of cereals, however, is comparatively quiet. We have struck the slow season and can't expect much else.

| | |
|-------------------------------------|-----------|
| Barley, pearl, 98 lbs. | 5 00 |
| Buckwheat grits, 98 lbs. | 4 15 4 25 |
| Corn flour, 98 lbs. | 2 55 2 75 |
| Cornmeal, yellow, 98 lbs. | 2 25 2 40 |
| Graham flour, 98 lbs. | 3 30 3 40 |
| Hominy, granulated, 98 lbs. | 3 60 |
| Hominy, pearl, 98 lbs. | 3 60 |
| Oatmeal, standard, 98 lbs. | 3 50 |
| Oatmeal, granulated, 98 lbs. | 3 50 |
| Peas, Canadian, boiling, bush | 2 80 2 90 |
| Peas, split, 98 lbs. | 4 75 |
| Rolled oats, 98-lb. bags | 3 00 3 20 |
| Rolled wheat, 100-lb. bbl | 3 85 4 00 |
| Rye flour, 98 lbs. | 3 10 3 25 |
| Whole wheat flour, 98 lbs. | 3 30 3 40 |
| Wheatflats, 98 lbs. | 3 65 3 75 |

MILL FEEDS.—Bran is the only busy spot and in it there has been no excess of trade to shout about. Demand is small. The only phrase the feed men know is "hand-to-mouth."

| | |
|--------------------------------------|---------------------|
| Mill Feeds— | Mixed cars, per ton |
| Bran | 25 00 25 00 |
| Shorts | 27 00 25 00 |
| Middlings | 30 00 32 00 |
| Wheat moules | 30 00 |
| Feed flour, per bag | 1 85 1 90 |
| Oats— | |
| No. 3, Ontario, outside points | 0 65 0 61 |
| No. 3, C.W., bay ports | 0 67 |

WINNIPEG.

FLOUR.—The flour trade is very dull, the mills are doing nothing, but supply hand-to-mouth orders, as country dealers

expect cheaper flour later on. Export business is slack; rolled oats are down to \$3.10 for 80-lb. sacks.

| | |
|-----------------------------|------|
| Flour— | |
| Best patents, per bbl. | 7 00 |
| Bakers' | 6 50 |
| Clean | 6 50 |
| XXXX | 4 50 |
| Rolled oats, 80 lbs. | 3 10 |
| Cornmeal, 98 lbs. | 2 25 |

FLOUR NEWS AND VIEWS.

In an interview with Canadian Grocer as to the situation in the flour market at present Mr. H. T. Jamieson, of the Canada Cereal and Flour Mills, said that the present dullness was, in his opinion, only a lull. It was temporary, not permanent. He pointed out that on the whole flour men had had a very good winter.

Canadian Grocer understands that a scheme of reconstruction of the Canadian Cereal & Flour Mills, has been arranged by Mr. H. T. Jamieson, C.A., as receiver and manager, appointed by the court last year to carry on the business. During the last two years, the affairs of the company have been administered under the direction of the court. During the last year the company's trade and position have been very materially improved, and are such as to warrant the reorganization of the company on a considerably reduced and proper and sound capitalization.

This scheme of reconstruction has been approved by the court, but, first of all, the court procedure—which requires the advertisement of the properties under judicial sale—must be followed. If no offer or scheme that would be more beneficial to the estate is filed with the court, the one now being worked on will go through. In any event, it is certain that the affairs of the company will be carried on, and it is confidently expected that Canadian Cereal & Flour Mills, Ltd. will have a successful future.

Success does not go to the man with the most opportunities. It goes to him who makes the most of what chances he has.

ON GUARD



Just as the Brave Highlanders at the Front are guarding our interests, so is our Scotsman guarding your interests in the Quality of your Cereals. He symbolizes Loyalty and Protection for Pure Food.

Rally to the Sign of Quality.

WRITE US FOR QUOTATIONS ON THE FOLLOWING

RAINBOW FLOUR
 KING OF PATENTS FLOUR
 GOLDIE'S STAR FLOUR
 GOLD SEAL FLOUR
 LILY FLOUR
 WHITE DOVE FLOUR
 ECHO FLOUR
 PURITAN FLOUR
 GRAHAM FLOUR
 WHOLE WHEAT FLOUR
 SHORTS
 MIDLINGS
 BRAN



TILLSON'S PREMIUM OATS
 TILLSON'S "SCOTCH"
 HEALTH BRAN
 TILLSON'S "SCOTCH"
 FINE CUT OATMEAL
 BULK ROLLED OATS
 PAN DRIED OATS
 ROLLED WHEAT
 CORN MEAL
 SPLIT PEAS
 FARINA
 BROSE MEAL
 POT BARLEY
 PEARL BARLEY
 CALFINE

QUALITY—Then Price, That's TILLSON'S

We Are Large Exporters

Wire or cable us when in the market for any line handled by an up-to-date milling plant. Help to keep the money within the Empire



Canadian Cereal & Flour Mills, Limited

Cable Address: "CANCEREAL"

TORONTO, CANADA



A County Fair Re-born

A story of how a town secured an attendance of over 14,000 people in two days.

- W. A. Craick has investigated the why of the regeneration of one of the local country fairs of Canada, which was about to be closed up by the directors as a hopeless case. A diagnosis was held and before it was declared a corpse modern resuscitation methods were to be tried.
- The result was a happy one. An attendance of less than **4,000** was turned into **14,000**, and the gate receipts grew rapidly to the surprising figures of \$10,345.09 instead of \$1,760 on the previous year. Now how was all this done?
- The story of the means employed is well told in the **July issue of the Farmer's Magazine**—the brightest farm paper now reaching the Canadian farm areas.
- Every director of a fair and every merchant who believes in getting people into his town should read a copy of this journal.
- Moreover other articles of interest are given under the following heads:—

*A 135-Acre Farm Spends Thousands.
Home-Canning for Profit.
Making Broiler Returns Pay.
The Nuisance of a Big House.*

*The Business of Dairy Farming.
Furnishing the Living Room.
Zebu Cattle in Brazil.
Sources of Prosperity—The Silo.*

And many other features, with nearly 100 photographs, while the cover design suggests country life comforts

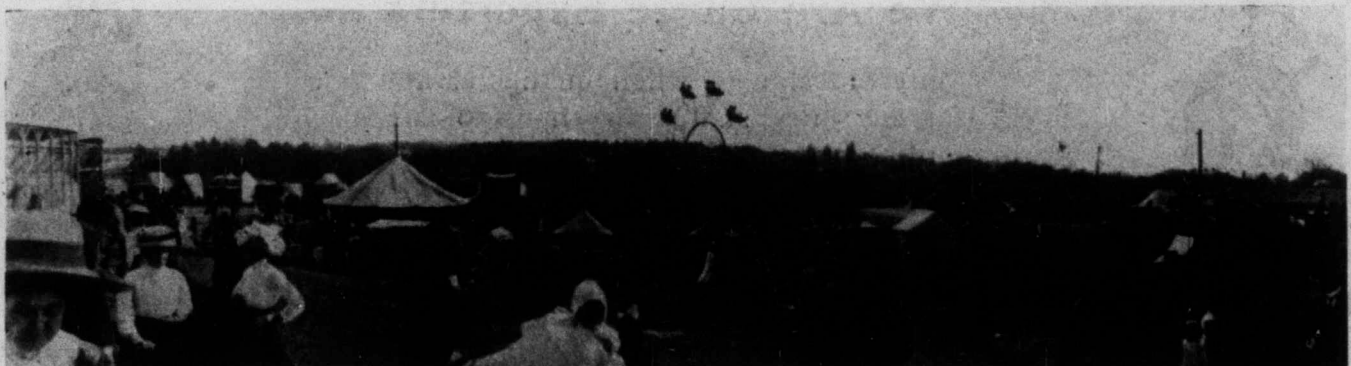
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TWO DOLLARS A YEAR

MacLean Publishing Co., Limited

Toronto, Ontario





A delightful change from the continual breakfast of Bacon and Eggs—

Yes, she'll surely appreciate your suggestion if you make it Brunswick Brand. Most housewives know the appetizing goodness of

Brunswick Brand Sea Foods

for luncheon or dinner. But for breakfast—well, now, that IS a capital suggestion.

Why not mention it to your customers to-day? There are no more wholesome and nourishing fish in the world than those selected specially for Brunswick Brand. There are no better sanitary facilities for packing them than in our up-to-the-minute, pure food plant. There are various ways of serving each brand that will easily take away the monotony of everyday "bacon and eggs."

Check off the brands most suited to your trade and get your wholesaler to supply you to-day.

- | | |
|--------------------------------------|-------------------|
| 1/4 Oil Sardines | Kipperd Herring |
| 1/4 Mustard Sardines | Herring in Tomato |
| Finnan Haddies (oval and round tins) | Sauce |
| | Clams |
| | Scallops |

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



For Over Thirty Years The Leader

Shirriff's True Vanilla stands supreme among vanilla extracts. No other equals it in sales in Canada. And no other equals it in quality, a fact which every progressive grocer knows.

Shirriff's True Vanilla owes its superior bouquet, strength and flavor to the special Shirriff process which the choicest real Mexican Vanilla beans undergo. No one has successfully imitated this process, because the process in its entirety is known only to the proprietors. It is not for sale. The makers of



Shirriff's True Vanilla

place a guarantee on every bottle as a token of their faith in their product. It also serves as a good talking point in selling. But most discriminating housewives know about Shirriff's True Vanilla, and are glad to buy it. If you are not selling this famous extract, place an order right soon. No enterprising grocer should be without a stock of this splendid selling line.

Imperial Extract Co.

Steiner and Matilda Streets
Toronto

The Three Features You Insist Upon

in a product, and especially in macaroni, are combined most effectively in

L'ETOILE

(Star)

and

Hirondelle

(Swallow)

Made from the choicest of Manitoba Hard Wheat.

Manufactured here in Canada under the most sanitary conditions and scientific principles.

Advertised extensively wherever the public eye and attention can be obtained.

Could you ask more of any product? L'Etoile and Hirondelle are the macaronis particular people prefer. Why not make sure they know you can supply them?

Order from your wholesaler.

C. H. Catelli, Limited

MONTREAL

AGENTS

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

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND
CEREALS, LTD. Per doz.

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

ROYAL BAKING POWDER. Bbl. lots

| Size | Less than 10 case lots and over | or 10 cases |
|--------|---------------------------------|-------------|
| | Per doz. | Per doz. |
| Dime | \$.95 | \$.90 |
| 4-oz. | 1.40 | 1.35 |
| 6-oz. | 1.95 | 1.90 |
| 8-oz. | 2.55 | 2.50 |
| 12-oz. | 3.85 | 3.75 |
| 16-oz. | 4.90 | 4.80 |
| 2½-lb. | 11.60 | 11.35 |
| 3-lb. | 13.60 | 13.35 |
| 5-lb. | 22.35 | 21.00 |

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

BLUE.

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

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

UN-NUMBERED.

| | |
|--------------------------|-------|
| 100 books and over, each | 0 03¼ |
| 500 books to 1,000 books | 0 03 |

For numbering cover and each coupon, extra per book, ¼ cent.

CEREALS.

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

DOMINION CANNERS, LIMITED.

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

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

Aylmer Pure Jellies.

| | |
|----------------------------|------|
| Red Currant | 2 10 |
| Black Currant | 2 10 |
| Crabapple | 1 40 |
| Raspberry and red currant | 2 10 |
| Raspberry and gooseberry.. | 2 10 |
| Raspberry and gooseberry.. | 2 10 |
| Plum Jam | 1 85 |
| Green Gage plum stoneless | 1 85 |
| Gooseberry | 1 85 |
| Grape | 1 85 |

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk 5 lbs. 7 lbs.

| | | |
|------------------------------|------|------|
| Strawberry | 0 72 | 1 00 |
| Black currant | 0 65 | 0 65 |
| Raspberry | 0 65 | 0 85 |
| Aylmer 14's and 30's per lb. | | |
| Strawberry | 0 14 | |
| Raspberry | 0 14 | |

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—

| | |
|---------------------------------|------|
| Perfection, 1-lb. tins, doz. .. | 4 50 |
| Perfection, ¼-lb. tins, doz. .. | 2 40 |
| Perfection, ¼-lb. tins, doz. .. | 1 25 |
| Perfection, 10c size, doz. ... | 0 90 |
| Perfection, 5-lb. tins, per lb. | 0 37 |
| Soluble bulk, No. 1, lb. | 0 21 |
| Soluble bulk, No. 2, lb. | 0 19 |
| London Pearl, per lb. | 0 22 |

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

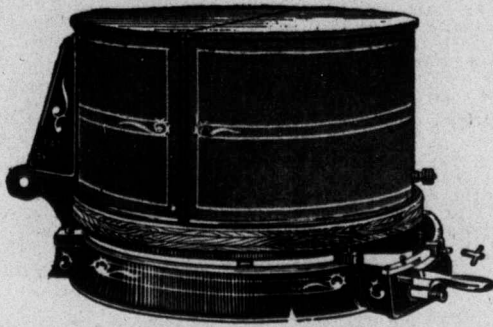
| | |
|--|------|
| Supreme chocolate, ¼'s, 12-lb. boxes, per lb. | 0 35 |
| Perfection chocolate, 20c size, 2 doz. in box, doz. ... | 1 80 |
| Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. | 0 90 |
| Sweet Chocolate— Per lb. | |
| Queen's Dessert, ¼'s and ½'s, 12-lb. boxes | 0 40 |
| Queen's Dessert, 6's, 12-lb. boxes | 0 40 |
| Vanilla, ¼-lb., 6 and 12-lb. boxes | 0 35 |
| Diamond, 8's, 6 and 12-lb. boxes | 0 29 |
| Diamond, 6's and 7's, 6 and 12-lb. boxes | 0 26 |
| Diamond, ¼'s, 6 and 12-lb. boxes | 0 27 |

Ingredients for Cake—

| | |
|---|------|
| Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ¼-lb. packages, 2 and 4 doz. in box, per doz. | 1 00 |
| Chocolate Confections Per lb. | |
| Maple buds, 5-lb. boxes | 0 32 |
| Milk medallions, 5-lb. boxes | 0 32 |
| Chocolate wafers, No. 1, 5-lb. boxes | 0 32 |
| Chocolate wafers, No. 2, 5-lb. boxes | 0 27 |



MADE IN CANADA



The CANADIAN Closed



Patented
Dec. 24, 1912
Jan. 21, 1913

The CANADIAN Open

The wedding of Economy and Accuracy has taken place in the production of this, the most accurate, simple and economical cheese-cutting and weighing device ever offered the grocer.

It's the Canadian Cheese Cutter

With the Canadian Cheese Cutter, cheese can be cut by weight, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ and pound slices, as well as by money value, 5c, 10c, 15c, etc., with the use of but one operating lever. No figuring to set the cutter for operation.

The Canadian is the only cutter manufactured in Canada which has the cabinet attached—it is a part of the cutter. This combination increases your profit, protects your cheese from flies, dust and other contamination, and attracts the cheese-buying trade to your store.

The Canadian pays for itself many times over, by saving overweights, scraps, and drying out.

Takes up less counter or refrigerator room, and saves the expense of buying a separate cabinet.

A BETTER CUTTER FOR LESS MONEY.

Write to-day for full particulars, prices, etc., of the Canadian.

If your Wholesale Grocer cannot supply you, write us.

Sold through the Wholesale Grocery trade.

The Computing Cheese Cutter Company
WINDSOR, ONTARIO

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS



With such stock on hand you invite a trade that will advertise you and make you successful.

Carr's Biscuits are packed for export in air-tight tins.

Write for Prices

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Limited, Montreal; Dunn-Hortop, Limited, Toronto; Hamblin & Breerton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Keep Moving

It is a physical fact that to *stand still* is more tiring than to *keep moving*. Inaction is enervating. Movement is stimulating.

Protect yourself against business inertia by the advertising movement. Retain your customer's confidence by a continued show of strength. *Keep moving* and advertise in

CANADIAN GROCER
143-153 University Ave., TORONTO

| | |
|--|------|
| Nonpareil wafers, No. 1, 5-lb. boxes | 0 32 |
| Nonpareil wafers, No. 2, 5-lb. boxes | 0 27 |
| Chocolate ginger, 5-lb. boxes | 0 33 |
| Milk chocolate wafers, 5-lb. boxes | 0 38 |
| Coffee drops, 5-lb. boxes | 0 38 |
| Lunch bars, 5-lb. boxes | 0 38 |
| Milk chocolate, 5c bundles, 3 doz. in box, per box | 1 36 |
| Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box | 0 90 |
| Nut milk chocolate, 1/2's, 6-lb. boxes, lb. | 0 38 |
| Nut milk chocolate, 1/4's, 6-lb. boxes, lb. | 0 38 |
| Nut milk chocolate, 5c bars, 24 bars, per box | 0 90 |
| Almond nut bars, 24 bars, per box | 0 90 |

JOHN P. MOTT & CO'S.

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

| | |
|--|-------|
| 10c size (for cooking) doz. | 0 90 |
| Mott's breakfast cocoa, 2-doz. 10c size, per doz. | 0 85 |
| Nut milk bars, 2 dozen in box | 0 80 |
| Breakfast cocoa, 1/4's and 1/2's | 0 36 |
| No. 1 chocolate | 0 30 |
| Navy chocolate, 1/2's | 0 26 |
| Vanilla sticks, per gr. | 1 00 |
| Diamond chocolate, 1/2's .. | 0 24 |
| Plain choice chocolate li- quors | 20 30 |
| Sweet chocolate coatings .. | 0 20 |

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

| | |
|---|----------|
| Preserved | Per case |
| Eagle Brand, each, 4 doz. | \$6 25 |
| Reindeer Brand, each, 4 doz. | 6 25 |
| Silver Cow Brand, each 4 doz. | 5 75 |
| Gold Seal Brand, each, 4 doz. | 5 60 |
| Mayflower Brand, each, 4 doz. | 5 60 |
| Purity Brand, each, 4 doz. | 5 60 |
| Challenge Brand, each, 4 doz. | 4 85 |
| Clover Brand, each, 4 doz. | 4 85 |
| Evaporated (Unsweetened)— | |
| St. Charles Brand, small each 4 doz. | 2 00 |
| Peerless Brand, small, each 4 doz. | 2 00 |
| St. Charles Brand, Family, each 4 doz. | 3 90 |
| Peerless Brand, Family, each 4 doz. | 3 90 |
| Jersey Brand, Family, each, 4 doz. | 3 90 |
| St. Charles Brand, tall, each 4 doz. | 4 50 |
| Peerless Brand, tall, each, 4 doz. | 4 50 |
| Jersey Brand, tall, each, 4 doz. | 4 50 |
| St. Charles Brand, Hotel, each, 2 doz. | 4 25 |
| Peerless Brand, Hotel, each, 2 doz. | 4 25 |
| Jersey Brand, Hotel, each, 2 doz. | 4 25 |
| St. Charles Brand, gallons, each, 1/2 doz. | 4 75 |
| "Reindeer" Coffee and Milk, "large" each, 2 doz. | 4 80 |
| "Reindeer" Coffee and Milk, "small" each, 4 doz. | 5 50 |
| "Regal" Coffee and Milk, each, 2 doz. | 4 50 |
| "Reindeer" Cocoa and Milk, each, 2 doz. | 4 80 |

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

| | |
|-------------------------|-----------|
| Whol. Ret. | |
| 1s, 1/2s, B. or G. | 0 25 0 30 |
| 1s, 1/2s, B. or G. | 0 32 0 40 |
| 1s, 1/2s, B. or G. | 0 34 0 45 |
| 1s, 1/2s, B. or G. | 0 37 0 50 |

Coffees packed 30-50 lb. cases.

MINTO COFFEE (Bulk.)

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

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

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

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

Our
Tiger (50 cent
line)
Brooms

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

We make **Factory Brooms**.

Walter Woods & Co.
HAMILTON

Fresh Fruits
for the Summer Holidays

California Bartlett PEARS
PEACHES
PLUMS

GEORGIA PEACHES in 6 Basket Crates.

JERSEY TOMATOES in 1/2 bushel Crates.

POTATOES WATERMELONS
BANANAS ORANGES LEMONS
and LIMES

All the Local Fruits and Vegetables in abundance.

White & Co., Limited

Dealers in Fancy Fruits and Wholesale Fish Dealers
Branch at Hamilton TORONTO

MILD, NON-BITING
Smooth Smoking—Fragrant



Tobacco-using Canada has taken "Our Seal" to their "Jimmy" pipes in a way that says infinitely more than mere words of praise.

This new blend of tobacco is delightfully mild and fragrant, the result of much experimenting during a period of some six years.

You should have this popular package tobacco in stock for your customers who are "in the know." *Ask your wholesaler.*

TUCKETT LIMITED, Hamilton, Ontario



"Good Business"

We sell you Pure Extracts, not because we want to get a step nearer Heaven, *But* because it is "Good Business" for us to do so.

When we sell you Pure Extracts we know that you will be fully satisfied—There will be no "come-back."

Your customers will appreciate the quality and strength of Pure Extracts. You will get more trade and *our* business will develop.

We want your trade and want it so keenly that we will fight to protect your interests—not from charitable motives, but because it is "Good Business."

White Swan Extracts are in a class by themselves and it is Good Business for you to handle this brand.

White Swan Extracts are absolutely pure, above the Government Standard, and uncolored. We seal every bottle with a Government Warranty that protects you and your customer.

Order through your jobber or direct

- Lemon
- Vanilla
- Orange
- Raspberry
- Strawberry
- Apple
- Apricot
- Almond
- Banana
- Allspice
- Cinnamon
- Clove
- Coffee
- Ginger
- Ratafia
- Quince
- Sassafras
- Sarsaparilla
- Spruce
- Red Rose
- White Rose
- Violet
- Maple
- Lilac
- Heliotrope
- Chocolate
- Hickory Nut
- Peppermint
- Nutmeg
- Pineapple
- Peach
- Pear
- Wintergreen
- Blackberry
- Black Currant
- Red Currant
- Cherry
- Pistachio
- Nectarine
- Greengage
- Celery

White Swan Spices and Cereals, Ltd.

156 Pearl St., TORONTO

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
 Tongue, Ham and Veal Pate, ½s, \$1.20.
 Ham and Veal, ½s, \$1.
 Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
 Potted Meats, Glass—Chicken, Ham, Tongue, ¼s, \$1.25.
 Ox Tongues, tins, ½s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
 Ox Tongues, Glass, 1½s, \$9.75; 2s, \$12.
 Mince-meat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
 In Pails, 25 lbs., 8c lb.
 In Tubs, 45 lbs., 7½c lb.
 In Glass, 1s, \$2.25.
 Plum Pudding, 1s, \$2.30; 2s, \$2.80.
 Clark's Peanut Butter—Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
 Clark's Peanut Butter—Pails 24 lbs., 16c per lb.
 Clark's Tomato Ketchup, 8 oz., \$1.35; 12 oz., \$1.90; 16 oz., \$2.40.
 Pork & Beans, Plain Talls, 1 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
 Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
 Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
 Clark's Chateau Concentrated Soups, 95c.
 Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.
LAPORTE, MARTIN, LIMITED
 Montreal. Agencies.
BASIN DE VICHY WATERS.
 L'Admirable, 50 btles, litre, 5 50
 cs. 6 00
 Efficace 7 00
 Neptune 8 00
 San Rival 8 00
VICHY LEMONADE.
 La Savoureuse, 50 btles., 8 00
 cs. 7 00
MINERVA PURE OLIVE OIL.
 Case—
 12 litres 8 00
 12 quarts 7 00
NATURAL MINERAL WATER
 Evian, Source Cachat, 50
 btles, cs. \$9 00
**IMPORTED GINGER ALE
 AND SODA**
 Ginger Ale, Trayders, cs. 6
 doz. pts., doz. 1 10
 Ginger Ale, Trayders, cs. 6
 doz., splits, doz. 0 90
 Club Soda, Trayders, cs., 6
 doz. pts., doz. 1 00
 Club Soda, Trayders, cs., 6
 doz. splits, doz. 0 90
BLACK TEAS.
 Victoria Blend, 50 and 30-
 lb. tins, lb. 0 37
 Princess Blend, 50 and 30-
 lb. tins, lb. 0 33
JAPAN TEAS.
 H. L., ch., 90 lbs., lb. 0 35
 Victoria, ch. 90 lbs., lb. 0 30
 Princess, cad., 5 lbs., lb. 0 25
COFFEES.
 Victoria, Java and Mocha
 Blend, 1-lb. tin, lb. 0 34½
 Victoria, Java and Mocha
 Blend, 5, 10, 25, 50-lb.
 tins, lb. 0 32
 Princess, Java and Mocha
 Blend, 1-lb. tin, lb. 0 22
MALT EXTRACT.
 Miller of Milwaukee, cs. 2
 doz., cs. 4 40
 Miller of Milwaukee, brl. 8
 doz., brl. 16 20
**BOAR'S HEAD LARD
 COMPOUND.**
N. K. FAIRBANK CO., LTD.
 Tierces 0 10¼
 Tuba, 60 lbs. 0 10¼
 Pails, 20 lbs. 0 10¼
 Tins, 20 lbs. 0 10¼
 Cases, 3 lbs., 20 to case .. 0 11¼
 Cases, 5 lbs., 12 to case .. 0 11¼
 Cases, 10 lbs., 6 to case .. 0 11
 F.o.b. Montreal.

MUSTARD.

COLMAN'S OR KEEN'S.

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

JELLY POWDERS.

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

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

SPICES.

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

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

WHITE SWAN LYE.

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

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

**BRANDS and
 BRANTFORD BRANDS.**

Laundry Starches—
 Boxes. Cents
 40 lbs., Canada Laundry .. .06¼
 40 lbs., boxes Canada white
 gloss, 1 lb. pkg.06¼
 48 lbs. No. 1 white or blue,
 4 lb. cartons07¼
 48 lbs. No. 1 white or blue,
 3 lb. cartons07¼
 100 lbs., kegs, No. 1 white
 gloss, 1 lb. chrome pkgs.06¼
 30 lbs., Edwardsburg silver
 gloss, 1 lb. chrome pkgs.07¼
 48 lbs. silver gloss, in 6-lb.
 tin canisters08¼
 36 lbs., silver gloss, 6-lb.
 draw lid boxes08¼
 100 lbs., kegs, silver gloss,
 large crystals07¼
 28 lbs., Benson's Satin, 1-lb.
 cartons, chrome label07¼
 40 lbs., Benson's Enamel
 (cold water), per case ... 3 00
 20 lbs., Benson's Enamel
 (cold water), per case ... 1 50
 Celluloid—boxes containing
 45 cartons, per case 3 60

Culinary Starch.

40 lbs. W. T. Benson & Co.'s
 prepared corn07¼
 40 lbs. Canada pure corn
 starch06¼
 (120-lb. boxes ¼c higher.)
 Casco Potato Flour, 20-lb.
 boxes, per lb. 10

BRANTFORD STARCH.

Ontario and Quebec.
Laundry Starches—
 Canada Laundry—
 Boxes about 40 lbs.06
 Acme Gloss Starch—
 1-lb. cartons, boxes of 40
 lbs.06¼
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs.07¼
 Barrels, 200 lbs.06¼
 Kegs, 100 lbs.06¼
Lilly White Gloss—
 1-lb. fancy carton cases 30
 lbs.07¼
 8 in case08

In buying
KETCHUP

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

Try It and See

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

The T. Upton Co., Limited
ST. CATHARINES

DOMESTIC FRUITS

We receive large consignments of all varieties fresh every morning.

Raspberries and Cherries

are the two leaders for this week.

IMPORTED FRUITS

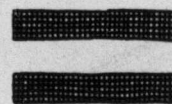
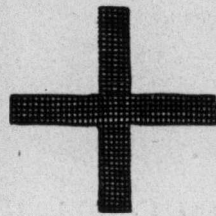
We bring forward only the finest quality obtainable.

Watermelons Canteloupes
Peaches Pears Plums Apricots
Oranges Lemons Bananas

"THE HOUSE OF QUALITY"

HUGH WALKER & SON
ESTABLISHED 1861
GUELPH and NORTH BAY

KNOX GELATINE PAYS REAL PROFITS



Every time you sell KNOX GELATINE you make a better profit out of the retail price of fifteen cents per package than you can make on other kinds, and you can sell it oftener, sell it *faster*, sell *more of it to more people*. KNOX GELATINE is the *popular* gelatine, the *best known*, the *most advertised*, the biggest and easiest seller and the most profitable to you, either by the single sale or the year's business. *Push its sale, keep it displayed!* You can make more even than you are making now.

CHARLES B. KNOX CO., JOHNSTOWN, N.Y.

Branch Factory: Montreal, Canada

CANADIAN GROCER

White-Cottell's PURE MALT VINEGAR

CAMBERWELL, LONDON, ENG.

THE
PERFECT
PICKLING
VINEGAR

- Q Keeps its colour.
- Q Fully up to strength.
- Q Makes the Pickles nicely crisp.
- Q Retains its keeping qualities.
- Q Imparts the genuine Malt flavour and aroma.

CANADIAN AGENTS:

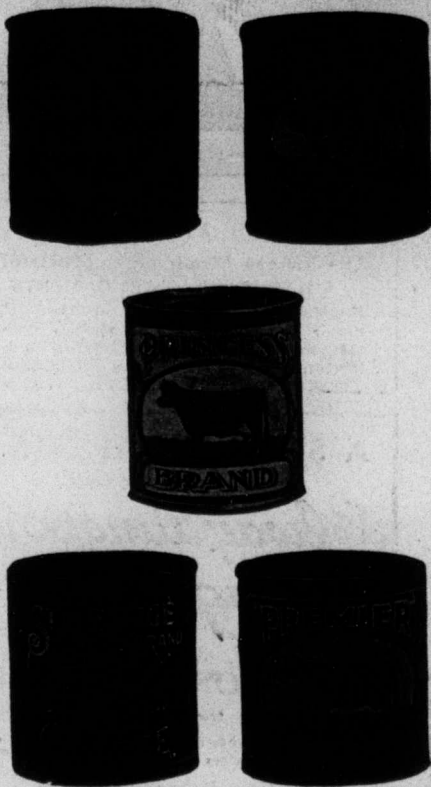
Nelson, Shakespeare & Watkins, Limited, Vancouver, B.C.
 Rutan, Alderson & Lound, Limited - Winnipeg
 L. A. Gastonquay, 60 Bedford Row - - Halifax, N.S.

GOLD DUST



You can put GOLD DUST into almost every order, if you'll just mention it. You don't have to "talk," our extensive advertising keeps GOLD DUST so well known the sales are waiting for you.

THE N.K. FAIRBANK COMPANY
LIMITED



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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

The Erie Co-Operative Co. Limited of Leamington

control the output of the largest and best growers of hothouse and field vegetables and fruits:—

CUCUMBERS
TOMATOES
MELONS
PEACHES
CABBAGE
POTATOES
STRAWBERRIES
GREEN PEAS
CAULIFLOWER
EGG PLANT
PEPPERS
ONIONS, ETC.

and sell direct to the trade, from small lots to car lots. Fresh goods at right prices. Write us. Special quantity quotations on Canadian Cabbage will be made at present.

Daily arrivals of fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.
Owen Sound, Ont.

For Your Particular Customers Buy

“Aurora”

The Extra Fancy California Valencia Oranges

J. J. McCabe
Agent
TORONTO

Buyers' Guide

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

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

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

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

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

A SEED DEPARTMENT
will add to your profits
Kolway Langport
England
grow and sell
SEEDS OF ALL KINDS
for Traders
Write to the actual wholesale growers for
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TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

ST. MARC COFFEE
Gives all users entire
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business, including plant, formulae, etc. Box
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FOR SALE—ECONOMY TIERING MACHINE
for handling and piling of heavy cases. Box
96, Canadian Grocer, Toronto.

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

FOR SALE — A GROCERY, FLOUR, AND
feed business in one of the best business towns
in Ontario. Stock about \$2,500. Annual turn-
over about \$25,000. Will sell store and dwell-
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WANTED — SECOND-HAND COMPOSITE
Can Closing Machine, for closing spice cans.
Write to Box 102, Canadian Grocer, Toronto.

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

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

WANTED — COMMISSION BROKERS IN
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retail trade desire additional lines for British
Columbia. Best of references furnished.
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outlay at the rate of two cents a word will
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to-day.

MISCELLANEOUS

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mum 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
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THE NATIONAL CASH REGISTER COM-
pany guarantee to sell a better register for
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We can prove it. Make us. The National
Cash Register Co., 285 Yonge St., Toronto.

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pure and unsurpassed by any mill in the
province. T. H. Squire, Queensboro, Ont.,
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receive the highest price if you use a Climax
Steel "Fireproof" Baler. Full particulars.
Climax Baler Co., Hamilton, Ont.

WAREHOUSE AND FACTORY HEATING
systems. Taylor-Forbes Company, Limited.
Supplied by the trade throughout Canada. (12)

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you have a Dey Cost Keeper. It automatically
records actual time spent on each operation
down to a decimal fraction of an hour. Sev-
eral operations of jobs can be recorded on one
Limited. Office and factory, 29 Alice Street,
an excellent combination — employees' time
card. For small firms we recommend this as
register and cost keeper. Whether you em-
ploy a few or hundreds of hands, we can
supply you with a machine suited to your
requirements. Write for catalogue. Interna-
tional Time Recording Company of Canada,
Toronto.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for
special sales, bargain
sales, cash sales, etc.; ideas
for catch lines or window
cards, and many hints for
the preparation of live ad-
vertising copy. A collec-
tion of short talks, adver-
tising ideas and selling
phrases used by the most
successful grocery adver-
tisers.

**ALL ORDERS PAYABLE
IN ADVANCE.
PRICE \$2.00**

MacLean Publishing Co.
143-153 University Ave., Toronto

FINE FLAVOR

for summer desserts

MAPLEINE

is dainty and delicious in ices, puddings, pies.

Order from

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287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



OAKLEY'S KNIFE POLISH

20-102-7775



JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. E. Huxley & Co., 226
McDermed St., Winnipeg.

ALLISON COUPON BOOKS

Minimise the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY
Indianapolis, Indiana, U.S.A.

High Honors
Awarded to
Libby's Food
Products

**Panama-Pacific
Exposition**

The Libby Exhibit at the Panama-Pacific Exposition embraced almost every conceivable variety of prepared foods. It was in direct competition with the foremost food purveyors of the entire world, and won the following verdicts on 101 varieties.

Grand Prize—Libby's Canned Meats
63 Varieties

Grand Prize—Libby's California Asparagus
(In cans)

Medal of Honor—Libby's Vegetables
(In cans) 9 Varieties

Gold Medal—Libby's Evaporated Milk

Gold Medal—Libby's Salmon (In cans)
5 Varieties

Gold Medal—Libby's Mince Meat
2 Varieties

Gold Medal—Libby's Pickles
8 Varieties

Gold Medal—Libby's California Fruits
(In cans) 11 Varieties

Highest Award—Imported Spanish Olives

These awards have been foreshadowed by the verdict of the entire American public which, for more than a generation, has accepted the name "Libby's" as a national standard of highest food quality.

Libby, McNeill & Libby, Chicago

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

TEA

ITS ACTUAL AND FUTURE PRICE

SINCE last August, the average increase in the price of Ceylons, Indians, and Chinas, has been 8 cents a pound. As a result, prices are to-day higher than they have been for the past 25 years.

Five reasons are responsible for this abnormal condition of the market. First and foremost is the sudden and considerable increase in the consumption of tea in Russia. At the beginning of the European War, the Russian Government having prohibited Vodka (Russia's national alcoholic drink), it was necessary to replace it by a temperance drink, that was a stimulant and was also adaptable to the rigorous climate of Russia. What beverage could have served this purpose better than tea? Then the widespread temperance movement in England is also an important reason. England, which has always been a tea-drinking nation, naturally chose tea in preference to all other drinks, when it came to cut off alcoholic liquors. The third reason is the order of the French Government prohibiting absinthe in France. The close relationship that exists at present between the French soldier and his English and Russian Allies who are drinking tea in the trenches has resulted in the adoption of tea as a daily thirst-quencher in the French Army and later by the civilians. That increased the demand that much more. The fourth reason is the loss of nearly fifteen million pounds of tea that went down with the ships sunk by the German Torpedo boats, and which resulted in that shortage in the visible supply of tea in the world's market. The fifth and last reason is a composite one: made of the increase in war risks, insurance, transshipment and the lack of transport facilities. If we consider that the production at the tea gardens is not increasing in proportion to the con-

sumption, we must admit that the grocer faces to-day a most difficult problem that the future only can solve.

Will Prices Increase?

The prohibition of Vodka in Russia and of absinthe in France will be maintained all through the war. It is therefore evident that a large number of Russians and Frenchmen will continue drinking tea even after the ban has been lifted off their favorite drink, as they will have then acquired the habit for tea. As for the other factors, such as the different prohibition movements, the popular tea-parties in United States, the increased cost of transportation to this country, it seems evident that they are destined to participate in the maintenance of present prices, if not to increase them. Then keep in mind that Russia is limited in her buying, only by the lack of transport facilities: and that the day when she can communicate freely with the tea markets, the production will not be sufficient for her great consumption.

In the face of these events, we advise you to order now your requirements for the next few months. Be careful in buying because of the large quantities of poor teas offered at present.

You will always be assured of guaranteed quality if you order "Victoria" Ceylon and Japan Teas.

Yours truly,

LAPORTE, MARTIN, Limitee,

584 St. Paul St.,
Montreal.

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BOOK DEPARTMENT

143-153 University Ave., Toronto

A Straight Talk from the Manager



*How a
Montreal
Grocer
gets his
money's
worth out
of C. G.*

Nelson Lalande, Charlevoix Street,
Point St. Charles, Montreal, says:—

¶ "I have been taking the Canadian Grocer for a number of years, and look upon it as one of the essentials of the grocery trade. Its pages abound with ideas, which I am putting into practice right along. There is a section of the paper entitled 'How other grocers do things,' which is invaluable. Think of it, ten ideas of other grocers on how they bring business or save money.

¶ "It is very useful as a guide. Many times I have been pleased to read of systems in the Canadian Grocer which are being followed out in my own store. It is nice to know that one is doing things right.

¶ "In many cases I have taken advantage of tips as to market conditions, and have profited thereby. Only this week I read in the Canadian Grocer that a certain line of canned goods was being exported heavily. At once I placed an order at current prices in order to guard against an advance. I have used information similarly regarding sugar.

¶ "There are many French-Canadian grocers who can read English who ought to be reading the Canadian Grocer. They do not know what they are missing. Let me add that I follow the advertising closely. Not long ago I placed an order for dust-proof bin fixtures which I had seen advertised in this paper."

Service is the thing. Canadian Grocer keeps friends because it gives real service.

The Manager.

CANADIAN GROCER



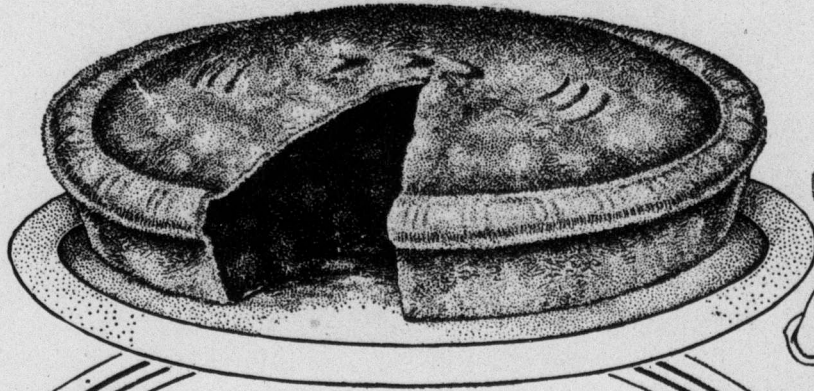
Little
Miss
MAIDEN
CANADA
Registered

We have linked this "Little Lady" and every Canadian housewife's mind together.

They are ready to buy our cocoa and chocolate because we have proved that there is none better.

THE COWAN COMPANY, LIMITED
TORONTO

CANADIAN GROCER



To Pry Open New Profits

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FIVE ROSES FLOUR

NOT BLEACHED—NOT BLENDED

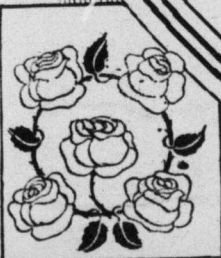
Pies and pastries are a luxury that FIVE ROSES has made a necessity in almost a million homes. A wedge from a FIVE ROSES pie opens up new profit opportunities to the wide-awake retailer. The best way to increase profits is to sell a flour that *automatically* increases your turnover—a flour that rouses every baking instinct in the ambitious housewife.

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Ask your jobber or write our nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED
MONTREAL WINNIPEG

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Keewatin, Calgary, Vancouver,
Fort William, Medicine Hat,
Portage La Prairie
Daily Capacity 13,600 bbls.



PIES and Pastries — over 40 different kinds of Pie — think of it, ye pantry pirates. And all the toothsome directions for pastry baking and crust making. That's why the famous FIVE ROSES Cook Book is the kitchen bible of almost 200,000 Made-in-Canada housewives. Daily the FIVE ROSES Advertising Department is mailing out hundreds of these 144-page baking manuals, in order that every single user may learn to use a perfect product to the best advantage. Thereby we hope to increase the turnover of every retailer who has "seen the light."