

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JULY 13th, 1917

No. 28



PRESNAIL'S PATHFINDER CIGAR

The PATHFINDER mark on Cigars represents to the trade high quality and good value.

Presnail's Pathfinder Cigar can be relied upon to assist in building up YOUR cigar department because of this quality and value.

MADE BY

HARPER-PRESNAIL CIGAR COMPANY
HAMILTON, ONT. LIMITED

Agents: Mason & Hickey, Winnipeg, Man.

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

CANADIAN GROCER

MAKE SURE

of your customer's success in putting down this season's Jams, Preserves and Fruits by recommending and supplying

ST. LAWRENCE



GRANULATED

An absolute Pure Cane Sugar.

KING GEORGE'S NAVY

**CHEWING
TOBACCO**

**Puts extra profit in your
cash drawer**

Get a stock of this popular chew working for you in a neat show case display and know what real tobacco profits mean.

The men like its unexcelled flavor and goodness—that's why every sale is a "repeat."

*Why leave all the
extra business to
the other fellow?*



Rock City Tobacco Co., Ltd.



Get your share of the Borden Demand

Make your window and counter displays the connecting link between Borden popularity and your cash register.

By directing a little attention to those "Leaders of Quality" you will very quickly realize the big advantages of constantly pushing lines whose merits have gained nation-wide popularity.

If you have still to learn what Borden selling value means get a trial supply now and begin cashing in on these dependable money-makers.

Ask your wholesaler.

Borden Milk Co., Ltd.

'Leaders of Quality'

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

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



She wants her favorite extract

And she won't be happy till she gets it. Shirriff's has been a favorite for thirty years. Most women know it—demand it—and recommend it to daughters and friends. They just "shop around" till they find the dealer who sells it, without telling you a word about it. Moral: Sell the extract with a reputation of long standing—

Shirriff's True Vanilla

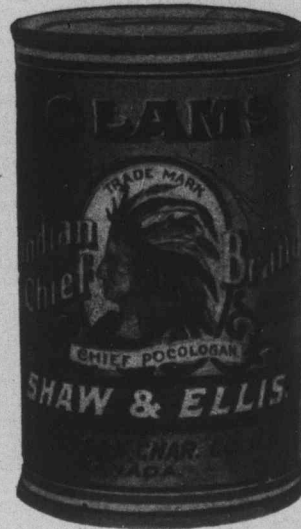
Shirriff's is 50 per cent. stronger than government requirements, and less is needed for good results. It is made from the best Mexican Vanilla bean—the world's best—by our secret process which takes a whole year to complete. Those are the things that built up the Shirriff reputation. The reputation sells the goods. Why not give the women what they want—Shirriff's! Write us.



Imperial Extract Co.
Toronto

INDIAN CHIEF BRAND CLAMS

Always Reliable



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

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

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

An Oft-Repeated Profit.

Advertisements of *Sani-Flush* are messages of sanitation for the home and emancipation from a disagreeable task for the housewife. There are many, many women in Canada who feel they can't keep house without



Sani-Flush

When a woman once buys it and tries it, she comes back for more. Not just once, but over and over again. She uses *Sani-Flush* regularly, just as she uses bluing and starch.

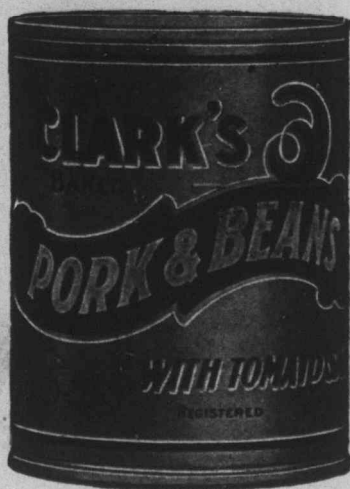
So you make an oft-repeated profit. *Sani-Flush* is a good year-round seller and a proved repeater.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

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

CLARK'S

Three of the
main elements
of success are



Judgment
Effort
Quality

Your judgment, Mr. Grocer, will tell
you that the goods to buy are

CLARK'S PORK and BEANS

Your efforts are necessary, but they are ably backed
by the CLARK advertising and demonstrating.

The QUALITY is always there when you buy
CLARK'S.

They have only one—THE BEST.

W. CLARK LTD.

MONTREAL



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

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers

HAMILTON, CANADA

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



**You still make
your regular
profit on
macaroni**

Catelli gives you
a good, living
profit on every
package of "Hiron-

delle", "L'Etoile" and "Milk"
Macaroni.

Catelli packs 30 cartons to
the case — which means more
profit for you.

Push the profitable brands like
Catelli's.

The C. H. Catelli Co., Limited, Montreal

CATELLI'S

"HIRONDELLE"

"L'ETOILE" and "MILK"

MACARONI

All
Wholesalers
have
Catelli's
Macaroni

30
Packages
to
the
Case

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



STANDARD Floor Dressing

keeps floors smooth, fixtures bright, and shelves neat. Experiments have shown that it permanently lays over 90% of the atmospheric dust, a task which no amount of dry sweeping or dusting can accomplish.

One gallon is sufficient to cover from 500 to 700 square feet, and when applied every few months it greatly improves the general appearance of your store.

When applied with an Imperial Floor Oiler an even distribution without waste is assured. A floor sprayer may be used, if preferred.

Obtainable in one and four gallon cans; also in barrels and half barrels.

THE IMPERIAL OIL COMPANY
Limited

BRANCHES IN ALL CITIES

E. D. SMITH'S
1917
Strawberry Jam
NOW READY
100% Pure

Unsurpassed quality and flavor.
In neat, attractively labelled
containers. A jam you can
recommend.

Prompt shipment guaranteed.

E. D. Smith and Son,
Limited
WINONA

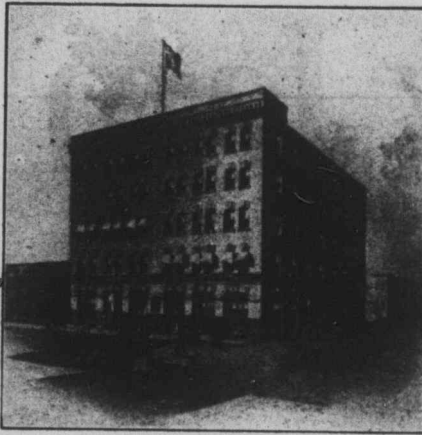
AGENTS: Newton A. Hill, Toronto; Wm. H. Dunn, Ltd., Montreal, East
Ontario, Quebec, and Eastern Maritime Provinces; Donald H. Bain Co., Calgary,
Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B. C. Merchandise
Brokerage Co., Vancouver, B.C.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



Confidence as a Basis of Trade

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

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

Scott-Bathgate Company, Ltd.

149 Notre Dame Ave. East

WINNIPEG

Also at Regina, Moose Jaw and Saskatoon.

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

EL ROI-TAN PERFECT CIGAR

Mr. Manufacturer

*Are you represented
in Alberta?*

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

I want to represent you.

Reference: Standard Bank, here.

T. M. HANLEY

Broker and Commission Merchant

10154 103rd Street, Edmonton, Alta.

Boutilier's "Golden" Finnan Haddies

Also

Herring in Tomato Sauce

SOMETHING NEW —

"Golden" Lobsters in $\frac{1}{2}$ lb. flats. Nothing better on the market.

GEO. ADAM & CO.

410 Chamber of Commerce
WINNIPEG

C. & J. JONES

WINNIPEG - VANCOUVER

*Wholesale Commission Brokers
and Importers*

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

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WESTERN PROVINCES.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers Agents

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

402 Chambers of Commerce, Winnipeg

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

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

THE
Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

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

DISTRIBUTION & SERVICE

from

COAST to COAST.

W. H. Escott Co.
Limited

Manufacturers' Agents
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES:

Regina
Calgary

Saskatoon
Edmonton

ESTABLISHED 1907

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

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

MANITOBA

SASKATCHEWAN

ALBERTA

BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

Gallon Apples
Fancy and Choice
Seeded Raisins

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

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

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

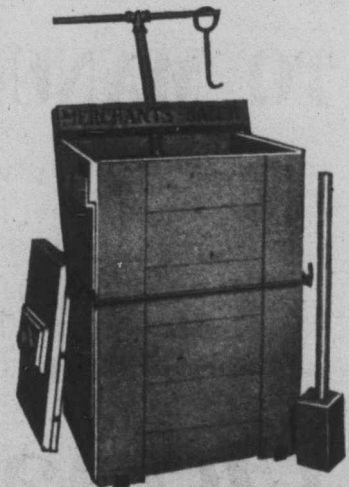
W. G. PATRICK & CO. Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

Loggie, Parsons & Co.
Merchandise Brokers and
Manufacturers' Agents
Grocery and Drug
Specialties.
"We cover Canada 3 times a year."
Foy Bldg., Front Street W.
TORONTO - - ONTARIO

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

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

Merchants Baler
MADE IN CANADA



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

"f.o.b. Toronto."

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

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

Trade Papers are
Pioneers of Business
Expansion

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

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

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

**ROSE & LAFLAMME
LIMITED**
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC'S RESPONSIBLE BROKERS
We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.
BEANS AND CORN A SPECIALTY
ALFRED T. TANGUAY & COMPANY
Commission Merchants and Brokers,
91 DALHOUSIE ST. - QUEBEC CITY

BEANS AND PEAS
We buy and sell. References Bank of Montreal.
Universal Importing Co.
BROKERS
St. Nicholas Bld. Montreal

OATS, PEAS, BEANS, ETC.
handled in any quantities to best advantage by
ELZEBERT TURGEON
Grain and Provision Broker
MONTREAL, P.Q. QUEBEC, P.Q.
Selling Agent for
The Maple Leaf Milling Co., Ltd., Toronto

Buyers and Sellers of
**All Kinds of Grains and
Seeds**
Denault Grain and Provision Co.
LIMITED
SHERBROOKE, P.Q.

Kindly mention this paper when
writing to advertisers.

The Crop and Business

In view of the great importance of the crop in relation to the Empire's food supply and Canada's business prosperity, THE FINANCIAL POST will present each week a special article dealing with the developments in a broad way and as they affect the business situation as a whole. This article will be edited by F. M. Chapman, Editor of The Farmer's Magazine, who will have direct and authoritative information on the Western Canadian situation supplied regularly by Miss Cora Hind, a former member of our staff, but now Agricultural Editor of the Manitoba Free Press, a publication whose information for some years has not taken second place even to the current Government statistics. Miss Hind's service will be supplemented by reports from the Provincial Departments of Agriculture from time to time.

THE POST believes that this special on agricultural conditions as presented to the readers of THE POST will prove a very valuable guide to the manufacturers and business men, as well as to the investing public as to the developments of the crop in relation to general business and financial affairs.

This is only one of the many news features that THE POST gives its readers every week. It has become so valuable that thousands of them renew year after year.

The Financial Post of Canada

143-153 University Avenue
Toronto, Ontario



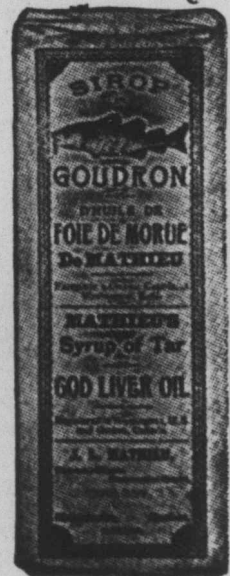
**Two Staple
Remedies
that you
Should Sell**

A TRIAL supply of Mathieu's Syrup of Tar and Cod Liver Oil and Mathieu's Nerve Powders will pull results to convince you that they are exceptionally profitable lines to feature.

Both are absolutely dependable in every way and can be safely recommended to every customer. Get that trial supply now.

J. L. Mathieu Co.,

Proprietors
Sherbrooke, Quebec



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

Why You Should Seal Your Product With Anchor Caps

BECAUSE they are air and liquidtight, eliminating mold, contamination, leakers, etc.

BECAUSE of our unequalled sealing machinery, the breakage on jars in your plant is cut to zero.

BECAUSE of our very efficient service department your machinery is kept in perfect condition and up-to-date at all times, so that there is no delay from breakdowns.

BECAUSE of their perfect mechanical seal Anchor Caps cannot be knocked off in packing or during shipment.

Communicate with us for full particulars.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 DOvercourt Road
TORONTO, ONTARIO

NORWEGIAN BRISLING

(SARDINES)

Not to be mistaken
for Sild, or what you
buy as Sardines!

THE FISH THAT MADE STAVANGER FAMOUS!



A/s NORWEGIAN CANNERS EXPORT OFFICE
STAVANGER (Norway)

Apply: Standard Imports, Limited, Montreal

You can sell these useful pottery jars

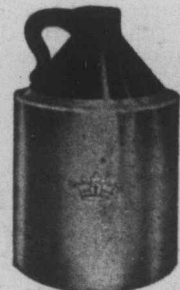
The best season for sales is at hand — July, August, September and October.

ORDER NOW.

Have you received our latest catalogue issued July 10th, if not, ask for a copy.



Light and Dark or White Glazed outside. TALL BUTTER JARS — Dark Glazed inside.



Black Top Tested Shoulder Jugs. Imperial Measure.

The
Toronto Pottery
Co., Limited

617-618 Dominion Bank Bldg.

TORONTO

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



HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory,
Leamington, Ont.

Principal Factory,
Pittsburgh, U.S.A.

Distributing Warehouses in Canada:

TORONTO **MONTREAL**

Canadian Distributing Agencies:

<p>Halifax St. John Quebec Ottawa Winnipeg Edmonton Lethbridge Calgary Fernie, B.C. Moose Jaw Saskatoon Vancouver Victoria</p>	<p>John Tobin & Co. Baird & Peters. J. B. Renaud & Co. Provost & Allard. The Codville Co., Ltd. The A. Macdonald Co. The A. Macdonald Co. Simington Co., Ltd. Western Canada Wholesale Co. The Codville Co., Ltd. The Codville Co., Ltd. Kelly, Douglas & Co. Kelly, Douglas & Co.</p>
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Sell Babbitt's

It's a winner!



Size, Quality, Price — every essential necessary to the making of an unusually attractive "seller" is here. Babbitt's Cleanser has no equal in value or customer - confidence.

The tin is a regular 10c size made to retail at 5c. *And we give Premiums for Trade-Marks.*

WM. H. DUNN Limited
General Representatives for Canada
MONTREAL

Dunn-Hortop, Limited
TORONTO
Special Agents

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO



Three Score Years and Ten

have elapsed since Cow Brand Baking Soda first won the confidence of the prudent housewife.

The passing of the years has but served to strengthen this confidence and dealers everywhere would do well to make a daily display of this high quality favorite.

It pays to sell Cow Brand.

Church and Dwight Limited

Mfrs. **MONTREAL**

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

**You
should
sell**

**REGINA
BAKING
POWDER**

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

Keep a stock displayed and note the "re-peats."



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

The New Breakfast Food



**Dutch
Tea
Rusks**

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

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

Packed 36 15c packages to the case.

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

KLIM
SPELL IT BACKWARD
PURE SEPARATED MILK
IN POWDER FORM
FOR ALL COOKING
WHERE MILK IS NEEDED

One great advantage of KLIM is that your customer can use the exact amount required for the bread, cake, gravy or whatever it is that she is making and then after replacing the cover on the tin place it back on the shelf—and the KLIM will be sweet and fresh whenever it is needed again.

Order the household size from your wholesale grocer.

CANADIAN MILK PRODUCTS LIMITED
10-12 William St., TORONTO
10 Ste. Sophie Lane, Montreal

ALSO STOCKED BY
W. H. Escott Co., Limited
Winnipeg Calgary Regina
Edmonton
Kirkland & Rose
Vancouver

**The Best Asset of a
Grocery Business is
Satisfied Customers**

**Baker's Cocoa
and Chocolate**



Registered
Trade-Mark

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

A want ad. in this paper will bring replies from all parts of Canada.

**A Salesman Always
on the Job**

IT is the constant dropping that wears the stone away. It is the constant knocking at the door of attention and favor that in the end gives you ready access to the good-will of buyers of your merchandise.

You can keep up a constant knocking—a bid for attention, a reminder of yourself, a spokesman of your message—this by using regularly

**The FARMER'S
MAGAZINE**

No man whose customers and should-be customers are farmers should be absent from their attention. Their will and purpose to buy may mature at any time. The salesman on the spot stands the best chance to get the order.

All this you know, but—do you live up to the behest of your knowledge?

Let us tell you more about The Farmer's Magazine in a special letter.

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

Published by

The MacLean Publishing Co., Limited
143-153 University Avenue, Toronto, Ontario

WORTH A HUNDRED DOLLARS A
YEAR TO THIS DEALER

1 June 1917

“Canadian Grocer”
Montreal

Gentlemen:—

“I want to tell you what I think of CANADIAN GROCER, and would say it to any man at all who is interested in a good trade paper. CANADIAN GROCER costs three dollars a year, and I say that it is worth TWO DOLLARS A COPY to any man who knows how to make use of what it contains in information.

“I take the paper home with me each Saturday night, and I read it through from cover to cover, every line of it, before Monday morning. I find the market reports interesting, and valuable and the quotations they give are a close guide. Yes, and let me tell you, there are wholesale men's agents who come in here in the early part of the week, and they have CANADIAN GROCER, in their pockets, and know to a letter what it says. There's all kinds of saving and profit to be made by men who watch the market information given in CANADIAN GROCER as I have found many a time.

“I have profited by the advertisements too, on many occasions, and only recently when I bought a paper baler through seeing the advt. in CANADIAN GROCER and saved money by it. And I passed the word along to a friend, and he also invested in a paper baler with good results. I send my CANADIAN GROCER after I have done with it to friends in Quebec, and sometimes to the Maritime Provinces, and they are glad to get it. I believe in passing a good thing along, and letting others know of it.”

T. J. KAVANAGH,

The Kavanagh Provision Co.

Bleury & Ontario Sts.,

Montreal



Put these two sellers on display to-day

Their delicious goodness will appeal to all.

E.P. Fruit Sauce

—the only Canadian-made Fruit Sauce on the market. A particularly good line to push during the hot weather. Repeats are certain.

The same applies to

H.G. Sauce (Worcestershire)

Both these lines have taken the place of imported products and offer the consumer such value as guarantees unstinted satisfaction.

Sold on the Contract Selling Plan. Stock up now and watch them sell.

The Canada Sauce & Vinegar Co.
519 KING STREET WEST - TORONTO



Prove your loss to a cent in case of fire

You can do it with an International Account Register

This account keeping system is the simplest, most complete and most quickly operated system made. You have no extra safe to buy, no shifting of bill-holders to and from the safe to register.

An International gives you a quick and accurate service. Every credit transaction is totalled to the minute. Prevents mistakes and forgotten charges. Keeps delinquents in check, makes for regular payments and provides absolute safety in case of fire. The "International" is the modern system for modern and progressive merchants.

Write for booklet "I" which further explains and shows you how to solve the credit problems. Write now.



INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

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

You will never regret

recommending Red Rose Tea. It surely is a tea-trade builder.

Its 23 years of steady success is the guarantee.



In sealed packages only

Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

OCEAN BLUE

om your Wholsaler.

HARGREAVES (CANADA) LIMITED.
 The Gray Bldg. 14-26 Wellington St. W., Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., L'd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Ivory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Cultivate the demand for these two favorites—

Royal Salad Dressing and Royal Mayonnaise



There is no resisting the sweet, delicious goodness of these Canadian-made leaders—one sale leads to another and another, bringing the dealer a daily stream of repeat orders that puts the profits where they should be.

ROYAL SALAD DRESSING is a good seller throughout the year and **ROYAL MAYONNAISE** is particularly adapted for snappy Summer selling. It's a peerless dressing for dainty fruit salads.

Put the Two Royals on display to-day.

Horton-Cato Mfg. Co.

WINDSOR, ONTARIO

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

A Satisfied Customer is Your Best Advertisement

Robinson's "Patent" Groats and Robinson's "Patent" Barley

satisfy every customer and bring them in again for a further supply. For the quality and value of these two widely known cereals are absolutely unbeatable.

It pays to feature the Robinson cereals. The satisfaction they give will extend the housewife's confidence to other lines you sell. So keep your stock displayed.

MAGOR, SON AND COMPANY, LIMITED

191 St. Paul Street West, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada.

Royal Acadia Sugar Pure and Sweet



Carry this delicious and highly popular sweetener in stock constantly. It pays.

Customers so like Royal Acadia that they always come back after a first purchase.

Royal Acadia Sugar is the Highest Grade of Refined Sugars. In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half-barrels and barrels.

*Every Grain
Pure Cane*

The Acadia Sugar Refining Co., Ltd.

Halifax

Canada

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

CANADIAN GROCER

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No. 28

Food Controller and the Retail Trade

The Possibilities of Business Restrictions—What is to be Expected in the Future—
Saving Preventable Waste and Conserving Non-Perishable Food the
Grocer's Duty and Opportunity.

IN England the activities of the Food Controller have transformed many of the conditions under which, in normal times the grocery business was conducted. The English are living nearer to the edge of things than we are and more readily face the necessity of sacrifice. In England, too, the control of food products is a comparatively simple matter, owing to physical and trade conditions, compared with what it would be in a country of the extent of Canada.

Yet, despite this, it is not well to suppose that any regulation of trade is impossible or improbable.

Why Food Must be Saved

The Hon. W. J. Hanna, Food Controller, in a recent address,

pointed out the desperate urgency for food conservation in Canada as it has not been pointed out before. He stated that the allied belligerents needed 1,105,000,000 bushels of wheat to meet the actual needs. To meet this demand there were available in European countries 645,000,000 bushels, leaving a balance that must be supplied by Canada and the United States of 460,000,000 bushels. If both these countries maintained their normal consumption of grain there would be available for export only 300,000,000, a clear shortage of 160,000,000 bushels.

There have been many men who have made this statement in more or less similar form, but they have been but "a voice crying in the wilderness," nobody has heeded them, or actually believed them. But here, now we have a man who realizes these conditions, who is a man

TAKING HIS MEASURE FOR BEEF STEAK.



Hon. W. J. Hanna is Canada's Food Controller.

of known energy and force, and who is clothed with very large powers. Although the Food Controller's appointment is not much more than two weeks old there has been a marked degree of activity noticed, and every indication that this position is actually to become a real factor. There have not been wanting either, hints that the grocery trade along with others would come in for some degree of regulation.

Possible Effect on Grocery Trade

Enquiry at the office of the Food Controller by CANADIAN GROCER failed to elicit any definite information. Nothing definite had been planned, it was stated. Time had been too short as yet for the outlining of any definite policy. Would it affect the grocer or the products of interest to the grocer? Possibly, but no decision had been reached as yet on these points; certainly none that could be

given out at this time. This much could be said, that if any regulation of the grocery trade were decided upon it would be dealt with in a thoroughly business like manner. There would certainly be no dislocation of business; anything that might be done would have the grocer's as well as the public's interest in mind, and would be so conducted that it would not prove a hardship.

Can Help the Nation

One thing could be said to the grocery trade, however, that they should eliminate all unnecessary waste. There was a great deal of preventable waste in the grocery's handling of foodstuffs, and this could easily be guarded against. In this item of waste there might yet be

real hardship. With the world supply of food so low, even in this wastage lay a great element of danger.

There was another thing that the grocer could do. There was on the face of things a great scarcity of exportable food for the Allies. We were using food that was not of a perishable nature, and letting the perishable foods waste. The grocer could help by encouraging a reversal of these conditions. Non-perishable foods must be conserved; of that there was no question. Canada and the United States, because of their comparative nearness to the fighting nations must of necessity bear the brunt of the task of feeding these nations. Under conditions of ordinary consumption the available exportable food was not sufficient. It must be made sufficient by curtailing home consumption.

This is the suggestion that has been

made in every one of the public utterances of the Food Controller. There is the pointing out of the necessity for the curtailment of the consumption of non-perishable products. There is the beginning of a campaign of publicity to bring the public to a realization of the necessity, whether this is to prevent the necessity of any drastic action, or is merely to prepare for such action, no one but the Food Controller knows. More than once, however, there has crept into his remarks the suggestion that if mild measures were not effective, other measures would be resorted to. Where does the grocer come into this? He comes in as the distributor of these non-perishable foods, of flours, bacons and cheese, and similar exportable food commodities. He comes in as a man who can help the controller in many ways to make his campaign effective by co-operating with him

to see that these necessary foods are conserved as much as possible.

Helping the Food Controller

This is the best way to protect the trade against restrictions such as those that have been imposed in Britain. Mr. Hanna is evidently trying out the country to see if they will take this voluntary opportunity to economize, not so much that money may be saved, but that actual usable food restrictions will be imposed, and the grocer will be the first to feel these restrictions. There is no immediate likelihood of any such action, that is certain, and we have the assurance of the Food Controller's Department that should such action be contemplated it would be taken only with the fullest consideration of the grocers' interests, but even at this, such regulation would not likely add to the happiness or profit of the grocer.

A hint was given in Mr. Hanna's recent address in Toronto, that the prices of fish, bread and fruit were under consideration, and effort would be made to reduce the cost of these commodities, by better systems of distribution for one thing. These changes should they occur would work for the grocers' advantage rather than otherwise. In fact, there is every evidence that the large powers that are comprised under the title of Food Controller are in wise and capable hands, hands moreover that are conversant with business systems, and that are moreover convinced that these business systems are for the best.

The grocery trade has no need to fear the activities of the Food Controller's office. That is no reason, however, why the grocer should not do his utmost to assist in the work to which the Food Controller has set his hand.

Heat Wave Decimates California Fruit

Enormous Lemon Crop This Year Will be Practically Cut in Half — Present Crop Valencias Somewhat Effected and Gloomy Outlook For Next Seasons Navels — Intense Heat Burns up Trees and Fruit — Extent of Damage Yet Unknown Owing to Rigid Curtailment of News.

A HEAT wave of unparalleled intensity that struck California during the latter part of last month has done enormous damage to the fruit crop of that State. Something like a censorship has been clapped down regarding this matter, and very little word of it has gone abroad, but the representative of one of the largest fruit handling companies in the State speaks of it as a "climatic disaster." From 14th to 17th June heat such as has never been known in the State before prevailed — hot weather of unusual intensity — had led up to this, but for these four days it was something truly abnormal; the temperature ranged from 110 to 120, and fruit was simply burned up on the trees. The Late Valencias that are now well on in their season, as far as can be learned, have not suffered as severely, though it may be part of the policy of silence to keep the facts of the case from being known; but in any event, the crop is up to the present moving with its usual regularity, the only indication of any changed condition being in the somewhat higher figures.

It is certain, however, that even in this crop the damage has been severe. Not only is this the case in the actual destruction entailed, but in the depreciation of the quality of the fruit. In some sections where the worst of the heat was felt it is understood that the fruit remaining on the trees is badly dried, while there has been quite a heavy dropping.

Lemon Crop Cut in Half

It is in the lemon crop, however, that the disastrous results of this weather has been mostly felt. "Practically all the tree ripened fruit has dropped and dried up under the intense heat. Tree ripening, of course, only obtains to a limited extent, and the loss if it had stopped there

would not have been so serious, but it went farther than that, catching all the fully-sized green lemons and all the small ones that had not yet even partially matured. As is usual in such conditions, there were some sections only affected in a minor degree, while others were cut entirely. A conservative estimate puts the loss at fully 40 per cent. and as high as 50 per cent. of the total crop. This will still leave a moderate-sized crop, but in view of the difficulty of obtaining Italian lemons, this crop was being largely depended on, and its partial loss will probably mean materially higher prices, despite the fact that the price of Californian lemons is already at a very high figure.

Navel Crop Disastrously Affected

Though the present effects of this are serious enough, there is every evidence that the effect of the next season's navel crop, which is just beginning to set, has been disastrous. It is impossible, of course, to predict or even to estimate at this time the actual effects of the extreme conditions on the navel crop; it is yet safe to say that the effect has been very serious indeed. Especially is this believed to be the case in the Northern fruit section, where the early navels come from. This crop would come on the market about the end of October, and as a result has just reached the state of maturity that renders it particularly subject to the effects of unfavorable weather conditions. All through the State, except in scattered places here and there, there has been this intense heat and the consequent heavy loss in the young fruit, while the next season's Valencia crop has also been affected by the fact that many new orchards which are only beginning to bear or which might be expected to bear in the next year or so were unable

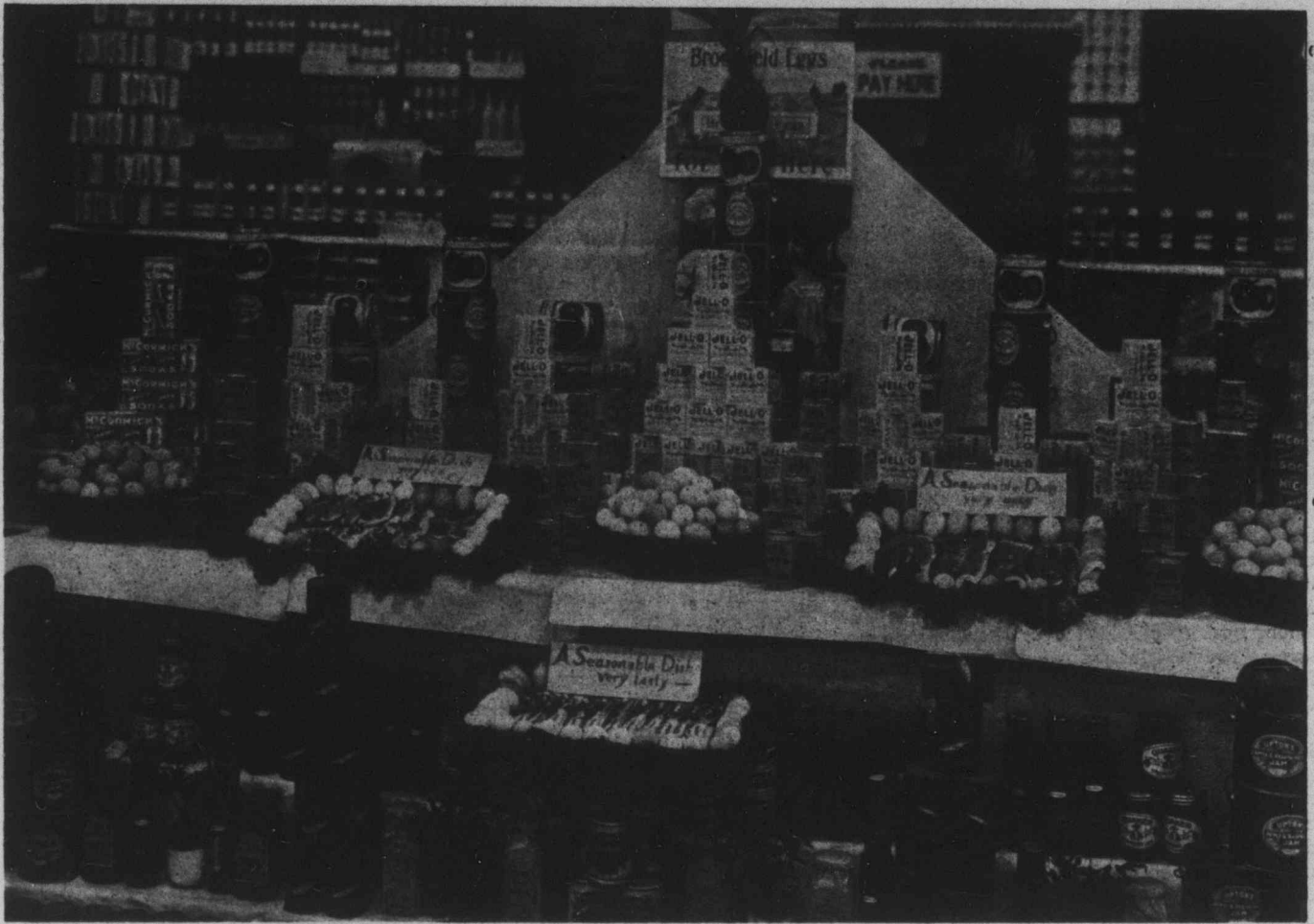
to withstand the extreme weather.

The result of this, of course, will be felt more next winter than at the present time. Unless conditions are proved to be much more favorable than the early reports would seem to indicate — and this seems extremely unlikely — there is going to be an extreme shortage in the orange crop during next winter and summer.

Deciduous Fruit Shows Some Effect

The Deciduous fruits for all their softer nature seem to have come off more satisfactorily than any of the other fruits. No definite word has been received as yet regarding this, and many dealers, judging from the fact that cars are still coming through regularly, have concluded that this important crop has escaped all injury. There is hardly ground for such cheerful views. Certainly the loss in these fruits is not to be compared with that of the citrus fruits. These orchards being mainly on the high lands or near the coast where the intense heat would be somewhat tempered, moreover, part of this fruit was fully matured, and so was not as subject to injury as the more immature fruits. Despite these facts, however, it is probable that there has been a considerable loss. It may not be felt for the time being, but in all probability the effects will be noted in the fruit maturing a little later in the season.

The canteloupe crop is not likely to have been materially affected. There has been a remarkable unanimity among all California growers in keeping the news of this serious loss from the public, and it has been very successful to date, but now that the real effects are beginning to become known, it is realized that it is too serious a matter to be kept entirely from the public.



SILENT SALESMAN IN THE KAVANAUGH PROVISION STORE, MONTREAL.

This method of displaying goods has proved a very successful one for this store. It makes an attractive display to catch the eye of the visiting customer, and has proved a great stimulation to sales. The display occupies a space fourteen feet by six, and is changed twice a week, so that it never becomes a time-worn story, but has always something of novelty and interest for the shopper.

Retailers' Interests Studied by A.A.Clubs

Valuable Addresses Delivered at the Big Convention Held in St. Louis.

EVERY interest in the business world is benefited by the work being done by the Associated Advertising Clubs of the World, and a big force in generating increased activity looking toward better business methods is the annual convention. This year's convention was held in St. Louis in June. In the following columns are given brief reports of some of the addresses which have special application to the business of retail merchants and the trade press:—

About Distribution

Considering the retailer as the terminal of distribution the manufacturers' obligation to him is to provide store arrangements and window display methods and selling plans by which he can distribute his merchandise with greater rapidity. This means definite knowledge of profits and turnover, intelligent store arrangement and effective use of advertising, said Frank Stockdale, of Indianapolis, business lecturer for the Associated

Advertising Clubs, in addressing a general session at the St. Louis convention.

He said the retailer desires information. He attends merchants' institutes, reads books and trade publications—always seeking to make himself a better distributor. If the manufacturer will take cognizance of this, he can help the retailer; he can create a better "terminal" for his own products, and broaden the entire retail distribution field.

Store Rooms and Sales Rooms

Too many merchants conduct store rooms instead of sales rooms, Mr. Stockdale suggested. One merchant in a New York town of 20,000 corrected this fault, stored his surplus stock in the stock room, made his store into a display and sales room and profited instantly by the change. In Oklahoma, 110 merchants were brought to devote careful attention to window display. The result of their efforts attracted unprecedented attention. The fact is, Mr. Stockdale pointed out, only one out of every four persons walks more than half way to the back of a store. This conclusion was based on testimony of 550 representative merchants.

In Montana, he said, forty housewives

were prevailed on to tell why they bought goods away from home. Two major reasons were given: local merchants were neither specific in price, nor did they give understandable information about their goods. Too much retail advertising is generality advertising, said the speaker; it is negative, weak and non-constructive.

Business Press Presents Evidence

Strong evidence for their publications was adduced by the business press with such definite history as the fact that thirteen pages in a trade publication, representing an advertising investment of \$659, sold motor trucks to a total of \$100,000; that nine months' use of advertising in one medium to an amount of \$1,980, made traceable sales to power plants amounting to \$9,999.98; that through a medium reaching steel mills, in twelve months an advertiser made \$40,000 in sales from an advertising investment of \$1,500. In nine months, according to one display card, an advertiser in the women's specialty field developed \$160,000 in new business from an advertising appropriation of \$1,800.

In the paper exhibit, advertisers gain-

EDITOR'S NOTE.—As the source of the information presented above we are indebted to "Associated Advertising," the official organ of the Associated Advertising Clubs of the world.

ed new knowledge about paper and its proper use. The exhibit was a graphic display of the right paper for the desired purpose. The display was accompanied by photographs, showing, for example, that offset printing requires a short fibre paper to produce the desired effect, and that supercalendered and English machine finish papers were desirable where cost is a factor.

With figures of strong significance, the agricultural press exhibit pointed out the immense field it covers—6,361,502 farm families, 49,348,000 rural population, and a 1916 income of \$13,499,000,000.

In original size, painted display boards bordered the entrance corridor to the exhibit, underlined with phrases epitomizing outdoor display service.

Business Books Galore

Near the centre of things in the exhibit was such a collection of business books as had never before been assembled—more than 1,600 volumes. Guy E. Marion, of the Pilgrim Publicity Association, Boston, presided over the display, having rounded it up on the invitation of Llewelyn E. Pratt, chairman of the National Educational Committee.

Scores of business men examined the library during the convention, making memorandums of books, of chapter headings and of pertinent information. Out came notebooks again at the direct mail display in the next exhibit—nor were the notebooks relieved from use all the while the visitors browsed among the exhibit-crowded corridors of the City Hall.

Another big book on advertising is to come. It will be called "Advertising Lowers the Cost of Distribution," and the author will be Harry Tipper, former president of the Advertising Club of New York, who was commissioned at the recent convention of the Associated Advertising Clubs of the World to perform this duty.

She Liked Busy Days

Mr. Stockdale's talk was rich in actual incidents illustrating the failure of merchants to serve the public. Among others was a story of an Iowa woman who told him after one of his lectures that she liked to go into a store in her home town on a busy day because the clerks were then so busy they left the goods down where she could see them.

If a store were properly managed, he said, goods would be where the customers could see them at all times, for numerous women who had attended his lectures had told him that while they knew they were privileged to have goods shown without buying, clerks always look disappointed when they fail to buy.

Accounting for Small Stores

By its very bigness the big store has many advantages over its smaller competitor, but accurate accounting methods will place the little store in splendid strategic position to occupy a strong position in the retail field, said William H. Ingersoll, of Robert H. Ingersoll & Bro., New York, chairman of the Cost Accounting Systems and Retail Service Commit-

tee of the Associated Advertising Clubs.

At the St. Louis convention, Mr. Ingersoll spoke on "Democracy in Merchandizing," and insisted advertising blazed the trail for such democracy, and that the large store has become large because it has been able to take advantage of its possibilities. But the small store, he added, needs help—it must be raised to an accurate basis of knowledge of its own business, if retail democracy is to exist.

Training School Is Needed

While the big store has capital, system, accounting methods, variety of stocks, special talent for display of goods, big purchasing power and the important insurance of good advertising, the small store is in position to specialize; it can offer more personal selling attention, has a more intimate knowledge of its needs and operates on a lower cost. The small store, he said, needs a training school that it may occupy in its more circumscribed influence, a position equivalent to that of the bigger enterprise in its bigger sphere.

Promote Retail Democracy

The special business systems which the Associated Advertising Clubs offer retailers are applied to hardware, shoe dealers and jewelers. By taking these systems and applying them, he emphasized, the small retailer can the more powerfully exert his influence to make the retail world "safe for a retail democracy."

Quoting Edward N. Hurley, former chairman of the Federal Trade Commission, Mr. Ingersoll said that official had declared this activity of the Associated Clubs "the greatest piece of constructive work going on in American trade."

Trade Paper Advertisements

That trade paper advertisements have such news value that the trade paper which fails to carry a representative line of advertising in its field is not doing all it should for its readers, was the assertion of W. D. Gregory, circulation manager of David Williams Co., New York. Speaking before the trade paper men at the convention of the Associated Advertising Clubs of the World at St. Louis, he said:—

"The subscribers of to-day want and expect manufacturers to keep them informed through their business papers, concerning all merchandise and service in their respective lines; and no matter how excellent may be the editorial contents of any paper, that paper is not performing its full function in its field nor is it satisfying the legitimate demands of its subscribers unless it also regularly carried the advertisements of a goodly number of representative supply firms in that field."

Concentrate Stocks

Concentration in stocks and more rapid turnover of smaller stocks is the manufacturer's advice to the retailer, and pursuit of this policy brings greater benefit to both elements in distribution, said John A. Bush, St. Louis, in address-

ing a general session of the St. Louis convention.

There is an apt story illustrating this, said the speaker, in introducing a brief narrative taken from a retail shoe experience. He said one Texas merchant started in business with \$750, and made a connection with one shoe house, one dry goods house and one hat house as his sources of supply. Within five years he was doing \$300,000 a year gross and he started a series of stores. His first shoe purchase was \$350. His 1916 fall purchase was \$12,000.

Another merchant in another town scattered his orders, dividing his shoe business alone among ten houses. The buyer carried a \$10,000 stock and "the specialty habit," making annual sales of \$12,000—but making no money.

Last year, the merchants made a radical change and concentrated his business with one shoe house. He installed a stock of \$2,800 and developed a gross business of \$16,000, enjoying six turnovers with an obvious profit. Most of this man's orders are small, forwarded every two weeks on counsel of the shoe house. This principle of concentration, or "few kinds" has resulted in many successes, said Mr. Bush.

THE ONTARIO POTATO CROP

The Ontario Department of Agriculture has announced that the potato crop this year will be larger than the average and considerably more than that of last year, if the weather is favorable. Some time ago fears were expressed that high prices of seed, due to the disastrous weather and short crop of last year, might result in a decreased acreage, but careful inquiries made in the potato-growing regions reveal that this is not the case.

Reports from the Maritime Provinces indicate increased plantings of potatoes, running from 10 per cent. to 25 per cent. Inasmuch as the average yield in Canada is more than sufficient for local needs there should be a surplus this year which should be very useful in increasing the home supply and freeing more exportable commodities for shipment abroad.

The Ontario department rendered valuable service in the distribution of seed potatoes by giving out 40 carloads and placing prospective purchasers in touch with sources where they could purchase their seed potatoes at wholesale prices.

JEWISH BAKER DEAD

Israel Singer, Montreal's first Jewish baker, is dead, at the age of sixty years. He followed the baking business in the city for twenty-five years, and retired about seven years ago. The late Mr. Singer took an active interest in the welfare of Jewish children in Montreal, having organized the Hebrew Free School, and had been identified with other charitable efforts designed for the uplift of the poorer classes of the Jewish race.



Modern Time Recording in Retail Stores

Recording Device is Beneficial to Both Employer and Employee—Recorder Increases Efficiency and Acts as Inoffensive Check on Business.

MANY retail merchants are realizing the importance of having a perfect record of the comings and goings of each of their employees on the basis that time is money, and this fact is being evidenced by the increasing use of up to date methods of recording such information. As an illustration of the value of this plan take a store with ten clerks with an average payroll of between \$7,000 and \$8,000 a year. It is evident that such an expenditure of money is worth checking to say nothing of the desirability of raising the standard of discipline in any well managed organization.

Discipline is created by commanding respect and the old adage says you can only command respect when you treat each one exactly alike, and this is the principle involved in the up to date time-recording apparatus. With the modern time recording instrument in a retail store each clerk registers his own time when he comes to work and when he leaves, also his goings and comings during the day if he has occasion to leave the store. This procedure gives the really honest clerk a chance to prove his honesty. What is meant is this, that when he took his position he sold to his employer, let us say ten hours a day for a certain wage. If he is ten minutes late in the morning, and wastes another fifteen minutes at noon, and leaves ten minutes early at night, then he is not delivering what he has sold.

Perfect Record of Employees' Time

The time recorder gives a perfect record of the time spent by the store employee beyond dispute, and better still, a new type of recorder will print a record in red ink when the employee is late or when he leaves before closing time. The effect of this is beneficial not only to the employer but to the employee himself as it "keeps him on the job", so to speak. Another point to be taken into consideration, is that the same employee will be in business for himself some day,

and no better training for such future responsibility could be given him than the adherence to strict disciplinary principles as encouraged by such a mechanical device as the time recording instrument.

Such a record as is given by the machine is almost of vital importance to the merchant, as it gives him a means of knowing whether his store was opened at the right time in the morning and who opened it. Many a hundred dollars' worth of trade annually has been lost owing to the store not being opened early in the morning when customers expect it to be, and yet the merchant knows nothing of it unless he happened to be there himself. The modern time recording instrument, acting as a check upon the business as a whole, and not individually upon the employees to such an extent as to render it offensive, makes it unnecessary for the merchant to always be at his store to see if it opened at the right time in the morning, and whether it was closed at night.

Time Recording Avoids Difficulties

As an evidence of the value of the modern time recorder to both employer and employee take the case where an employee is reprimanded for returning late after lunch when he really was not overstepping his regular time allowance through delay in leaving the store. The reprimand was made without a knowledge, on the part of the employer, that the employee had been delayed in leaving. In some cases such a reprimand is not delivered, and therefore the employee has no way of clearing himself. In this manner a wrong impression is conveyed of the methods of the employee through no fault of his own, and its constant recurrence would undoubtedly create a graver situation with the possible loss of his position. In such circumstances the recording machine would indicate exactly how long the employee was out and would preclude the possibility of such a situation arising.

Another feature of the device as used

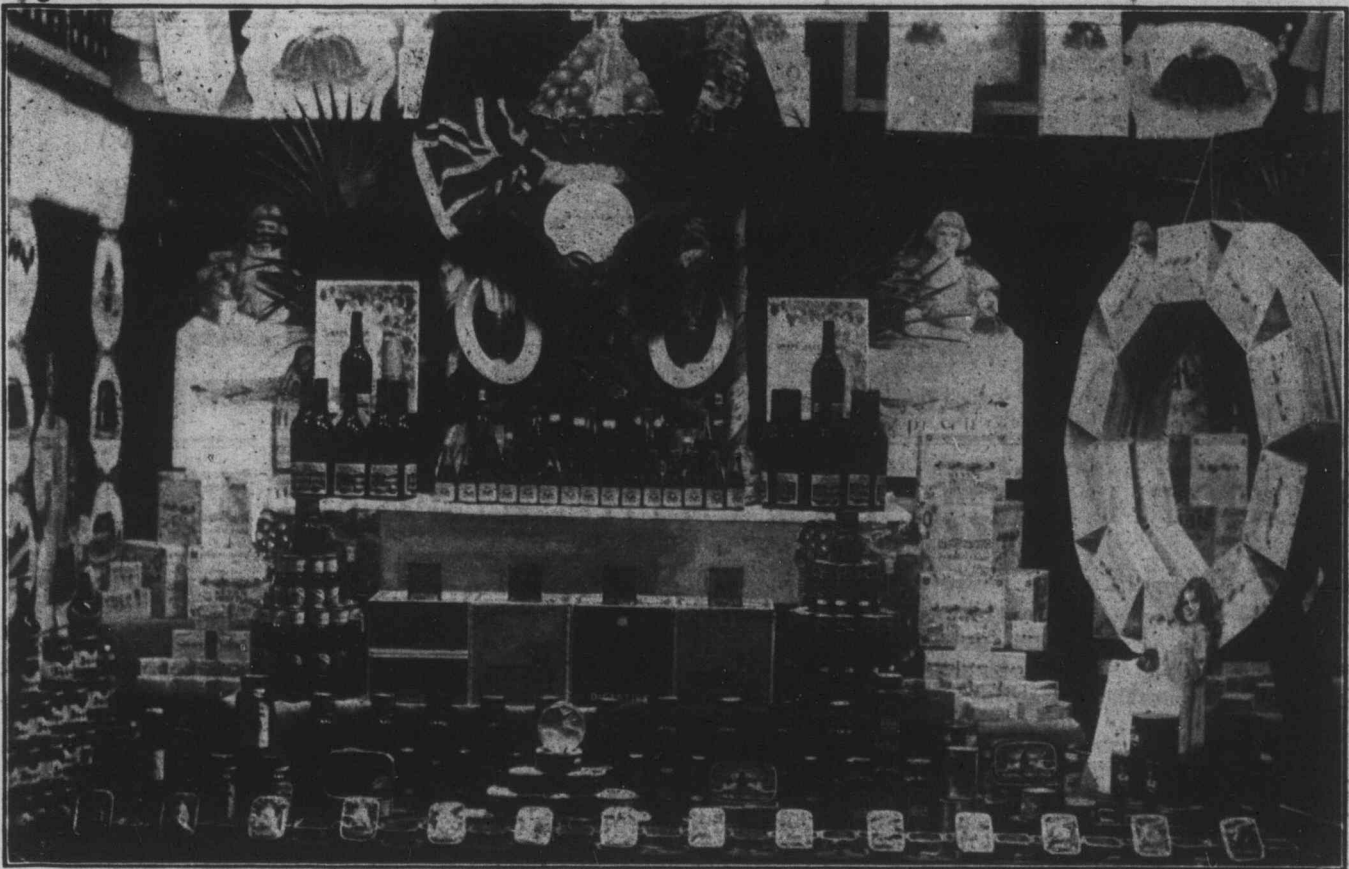
in a retail store, is in connection with the paying of the employees on the basis of time spent at work. Every retail merchant is periodically up against the situation of dissatisfaction of some employee who claims he is short paid at the end of the month or fortnight as the case may be. This situation is created by an inadequate record having been kept of the time of that employee, and the money consideration makes it more important that an efficient system of such recording should be instituted by any retail store. With a little figuring the exact number of hours and minutes spent by the employee at work can be calculated, and no difficulty arises in connection with the payment for such time. Another factor which enters into the question is that the record is a mechanical one, and does not lend itself to dispute, as would a record kept by the employer himself.

In addition to the time recording apparatus described, some merchants also favor the newly introduced door attachment which connects with the time recorder and indicates the clerk who opened the door, at what time, and the door opened. All these improvements increase efficiency and that is what is required. It is evident that the introduction of some such mechanical system of record is a feature much to be desired in the modern retail store, and especially in view of the fact that it is of equal benefit to both employer and employee.



COMBAT WHEAT SPECULATION

It is proposed to turn the elevator and buildings of Cereals, Limited, at Kingston, Ont., into a flour mill for the benefit of the allies. It is understood that the American and Canadian food controllers are behind the project to establish a number of flour mills in order to cut into wheat speculating. In this connection an option has been taken on the Cereals, Ltd., plant by K. R. McDonald, of Kansas City.



Here is a window display that is full of suggestions for this weather when the days are becoming warmer, and hot dishes are at a discount. An effective arrangement of summery lines like this should be a great trade getter at this season.

Further Consideration of Sick Business

Benefits of Small Floor Space Considered—When Lessened Space May Actually be an Asset—The Wisdom of Taking First Losses.

By Henry Johnson, Jr.

LAST week I gave my "Ontario" friend some rather radical advice about curtailing his own storage and selling space. Maybe he will think I have put this somewhat too strongly; so let me indicate a few things.

From 1882 to 1900 Johnson & Son occupied a store with 50 ft. frontage and 85 ft. depth. It was irregular, so was equivalent to about 85 by 40 ft. We had main floor and cellar of this store and a second storey storage equivalent to 30 by 40 ft. Here were 8,000 square feet of space. Our sales were around \$50,000 in the early days to \$33,000 latterly; the falling off being due largely to the shifting of the town's business centre.

Beginning of 1901, we moved to a prime location in the new centre where we had a store 20 by 100 ft., with basement 20 by 30 ft., and gallery 20 by 20 ft. This gave us a total of 3,000 square feet, with a salesroom 400 square feet smaller than our old store. But we sold from \$60,000 to \$65,000 a year during the upwards of twelve years in that store.

In 1912 we moved again—across the street. for the location could hardly have been improved. Here we increased our

total space to 4,000 square feet, but reduced our salesroom to 1,800 square ft. Yet in this last store we did between \$70,000 and \$79,000 annually during the succeeding years.

The Lessons Learned

What's the answer—and how had I the courage to make these radical reductions in space?

I got the idea from studying retail quarters in large cities. There I saw men doing a really tremendous turnover in veritable "holes-in-the-wall." Seemed as if they hardly could turn around. But then the thought came to me that turning around was not in itself a very profitable exercise! I thought of the waste motion of running across forty feet of space and back again six or more times to wait on a single customer, and compared that labor with the work of reaching most things almost within one swing of one's arms.

Then I recalled the not infrequent times when we ordered five tiers of lard—and then "found" one or two still in our rambling cellar. You may know something about that yourself.

Well, the new store with 2,000 feet on the salesfloor; with a basement so small that nothing could be "lost" in it; with the gallery laid out so that we had to sell down to a few sacks of flour before we could take in another car, seemed cramped at first. But we got used to that very soon. Increased trade, with the necessarily greatly widened range of variety of stock, compelled us to buy, sell and buy again many times more rapidly than we had been doing.

In fact, in the original store we had carried about \$5,500 of stock. In the second store once we got up to \$8,000; and when inventory revealed that condition I was so disgusted with myself that immediately I stopped buying and continued "stopped" for over five months, until the stock was down "to the bone." Never after that did we exceed \$5,500 at inventory time and sometimes, even with sales upward of \$70,000. We had our stock down nearly to \$5,000.

The "Sick Business"

Bear in mind, too, that Johnson & Son's business was fairly prosperous with sales of \$33,000 and progressively

profitable during the succeeding fifteen years, whereas now we are studying a business which has the proprietor "guesing" to quote his own expression. So I am justified in recommending to him a strong dose of commercial cathartic. Let us see where I left him last week.

I have advised his confining his grocery business to a sales space 70 by 12½ ft., though in practice and during the day, his customers would have the full aisle space, even as they have it now, so he need not be cramped for room. But this would give him 875 sq. ft. for the sale and display of his own goods, while he would have 1,750 basement storage and perhaps 200 square feet of rear storage, though I have no measurements of the rear for guidance. At any rate, there would be 2,825 square feet altogether—perhaps more—in which to do less than \$38,000, compared with my own \$60,000 and upward in 3,000 square feet of space. So I think he can manage O.K.

Now, with the release of capital tied up in china and curtailment of the stock of flour and feed to wholesale proportions, my friend should be in much easier circumstances than he is at present. Hence, another radical step he plans to take should not be taken without some further very-careful thought and experiment.

Do Not Rashly Cut Out Credit

I am distinctly not one of those who believe that a cash business, strictly so called—and other kind should not be called "cash"—is either likely to be more profitable or simpler to run than a mixed cash and credit business. A properly conducted credit business is the best kind there is. It is simply up to the man to conduct it properly.

Now, my friend has \$17,000 annually of credit trade. He plans to cut that out by going on a cash-basis, all except the railroad employees' accounts and such as follow him to cash.

How is this different from saying that he is going to run a limited credit business, the limitation covering those who have some responsibility behind them in shape of a railroad job? And if he is capable of doing credit business with that limitation, why not with any other?

No; the thing for you to do, Brother, is to learn to say "No"—not indiscriminately, but in certain circumstances laid out on certain principles, determined as rules of action in advance. Make rules—then stick to those rules as though they were made by an authority above you. Think and say: "Our rules do not permit so and so; or prescribe this and that."

Adopt the attitude toward your customers that a jobber adopts toward yourself. Question is: Can this applicant pay? Does he pay others? Has he the resources and inclination to pay—on the dot—in full—when he agrees to pay? Base extension of credit on what you honestly can reply to those questions.

Then, just as with the china, take a loss quickly. The account not paid when due, or not paid in full—cut it out! Lose

Toronto Car Strike Will Aid Retailers

Probable Effect of Lack of Travelling Facilities Will be to Favor the Locality Store—Telephone Orders Grow More Brisk—Large Store's Loss Will be Local Store's Gain.

THOUGH at the time that the CANADIAN GROCER goes to press the Toronto car strike was only a day old, and consequently conditions had hardly shaped themselves to meet the changed situation, a number of merchants questioned, stated that they already noticed quite a material difference in the phone orders that were coming in and a general tendency of the people in the neighborhood to deal more exclusively with the local store of their choice. Unquestionably the down town stores stands to lose by the curtailment of the number of people who in the nature of things will venture down town, and risk the uncertainty of being offered a lift home by some fortunate auto owner. These stores will of course still

do a large telephone business, but unquestionably a part at least of their business will be curtailed, for the telephone is a poor substitute for the personal visit. This curtailment will in all probability accrue to the benefit of the localized store. The community surrounding are not offered the same inducement to go far afield as has been before them at other times and will likely give the bulk of their business to the stores in their locality. Just to what extent this may be true, is hardly known as yet, but should the strike be of any duration, the local store should surely profit if they are wide enough awake to seize the opportunities that present themselves and make the most of them.

\$4 sooner than risk \$14 more; drop \$16 rather than pile \$30 more onto it and then lose \$46!

Pay more close, personal attention to the status of your outstanding accounts than to any other one thing in your business. Then your credit will prove as solid, as reliable, as tangible an investment as your stock in trade.

'Scuse me if I bear down rather heavily on this and talk a lot. It is my hobby—and I have a right to call it so. For I have collected over 95 per cent. on a clean-up of retail grocery accounts; and no matter how modest I want to be about that, I must say that I know of no other retail grocer who has ever done as well!

I hope I have said something worth while to you. Write me further with details now supplied, and ask me all the questions you like. I want to see you repeat in your present location the success you achieved in Blankton—and I know you can do it!

TORONTO GROCERS ADVOCATE EARLY CLOSING

The regular meeting of the Toronto Grocers Section of the R.M.A. was held on Monday night last. The last remaining details relative to the picnic to Niagara Falls which takes place on Wednesday next were completed, and it was evident from the report of the picnic committee that the picnic, weather permitting should be an unqualified success.

The much discussed problem of early closing was again to the fore. W. C. Miller, the Provincial Secretary, stated that he had interviewed the civic authorities and had learned that they would require a vote of 75 per cent. of the grocers and fruiterers, before an early closing by-law would be passed. The grocers decided to energetically go after the matter, and with the idea of getting

a preliminary census of those who could be counted on to favor the measure, they are putting two men out to canvass the city. The result of these investigations will determine whether it is advisable to do anything farther in the matter or not.

ENORMOUS INCREASE OF SUGAR EXPORTS

Not until the European war, was American sugar an important commodity in the commerce of the world. Much sugar was made for the home market, it is true, but comparatively little of it was sent abroad. Rarely do statistics disclose such an abrupt dislocation in the world's market of an essential article of trade. In 1913, which was the last peace year, American refiners exported only 28,000 tons. In 1916, they sent abroad 703,885 tons. The housewife who has been complaining of the steady increase in the price of sugar may find the explanation in these figures.

EARLY USE OF SUGAR

There are many references to the use and manufacture of maple sugar among American Indians by early travelers. Lafitail, the period of whose observation dated back to 1700-5, describes how "in March the Indians make transverse incisions in the trunks of trees with their hatchets, from which trickles an abundance of water, which they afterwards boil over a fire." He says that the sugar thus made always had a burnt taste, and that the French improved on its manufacture. Allusions to the manufacture of sugar by the Indians are not uncommon in colonial times, but most authors seemed to take it for granted that it was a borrowed art, and so passed it on without comment. But there is evidence to show the making of sugar by the aborigines dates from remote antiquity, and that they were in no way indebted to the Europeans for their knowledge.

Co-operative Delivery of Souris, Man.

Some Details of the System Explained—How it Works for a Better Delivery and Eliminates Difficulty—A Word About Costs—How the Dealer Maintains His Identity in Delivery.

SOME little while ago we dealt briefly with the co-operative delivery that had been inaugurated in Souris, Manitoba. As some further information relative to this matter has come to our attention, and as the delivery question at the present time is one of the most vital questions facing the grocery trade, the subject is worthy of further discussion.

The co-operative delivery as started in Souris is not of a very extensive nature. It was put into force by the general merchants only, but even representing as it does only a comparatively limited number of the merchants of the town, it takes in those merchants who in the nature of things are the most interested in the delivery problem. In the time it has been in operation it has manifestly proved itself a success, not only in the lessened difficulties for the merchants but in the improved, more regular service for the customer.

Dividing the Town Into Districts

In arranging the plan the town was divided into districts, A, B, C, and D, etc. In this way it was possible to formulate a more regular schedule, so that both patron and merchant could get a pretty good idea as to just when the goods purchased might be expected to arrive.

The actual delivery was in charge of the owner of the garage, who provided the car and had full charge of all arrangements. Up to the present one car has been able, owing to the systematizing of the delivery, to handle, and handle efficiently, all the delivery requirements of the stores in the system.

There are three route deliveries a day and two general deliveries, and on Saturday evening there is one delivery.

Getting the Co-operation of the Customer

In order that the delivery may be handled expeditiously, it is necessary to put a good deal of system into it, more than that, it must call for the co-operation of the purchasers. Each customer is equipped with a route card, and knows just when a delivery is to be expected, knows, too, at just what time the delivery is going to leave, and as it is brought very clearly to their attention that all orders must be in fifteen minutes before the delivery leaves, the item of confusion is practically eliminated, as this fifteen minutes gives ample time for the merchant to get his goods in shape before the delivery is due to leave.

Saving the Store's Identity

One of the most frequent arguments heard against the co-operative system is that by turning over his delivery to some



The car used for the Souris Co-operative Delivery. Note the roomy body and the double deck that permits of carrying a good load.

other interest beside that of his store, the store itself tends to lose its identity. That the association of the customer with the store is not nearly so close as it otherwise would be.

There does not appear to be any very great weight to this objection, but such as there is seems to be fairly well met by the system adopted in Souris. Each merchant has a special parcel tag with his own color on it; this tag attached to parcels, is a clear enough association with the store, but in case anyone should miss that, the delivery of each parcel is

from the special boxes of the store, and these boxes carry out the color scheme suggested by the tag, so that if you see a red colored box going into a certain home you don't have to go to Baker street and hunt for Sherlock Holmes to tell you that this particular order came from such and such a store. What better advertising is needed than that?

At the back of each store a delivery booth is arranged. As soon as they are made up the parcels are arranged there. They aren't cluttering up the store or being a stumbling block to unwary customers. They have their own place, and when the delivery hour arrives, the delivery man drives up to the rear and takes the parcels for that particular delivery. No time is lost in asking the clerk where the parcels go. There is a maximum of speed in getting the parcels away, and the minimum of disturbance in the store. And that is certainly an item worth considering.

Something About the Costs

Now what of the money end of the system? It's a better system for the merchant; does it cost him more or less?

The general consensus of opinion is that the new delivery system has reduced the cost of delivery by a good 40 per cent. Moreover, each merchant had his horse and rig that he could dispose of. There was a certain amount of capital tied up in this way which was released for more lucrative uses.

Of course, there is the customer to be considered, and the customer as a rule does not take kindly to innovations, so that there was a good deal of uncertainty as to what would happen when the system was first inaugurated on May 1. Well, sufficient time has now passed to

SOURIS MERCHANTS GENERAL DELIVERY

D. A. MACKENZIE.	PHONE 4
J. H. MORE.	PHONE 61
WHITE & ZIEGLER.	PHONE 18
W. C. McSHANE.	PHONE 79

DISTRICTS

District "A"—All of Second St. and that portion of the town lying north of Plum Creek and west of Second St.

District "B"—All east and north of Second St. west of the river, and north of the Crescent.

District "C"—All west of Plum Creek.

District "D"—All east of the river, and First St. south of the Crescent.

TIMES OF DELIVERY

District "A"—9.30 a.m.
District "B"—10.15 a.m.
District "C"—11.15 a.m.
District "D"—11.15 a.m.
General Delivery—2.30 p.m.
District "A"—4.30 p.m.
District "B"—5.15 p.m.
District "C"—6 p.m.
District "D"—6 p.m.

Saturday evening—A general delivery after 9 p.m., all orders for which must be in before that hour.

All orders must be in 15 minutes before advertised delivery.

Your district and times of delivery are underlined.

Schedule card issued to customers.

enable everyone to pass an unbiased judgment and the unqualified opinion is that the system has proved itself a success. The customers are spared the annoying uncertainties that were made part of the old system, the merchant is spared the unjustifiable demands that were made through the lack of understanding of the conditions. This happy state of affairs could hardly have been attained, save by the fact that the delivery was turned over to an agency entirely apart from the store. Once the parcel was put up it ceased to be part of the care of the store. The delivery company were entirely responsible. In that way, too, the system has proved satisfactory; the public so often looks upon an order to the store in the nature of a favor to that store that they expect unusual favors, and many of these favors hinge around delivery. For instance where people are out, which be it noted,

Parcels	Phone 18.
WHITE & ZIEGLER, General Merchants	
Crescent Avenue Souris, Man.	
Name	
Street	

Form of parcel tag used. Each merchant has tag of different color.

is comparatively seldom, for they know exactly the time to expect the delivery, such articles as oil cans and egg crates are not left, but are taken back to the store and delivered next day. Now the chance of a customer looking upon treatment like that from the store as anything but an insult is very unlikely, and the

least the grocer could do to square himself would be to make a special trip to take the things back.

With the co-operative delivery, however, things are different. It is out of the merchant's hands entirely, and the public are far more ready to see the necessity for the delivery man taking these precautions than they ever would be for the storekeeper.

Co-operative delivery has a thousand and one things to recommend it, as many a town besides Souris can prove. It has its disadvantages, of course, its difficulty of operation, but these difficulties are not insurmountable. In Souris, the idea was first introduced by the Retail Merchants' Association, the idea being simply to find a cheaper way of doing business. In that object it has succeeded, and according to the opinion of both merchants and public, has a margin of other advantages as well to spare.

The Value of the Loss-off System

Practical Suggestions From Two Merchants Who Believe in the Value of This Method of Regulating Quality—Suggestions as to How the Difficulties That the System Presents May be Met and Eventually Overcome—Information That Will be of Interest and Value to Many Merchants.

EDITOR'S NOTE.—In a recent issue we published a letter from R. H. Harwood of Elm Creek, Manitoba, stating that Winnipeg wholesalers were sending out notices that in future they were going to buy eggs on the "loss off" system, Mr. Harwood was somewhat appalled by the difficulties that the change was going to occasion, and asked for some practical advice. The accompanying letters were received in reply, and being from practical men who have actually faced the difficulties that Mr. Harwood fears, their suggestions and advice should be of great benefit to many merchants who feel as Mr. Harwood does about the matter. It is a matter that is of great moment to the grocery trade. It is a systematic effort to improve the quality of all eggs marketed, and in so much it effects not only the merchants who receive eggs from the farmer, but every merchant who is interested in the sale of this commodity.

HARRISTON—Editor Grocer, Dear Sir:—Have just finished reading Mr. Harwood's letter asking for information re-handling eggs on the loss off basis and am pleased to try and offer a few suggestions.

Having spent some fourteen years in the wholesale produce business before entering the retail, this comes as a very easy matter to me as I have no doubt that I can take 10 dozen eggs out of a basket and candle them, in less time than the average merchant could "transfer" them.

In most small town stores 75 per cent. of the eggs are delivered by the farmers on Saturday, and here the average grocer is trimmed right on the start, and especially if he gets it into his head that it "can't be done." In the first place you have got to learn to "candle" eggs. By this I do not mean that you should leave off your start until you become an expert. Get a good candling appliance

and set it up in your cellar where you have room for a bench to work on, every chance you have, get some eggs and look them over. Black rots, red rots, and musty eggs will be very easy for you to pick out and after you have been at it some time and get to know what a "good egg" really is you will be able to pick out "spread yolks," and blood rings. These latter kind you will find your deadliest enemy, for a few days in a warm place or under a hen and a fertile egg will commence to "hatch," the first stage of this being a blood circle that forms on the yolk, these are all thrown out as unfit for food and of

course it is the storekeeper that stands the loss.

If you find that you cannot candle them as they come in put them in separate boxes with the farmer's name on a ticket, so that you will know who you got them from, advise your customers that you are buying them on the loss off basis and that you will have to charge back any bad eggs. In this way you can candle them at your leisure, and have your returns ready when they come back the next week, you will gradually acquire a better idea of eggs, will be able to handle them faster and will

(Continued on page 31.)

Co-operation in Egg Marketing

For the past four years we have been working to secure a steady market for the best grade of eggs, at a price better than that paid by commission merchants, and the best evidence of our success is that we constantly have on hand orders calling for from 300 to 1,000 dozen more than we are able to secure, at a price from three to nine cents per dozen more than the produce houses are offering. For instance, at the present time we are securing 36c per dozen for strictly new-laid eggs, whereas we are only offered 27c by the best commission merchants.

This market depends entirely upon quality. Nothing but clean, large, absolutely new-laid eggs are wanted. If we supply stale or bad eggs, that market is lost; and for that reason we are asking farmers at this season of the year to be doubly careful in the gathering and care of the eggs produced on their farms. Bear in mind that if we lose this market, you, the farmers, will be the losers, not John Karley & Son. Co-operate with us and we will always be able to pay you, as in the past very high prices for eggs. It is to our interest to get you highest prices; it is certainly to your interest to help us get them.

Gather eggs in hot weather at least once a day.

Bring them to the store at least twice a week.

Don't bring in stale, dirty or cracked eggs—you will be the loser in the end.

And don't take offense at this letter; we are trying to get best results, and this is not aimed at you in particular.

Yours faithfully,

JOHN KARLEY & SON

CANADIAN GROCER

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ESTABLISHED 1886

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EDITORIAL BRIEFS

THE good old potato is once more getting down to a place where it is cheap enough to eat, and it is going lower before it is through.

* * *

THE Jamaican Banana crop, which was destroyed by a hurricane about a year ago is again becoming a factor in the banana trade, and will this season be as large as usual. In this connection it is interesting to note that the price being paid in Jamaica for the fruit is on an average about 54 cents a stem.

* * *

PRESIDENT Wilson's proclamation providing for absolute government control of exports is another step in the right direction. It will prevent neutral nations like Sweden and Holland providing themselves with an exportable surplus of goods that can be sold at a neat profit in Germany. Another little turn of the screw, every one of which helps.

* * *

THE Women's Committee of the National Council of Defence is setting about the task of enrolling twenty million women in an organization pledged to food conservation. If twenty million women make up their minds to economize it looks as though something would really be accomplished. Twenty million women pretty thoroughly represents the food purchasing element of a nation of a hundred million.

* * *

THE hotels in different parts of the Country are promptly taking up the Hon. W. J. Hanna's advice to curtail wastage, and use perishable foods where

possible. This is a good move, and one that probably won't hurt the hotel-going public, but after all the worst wastes are in the home, not the hotel. The hotel is careful of wastage anyway, for therein lies their profit, but the home, why things just naturally get wasted. This is the leak that is dangerous.

* * *

THE marauding shark has again made its appearance on the Atlantic coast. That will be a disheartening note for the Atlantic summer resorts, the shark having on recent date displayed such a strong taste for bathers. Well the American Government is making a big effort to put the shark on the menu of the American people under the name of Grayfish. The Americans eat shark, and the shark eats the American. It would seem a fair enough arrangement.

* * *

THE British Government has relaxed its embargo against Canned Salmon, and will admit 50 per cent. of the import of 1916. This fifty per cent. is to be divided equally between Canada and the United States. That gives Canada a considerable advantage, for in 1916 Canada's exports to Great Britain were only about three-fifths of those of the United States, so that actually Canada should still be able to find a ready market for her exportable surplus of canned salmon.

* * *

THE Vegetable Growers' Association of the Humber Bay District held a meeting on Monday of this week to arrange for better prices for their goods. After much discussion of the existing prices a set price that would give them a more satisfactory return for their labor was decided on. The interesting part of this meeting was the contention that though the growers were getting more for their goods, it would mean no extra charge to the consumer. Now just how is that happy state of affairs achieved. The growers are to receive, but apparently nobody is to pay.

FEATURING THE GLASS JAR

THE HERE is a systematic campaign on foot to encourage the housekeeper to can perishable foods for the winter, so as to release more needed products for other uses. Cans are scarce and actual canning is a sealed book to the average housekeeper, but give them a glass jar and they are perfectly at home and happy. This is a situation that the grocer would do well to consider, and to do all that lies in his power to foster. Every can of perishable food put up is a nail in the coffin of the Hohenzollern hopes. Let the grocery trade be the men to pass round the nails.

CONSCRIPTION OF FOOD—IS IT NECESSARY

THE Hon. W. J. Hanna, in a recent speech in Toronto, again brought firmly to the attention of the people, the essential facts that lay behind the

food controllership. That there was a food deficit among the warring allies that must be made up if conditions were not to become desperate, and that by reason of their location the United States and Canada were in a position of supreme responsibility; on them rested the burden of seeing that these demands were met.

If the consumption in Canada and the United States is maintained at its usual level, then the warring countries must face a lack of 150,000,000 bushels of food grain. There is little wonder that the Hon. Mr. Hanna speaks of the situation as desperate. There is less wonder that he is calling on Canada to do her part in conserving necessary food, not for the sake of saving money, but for the supreme reason of making the successful termination of the war a possibility. If these facts are true, and we have every reason in the world to believe they are, then we in Canada are going to be faced sooner or later by the necessity of economizing. If we will not do it voluntarily, and with a good grace, then unquestionably the Food Controller will use his dictatorial powers. Under all his statements this suggestion is plain.

Now there lies with the Grocery trade the great opportunity to help in this work, to free themselves from the stigma of thinking only of profit. In England merchants are refusing to sell goods in quantities, are urging their own customers to rigorous economies. That will not be necessary here. Canada is abundantly provided with food. It is a garden of fruit and vegetables. Good food for Canadians but of no service to the world at large because of their perishable nature. With the Grocer lies much of the obligation to push only those goods that can well be spared, to lay emphasis on the perishable food. Now is the time to line up behind the food controller. Don't let us force a conscription of food.

MENACE OF OVERDUE ACCOUNTS

NURTURED by war activities, conditions that in early 1914 had become dull and depressed, have reverted again to normal, and from that in many instances have climbed beyond the normal into a very exceptional prosperity. With the passing of the idea that the war would be over in six months, and the gradual realization that it has lasted three years and may possibly go on for another two years, there has grown up a feeling of confidence in the stability of present conditions.

It is not the mission of this publication, to say a word that would in any way disturb the public confidence. It is not the mission of this publication to disseminate gloomy views, or to urge the curtailment of business activities. There is this to be said, however, by way of warning, that these present appear-

ances of prosperity are built up on war and war's activities; are built up on waste instead of conservation and progress, and that prosperity so built is on no very sure foundation. More than that we have no teaching of experience to guide us. The world has never known a catastrophe of such magnitude. All foretellings of the future are merely guesswork. There are men who bespeak an even increased prosperity in the years of reconstruction to follow the war. There are others who can see only a calamitous paying up for all the great wastage of blood and treasure. Either one may be right. But in these times it is not well to gamble too much on possibilities.

What can the merchant do? He certainly cannot discontinue business or adopt any half-hearted methods. All he can do is to adopt the standpoint that the best conditions will follow the war, and then provide against the possibility that he may be wrong. For one thing he may wisely keep a firm hand on all financial matters. Take the matter of accounts. Whatever the result of the war it is not going to be well for the overdue account. Here is the man, for instance who a week or so ago bought flour at \$14.00, suppose that account is let run until that same flour is worth at market quotations say \$7.00, such things might well be if the rosiest dreams are realized. Just how ready will this man be to pay this long deferred bill, just what measure of friendship will the merchant have stored up for himself? For his long patience, he will have earned a reputation of a conscienceless profiteer and be fortunate if he can collect his account. In times like these with prices far above normal, which means sooner or later that they must decline sharply, it is suicidal to let accounts run. The purchaser should pay, when he is in the same humor that he was when he made the purchase, and before he has grown to think that the charge is extortionate. Or suppose things are not quite as rosy, and there comes upon us a season of harder times. What then? In these days most people have been earning up to their maximum capacity. They can probably pay now if they ever can, and the merchant should make sure of this. If the customer cannot pay, it is always possible to get small regular payments on account. We are now half way through the year. If you as a merchant have been carrying accounts for extended periods, it is time to cry a halt in this dangerous practice. A good account is an asset, a delayed account quickly ceases to be so. To carry accounts over into the second half of the year is to tempt conditions too far. Clean up your business and keep it cleaned up. Keep your credit with your wholesaler good, and your customers' credit with you equally so. In that way, whether the optimist or the pessimist is right, your business should weather these coming years.

How to Get and Keep Business

Brief Essays by Western Merchants Describing the Means They Have Found Effective in Meeting Outside Competition—Advertising, Service and Quality Generally Considered the Greatest Arguments

EDITOR'S NOTE.—At the time the Manitoba Retail Merchants' Association was in convention at Winnipeg, Russel Lang and Company, booksellers and stationers of that city, as an incentive to the better understanding of the problems of the cities, towns and country places had to meet in facing the competition of the Mail Order House, offered a prize for the ten best papers on the general topic "How We Get and Keep Business in Our Town." We publish herewith three of the essays in the belief that they will be a stimulating influence to other merchants, to make their home town or district a real buying centre.

PUBLICITY, SERVICE, QUALITY, PRICE

The Best Means of Holding Business—How These Four Items Protect Against Mail Order House Competition.

By H. M. Dunham, of Brown's, Limited, Portage la Prairie, winner of the first prize.

NOW to meet extraneous competition is one of the hardest problems that confront the merchant in the small cities, town and villages in this Western country.

We have given the subject a great deal of study, and have made many experiments, which have convinced us that the solution of the trouble is in the manner in which we conduct our own business. We find that the getting and holding of business depends upon:

Publicity, Service, Quality and Price, in the order of importance in which they are mentioned, and which I will deal with separately, as from our own experience.

Publicity—Good local newspaper advertising, supported by well distributed circularizing and personal canvass, is the strongest check on the mail order catalogue.

Service—Efficient and courteous sales and delivery service, and the use of every possible means that will facilitate the comfort and convenience of the shopper. Prompt adjustment of complaints, and willing exchange of unsatisfactory goods. We try to make it a pleasure for people to shop in our store so that they will want to deal there.

Quality—We stock only dependable goods, bought from manufacturers and wholesalers of proven dependability. The source of the supply is particularly important.

Price—The price is also an important factor, but not the most important. Our buying is carefully done, and we can compete successfully with the catalogue. We may not be able to meet all the "leaders" in the catalogue, but we can have equally as good "leaders" of our own. If the customer with the mail

order inclination will give us an opportunity we can usually fill his order, in aggregate, for equal to, or less than, the catalogue house.

We feel that we have the catalogue beaten in this district, and while perhaps twenty per cent. of the business gets away, we think that this percentage will gradually decrease.

ADVERTISING BY SERVICE AND DISPLAY

All Kinds of Advertising of Benefit—Encouraging Good Feeling Among the Merchants, — Stimulating Local Loyalty.

By H. G. Prior, of Portage la Prairie, Man.

IN the first place we advertise. Truthful advertisements intelligently written and attractively displayed, backed up by merchandise that is dependable, and as described in the advertisement, is to us one of the most effective ways of getting and keeping business at home.

People to-day, and especially the ladies, take great interest in the different news items submitted by the merchants, learning therefrom what is the prevailing style, where it can be procured, and what it will cost. As a firm we make ourselves known to more people, and more people become acquainted with our store through advertising in our local paper, than in any other way. To be well and favorably known means an increase of business for us.

An efficient staff of employees is a very strong factor in the getting of business and of keeping it at home. Service is the key-note of this store. Many of our customers consider the service rendered by our staff, more than our prices, though we give careful attention to both.

The appearance of our store has been a big drawing card. A stock well kept shows that life exists in the store. Goods arranged for display in windows, on ledges and in show cases attract many people to the store who eventually become regular customers.

A feeling of good-will and patriotism toward other merchants in our city, has been of great value in the building up of our home trade.

If we, as merchants, do not loyally support our fellow merchants when requiring lines such as they sell, we cannot in return expect to receive the patronage of them, nor will we receive the support from the people of the community that we would otherwise receive. We advocate buy at home, and we must practise it. Co-operation between customer and merchant is most necessary. If each day we show a spirit of brotherhood toward our customers, show them

that we are interested in the welfare of men generally, interested also in the development of the city in which we live, and not live to ourselves alone, we in this way gain the confidence of the people and receive the support of many who otherwise might be inclined to send their money and business out of the city.

Eliminating the credit system is helping our business at home. The credit system has too many leak holes. The cash system has many advantages. By adopting the cash system we reduce overhead charges, dispose of bad debts, avoid mistakes in connection with accounts, remove the temptation of the fraudulent customer who procures goods under false pretences, governs the buyer who has a limited income, enables the merchant to pay cash for his stock of merchandise, which means lower prices to merchant and customer, and closer prices mean a bigger volume of business in our home store and city.

COMPLETENESS OF STOCK THE BEST ARGUMENT

Having the Goods Demanded the Best Way of Meeting Competition. Value of a Cash and Credit Price. The Place of Advertising

By C. W. Whitman, Emerson, Man.

OUR experience is that the foundation of sales results in the stock carried. We believe in carrying a complete stock of the goods our customers want. Have you ever heard your customers say: "Oh it's no use going there, they never have anything you want." We believe that much country business goes to the city in lines that country merchants overlook because they do not realize the demand. Our policy is, find out what our customers want, and what new demands can be created, and stock those goods.

The second point we have found worth while, is to promptly obtain any item out of stock. This applies especially to articles for which the demand is not heavy enough to keep. How does a customer feel, on going in one store for an article and being told, "we are out" with no further offer of service, and then going to the next store and getting the answer, "we are out, but we can have it down next mail." Which store drives its customers to the mail order people? We try to get the reputation of keeping everything our customers want, or if out, of getting it at once.

The next point is giving discounts for cash. Our goods are practically all marked two prices, cash and credit. The difference varies from 5 per cent. to 10 per cent. All goods are charged at

charge price, but payment inside thirty days gives our customer the cash price. Our customers appreciate this as much as we do. Cash is worth money, we make it worth while for our customers to pay cash, and thus help keep business at home.

Of course we find it necessary to successfully compete with mail order prices on staples. And we can compete to a large extent, as every hardware man knows. This sometimes leaves a small margin but keeps business. This year we believe we have practically eliminated mail order business in woven and barbed wire fencing, and paint. In fencing especially we do not keep a stock but forward our orders and buy and sell for cash. We have side-tracked paint orders on the way to the post office. These conspicuous examples appear to stand out in our customers' minds and the result is they get the habit of buying their hardware from us.

Another point of importance necessary to link up a well assorted stock, cash discounts and mail order prices is advertising. We can't keep business at home unless our customers know what service we have to offer. They all know what the mail order people have to offer. Advertising in the local weekly, mailed

circulars, letters, etc., personal solicitation all combine in selling our goods and services to our customers.

To sum it up, we find it necessary to have the goods, to give our customers actual service in supplying what they want, to give equal value to every one, so that the man who buys on time pays for it, and the man who pays cash doesn't, and to let our customers know about the goods and services we have to offer.

MARKET FOR CANADA'S GOODS

Senator Beaubien at Ottawa has offered a resolution urging the Government to advertise Canadian products in France by means of an exhibition train of sample goods for the purpose of obtaining for Canadian producers a larger share of the French market, especially at the cessation of hostilities. The resolution was adopted.

Britain has rescinded the order prohibiting the importation of canned salmon from the U. S. and Canada. Fifty per cent. of the amount imported in 1916 of this commodity will be permitted to come in.

THE VALUE OF LOST-OFF SYSTEM (Continued from page 27.)

very seldom have to carry any over without candling.

Above all do not blame the jobbers. They are right. Do not be like some of the old guard that have been buying anything that looked like an egg for the past forty years and afraid to tell their party that they had say, six bad eggs and would have to charge them back, sell this same woman something that is not "right" and see how quick it comes back to you, I have taken in as high as 300 dozen on a Saturday and would have 75 per cent. candled same day. The "loss off" system of buying eggs has been in force for the past three seasons in Ontario, and as foreman in a branch plant of one of our largest packers, I know what the merchant suffered the first year, some are still taking anything the farmer offers as eggs and I believe that I would be ahead of the game to trade my stock and profits for the season, for the amount that the branch referred to above collects from the merchants in one season for bad eggs.

I never buy an egg that I cannot sell and you might just as well get started right, and try and make your eggs show a profit the same as you do everything else. It is a hard proposition at the best and much worse if you pay good money for dead chickens in the shell, yours.

G. M. McDonald.

Educating the Producer

Sydenham, Ontario,
July 8, 1917.

Editor Canadian Grocer:

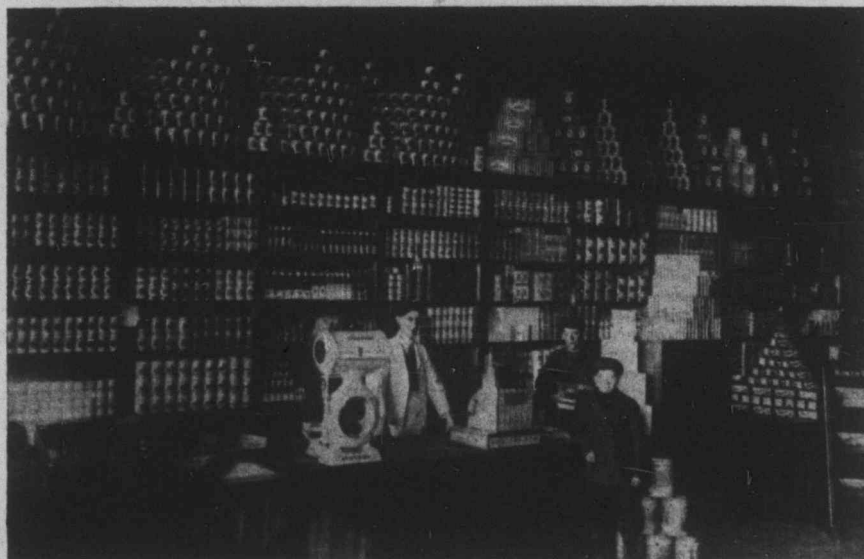
I have just read with interest Mr. Harwood's letter on page 43 of this week's issue, and understand just how he feels in the matter, as Montreal and Toronto jobbers have been buying eggs "loss-off" during the summer months, for some time.

Unless very large quantities of eggs are being received, enough to make it possible to have a special man in charge, on busy days, it certainly is out of the question to candle all receipts before they are "traded out." The only thing to be done at the time is to keep an eye on suspicious looking lots, candle them, and let this particular class of dishonest farmers know that they can't get away with it. Those are the people one wants to get after, there are only a few of them in each community, for the vast majority of farmers are honest in this matter. Next, Mr. Harwood should systematically educate his farmers as to the fallacy and waste of careless handling of eggs. This is his patriotic duty. In this connection, I am attaching a circular letter which is going out this week to our mailing list of 400 farmers. By keeping everlastingly after producers in a tactful way, much good will be done, and if Mr. Harwood tries it I am sure he will notice a big improvement in quality, for a farmer is quick to see anything that is to his ultimate advantage. Trusting that I have not taken up too much of your time, I remain,

W. H. Karley

Attractive Store on Edge of Coal Fields

A Brief Word Regarding the Bellevue Mercantile Company, a New Organization That is Faced by a Large Opportunity.



Grocery Department of Bellevue Mercantile Co., Ltd., Bellevue, Alta.

The Bellevue Mercantile Company is located in the village of Bellevue, Alta., not a large town, numbering a population of somewhat less than a thousand. But on the trade of that village, and the fertile surrounding country, and from the adjacent colliery district, a thriving business has been built up. The business was purchased from the Italian Co-operative Association of Bellevue, and is now doing a general store business under

the management of Fred Chappell.

That the store is one in which the residents of Bellevue may well take pride is evident from the attractive interior displayed herewith. The store is well equipped to attractively display its stock, and is equipped with many of the modern devices for the better service of its customers. The store taps a fine commercial country, and consequently its future should be of a rosy character.

THE CLERKS' DEPARTMENT

RAISED FORTY MILLIONS IN ONE WEEK

A Sketch of Brilliant Young Financier Who Brought New York Into Line for Red Cross.

An interesting sketch of the man who organized and directed the campaign which raised in New York in one week forty million dollars for the Red Cross is given in the *Annalist*. It appeared while the campaign was on and it is, therefore, necessary to add that the stipulated sum was raised all right in the stipulated time. Seward Prosser is a comparatively young man but a "comer" in American finance.

Two young men were having lunch one day in the Waldorf. One of them was Seward Prosser, the other Thomas Cochran. Both were then Vice-Presidents of the newly formed Astor Trust Company. A friend across the room beckoned to Mr. Cochran to come over to chat with him. He was a salesman for a drug house, just returned from another unsuccessful visit to a big store which for twenty-five years had refused to handle his company's line.

"If you could just get them to give our goods a chance I would put a \$100,000 account in your bank," said the salesman. But Mr. Cochran laughed.

"I would cut a fine figure going in there to ask those people to place an order for perfume and cosmetics where it would do me some good," he said. "However, I'll tuck that fact away in a corner of my head, and a week, or month, or maybe a year from now there may come an occasion when I can ask one of the owners why they don't handle your goods."

Back at work in the bank some time later the offer recurred to Mr. Cochran and he told the story to Mr. Prosser as an amusing incident. Prosser, a big, earnest young man with an ungainly walk, reached at once for his hat and lumbered out of the front door of the bank. In a quarter of an hour he was back at his desk, breathing a little more rapidly than usual.

"If you will call up your fat friend of the soaps and perfumes you can tell him to send his stuff to the store and his account to the Astor Trust Company," he said.

The incident is given here only to show the way Seward Prosser, President of the Bankers Trust Company (but not working at it for a few days) goes after things. He is singularly direct. His reasoning lacks the finesse of more intellectual bankers; he is not subtle, not clever at intrigue, but he covers intervening ground without looking much to the right or left. Other men can out-argue him without deflecting him from his purpose.

Above all, he owes what success he has attained to the quality which advertising men like to call "punch." He puts a

punch into things that he takes up, and then follows up the punch with a drive. He is strong physically, although he has drawn a little too freely on his reserves of energy lately.

Seward Prosser was playing a more important role last week than any of the better-known bankers, for he was directing the canvass that started out to raise \$40,000,000 in New York City for the Red Cross. That is a lot of money to ask people of one city to give away, but it is perhaps 75 per cent. of the total that the committees are going to turn in during the seven-day campaign that closes to-night. Figuring in the Red Cross dividends that will come to the organization, and the subscriptions obtained by the local teams but credited to other cities in which the givers have business interests, the committee had more than their \$40,000,000 raised in the first four days.

Prosser was made Chairman of the committees because H. P. Davidson is National Chairman of the Red Cross War Council. Mr. Davidson has built up an organization that is part of the secret of his success. At the same time it has meant the success of many men who have come to Davidson's notice. When he lived at Englewood, N.J., he became acquainted with Thomas W. Lamont, Dwight W. Morrow, Thomas Cochran, and Seward Prosser. The first three are now fellow-members in the firm of J. P. Morgan & Co., and Prosser is drawing \$50,000 a year as President of the Bankers Trust Company. It is sometimes asserted in the financial district that the road to fortune crosses the Erie at right angles at Englewood, N.J.

Back in 1907, when he was 35 years old, Seward Prosser was selling life insurance for the Equitable. He had formed the agency of Prosser & Homans, and had attracted some attention as a surprisingly efficient business getter. Where there was a prospect there usually came to be a policy.

Mr. Davidson was then organizing the Astor Trust Company, and he picked Prosser and Cochran to go in as Vice-Presidents. Neither of them knew any more about a bank than the ordinary depositor. Cochran had sold hardware and real estate among other things, and Prosser insurance. Both inexperienced, they told friends who gibed them on their appointment that one was a plumber and the other a soldier of fortune, which they considered made a winning combination for any bank. They were of the same age, and soon became known in banking circles as the Astor Twins. It is probable that neither of them has ever worked as hard since as they did in the early months getting the Astor new business.

Prosser served five years and on March 1, 1912, was called downtown to head the Liberty National Bank. When Benjamin Strong, Jr., resigned from the Bankers Trust Company to head the Federal Re-

serve Bank, Mr. Prosser was moved up another notch. Cochran followed him into the Liberty Presidency, and, after a short time, out of that into a partnership in the Morgan firm.

Mr. Prosser has a wife and three children, and still lives in Englewood. He is a convincing, but not fluent speaker. No one is carried away by his eloquence, but he gets his lesson home, which is the important thing he learned while selling life insurance. He is something of a mystery to most of Wall Street because he has not been widely known, and his reputation has suffered a little from the supposition that Mr. Davidson's friendship has put him where he is to-day. However, there is no merit in any such suggestion. Mr. Davidson has closer friends whom he has never tried to put in places of responsibility. He picked Prosser out ten years ago as promising material, and he has never had cause to doubt the correctness of his judgment.

Prosser's great recreation is sailing boats. Through the winter, around the evening lamp, he builds and sails them with pencil and paper. In the summer he goes to Wood's Hole to try them out in the water. His success in getting money together at such short notice to meet the necessities of the Red Cross organization may be due to the fact that he is asking as he would respond. A friend said of him, touching upon a few of his outstanding characteristics:

"He is mighty generous. Interest him in a worthy charity and he will give until he bleeds."

That is a pretty good reputation for a man who tells New York City that it has got to give \$40,000,000, and give it in one week.

HOW HOOVER GOT HIS START

From office boy in 1895 to national food administrator in 1917 for the United States, and perhaps all of its Allies, is the brief biography of Herbert Hoover.

Twenty-two years ago Hoover began his career as an office boy in the employ of his uncle, Dr. Minthorn, who had charge of the Oregon Land Company, at Salem. After a thorough trial, the uncle said the boy was not worth \$35 a month.

But Hoover was sure he was worth more. He went to Stanford University and secured his degree by working his way through.

As an engineer his success is remembered in Arizona mining operations. His fame in solving intricate mining problems spread, and he was called to Australia and later to England.

The greatest task of his life came in feeding the Belgians.—From "The Interstate Grocer."

CURRENT NEWS OF THE WEEK

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

Maritime Provinces

The Booth Fisheries Company, which is operating the plant at Chamcook, N. B., are extending their operations, and will add considerably to their staff.

Cecil Keirstead, who was drowned in the Kennebecasis river this week, is a son of J. Vernon Keirstead, formerly traveler for Red Rose tea, who assisted in organizing the commercial travelers' section of the 104th Batt., and went overseas with that unit.

The advisory board of the National Cannery Association, sardine section, met in Calais this week to consider the request of President Wilson that the pack of canned goods should be increased. Owing to the high price asked by New Brunswick weir owners, doubts were expressed if this would be possible.

St. John merchants, acting through the Board of Trade, have wired to Ottawa a strong protest against the proposed demurrage rates for freight cars. They argue that the fuller loads which are urged require more time for discharging and that the shortage of labor make quick despatch more difficult than ever.

Hon. C. W. Ganong, president of Ganong Brothers, Limited, was installed as Lieutenant-Governor of New Brunswick, with impressive ceremonies, at Fredericton, on July 4. On his return to his home in St. Stephen on the same evening, he received a great ovation and a reception was tendered to him by his fellow-townsmen. On the following Friday evening the new Lieutenant-Governor held a reception for the citizens.

Quebec

N. Bachand, grocer, Magog, Que., has sold his stock.

E. Despres, grocer, Fontainebleau, Que., is selling out.

Paquette & Belisle, grocers, Montreal, Que., have dissolved.

A. Laliberte, Jr., grocer, Oxford, Central, Que., is selling out.

I. Laniel & Co., groceries and meats, Montreal, Que., is selling out.

Martin & Morin, groceries, Lachine, Que., have registered A. Martin and Henri Morin.

F. H. Greenlaw, merchant, St. Andrews, N.B., was a business visitor to Montreal during the past week.

P. Kearney, of Kearney Bros. Tea Importers, Montreal, is spending a couple of weeks' vacation at Cliff-haven.

T. W. C. Binns, manager of the Fish Department, of Matthews, Blackwell, Ltd., Ottawa, was in Montreal last week on his way through to the lower provinces on a business trip.

Montreal grain and flour merchants note with regret the passing away of

Samuel Cherry, one of the best known millers of Ontario who died at his home in Preston, Ont., on July 2nd. He was 75 years old, and had been known to business circles in Montreal most favorably for over fifty years.

That the initials "T. T. T." on the first canned tomatoes put up in Montreal were the initials of the original canner of the brand, the late Col. T. Thompson Turnbull of Montreal, is pointed out by W. F. C. Turnbull who read with interest the item regarding this early line appearing in the Confederation Number of CANADIAN GROCER.

T. Kusanobu, General Manager in New York for Furuya & Nishimura, tea merchants, Japan, and importers, New York and Montreal, was a business visitor to Montreal for some days last week. Mr. Kusanobu who was formerly resident in Montreal is very well known in business circles, and renewed acquaintance with a number of friends who cordially welcomed him. Mr. Kusanobu's visit was in connection with the incorporation of the firm under the name Furuya, Nishimura Limited in Canada, and Furuya Nishimura Inc. in the United States. Under the new regime Mr. T. Furuya is President, Mr. S. T. Nishimura Vice-president, and Mr. W. H. Halford, Managing Director of the Canadian concern.

Ontario

Shouldice Grocery Co., Ottawa, Ont., has sold out.

D. B. Birrell, confectioner, Toronto, Ont., has sold out.

J. Kelly & Co., general store, Gore Bay, Ont., are dissolving partnership.

J. D. McPhail, cheese manufacturer of Russell, Ont., is dead.

P. D. Herbert, groceries and meats, Ottawa, Ont., is selling out.

Einarson Bros., grocers, of Toronto, suffered recent fire loss.

Lindsay Creamery, Ltd., of Lindsay, Ont., has been incorporated.

Hugh Martin, general store, Hallville, Ont., has been succeeded by S. Fetterly.

Emerson Bros., grocers, 994 Bathurst Street, Toronto, recently suffered \$800 loss through fire.

S. J. Cherry, prominent miller of Preston, Ont., is dead. Deceased owned and operated the Cambridge mills.

H. B. Clemes, Toronto manager of Gunns, Limited, is spending a short vacation period at Sturgeon's Point, Ont.

Messrs. H. E. Cook & Co., Owen Sound, cigar manufacturers, have purchased the business, plant and stock of Messrs. Lyon, McDonald & Co., of London, Ont., and are moving it to Owen Sound to be operated in connection with their business.

P. T. Strong, sales agent of the

Acadia Sugar Refining Company of Halifax, N.S., is spending a few days in the Ontario field on business. Mr. Strong recently lost his eldest son, Major Strong, who was connected with the Royal Engineers at the front in France. He entered the service in August 1914 and spent over two years in France before being killed. Mr. Strong's second son is with the Canadian Engineers in France.

Western Provinces

G. A. Hammond, grocer, Edmonton, Alta., is dead.

W. A. Mitchell, grocer, Caron, Sask., has sold out.

H. E. Manley, general store, Asquith, Sask., has sold out.

Mrs. I. Turkletop, grocer, Winnipeg, Man., has discontinued.

N. Kawuk, Winnipeg, has commenced the grocery business.

David Peck, Winnipeg, has commenced the grocery business.

Burton & Salter, grocers, have commenced business at The Pas.

C. A. Baldwin, general store, Cabri, Sask., has discontinued.

R. Kaplan, of Winnipeg, has commenced the grocery business.

Wm. J. Young, grocer, Edmonton, Alta., has commenced business.

Home Grocery, Edmonton, Alta., has been succeeded by C. Murphy.

E. J. Coade, general store, Carievale, Sask., has moved to Rouleau, Sask.

H.E.H. Horse Radish Company has commenced business at Winnipeg, Man.

The Western Flour and Feed Company has commenced business at Medicine Hat, Alta.

Danl. Harmer, buyer for the A. Macdonald Co., Winnipeg, has been East on a trip.

J. Greenberg, general store, Jasmin, Sask., has been succeeded by Pergamit & Kaminsky.

D. O. Crossley & Son, general store, Biggar, Alta., has been succeeded by D. M. Randall.

J. H. McLandress, general store, Sinclair Station, Man., has been succeeded by C. S. Jackson.

Clara Zimrig has been succeeded in the grocery business by Mrs. N. Etta Lerman at Winnipeg, Man.

The death occurred recently of J. Traill, who called on the jobbing trade of Calgary for the D. H. Bain Co.

Manitoba Vinegar Co., Ltd., Winnipeg, Man., has made application to change name to Acme Vinegar Co., Ltd.

J. V. Cook has been appointed assistant manager of the Lethbridge branch of the A. Macdonald Co., wholesale grocers.

The H. L. Perry Company, of Winni-

peg, has secured the agency for distributing the jams and jellies in Manitoba for the Furnival-New, Limited, of Hamilton, Ont.

The capacity of the Western Canada Flour Mills at Brandon, of 700 barrels per day, is to be doubled, and new machinery to the value of \$20,000 is to be installed at once.

DEATH OF A. T. HODGE

A. T. Hodge, who for thirty years had represented the large coffee manufacturing house of Chase & Sanborn, of Boston, Mass., in the Province of Quebec, with headquarters at Montreal, died recently at the home of Senator Daniel Gillmore, at St. George, N.B., where he had gone for a visit. Mr. Hodge left Montreal on the Friday previous to Dominion Day in the very best of spirits and apparently in the best of health. His sudden death was due to heart failure, and came as a great shock to a host of friends throughout the province. He is survived by his widow, there being no family. The remains arrived in Montreal on Friday morning last and the funeral was held on Saturday afternoon following from the Church of Saint John the Evangelist to Mount Royal Cemetery. Floral tributes from associates and friends covered the casket, and the funeral was attended by representatives of the firm and staff, by whom deceased was held in highest esteem.

ICE CREAM TRADE FOR STORES ONLY

The question of the sale of ice cream in tents in competition with stores, is being considered in Hamilton, Ont., and the Civic Legislation and Reception Committee have made representations to the City Council in favor of prohibiting the sale of ice cream and refreshments in tents. Such sale, it is contended, is carried on only during the busy summer months on premises which are not called upon to pay business tax or heavy rentals, and are therefore in unfair competition with stores.

RECORD AUTO ORDER

Indication of the healthy conditions prevailing in Western Canada in regard to business and agriculture can be found in the significantly large order for automobiles placed by a dealer in Lethbridge, Alta., which is said to approximate in value \$1,000,000, or the largest automobile order placed in Western Canada. Delivery of the automobiles is to extend over the period of the next fourteen months, and the customers are farmers in the great majority.

OLIVE OIL AT PREMIUM

The market for olive oil is becoming less promising and the conditions surrounding it are daily becoming more and more unfavorable. Prices are generally withdrawn from the market and it is not likely that any more will be issued for some time to come as Italy, the great oil exporting country, has prohibited the exportation of olive products, and Spain,

which is the only country to-day that is exporting olive oil, is considering taking the same step. Present stocks are practically exhausted and very little oil is obtainable.

SERVICE DEPARTMENT

Could you give us the name and address of a reliable firm of shippers in U.S.A. from whom we could purchase a car of new potatoes.

Yours truly,
Reamsbottom & Edwards
South Porcupine, Ont.

Ans.

The largest potato handlers are the Eastern Shore of Virginia Produce Exchange, of Onley, Virginia. They market their product under two brands the Red Star and Gear Wheel the former a No. 1 grade and the latter a No. 2. The Exchange has a Canadian representative

at both Montreal, Toronto and Winnipeg during the shipping season. The Toronto representative is Mr. Lewis, who may be addressed at the Walker House, Toronto.

Could you give us the names of some Canadian onion shippers?

Chisholm Co., Ltd., Halifax, N.S.

Ans.

Leamington and Western Fruit Growers' Association, Leamington, Ont. Erie Co-operative Fruit Growers' Association, Leamington, Ont. E. E. Adams, Leamington, Ont. Kent Farmers Produce Co., Blenheim, Ont.

Power Washing Machines

Could you advise us of any firms making washing machines with power equipment, C. Thomas and Son, Creswell, Ont.

Ans.
Any of the following firms, Beatty Bros., Fergus, Ont., Cummer Dowsell, Ltd., Hamilton, D. Maxwell and Sons, St. Marys, Ont., J. H. O'Connor and Co., Ottawa, Ont., Whites Ltd., Collingwood, Ont.

New Customs Ruling

Not More Than 25 Per Cent. to be Added to Market Value of Goods at Time of Purchase When Imported Within Nine Months—Result of Importers' Protest a Year Ago.

A CUSTOMS Regulation that has just been issued recognizes to a certain extent a contention made by Canadian importers about a year ago when they protested to the department against paying duty on the price of goods based on the market value at the time of shipment. They maintained that they should pay duty on the "contract" price which may have been fixed six or eight months before. The Customs Department has given in to the extent that not more than twenty-five per cent. shall be added to the purchase value to represent the advance in price in the meantime.

The Regulation

"During the period of the war, until otherwise ordered, Customs duties on imported goods subject to an ad valorem rate may be accepted by Collectors of Customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than twenty-five per centum when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada.

Rudolphe Boudreau,
Clerk of the Privy Council."

The argument of the importers last year when the rule that duty must be paid on the value "at the time of shipment" began to be enforced strictly for

the first time, was that this was an injustice to them. For instance the wholesalers bought goods at a certain contract price say in April, and allowing for duty on this purchase price, at once turned and disposed of these goods to the retailer. In July or August or later when the goods were being shipped they were charged a duty say of 50 per cent. on an increased valuation since the goods were bought. If this amounted to 50 per cent. the extra duty would be 15 per cent., which would wipe out the margin of profit, and more. On a 25 per cent. increase the extra duty would add 7½ per cent. to the cost of the goods, for 20 per cent. it would be 6 per cent. more, and so on. The Department at last consents to a maximum increase of 25 per cent. over the purchase price when goods are imported within 9 months.

War conditions are of course the occasion of the regulation being noticed at all. In normal times the two columns, one for the purchase price and the other for the "market" price at time of shipment, were invariably the same, and the average importer duplicated the figures without a thought of their significance.

Win When Market Drops

The Customs authorities state that when the market is on the downgrade the importer will be paying only at the lower price when the goods are being shipped not at the higher purchase price. "Maybe so," the importer remarks, "but that time is still afar off."

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

CHANGES in grocery lines have again been quite generally in the upward direction. One exception to the general tendency was in the case of tapioca in which a slightly lower price was quoted in at least one instance. Cut and plug tobaccos have made advances ranging from 1c to 30c per pound in some instances. Cornstarch and laundry starch have been increased one-quarter cent per pound. Some lines of soap and washing powders have been moved to higher levels. Certain brands of chewing gum are also quoted higher.

Butter and eggs were in strong market and advances were recorded in these commodities contrary to the expectations of some in the trade. There has been a better export inquiry for both of these commodities and prices exhibited strength in consequence. Cable dispatches stated that Denmark butter has been shut out of the English market and this resulted in a demand to Canada. Live hogs were in slightly firmer market and prices were somewhat higher.

Prices on canned salmon and canned peas have not yet been named. It is anticipated they will be somewhat later on salmon this season than usual, due to labor difficulties at the Coast. New crop prices have been named on asparagus, sliced pineapple, spinach, rhubarb. Preserved strawberries are expected to be in short crop this year. The heaviest producing period is now under way for this fruit and berries are reaching the market in fair quantities.

The market for Manitoba flour held steady during the week, but millers were in an uncertain state of mind over the probable action of the food controller. Mills are not making sales for any distant delivery dates under present conditions. Flour demand has improved considerably during the week, as quite a bit of Canadian flour is going into the United States. Rolled oats and corn products are in firm market. For the former there is an excellent export demand, although the domestic consumption is falling somewhat. Prices on corn products are exhibiting strength, due to the inability of millers to get supplies of corn. There is practically no corn being offered for sale at the present time. Millfeeds are all in better demand than they have been for some weeks past, particularly so in the case of bran. Quantities of millfeeds are being shipped into the United States.

Sugar advanced 15c per hundred. Raw sugar in the New York market gave signs of a slightly easier tendency. There has been a fairly good demand for Canadian refined sugar recently under the stimulus of strawberry preserving time. Business in grocery lines continues quiet.

QUEBEC MARKETS

MONTREAL, July 10. — While flour at the time of writing remains at the lower levels of last week, corn is very firm, and starches have advanced half a cent in some quarters and a quarter of a cent in general. The provision market shows some firmness again, and there has been a cessation of the declines in butter and eggs. Butter, however, may swing back a little before the season of production

wanes. In general grocery lines there is quietness with few changes in prices. Business is not very active, but much better than it was this time last year. There is a noticeable firmness in feeds, called phenomenal for the season. Bran is in active demand across the border. A minor line which has advanced is pain-killer now \$2.80 per dozen instead of \$2.10. Many drug lines are on the up trend it is said.

Starch Advances

Quarter Of A Cent

Montreal.

STARCH.—There has been an advance in all lines of starch amounting to a quarter of a cent on Edwardsburg lines, and half a cent according to some wholesalers on other lines as well as these. The reason for the advance is the great firmness in corn.

Sugar Market Had

A Steadier Tone

Montreal.

SUGAR.—It appears that the firmness in sugar across the line was occasioned by British Government buying on a large scale. Java sugar was bought for British purposes it is said, and this has had a quieting effect on Cubas. The market is stationary at time of writing, and the possibilities are towards strength, but this may not develop as rapidly as seemed inevitable last week. The drain on sugar stocks of the preserving season has not reached its full strength by any means, and seems delayed, but with the ripening of fruit there will be more activity no doubt. A big crop of beet sugar in Canada is looked for, more acreage having been planted for this.

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

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

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

Canned Goods In

Demand And Short

Montreal.

CANNED GOODS.—There is good demand for canned goods, and supplies it is claimed are dwindling low. It is said that hardly more than a couple of

weeks' supply of some lines remains in hands of some of the wholesalers should demand keep up. Corn and peas are among the lines most noticeably short. Tomatoes also are none too plentiful. Prices have not altered this week, but there might be some advances here and there as stocks get to the vanishing point. While tomatoes are still available at the lower range of prices quoted, the majority of the wholesalers are selling at the higher figures. No prices are yet forwarded on salmon by the B.C. Packers, but these may be expected before August, and will probably be higher than previous years' standards.

Salmon Sockeye—	
"Clover Leaf," 1/2-lb. flats.....	2 45
1 lb. talls, cases 4 doz., per doz.....	3 00
1/2 flats, cases 8 doz., per doz.....	2 00
Chums, 1-lb. talls.....	1 45
Pinks, 1-lb. talls.....	1 80
Cohoes, 1-lb. talls.....	2 65
Red Springs, 1-lb. talls.....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.....	2 25
Canadian sardines (case).....	6 75
Canned Vegetables—	
Tomatoes, 3s.....	2 25
Tomatoes, U.S. pack.....	2 25
Tomatoes, 2 1/2s.....	2 15
Peas, standards.....	1 35
Peas, Early June.....	1 45
Beans, golden wax.....	1 60
Beans, Refugees.....	1 50
Corn, 2s, doz.....	2 00
Corn (on cob, gal. cans, doz.....	8 50
Red raspberries, 2s.....	2 25
Simcoes.....	2 75
Red cherries, 2s.....	2 25
Strawberries, 2s.....	2 40
Blueberries, 2s, doz.....	1 35
Pumpkins, 2 1/2s.....	1 60
Pumpkins, 3s.....	1 75
Pumpkins (gallon), doz.....	6 00
Apples (gallon).....	3 75
Peaches, 2s (heavy syrup).....	1 75
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1 1/2s.....	2 25

Dried Fruit Market Dull For Present

Montreal.
DRIED FRUITS.—Still, the market for dried fruits is uneventful though there are hints of high priced prunes in the air. The fact that the prune and apricot association in California withdrew prices on prunes last week, leads to this idea, but the prune crop is believed to be a large one. Apricots were also withdrawn, and the crop is not abnormally large. Orders for 1917 crop soda-dipped raisins are being booked at opening prices to be named later also for Thompson seedless, and Sultanas. There is no news as yet of Greek currants, but these are confidently expected though probably late in the year. Demand at present for dried fruits is very quiet.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. bxs.....	0 13	
Apples, choice winter, 50-lb. bxs.....	0 13 1/2	
Apricots—		
Choice, 25's, faced, new crop.....	0 28	
Nectarines, choice.....	0 11 1/2	
Peaches, choice.....	0 13	
Pears, choice.....	0 15	
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron.....	0 32	
Lemon.....	0 24	
Orange.....	0 27	
Currants—		
Filiatras, fine, loose, new.....	0 21	0 22
Filiatras, packages, new, lb.....	0 21	0 22
(In the present condition of market current prices are considered merely nominal.)		

Dates—	
Dromedary, pkg. stock, old, 1-lb. pkg.....	0 12 1/2
Fards, choicest.....	0 12 1/2
Hallowee (loose).....	0 13
Excelsior.....	0 11 1/2
Anchor.....	0 09
Figs—	
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 11 1/2
1 lb. glove boxes, each.....	0 12
Cal. bricks, 8 oz., doz.....	0 95
Cal. bricks, 10 oz., doz.....	1 20
Cal. bricks, 16 oz., doz.....	1 40
Cal. layers, 10 lb., 5 rows, box.....	1 60
Cal. fancy, table, 10 lbs.....	1 60
Figs—	
Spanish (new), mats, per mat.....	2 40
Comodore (Portugal), per mat 33 lbs.....	2 40
Prunes, California—	
30 to 40, in 25-lb. boxes, faced.....	0 13 1/2
40 to 50, in 25-lb. boxes, faced.....	0 13
50 to 60, in 25-lb. boxes, faced.....	0 12 1/2
70 to 80, in 25-lb. boxes, faced.....	0 12
90 to 100, in 25-lb. boxes, faced.....	0 11
Prunes (Oregon)—	
30s.....	0 13
40-50s.....	0 12 1/2
Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown.....	3 75
Muscateis, loose, 2 crown.....	0 10 1/2
Muscateis, loose, 3-crown, lb.....	0 11
Muscateis, 4-crown, lb.....	0 11 1/2
Cal. seedless, 16 oz.....	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 12 1/2
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11 1/2
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.	

Molasses Stocks None Too Abundant

Montreal.
MOLASSES AND SYRUPS.—There is real anxiety as to molasses supplies. The losses of cargoes at sea recently have been far above average in past seasons, and merchants called upon to pay considerably more insurance on cargoes are wondering whether these losses are to end, or whether they are due to causes out of ordinary seamanly control and new to the route. Only the sailing vessels seem to have suffered so far, but the effect of the losses has been to make it possible that molasses may cost as high as a dollar a gallon for fancy grade before new crop comes round again. Already it is costing within two cents of wholesale price to import fancy, and this leaves a very small margin for the handler. While not advanced this week corn syrups are in firm market, and may advance as the molasses shortage begins to tell, increasing demand for these lines. Cane syrups are steady also, but there is firmness in all syrup lines in sympathy with molasses.

Barbadoes Molasses—		Prices for
Punchoons.....	0 78	Fancy, Choice,
Barrels.....	0 81	Island of Montreal
Half barrels.....	0 83	
For outside territories prices range about 3c lower.		
Carload lots of 20 punchoons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Cane Syrup (Crystal Diamond)—		
2 lb. tins, 2 doz. in case, per case.....	5 50	
Barrels, per 100 lbs.....	6 50	
Half barrels, per 100 lbs.....	7 00	

Nut Consignment Is Lost At Sea

Montreal.
NUTS.—Uneventful conditions characterize the market for nuts as far as wholesale and retail trade are concerned at present but importers are concerned over the loss of a well-known steamship plying in the general trade between Bordeaux and Liverpool. Consignments of nuts for a Montreal importer went down in this vessel. The boat was the "Vendee" a vessel of small size as cargo steamers go, but in these days of ship shortage useful. Her loss helps firm up the market for walnuts already firm as far as the European product is concerned. Peanuts are firm, though the wholesalers who import direct from Virginia are well supplied, and quote fairly easy prices still. The market for nuts generally is quiet.

Almonds (Tara), per lb.....	0 13	0 20
Almonds (shelled).....	0 39	0 41
Almonds (Jordan).....	0 70	
Brazil nuts (1916 crop), lb.....	0 20	0 21
Brazil nuts (new).....	0 18	0 20
Filberts (Sicily), per lb.....	0 18	0 20
Hickory nuts (large and small), lb.....	0 10	0 15
Peanuts, Bon Ton.....	0 15 1/2	0 16 1/2
Peanuts, "Diamond G".....	0 13 1/2	0 14 1/2
Peanuts (coon), per lb.....	0 12 1/2	0 13 1/2
Peanuts (Jumbo), per lb.....	0 16 1/2	0 17
Pecans (new Jumbo), per lb.....	0 21	
Pecans, New Orleans, No. 2.....	0 21	0 24
Pecans, "paper shell," extra large Jumbo.....	0 40	
Pecans (shelled).....	0 80	
Walnuts (Grenoble).....	0 18 1/2	
Walnuts (shelled).....	0 52	
Walnuts (Marbots), in bags.....	0 13	0 16
Walnuts (California), No. 1.....	0 24	
Cocoanuts, 100 size, per sack.....	7 50	

Beans Find Less Active Market

Montreal.
BEANS.—This is a quiet time as regards demand for beans. Consumption is at lower levels, and supplies though scanty have proved sufficient. New crop beans are being thought of, and some lines of imported beans may be found cheaper as stocks are cleared out. One firm of wholesalers was making a two weeks' special of Manchurian white beans at as low as 12 1/2 cents a pound at time of writing. The regular market prices are quoted below. Demand at that price was reported sufficiently active, but general demand for beans was not specially interesting. There are still some Canadian hand-picked available, but at high prices. Michigans are taking their place as a rule being quoted lower.

Beans—		
Canadian, hand-picked.....	10 50	12 00
Canadian 3-lb. pickers, per bu.....	9 50	10 50
Canadian 5-lb. pickers.....	7 90	8 50
Michigan, 3-lb. pickers.....		11 00
Michigan, hand-picked.....		11 50
Yellow Eyes, per lb.....	0 15	0 15 1/2
Lima, per lb.....		0 21
Chilean beans, per lb.....	0 14 1/2	0 15
Manchurian white beans, lb.....	0 15 1/2	0 16
South American.....		5 70
Peas, white soup, per bush.....		5 00
Peas, split, new crop, bag 95 lbs.....	11 00	11 25
Barley (pot), per bag, 98 lbs.....	6 25	7 25
Barley, pearl, per bag 98 lbs.....	7 50	8 00

Rice And Tapioca In Steady Market

Montreal.
RICE AND TAPIOCA.—There is very little of note to record in the condition of the rice market in Montreal at present. Demand is quiet, but normal. Supplies are satisfactory, and prices have shown no tendency to alter upwards or downwards in general market. One wholesale house having large stocks of packing rice was selling this line to retailers as a special for 7.00 per hundred pounds, and doing good business at that price. The drop in price of potatoes has perhaps tended to reduce demand for rice, but the quiet season just at present is also responsible. Tapioca is still very firm, and with uncertainty as to new supplies.

"Texas" Carolina, per 100 lbs.	9 90	
Patna (fancy)	10 15	
Real Carolina, per 100 lbs.	11 00	11 50
Patna (good)	9 40	
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	
Rangoon "B"	7 35	
Tapioca, per lb.	0 14½	0 15
Tapioca (Pearl)	0 14½	0 15

Uneventful Coffee And Cocoa Markets

Montreal.
COFFEE, COCOA.—There is little or nothing of note to record in either coffee or cocoa markets this week. No tendency up or down is noted which could affect the local market to the retailer. Consumption of cocoa is normal for the season, hot weather having reduced this somewhat. Coffee is in fair and normal demand also. Only the usual season's up and down reports as to crops have been heard, and merchants in Montreal set no particular store by these as yet. It is not anticipated that coffee will advance or decline in local market without more warning, and the same is true of cocoa, though when any market has remained long undisturbed something unexpected might happen at any time.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35*
Bulk cocoa (sweet)	0 18	0 25

Market For Tea Keeps Very Strong

Montreal.
TEA.—There is little or nothing to add to the report of last week as to the tea market. All lines of black teas are firm, with scarcity evident, but owing to some arrivals it is possible now and then to secure tea bargains. These are eagerly picked up in quarters where there has been shortage felt, but in many districts considerable buying has been done on the first hints of shortage. The market is still very firm in Japan, a few early

shipments have arrived in Canada, and these have been very quickly snapped up. Japan siftings have been quoted to the wholesaler at prices a good deal higher than prevailed last year. This is in accordance with predictions regarding Japanese teas made in CANADIAN GROCER some time ago.

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

Spice Market Shows Only Slight Change

Montreal.
SPICES.—Owing to the U. S. national holiday there have been rather disturbed markets and irregular in all lines of spices. Conditions while still most uncertain, are hardly as pressingly anxious as prevailed some little time ago, and trading in many lines is in small range. Prices to the retailer keep firm due to undoubted shortages. Peppers are still interesting, though there is now a slightly larger visible supply. White peppers are dull. Red peppers unchanged. Cloves are exceedingly scarce, and will probably go firmer. Nutmegs are quiet. It is believed that there will be less Pimento available for 1917-18. Gingers are dull. In the seeds thyme and Canary are easier. Others are unchanged. Local demand is steady, but not abnormal in any way.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30

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

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

Arrivals of New Canadian Greens

Montreal.
FRUIT AND VEGETABLES.—The feature of the week has been the arrivals of new Canadian vegetables. Montreal cabbage, cucumbers and green peas have arrived and are welcomed. There has been a general decrease in prices of the principal green vegetables, and potatoes have had a welcome decline. Both old and new potatoes are lower in price. Canadian spinach is on the market at 50 cents a box. Canadian strawberries came on as expected in plentiful quantity at \$5 a crate of 54 boxes. Very few old vegetables are now available in bag lots. The new vegetables are sold now mainly by the dozen bunches. It is expected that



"Tell Your Friend 'There Ain't Goin' to be no Core'!"

by next week the first cars of American apples (Duchess) in hampers will be received. These will probably open at about \$3 a hamper. Bananas are quoted a little easier this week. Pineapples firmer. Valencia oranges are also a little firmer.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navels, per box	4 50	
Floridas	5 00	
Valencia (lates)	4 75	5 00
Grape fruit	2 75	3 50
Lemons	5 00	5 50
Limes, box of 80	1 50	
Pineapples, Cuban, crate	4 50	
Pineapples (Cuban), 24's, each	0 75	
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Cauliflower, per doz. bunches	2 00	
Celery, greentop, per crate	4 00	
Celery (U.S. washed), doz.	2 00	
Onions, Bermuda, crate 50 lbs.	3 25	
Onions, Texas (crystal wax), crate 50 lbs.	2 00	2 25
Texas onions (red), crate	2 00	
Onions, Australian, sack 100 lbs.	6 00	
White onions, per bag (100 lbs.)	6 00	
Onions, Canadian, new, doz bun.	1 00	
Potatoes (Green Mt.), bag 80 lbs.	3 00	
Potatoes (new), per hamper	3 50	
Potatoes (new), per bag	7 00	
Potatoes (N.B.), bag	3 00	
Potatoes (Quebec)	3 00	
Potatoes (sweet), per hamper	4 00	
Carrots (new), doz. bunches	0 25	
Beets (new), doz. bunches	0 75	
Parsnips	2 00	
Peas (new), per hamper	3 00	
Turnips (new), per bunch	0 25	
Turnips (old), bag	3 00	
Lettuce, curly, per doz.	0 10	
Lettuce, Romaine, doz.	1 00	
Lettuce, Boston, box of 2 doz.	2 25	
Tomatoes, Mississippi Flats	2 50	
Horse radish, per lb.	0 25	
Cabbage (new), Baltimore, crate 3 50	3 75	
Cabbage (Montreal), doz.	1 25	
Beans, U.S. wax, basket	3 00	
Beans, U.S., green, basket	3 00	
Peas (new, Montreal), bag	2 00	
Leeks, per doz. bunches	2 00	
Parsley, doz.	0 35	
Mint, doz.	0 50	
Watercress, doz.	0 50	
Spinach (Canadian), box	0 50	
Rhubarb, per doz.	0 25	0 35
Eggplant, per crate	6 50	
Cauliflower, doz.	2 00	
Garlic (Canadian), lb.	0 15	
Endive (Canadian), lb.	0 25	
Strawberries (crate)	5 00	
Cucumbers (Fla.), basket	2 50	3 00
Cucumber (Montreal), doz.	0 90	
California plums, box	3 50	
Do., peaches, box	2 75	
Do., apricots, box	3 00	
Cherries (California) box	3 50	

Warm Weather Has Helped Some Fish

Montreal.
FISH.—The war weather has stimulated the market for some kinds of fish such as Gaspé salmon, mackerel, and halibut, and also dried and pickled fish. Owing to outings and holiday residences in country places, demand from summer resorts has been good, especially for lines of canned fish such as salmon, lobsters, scallops, shrimps, and so forth. Arrivals of western fish have not been up to the mark for the past few days. It is also noticeable that supplies of haddock and codfish from the east have not been so good, but Gaspé salmon, mackerel, and lake fish have come in well to meet the shortage. Lobsters are getting scarcer and higher priced. There have been enquiries for some lines of pickled, salted, and other cured fish, but

no sales of any consequence have been as yet effected.

SMOKED FISH

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

SALTED AND PICKLED FISH

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

SHRIMPS, LOBSTERS

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

FRESH FROZEN SEA FISH.

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

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11

Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.	0 10	
Dore	0 11	0 12
Smelts, No. 1	0 15	
Smelts, No. 1 large	0 20	
Oysters—		
Selected, gal.	2 00	
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice), bbl.	12 00	
Malpeque oysters (choice), bbl.	12 00	
Cape Cod shell oysters, bbl.	12 00	
Clams (med.), per bbl.	8 00	

FRESH FISH

Haddock	0 05	0 06
Steak Cod	0 07	
Market Cod	0 05	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 13	0 14
Fike	0 10	0 11
B. C. Salmon	0 18	
Gaspé Salmon	0 16	
Gaspereaux, each	0 03	
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch	0 09	
Bullheads	0 12	
Whitefish	0 14	0 15
Eels	0 10	
Brook trout	0 30	
Mackerel (large), each	0 20	
Mackerel (medium), each	0 18	

ONTARIO MARKETS

TORONTO, July 11.—A number of important changes have been made in grocery prices during the week, the large majority of which were in an upward direction. Butter and eggs took a turn upward rather suddenly, which was unlooked for so early, due in large measure to export inquiry for both these commodities from England. The export of eggs is commencing early this year, as it is not usual for movement in this direction to take place until August. Cheese was uneventful, due to the fixed price by the Government, at which purchases are made. Flour held in stationary market, and sugar was also unchanged. There was an easier tone to the raw market in New York during the week owing to the passing of keen bidding on the part of refiners. Tapioca in some quarters showed a slightly easier tendency. Rolled oats were in firmer tone, due in large measure to a heavy export demand for this commodity. Tobaccos and gums of various kinds recorded increase during the week. Business for the most part continued to be quiet.

Canadian Refiners Advance Sugar 15c

Toronto.
SUGARS.—Tuesday of this week St. Lawrence and Atlantic Sugar Refineries advanced their prices 15c per hundred. Acadia and Dominion followed up on Tuesday. At time of writing, Canada Sugar was still down. The strong market noted in raw sugar last week was due primarily to the demand from England to replace sugars that had been sunk by submarines. In one ten-day space the loss some three or four weeks ago, as announced, was 40,000 tons. It was pointed

ed out in these columns at the time that this would in all probability put additional firmness in the market when Great Britain came into the market to replace these sugars. During the past week raw sugar in Cuba advanced to 5½c per pound, or 6.52 basis in United States, due to the competition between American refiners and European buyers. It is estimated Great Britain bought close to 100,000 tons to replace the recent losses. Refined sugar has been in keen demand from European sources, and this has made the American refiners willing to pay higher prices. During the latter part of last week the market became easier and declines of 3-16c in raw sugar from the high point were recorded. Weekly production on the Island of Cuba was larger than for the corresponding period of the two preceding years. Total production to July 2 reached 2,749,291 tons, against 2,859,700 tons last year at the same time. Cuban freights are easier than in recent weeks, being quoted from North Coast ports to New York at 30c to 35c. The estimated number of centrals still grinding on the Island is 15, as compared with 24 last week, and 15 for the corresponding week last year. It will, therefore, be seen that while the same number of centrals are now grinding the production is 110,409 tons less than last year. The crop of sugar last year amounted to 3,007,915 tons, and the estimated crop is for 300,000 tons this year. Canadian demand for refined has been somewhat better during the week. There is a rumor current to the effect that Canadian refineries may be taken over and operated by the Government.

Atlantic, St. Lawrence extra granulated sugar	100 lbs.	8 35
Acadia Sugar Refinery, extra granulated		8 35

Can. Sugar Refinery, extra granulated...	8 19
Dom. Sugar Refinery, extra granulated...	8 25
Yellow, No. 1	7 94
Specing icing, barrel	8 55
Powdered, barrels	8 55
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 15c per 100 lbs.; 20c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobaccos And Washing Powders Go Higher

Toronto.

TOBACCO, WASHING POWDER, GUM.—Advances ranging from 1c to as high as 30c per pound have been made effective on various brands of tobacco during the week. Following are the prices now prevailing on various lines:—Meerscham 12's, \$1 per pound; Old Chum 12's, \$1 lb.; Duke's Mixture 14's, \$1.10 lb.; Social Mixture 12's, \$1 lb.; Rex 12's, 97c lb.; B. C. No. 1 Cigarette 15's, \$1.25; Sweet Caporal 15's, \$1.25 lb.; Capstan Navy 8's, \$1.90 lb.; Player's Mild 8's, \$1.80 lb.; Player's Medium and Full 8's, \$1.85 lb. In plug tobaccos the following prices prevail: Black Watch, 65c lb.; Currency, 54c lb.; Bobs, 55c lb.; Queen's Navy bars, 58c lb.; Stag bars, 48c lb.; Walnut bars, 70c lb.; Master Workman bars, 74c lb.; Payroll, 70c lb.; King George navy bars, 70c lb.; Master Mason bars, 74c lb.; Master Mason cut, 80c lb.; My Pal cut, 98c lb. Gipsy gum has been advanced 5c per box, and is now quoted at 50c. Lenox soap is again being quoted, the price being \$4.80 in single boxes and 10c less in five-box lots. Rose Blossom soap has been advanced 60c per gross, and is now quoted at \$6. New Thistle haddies are being quoted to arrive in a few days at \$9 per case, or \$2.25 per dozen. Smith's 12-oz. raspberry jam has been advanced 25c per dozen to \$2.35. Bulldog ammonia has been advanced 15c per case, and is now selling at \$1.35. Omo washing powder is now quoted at \$3.85 per box, an increase of 15c. Handy ammonia has advanced 20c per case to \$1.55. Comfort lye has been advanced 50c to \$4.35 per case. Judd's naphtha washing powder is being quoted in new size cases of 100 packages at \$4.15, 48's formerly sold at \$1.92. Whipped Spearmint gum has been advanced to \$1.20 per box. A further re-adjustment has been made in the price of cotton clothes lines, and the following are the prices now being quoted: 30-foot, \$1.85 dozen; 40-foot, \$2.20; 48-foot, \$2.65; 50-foot, \$2.80; 60-foot, \$3.40; 72-foot, \$4; 80-foot, \$4.50; 100-foot, \$5.50.

Corn Syrups Hold When Starches Go Up

Toronto.

MOLASSES, SYRUPS.—There was a steady market for corn syrup during the week, although the firm position in all corn products is indicated by the advance

of ¼c per pound, which was made effective in cornstarch and starches during the week. Demand for corn syrup is somewhat light at this season of the year. Molasses is still in firm market. The Dominion Molasses Company are still out of the market on their "Domolco" brand, but have supplies of "Gingerbread" brand, which are being quoted at previous prices. The company states they have withdrawn prices on "Domolco" because of the temporary scarcity of supplies, due to the difficulty of obtaining tonnage to bring the goods from the estates where they are made. They anticipate by the end of July to be again in the market on this particular brand. There are still some spot stocks of "Dolmolco" in certain sizes obtainable. Molasses in bulk advanced 6c on fancy Barbadoes and 2c per gallon on West India by importers.

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

New Crop Asparagus, Pineapple And Spinach

Toronto.

CANNED GOODS.—Prices on new season's pack of asparagus, sliced pineapple, spinach and rhubarb have been announced by the Dominion Cannery. Prices at which asparagus will be quoted to the trade will in all probability be about \$2.75 per dozen; sliced pineapple, \$2.65 to \$2.70; spinach 2's at \$1.75; rhubarb, gallons, at \$4.25. Information from the cannery's standpoint is that strawberries will be short pack. Packing of peas will be started in a few days and prospects up to quite recently were excellent for a good pack. A report from the Winona district on Monday of this week stated that the tomato plants had been hailed out in that district. This is one of the heaviest tomato producing sections, and augurs ill for the tomato pack if the damage proves as serious as at first intimated. Prices of canned goods held firm during the week.

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

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 10	3 25
Alaska pinks, 1-lb. talls	2 45	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, ½-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 90
Springs, 1-lb. talls	2 50	2 85
Lobsters, ½-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	0 06	0 08
Tomatoes, 2½s	2 85	2 50
Tomatoes, 3s	2 45	2 50

Peas, standard	1 42½	1 50
Peas, early June	1 52½	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2½s	1 95	2 10
Apples, gallons, doz.		4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.		1 50

Prune Prices Named, But Shortly Withdrawn

Toronto.

DRIED FRUITS.—The interest in dried fruits during the week centred around the fact that the California Prune Association had announced prices on a basis of 6c per pound. On Friday of last week, however, prices on both apricots and prunes were withdrawn, and the trade was at a loss to understand the motive in the case of prunes. The action was interpreted in some authoritative quarters as action by the association for the purpose of holding buyers in check, with the object of feeling its way for future sales at an advanced price, if such could be obtained. Prunes this year promise the largest crop on record. The Raisin Association in California has authorized its representatives to book orders for 1917 crop. Soda dipped Thompson raisins can be booked at the opening price to be named later. Unbleached Thompson seedless and Sultana raisins can also be booked at opening prices. Candied peels have been advanced to higher levels from the lower quotations.

Apples, evaporated, per lb.	0 14	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 26	0 27
Orange		0 27
Citron		0 33
Currants—		
Filiatras, per lb.		0 22
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
10-lb. boxes, 30-40s		0 16½
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.		0 13½
80-90s, per lb., 25's, unfaced.		0 12½
90-100s, per lb., 25's, faced.		0 10½
Peaches—		
Standard, 25-lb. box		0 13
Choice, 25-lb. boxes	0 13½	0 14
Fancy, 25-lb. boxes		0 15
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Some Java Tea Has Reached Local Market

Toronto.

TEA.—Some 200 cases of the lower grades of Java teas were brought into the local market during the week which, from the standpoint of tea imports, is a little out of the beaten path for this market. Importers expect to use them for blending purposes, as they are thin,

watery teas in the lower grades. Broken Pekoes in this tea are being quoted from 38c to 40c per pound. Shipments of Indian and Ceylon teas are coming through in small quantities, although it is anticipated arrivals are not by any means sufficient to take care of the normal demand. One of the last shipments to come through by way of Great Britain, comprising 340 cases, reached the local market during the week. These were teas that were purchased and on the way before the embargo was made effective. Sales of tea have been somewhat quiet during the week.

Ceylons and Indias—	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55
Javas—		
Broken Pekoes	0 38	0 40

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

Peace Reports Cause Buying Of Coffee

Toronto.
COFFEE, COCOA.—In the local market there was a quiet tone to the coffee market, but consumption keeps up well, due to the prevalence in large measure to cool weather. In the primary market in New York the despatch to the effect that the German Chancellor would give peace terms to the Reichstag caused some buying, and coffee was a trifle firmer in that market. There is very little bullish tendency noticeable in the market, however, the prospect of large crops is having a decided impetus toward the point where coffee may be bought and held as an investment by large dealers.

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

Coriander Coming; Prices May Be Lower

Toronto.
SPICES.—Local spice men assert that if stocks of coriander seed which are now on the way arrive safely on this side of the Atlantic they look for prices to be much lower than at present. One dealer stated it as his belief that present prices would be cut in two. However, there is considerable uncertainty about supplies getting here, as the gamut of the submarines must be run. These supplies come from Morocco in Northern Africa. Some local concerns advanced the price of black pepper 3c per pound, which made the range in this instance from 35c to 38c per pound. Cloves were also advanced in some quarters, the range being from 40c to 55c, in one instance at least by one of the large dealers. Cream of

tartar is in scarce market, and prices are firmly held.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 22	0 25
Peppers, black	0 33	0 38
Peppers, white	0 38	0 45
Nutmegs, selects, whole, 100's	0 45	0 50
Do., 80's	0 45	0 50
Do., 64's	0 45	0 50
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Carraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure	0 60	0 65
American high test	0 65	

Reports On Rice Crop Are Not Encouraging

Toronto.
RICE, TAPIOCA.—Reports from the Southern United States have been none too encouraging with respect to the coming rice crop in that district. Drouth in certain sections has made things uncertain, but there have been rains also in some districts, where sufficient rain has fallen to make the irrigation problem less critical. Tapioca showed a lower tendency in at least one quarter during the week when prices were again quoted down to 12½c, representing a decline of 1c. Sago is still being quoted at 13½c. Demand for these commodities is fair.

Texas, fancy, per 100 lbs.	9 50	10 50
Blue Rose Texas	9 00	9 50
Honduras, fancy, per 100 lbs.	0 12	
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 12½	0 15

Additional Stocks Of Walnut Halves In

Toronto.
NUTS.—Some two hundred cases of French walnut halves arrived during the week and others are reported on the way. These are purchases made before stocks in France reached their present low point. Dealers assert their belief that walnuts will be dearer. There is still a light demand for nuts, with the exception of the soda fountain trade. Peanuts were firmer during the week, the low quotation being moved up 1c. Shelled almonds were also quoted higher, the range being narrowed.

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

Cheaper Beans In Sight For August

Toronto.
BEANS.—When stocks of Rangoon beans, which are now on the way, reach

this market about August 1 it is expected there will be considerably easier prices from those now prevailing, as they have been bought at a price to sell about \$3 under present prices. Of course, much will depend on the prospects of the Canadian bean crop between now and that time. With continued wet weather the bean crop may be ruined, as beans will not do well with too much rain. Locally the bean market is quiet, as people are turning their attention to fresh vegetables. California black eyes are about cleaned out of the local market.

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

Cornstarch And Starches Advance

Toronto.
PACKAGE GOODS.—An advance of ¼c per pound was made in all lines of starches, with the exception of celluloid, enamel and casco potato flour. The increase has been due in large measure to the inability of the manufacturers to get supplies of corn. Corn has also been high in price, and there has been a good demand for corn products of all kinds. Package cereals of all kinds held in steady market, following the advance recorded last week. Rolled oats are in lighter demand with the coming of the summer season.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, 20s.		4 80
Rolled oats, round regular 2-lb. size, case		1 75
Rolled oats, square case, 20s.		5 00
Shredded wheat, case		4 00
Cornstarch, No. 1, lb. cartons.		0 11
No. 2, pound cartons		0 10
Starch, in 1-lb. cartons		0 11
Do., in 6-lb. tins		0 12½
Do., in 6-lb. papers		0 09½

B.C. Red Spring Salmon Coming New

Toronto.
FISH.—Some supplies of British Columbia red spring salmon reached the local market during the past week, and is being quoted at 19c to 20c per pound. Restigouche salmon is slightly firmer in price, as stocks arriving have not been as heavy. Trout has been very scarce in the local market during the past week. Some fish dealers attribute the scarcity at this time to the fact that there has been no closed season for this fish during the spawning season. Some are outspoken in their criticism of the Government for being lax in this respect. Supplies of whitefish have been fairly good. Mackerel have also been scarce in the local market during the week. A shipment of clams came in during the week, the first to reach this market for some time. They are being quoted at \$1 per hundred, and have been finding a ready market.

SMOKED FISH.		
Haddies, per lb., new cured.	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipperd herring, per box		1 50
Digby herring, bundle 5 boxes.	1 10	1 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.		2 60
Salt mackerel, kits 15 lbs.		2 25

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 16½	0 17
Halibut, frozen	0 16½	0 17
Salmon, Restigouche, lb.	0 19	0 20
Do., B.C., red spring	0 19	0 20
Haddock, fancy, express, lb.	0 07	0 08
Herrings, frozen	0 06	0 06½
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
Flounders, lb.	0 09	0 10
Winkles, per bag		1 75

FRESH LAKE FISH.

Herring, lb.	0 07½	0 08
Pike, lb.		0 10
Whitefish, lb., fresh	0 13	0 14
Trout, lb., fresh	0 13	0 14
Tullibeas, fresh, lb.	0 09	0 10

Ontario New Potatoes
Now Reaching Market

Toronto.
VEGETABLES.—Some of the first baskets of Ontario new potatoes to reach the market were placed on sale by wholesalers during the week, and were quoted at 75c per 11-quart basket. Southern new potatoes were down 50c per barrel, being quoted at \$7.50. At one time during the week they were as low as \$7 per barrel, but the big demand sent prices back up, an advance of 90c per barrel being recorded on importers' prices. Green string beans and golden wax beans were also lower by 25c per hamper. Cabbage was quoted down 50c per case. Canadian mushrooms are now reaching the market, being quoted at 75c per pound. Tomatoes are coming in larger quantities from the South, and prices were down, being quoted at \$1.75 to \$2.25 in four-basket carriers. Vegetables were in much better supply during the week.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 75
Beets, doz. bunches		0 30
Beans, green, string, hamper		3 00
Beans, golden wax, hamper		3 00
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.		3 00
Cabbage, case		3 50
Canadian, case		3 50
Canadian, hamper		1 75
Carrots, new, doz. bunches		0 35
Celery, Florida, half case		3 00
Lettuce, leaf, doz. bunches		0 20
Canadian head lettuce, doz.	0 50	1 00
Mushrooms, lb.		0 75
Onions—		
Texas, 50-lb. box		2 25
Green, per doz. bunches	0 20	0 25
Potatoes—		
New, barrel		7 50
New, Ontario, 11-qt. bkt.		0 75
Peas, Canadian, 11-qt. bkt.	0 65	0 75
Radishes, doz. bunches	0 15	0 20
Spinach, bushel hamper	0 40	0 50
Green peppers, doz.		1 00
Tomatoes, Miss., 4-bkt. carriers	1 75	2 25
Parsley, basket		0 50
Watercress, basket	0 30	0 50
Turnips, new, basket	0 40	0 50

Heaviest Production
Of Berries This Week

Toronto.
FRUIT.—The heaviest producing period for strawberries has been under way this week, and prices have been down, the range being from 11c to 13c per quart. Plentiful rains have swelled the berries to good size. The crop is not a heavy one. Cannons in certain districts report berries for their purposes are in light supply. Canteloupes are coming more plentiful and prices are lower, being quoted from \$4 to \$5.50 per case. Canadian cherries are quoted from \$1 per 11-quart basket for red sour ones and

\$1.75 to \$2 per 11-quart basket for black sweet. Pineapples were entirely absent from the market during the week. Some American red astrachan apples came in and were quoted at \$3.50 per case. These were the first of the season. Canadian gooseberries are quoted at 8c per quart in crates and 75c to 90c in 11-quart baskets. Fruit was in much better supply during the week.

Apples—		
Boxes, American	3 50	
Apricots, case	2 25	

Bananas, yellow, bunch	3 00	4 00
Bananas, red, bunch	2 50	3 00
Cantaloupes, Cal., case	4 00	5 50
Cherries, Cal., box	3 00	3 25
Cherries, Can., basket	1 00	2 00
Oranges—		
Cal. late Valencia	4 00	5 00
Grapefruit, Cuban, case	5 00	5 50
Gooseberries, Can., qt.		0 08
Do., Can., 11-qt. bkt.	0 75	0 90
Lemons, Cal., case	6 00	6 50
Do., Verdillia, case	6 00	6 50
Peaches, Georgia, 6-bkt. carrier	3 75	4 00
Plums, Clyman, box	2 50	3 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, quart	0 11	0 13
Watermelons, each	0 60	0 90

MANITOBA MARKETS

WINNIPEG, July 11.—One of the chief subjects of conversation among the trade is the low price at which prunes have opened. The basis is about ½c higher than opening price last year, but these prunes will come on the market to sell at a much lower figure than what prunes are bringing to-day. They should retail, 60-70 size, about 15c, whereas they are bringing 20c in Winnipeg stores to-day.

Retailers Buy
Sugar Carefully

Winnipeg.
SUGAR.—There is a feeling among the trade here that the recent firmness in the sugar market needs to be treated with care. There are many people who think that this was the result of speculation, and that the market will quiet down again. Some jobbers have advised their customers to buy sugar only from hand to mouth.

New Prices
On Cane Syrup

Winnipeg.
SYRUPS.—There is a tendency for molasses to go up, due to scarcity and increased cost, especially molasses in tins, as the tin situation is getting serious. Rogers Syrup is being quoted as follows:

24 by 2 lb. tins, case	4 10
12 by 5 lb. tins, case	4 70
6 by 10 lbs. tins, case	4 40
3 by 20 lbs. tins, case	4 25
12 by 3 lb., quart sealers	3 40
CORN SYRUP.	
Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 73
5-lb. tins, 1 doz. case, per case	5 13
10-lb. tins, ½ doz. case, per case	4 86
20-lb. tins, ¼ doz. case, per case	4 87
White Clover and Lily White—	
2-lb. tins, 2 doz. case, per case	5 23
5-lb. tins, 1 doz. case, per case	5 63
10-lb. tins, ½ doz. case, per case	5 36
20-lb. tins, ¼ doz. case, per case	5 37
Barbadoes Molasses—	
In half barrels, per gal.	0 85
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 50

New Prune Prices
Lower Than Expected

Winnipeg.
DRIED FRUITS.—Prunes.—A jobber says he does not look for any further advance of spot prunes in Winnipeg. New crop prunes have opened considerably lower than prices are to-day, as there is a big crop. These prunes, however, will not arrive here until October or November. There is considerable doubt as to what the prune market will do between

now and then. Reports from California indicate that it would take a clever man to foresee what is going to happen, as while there is a big crop in sight, growers are looking for every cent they can get, and in the minds of some it is a question whether prices on new goods will go higher or lower. Figs.—Jobbers in Winnipeg report that their stock of Portuguese figs in mats are almost cleaned up. These were selling at 7-7½c per lb. California figs are not changed. Peels.—Prices on new peels will be considerably higher. Evaporated Apples.—Jobbers state that everything is cleaned up on evaporated apples, and that nothing is offering that they know of in the East. New shipments will not arrive until October.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.		0 14
Apples, 25-lb. boxes		0 14½
Apples, 3-lb. cartons, each		0 46
Pears, choice, 25's		0 15
Apricots—		
Choice, 10's		0 25
Peaches—		
Choice, 25-lb. boxes		0 12
Choice, 10-lb. boxes		0 13
Currants—		
Fresh cleaned, half cases,		
Australian, lb.	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes		0 13
Fards, box, 12 lbs.		2 05
Raisins, California—		
16 oz. fancy, seeded		0 11½
16 oz. choice, seeded		0 11
12 oz. fancy, seeded		0 09½
12 oz. choice, seeded		0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's		0 09¼
3 crown, loose, 50's		0 09
Raisins, Cal. Valencia—		
3 crown, loose, 25-lb. boxes		0 10
3 crown, loose, 10-lb. boxes		0 10½
Figs—		
Cooking, in mats		0 07½
Mediterranean, 33-lb. mats		0 08½
Prunes—		
90 to 100, 25s	0 10¼	0 11½
40 to 50, 25s	0 10¼	0 16¼
Peels—		
Orange, lb., 7-lb. boxes		0 22½
Lemon, lb., 7-lb. boxes		0 21¼
Citron, lb., 7-lb. boxes		0 25

Tapioca And Sago
Continue High

Winnipeg.
RICE AND TAPIOCA.—There has been very little change lately in the price to retailer on rice. Japan rices are bringing from 5¼c to 6¾c. Tapioca and sago continue high on the Winnipeg market, bringing 12c and 11c respectively.

Japan, No. 1, lb. 50-lb. sacks	0 06¾
Japan, No. 2, lb.	0 05¾
Siam, lb.	0 05¾
Patna, lb.	0 06¾

(Continued on page 43.)

FLOUR AND CEREALS

Flour Market Quiet; Feeds Are Advancing

Montreal.

FLOUR AND FEEDS.—While the wheat market has been having its ups and downs lately, flour has been in dull market. There were hints of stronger tone this week, and business was reported better. Millers in a large way of business report inquiries, and look for a more active market in a few weeks. Should wheat take a firmer turn decidedly, activity may begin earlier. News from the North-West is good, but not to be regarded as a powerful factor yet. An unexpectedly good Government report in the United States suggests about 75 million bushels of wheat over last year's figures. This has kept the wheat market down as regards futures. A big demand, however, exists right now for Canadian cash wheat, and this market is firm accordingly. There may be advances again before long in flour, but much depends on wheat, and what may happen officially to this product on either side of the border on account of war conditions and food control. Winter wheat is in dull steady market, a brief passing activity having been experienced when biscuit manufacturers replenished low stocks last week. Feeds are firmer—phenomenally so when the season is considered. Local demand is strong, and U. S. demand is such that higher prices are offered over the border for bran than are asked in Canada. One firm is selling bran, shorts, and middlings at a dollar a ton higher than the prices quoted below, and the market may come up to the higher level. It is believed that the exceptional market for bran is due to the fact that farmers can secure more milk by feeding bran, and since milk is fetching high prices at the cheese factories there is an effort at more production over a wide district.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	12 50	12 70
Second patents	12 00	12 20
Strong bakers	11 80	12 00
Winter Wheat Flour—		
Fancy patryts	13 75	14 00
90%, in wood	12 75	13 00
90%, in bags	6 00	6 15
Bran, per ton	33 00	35 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel.....	0 85	0 86

Cereal Market Is Firmer For Corn

Montreal.

CEREALS.—Corn is the most determined amongst the cereals at present,

and all cereal products based on corn are firm. Yellow cornmeal is getting much shorter in supply now, and the supplies available are being conserved until new crop is in sight. Hominy is firmer. Rolled oats are firmer. Pearl barley is easier. The warm weather has reduced demand for package cereals of the heavier food types, and the lighter breakfast food lines are more in demand. This is an ordinary seasonable condition of market.

Barley, pearl, 98 lbs.....	7 50	8 00
Barley, pot, 98 lbs.....	6 25	7 25
Corn flour, 98 lbs.....	6 00	6 25
Cornmeal, yellow, 98 lbs.....	5 50	6 00
Graham flour, 98 lbs.....	5 25	6 00
Hominy grits, 98 lbs.....	6 75	8 00
Hominy, pearl, 98 lbs.....	7 00	7 50
Oatmeal, standard, 98 lbs.....	5 25	5 50
Oatmeal, granulated, 98 lbs.....	5 25	5 50
Peas, Canadian, boiling, bush.....	5 00	5 00
Split peas	11 00	11 25
Rollled oats, 90-lb. bags.....	4 50	4 75
Whole wheat flour, 98 lbs.....	6 00	6 00
Rye flour, 98 lbs.....	5 25	5 50
Wheatlets, 98 lbs.....	6 25	6 25

The Flour Trade Is Picking Up

Toronto.

FLOUR.—From a number of sources the demand for flour is reported to be picking up considerably. There is good demand for flour from the United States, as it is stated mills there are running about only 50 per cent. capacity. Canadian millers are in an uncertain state of mind over the prospect of the future, as they are unable to see what turn affairs may take with the food controller at the helm. In the United States the wheat and milling interests are to be controlled by the Government, and this has made the possibility of control in Canada loom large on the horizon. Consequently mills are not quoting ahead for any period. Consumers apparently are in a more certain frame of mind with respect to prices at any rate, as they have evinced a desire to buy within the past week or ten days. Wheat prices for both cash and October option showed a firmer tendency during the week. Closing quotations at Winnipeg on Wednesday of last week for cash wheat were \$2.20 per bushel, and on Tuesday of the present week \$2.28. The October option was up about 10c, Wednesday of last week being quoted at \$1.86½, and on Tuesday of this week at \$1.96½. Reports on the Western grain crops continue to be favorable. Prices for Manitoba flour remained unchanged, but Ontario winter wheat flour was quoted down from 50c to 80c per barrel.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$12 40	\$12 60
Second patents	11 00	12 10
Strong bakers	11 70	11 90
Ontario Winter Wheat Flour—		

High patents	11.30-11.80	11.50-12.00
Second patents	10.90-11.40	11.10-11.60

Good Export Demand For Rolled Oats

Toronto

CEREALS.—Pot barley showed an easier tendency during the week and quotations were down 20c per bag in some quarters. Corn flour and hominy grits were all in firmer tone, and prices were advanced 25c per bag. Demand has been very good for all corn products, but millers state that it is almost impossible to get the corn, as there is very little being offered for sale. There is an excellent export demand for rolled oats and oatmeal, and prices were in firmer tone, some concerns having advanced 20c per bag. The range now is from \$4.45 to \$4.75, with quotations being made at \$4.60 and \$4.70.

	Less than car lots	
Barley, pearl, 98 lbs.....	7 00	8 50
Barley, pot, 98 lbs.....	5 00	7 00
Buckwheat flour, 98 lbs.....	6 50	6 50
Corn flour, 98 lbs.....	6 00	6 00
Cornmeal, yellow, 98 lbs.....	5 40	5 40
Farina, 98 lbs.....	6 60	7 50
Graham flour, 98 lbs.....	5 75	6 30
Hominy grits, 98 lbs.....	6 00	6 00
Hominy, pearl, 98 lbs.....	6 00	6 00
Oatmeal, 98 lbs.....	5 10	6 25
Rollled oats, 90-lb. bags.....	4 45	4 75
Rollled wheat, 100-lb. bbls.....	6 75	7 00
Whole wheat, 100-lb. bbls.....	6 20	6 65
Wheatlets, 98 lbs.....	6 60	7 25
Peas, yellow, split, 98 lbs.....	10 20	11 00
Blue peas, lb.....	0 10	0 12

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

Brand Demand Is Again Picking Up

Toronto.

MILLFEEDS.—Mills quite generally report a much better demand for bran during the week, and some were at a loss to understand why it should develop at the present time in the face of good grass pasture. There is a good demand from the United States for all mill feeds, as the mills there are reported to be running only about half capacity. Bran was quoted slightly higher in certain quarters. Shorts and middlings have been going into consumption well in Ontario and Eastern Canada.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	\$32-\$33	\$34-\$35
Shorts	38-40	40-42
Special middlings ..	42-50	44-52
Feed flour, per bag.....	2.80-3.50	

Feeds Are Firmer; Advance In The East

Winnipeg.

FLOUR AND CEREALS.—Early this week, first patents were still 12.00 per bbl., and domestic flour business was quiet. The most inquiries are coming from the United States. American buy-

ers are anxious to get hold of Canadian first patents, but millers at present have very little to offer, as a great many are working on Government orders. Flour stocks in country stores are small, and there is bound to be some buying this month. There is a tendency on the part of dealers to wait and see what the food controllership will do for prices. There is a rumor here that the American government will fix the price of wheat at \$1.75; Canadian farmers want more than that—\$2.00 or \$2.25. This is causing Western millers some anxiety, as if the price is fixed in the States at \$1.75, American millers will be able to come into Canada with a big advantage. The Board of Grain Supervisors for Canada have opened offices in the Union Trust Bldg. It is expected they will go to Washington this week. Rolled oats are still \$3.50 in 80's. The demand for bran and shorts has picked up, and prices advanced a dollar per ton in the East. Western prices are not affected yet, but they will be if the demand continues. Millers report a big sale of bran in Eastern States.

Flour—	
Best patents	12 00
Bakers	11 50
Clears	10 90
XXXX	9 90
Cereals—	
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size	4 75
Cornmeal, 98's	5 00
Oatmeal, 98's	4 75
Feeds—	
Bran, per ton	27 00
Shorts, per ton	32 00
Mixed chop, ton	50 00

PRODUCE AND PROVISIONS

(Continued from page 46.)

Breakfast, select, lb.	0 33	0 36
Bucks, regular	0 32	0 32
Bucks, select, per lb.	0 34	
Dry Salt Meats—		
Long clear bacon, light	0 25	
Bucks	0 26	
Barrelled Pork—		
Mess pork, bbl.	45 00	
Lard, Pure—		
Tierces	0 27	
20s	5 70	
Cases, 5s	16 72	
Cases, 3s	16 80	
Lard, Compound—		
Tierces	0 21 1/2	
Tubs, 50s, net	10 78	
Pails, 20s, net	4 50	
Fresh Eggs—		
New laids	0 28	
Dairy	0 30	
Cheese—		
Ontario, large fresh	0 26	
Manitoba, large, fresh	0 24	
Butter—		
Fresh made creamery, No. 1 cartons	0 35	
Fresh made creamery, No. 2	0 34	

WEEKLY MARKET REPORT

(Continued from page 41.)

Tapioca, lb.	0 12
Sago, lb.	0 11

Limas Arriving

To Sell At 17c

Winnipeg.
DRIED VEGETABLES.—The situation as regards white beans is unchanged; high prices still prevail, and high prices can be expected until new crop arrives. There has been a distinct falling off in the price of Limas, amounting to about four cents per lb. in the primary market; these are expected to reach Winnipeg in about

two weeks, and will sell around 17c per lb.

White beans, bush.	50
California Lima Beans—	
80-lb. sacks	0 17 0 20
Peas—	
Split peas, sack, 98 lbs.	7 50 9 50
Whole green peas, bush.	5 50
Whole yellow, bushel	3 75

Less Japan Tea Exported This Year

Winnipeg.
TEA.—A local representative of a Japan house has been advised that the Japan Tea Association have issued the following figures, indicating how the export of tea from Yokohama and Kobe has fallen off this year. The shortage will be felt principally in the higher grade teas:

1917	1916	1915
239,000	4,200,000	4,500,000 lbs.

Almonds To Be High; Jumbos Cost 15-16c

Winnipeg.
NUTS.—Almonds in the primary market are going higher as a result of damage to crop in California. Brazils are the cheapest nuts on the market to-day, prices being equal to those of last year. The new nuts will come on the market at a cost to the retailer of about 16c. Peanuts are very high, Jumbos costing the retailer 15-16c, fancies around 13c. Filberts are practically off the market, and new goods to arrive will cost the retailer around 22c; there is a lack of tonnage for these goods, and brokers find it difficult to figure on new arrivals. There are lots of Naples filberts on the market.

Nuts—In Shells—

Almonds, Tarragano (soft shell, lb.	0 21 1/2
Brazils, medium washed (Nigger Toes), lb.	0 19
Filberts, genuine Sicily, lb.	0 18 1/2
Peanuts—Virginia—	
Choice roasted, fresh, lb.	0 14 1/4
Fancy roasted, fresh, lb.	0 15 3/4
Jumbo roasted, fresh, lb.	0 17
Walnuts, French Marbots, lb.	0 14 1/2
Walnuts, Manchurian (Jap.), lb.	0 13 1/2
NUTS—SHELLED.	
Spanish Valencia Almonds—	
In 28-lb. boxes, lb.	0 41
French Bordeaux Walnuts—	
In 55-lb. boxes, lb.	0 48
Spanish Shelled Peanuts—	
No. 1 Spanish peanuts, lb.	0 14 1/2

Decline In Coffee; Big Crop In Brazil

Winnipeg.
COFFEE.—There has been a marked decline in the market, but this will not be sufficient to affect quotation to retailer. The reason for the decline is that there is a lot of coffee to sell, and few places to sell it. The decline amounts to about 35c per cwt., and extends over a period of thirty days. A big crop is reported in Brazil, but transportation prices will probably keep the market where it is.

Marked Decline In Old Potatoes

Winnipeg.
FRUIT AND VEGETABLES.—A big slump has taken place in the price of old potatoes, which are now quoted at \$1.25 per bushel. The reason for this decline is that new potatoes are coming on the market, opening at \$2.80 per bushel. Old

potatoes will continue to decline, and are probably a dollar a bushel by this time. Cucumbers are off the market. Tomatoes are now coming from Tennessee, and are quoted at \$2.50 per case. Green peas are down to 15c per lb. Leaf lettuce is down to 15c per lb. California cabbage is 4c per lb. Hood River strawberries were selling at \$4 last week-end, but were not expected to last very long. Florida pineapples are off the market. Cherries are sold 20-lb. boxes at \$4.50. There is a decline in watermelon to \$8 per dozen. Canteloups are \$3 flats and \$6.50 standards. Plums and peaches are cheaper this week. Gooseberries are being sold at 15c per lb.

Asparagus, doz.	1 00
Beans, cream	3 50
Manitoba old potatoes, bush.	1 00 1 25
Carrots, new, bag	5 00
Turnips, new, bag	4 75
Cabbage, Cal. lb.	0 04
Lettuce, leaf, doz.	0 15
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 15
Tomatoes, Tennessee, case	2 50
Fruits—	
Oranges, Valencias	5 25
Lemons	6 00
Grape Fruit	6 00
Wine saps, box	2 50 3 00
Strawberries, Hood Rivers, case	
24 pints	4 00
Bananas, lb.	0 06
Cherries, 25-lb. box	4 50
Watermelons, doz.	8 00 9 00
Canteloups, flats	3 00
Canteloups, standard, 45 to case	6 50
Apricots, crate	2 50
Plums, crate	2 50 3 50
Peaches, crate	2 00 2 50
Gooseberries, lb.	0 15

Salmon Rather Scarce; Spring Chickens Expected

Winnipeg.
FISH AND POULTRY.—There is a plentiful supply of all kinds of fish, with the exception of salmon. Some houses are quoting 20c, others 21c. There is lots of halibut, and it is bringing 15c. The off season for lake trout is near at hand, when the price will no doubt be higher; this week the price is 15c. Poultry is beginning to move better, and there should be plenty of spring chickens on the market inside of a week.

Whitefish	0 12
Salmon, frozen	0 15
Salmon, fresh	0 20 0 21
Halibut, fresh	0 15
Cod	0 12
Kippers, boxes	2 00
Bloaters, boxes	2 00
Lake trout	0 15
Pickeral	0 12
Mackerel, 20-lb. kits	3 00
Finnan haddie, lb.	0 13 1/2
Salt herrings, bbl.	5 50
Salt herrings, 20-lb. pails	1 50
Smelts, extra	0 23
Brook trout, frozen	0 35
Sea herring	0 07 1/2

Many grocers throughout Alberta province are unaware that it is illegal under the Alberta Liquor Act to sell extract of lemon as well as many other extracts used for baking purposes.

The British House of Commons Committee on the Finance Bill has brought in an amendment favoring the reduction of the duty on tea from a shilling to eightpence.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., July 10.—Wholesale trade generally since the beginning of July has so far been comparatively quiet. This is of course partly due to the fact that the strike of freight handlers on steamships has held up a lot of shipments. Consignments of Oriental rice received during the past few days has been of inferior quality. The spice market is tight, but prices are unchanged. The vegetable situation is easy. New potatoes have dropped to 2½ and 3 cents a pound. On old potatoes the prices are unaltered. The strawberry season has been disappointing. When the Vancouver island crop has been at its best the freight troubles mentioned above stopped shipments and fruit was dumped on the canneries; this may mean cheap jam later on and disappointed home preservers may gain in the long run. California peaches and plums for immediate dessert use have sold well but the strawberry fiasco will likely help sale of local stuff when it comes on the market for preserving.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl. in car lots	12 30 12 80
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	140 00
Do., Siam, No. 2	125 00
Beans, Japanese, per lb.	0 12½
Beans, B.C., white	0 16
Potatoes, per ton	90 00 100 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 44
Eggs, new-laid, in cartons, doz.	0 41
Cheese, new. large, per lb.	0 26½

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., July 10.—Corn starch and laundry starches advanced ¼c; Blue Ribbon tea up 4c. Mostly all Canadian tobaccos show small advance; salt and cornmeal also costing more. Compound lard is down ½c. Mother's macaroni down 20c a case. Large Ontario cheese offering at 25c; extra fancy Barbadoes molasses is now quoted from 82c to 90c a gallon. Very few small white beans offering, but quotations remain the same. Lemons are sky high—\$9 a case. Tapioca, 11c; sago, 12c. Choice evaporated peaches are 14c to 15c. Prunes for fall delivery offered at—90-100's 10c, 70-80's 11¼c, 50-60's 12½c per pound.

CALGARY:

Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	12 00	
Molasses, extra fancy, gal.	0 82	0 90
Rolled oats, 80s	3 75	

Rice, Siam, cwt.	5 65
Tapioca, lb.	0 11
Sago, lb.	0 12
Sugar, pure cane, granulated, cwt.	9 55
Cheese, No. 1 Ontario, large.	0 25
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 80
Eggs, new-laid, case	9 50 10 50
Tomatoes, 2½s, standard case.	4 50 4 80
Corn, 3s, standard case	3 70 4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 55 2 80
Strawberries, 2s, Ontario, case.	5 25 5 60
Raspberries, 2s, Ontario, case.	5 40 5 85
Peaches, evaporated, lb.	0 14 0 15
Peaches, 2s, Ontario, case	4 40
Lemons, case	9 00
Salmon, pink, tall, case.	7 25

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., July 10.—The crop outlook in none too bright in this district at present as the grains are backward in many districts. Weather conditions for most part favorable. Trade in flour is good, which declined sharply but during the past week or two has again advanced and local quotations range from \$12 to \$12.40 per barrel. Macaroni is down 15c per case. Crowbrand soda advanced 25c to-day and Red Rose and Blue Ribbon teas are both quoted higher by 4c per pound and an increase in the price of Salada is expected. Starch advanced ¼c per pound. Many lines of canned fish such as herrings of this season's catch are now on the market, but it is not expected that finnan haddie will be in for ten days yet. Sago and tapioca advanced 2c per pound. Shelled walnuts are higher, also blueberries. Molasses is in firm market with a further advance expected. All lines of tobacco have advanced. Prince Albert tobacco 8's have become 9's at \$1.44. Salt shows marked advance 152's to barrel now being quoted at \$5.70. Fine in barrels is quoted at \$3.25.

REGINA—

Beans, small white Japan, bu.	7 15
Beans, Lima, per lb.	0 20
Flour, No. 1 patents, 98s, per bbl.	12 00 12 40
Molasses, extra fancy, gal.	0 71
Rolled oats, balls	4 25
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 13½
Bacon, smoked backs, lb.	0 30½
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 24
Cheese, No. 1 Ontario, large.	0 24½
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case.	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 30
Pineapples, case	4 75 5 15
Tomatoes, 3s, standard case.	4 45
Corn, 2s, standard, case.	3 75
Peas, 2s, standard, case.	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case.	5 15
Raspberries, 2s, Ont., case.	5 45
Peaches, 2s, Ontario, case.	8 75
Salmon, finest sockeye, tall, case.	13 50
Salmon, pink, tall, case.	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., July 10.—While trade is now in the dull season business throughout the province is keeping up steadily with sales rather above the average. Several changes in flour during the week have left prices lower with Manitoba at \$13.40 and Ontario at \$12.60. Eggs are lower, new-laid being quoted 34c to 35c case 30c to 31c. Butter also off, dairy 32c to 34c and tub 30c to 32c. Oregon apples out, no apples on sale. Lemons advanced, Messina \$7. to \$7.50. California \$7.50. Oranges are higher at \$5. to \$5.75. Bermuda onions now replaced by Texas importations at \$3 to \$3.25. Florida tomatoes off market but shipments from Bermuda, first ever brought here, are selling at \$5. Cucumbers \$1.25 per dozen or \$6. to \$6.50 a bushel. Box laundry and corn starch both advanced a quarter of a cent. Canned oysters are also higher.

Flour, No. 1 patents, bbls., Man.	13 40
Ontario	12 60
Cornmeal, gran., bbls.	11 00
Cornmeal, ordinary, bags	3 65
Molasses, extra fancy, gal.	0 70
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13½ 0 14
Sugar—	
Standard granulated	8 25 8 30
No. 1 yellow	7 75 7 80
Paris lumps	9 50 10 00
Cheese, N.B., twins	0 22½ 0 23
Eggs, new-laid	0 34 0 35
Eggs, case	0 30 0 31
Breakfast bacon	0 33 0 35
Butter, dairy, per lb.	0 32 0 34
Butter, tub	0 30 0 32
Lard, pure, lb.	0 29½ 0 29¾
Lard, compound	0 22½
American corned pork	52 00 55 00
Beef, cleaned, ls	4 25
Tomatoes, 3s, standard, case.	4 70
Corn, 2s, standard case	3 80
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case.	5 00
Raspberries, 2s, Ont., case	5 20
Peaches, 2s, Ontario, case.	4 30
Salmon, red spring, talls, case.	10 00 10 50
Salmon, pink, talls, case.	6 50 7 00
Salmon, Cohoes, case	9 50 9 75
Salmon, Chums	5 75 6 00
Sardines, domestic, case	6 00
Cream tartar	0 53 0 56
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12½
Raisins, fancy, lb.	0 12½
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14½
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon.	0 28 0 30
Evaporated apples, lb.	0 12½ 0 13
Evaporated apricots, lb.	0 21
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Lemons, Messina, box	7 00 7 50
Lemons, Cal., box	7 50
Oranges, Cal., box	5 00 5 75
Grapefruit, per case	5 50 6 00
Potatoes, bbl.	5 50 6 00
Onions, Texas	3 00 3 25
Tomatoes, Bermuda	5 00
Cucumbers, doz.	1 25
Cucumbers, per bush.	6 00 6 50

PRODUCE AND PROVISIONS

Live Hogs Higher; Lard Shaded Down

Montreal.

PROVISIONS.—The June run of live hogs has been below expectations, and there is accordingly a firmer tone to the market. Live hogs at the opening of this week were quoted at \$17.25 to \$17.50 per 100 pounds, and dressed at \$23.75 to \$24 per hundred. The prospects were for firmer prices at time of writing. This tendency is, however, not noticed yet in the products. Lard has, as a matter of fact, declined in price by half a cent, but demand is low at present for lard, which would account for the slightly easier price. It is not to be expected that with hog prices going firmer, lard will remain long on the decline.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 46	
Shoulders, boiled per lb.....	0 37½	0 38½
Shoulders, roast, per lb.....	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 26½	
Tubs, 60 lbs.	0 26¾	
Pails	0 27	
Bricks, 1 lb., per lb.	28	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	
Tubs, 50 lbs.	0 22¾	
Pails, 20 lbs., per lb.....	0 23½	
Bricks, 1 lb., per lb.....	0 23¾	

Poultry Markets Well Supplied

Montreal.

POULTRY.—Conditions as regards the market for poultry in Montreal are little changed from those described last week. Receipts continue large; if anything larger this week than previously. Quality might be better, especially as regards broilers and ducklings. Storage poultry is in better demand. Some declines in the market for live poultry are attributable to the freer arrivals. Consumption of poultry continues good, the use of this form of flesh food being increased owing to the advantageous state of the market as compared with many meats.

Poultry—		
Old fowls	Dressed	Live
Chickens, milk-fed, crate, fattened, lb.	0 20	0 20
Old roosters	0 30	0 20
Roasting chickens	0 20	0 15
Young ducks	0 25	0 25
Turkeys (old toms), lb.	0 32	0 25

Egg Market Again Steady: Not Weaker

Montreal.

EGGS.—The egg market is steady at the decline last recorded. In some districts eggs are being bought at 26c to 27c f.o.b., but there are other districts where as high as 28c (loss off) is being paid. Receipts of eggs in Montreal last week were only 4,977 cases, as compared with 10,207 for the previous week, and 23,694 for the corresponding period last year. The receipts for last week (ending July 7) are considered low, and dealers find it difficult to understand why they are so small. It was the general impression that far more eggs were arriving. Quite a number of cars of eggs from Winnipeg and the West are being bought around 27c at point of shipment. Some export inquiry has developed both for prompt and for fall shipment, but prices offered are not attractive enough to dealers, and so far little or no business has been transacted. Letters from England indicate that the probabilities are that the egg market in England will improve, as nearby fresh eggs are scarce, and England will have to look to Canada and the United States for further supplies. Practically all dealers are now having their eggs shipped by express during the warm weather. From reports heard, it is paying them, as the quality is very much better than if they were shipped freight.

Eggs—		
New laid, specials	0 40	
Selects	0 36	0 37
No. 1's	0 33	0 34
No. 2's	0 30	0 31

Cheese Market Quite Uneventful

Montreal.

CHEESE.—Business in cheese in the country has been considerable, but prices ruled largely by the Government standard have varied only over a small range, a fraction above the 21c. At St. Hyacinthe, cheese was bought for 21½c on July 7. This was higher by a quarter of a cent than in the week previous. Commission prices are 21¼c for No. 1 Western, and Eastern cheese half a cent lower for No. 2 cheese, and half a cent lower again for No. 3. Lower grades are worth 20¼c, according to the Commission. Receipts of cheese in Montreal for the week ending July 7 were 87,666 boxes. This is a decrease of 7,665 boxes as compared with the previous week, but an increase of 3,644 boxes over the corresponding period last year.

Cheese—		
Large (new), per lb.....	0 23	0 23½
New twins, per lb.	0 23	0 23½

Triplets, per lb.	0 23½
Stilton, per lb.	0 25
Fancy, old cheese, per lb.....	0 30

Butter Shows New Tone of Strength

Montreal.

BUTTER.—There is a new firm tone in butter, which has been selling higher in the country during the past ten days. At St. Hyacinthe 36c was paid for creamery butter. Prices to the retailer have advanced. The advance generally is attributed to a renewal of export demand, but it should be noted that the production period is at its best, and with good production there may be less strength than the development of export demand would lead observers to expect. Some dealers of considerable experience look for a slight swing back of the market to easier levels than are at present ruling. It would seem as if the market had risen a little higher than conditions absolutely warranted. But other views incline to more strength still. Receipts of butter up to July 7 for the week were 17,717 pkgs., an increase of 1,591 pkgs. over the previous week, but 779 pkgs. less than at the corresponding period last year.

Butter—		
Creamery prints (fresh made).	0 37	0 37½
Creamery solids (fresh made).	0 36½	0 37
Dairy prints, choice, lb.	0 33	0 35
Dairy, in tubs (choice)	0 30	0 32
Bakers	0 28	0 29

Honey Crop May Be Quite Normal

Montreal.

HONEY AND MAPLE.—There have been no changes in prices of honey and maple product to the retailer during the past week, and the market for these is featureless at present. It is believed from advices received from apiarists in the country that there may be a better crop than had been anticipated earlier in the season. There are good clover crops in many districts of Quebec, and the beekeepers have kept their swarms over the winter in good shape. Maple product is moving steadily without special feature. Some syrup is a good deal higher priced than the quotations below which are for average good qualities. As the supplies dwindle more firmness may be expected.

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

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

Roast Hams And Shoulders Up 2c.

Toronto
PROVISIONS.—With warmer weather last week a better demand was started for boiled and roast hams and prices were higher in some quarters by 2c per pound. Demand on the whole is quiet for other provisions, there being a falling off for the present month as compared with last month. There has been considerable activity in long clear bacon during the week. Prices on live hogs were up 25c per hundred during the week, with a fair run coming. A shipment of some 500 hogs came through from Winnipeg during the week which is somewhat unusual as the hogs are generally all consumed there. The demand for compound and pure lard remained quiet during the week, which is to be expected during the next two months. This condition is general throughout the United States and Canada and is not peculiar to this section alone.

Hams—			
Medium, per lb.	0 29½	0 31	
Large, per lb.	0 25	0 28	
Bacon—			
Plain	0 31	0 40½	
Boneless, per lb.	0 39	0 40	
Bacon—			
Breakfast, per lb.	0 31	0 40	
Roll, per lb.	0 26½	0 27½	
Wiltshire (smoked), per lb.	0 28	0 31	
Drv Salt Meats—			
Long clear bacon	0 26	0 26½	
Fat backs, lb.	0 25	0 27	
Cooked Meats—			
Hams, boiled, per lb.	0 38	0 42½	
Hams, roast, per lb.	0 42	0 44½	
Shoulders, roast, per lb.	0 37	0 41	
Barrel Pork—			
Mess pork, 200 lbs.	47 00	48 00	
Short cut backs, bbl., 200 lbs.	50 00		
Pickled rolls, bbl., 200 lbs.	48 00	49 00	
Lard—			
Pure tierces, 400 lbs., per lb.	0 26	0 26½	
Compound tierces, 400 lbs., lb.	0 21¼	0 22	
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.			
Hogs—			
Dressed, abattoir killed	24 00	25 00	
Live, off cars	17 00		
Live, fed and watered	16 50	16 75	
Live, f.o.b.	15 75		

Export Demand Sends Butter Prices Upward

Toronto
BUTTER.—With the cutting off in supplies from Denmark for England an export demand was created during the week which sent the price of Canadian butter up 2c per pound. Cable orders from England were received during the week and prices immediately went upward. Production of butter is heavy in Ontario as conditions have been excellent for a heavy yield with abundant supplies of grass and comparatively cool weather. The export of butter from Canada last year amounted to about 190,000 packages and it is the opinion this amount can easily be spared without interfering with the home needs. The market is holding steady at the advance. Some commission men were inclined to doubt the validity for an increase in price at present in the face of excellent production and stated that the increase was not justified, being purely a specu-

lator's market. As to what will come out of the situation remains to be seen. If the Danish butter continues to be shut out of the English market there may be sufficient strength to hold the market up.

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

Eggs Up 1c Dozen: Export Inquiry Cause

Toronto
EGGS.—A similar situation prevails in the egg market as that in butter. Inquiry by cable from England for eggs had a tendency to put firmness in the market. Furthermore the big production locally is over and people have been eating a lot of eggs as they are apparently finding them cheaper than meat even at the high prices prevailing. There are not many eggs being placed in storage now. Quality of the eggs so far this year is reported to be excellent. The export demand is coming earlier this year than usual as August is the month in which it is usual to send stocks abroad. Fresh eggs were quoted at 36c to 37c dozen ex-cartons and 38c to 39c in cartons.

Eggs—			
New laid, cartons	0 38	0 39	
New laid, ex-cartons	0 36	0 37	

Cheese Market Holding Steady

Toronto
CHEESE.—There has been little of interest in the cheese market during the week due to the fact that the Government price remained unchanged and as long as this continues it will be the dominating factor in the price. Reports from Montreal are to the effect that the receipts of cheese from May 1 to June 30 were 181,674 boxes short of the production in the same period last year. In that period of the present year the production was 443,447 boxes as compared with 625,121 boxes last year. In an ordinary year this fact would have a very bullish effect on the market but with the price established things have been drifting along in the same even tone, unruffled by any possibility of a scarcity from shortage of production.

Cheese—			
New, large	0 22	0 23	
Old large	0 30	0 31	
Stilton (old)	0 29	0 32	
Stilton (new)	0 24	0 25	

Lot of Small Hens Reaching Local Market

Toronto
POULTRY.—A lot of small hens under four pounds have been reaching the market during the week and the demand for this class of poultry is very light. There have been good supplies of spring chickens coming in also, but these also are light in weight and consequently are not considered good value. Demand for this class of food has fallen considerably this year, as people seem to be going more to other classes of meat.

Turkey gobblers are about all marketed apparently as very few are now coming in. Dealers are not anxious to get dressed poultry at all this time of year, some in fact are not quoting. With warm weather producers have not the proper facilities for chilling the poultry after they are killed and consequently lose in quality. Live hens, roosters and spring chickens were all easier in prices being paid by dealers.

Roosters, live, per lb.	0 13	0 14
Hens, live, per lb.	0 15	0 19
Hens, fresh, dressed, per lb.	0 18	0 20
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 15	0 22
Do., dressed, 2 lbs. and over..	0 20	0 30
Squabs, dozen	4 00	

Prices are those paid at Toronto by commission men.

Comb Honey Sold Lower to Clear Out

Toronto
HONEY, MAPLE SYRUP.—Comb honey was quoted down 10c per dozen during the week in some quarters in order to clear out existing stocks before new crop arrives. The range of quotations is now from \$2.30 to \$2.40 per dozen. No definite information has been received yet as to the condition of new-crop honey, but indications seem to point to fairly good yield with abundant supplies of white clover available for the producers. Honey in tins is in very light stock. The market for maple syrup continued quiet.

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

Butter Prices Down; Dairy Arriving Freely

Winnipeg.
PRODUCE AND PROVISIONS.—With the run of hogs falling off, the market has advanced from 15c to 15½c. The packers here say that from now on we can look for a steady market with probably a slight advance. There were no changes in provision prices last week. **EGGS.**—The market in this commodity is still very weak due to lack of demand from packers and also because of the poor quality of eggs caused by the hot weather. Prices range from 24c for straight receipts to 28c candled. The production will begin to fall off from now on and it is expected that a firmer market will prevail. **Dairy Butter.**—The make is now starting to come along freely; prices are not changed, however. Buyers are paying 27-28c for straight run dairy, moulds and culls out. **Creamery Butter.**—There is little change from last week, trade now paying 34 and 35c. **Cheese.**—Manitoba cheese is coming on the Winnipeg market pretty freely now. In some cases the quality is very good. Price to the trade is 24c.

Hams—			
Light, lb.	0 30		
Medium, per lb.	0 28	0 29	
Heavy, per lb.	0 26	0 27	
Bacon—			
Breakfast, per lb.	0 30	0 34	

(Continued on page 43.)

Your Customers May Have the Wrong Idea



about the cost of Homemade Preserves. The fact is, the sugar, needed for a quart jar of preserves, costs only 1½c more to-day than it did before the war.

Tell your customers so! Show them the money-saving economy of putting up an abundance of Berries and Fruits for next winter.

There's a good profit for you in Jars, Jelly Glasses, Rubber Rings and Fruit of all kinds. And an excellent profit in Lantic Sugar, when you sell it in 10, 20 and 100-Pound Sacks and 2 and 5-Pound Cartons. Original packages prevent waste—save wrapping paper and twine—and save the clerk's time in weighing and wrapping.

ATLANTIC SUGAR REFINERIES, LIMITED

Power Building, Montreal

Mutual Purchasing Company, Limited

Purchasing Agents and Importers

Groceries and Green Fruits

Buying Agents for the Undermentioned

Wholesale Grocery and Fruit Houses

WHOLESALE GROCERY HOUSES

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

WHOLESALE FRUIT HOUSES

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

We Invite Correspondence from **Manufacturers and Shippers**

Mutual Purchasing Company, Limited 401 ROSS AVENUE
WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

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

MacLean's Magazine

FOR JULY

The Smugglers were Caught

THE true and complete story of a huge smuggling conspiracy which robbed the Canadian and United States Customs Departments of hundreds of thousands of dollars, and which was finally exposed by a Canadian Customs officer, is well told in the July MACLEAN'S. The parties concerned settled by handing over a huge check to the Canadian Government and not a word of the story has ever before been in print. The man who writes the article, J. D. Ronald, was personally concerned in the investigation, and he tells the whole case from first to last, merely changing the names of some of the central figures. This is one of the most striking special features that MACLEAN'S has ever had.

Confederation

the dominant theme of July MACLEAN'S

THE Jubilee of Confederation has led the Editor to make the July MACLEAN'S retrospective and interpretive of Confederation in the character of its main contents—this to meet the certain need and desire of the Canadian people. Note the fine provision of special Confederation article and features:

"THE MEETING OF MACDONALD AND BROWN."

By C. W. Jefferys, a frontispiece painted for MACLEAN'S.

"THE STORY OF CONFEDERATION."

By Thomas Bertram. A colorful narrative of the bringing about of the union of provinces.

"FIFTY YEARS OF BUSINESS EXPANSION."

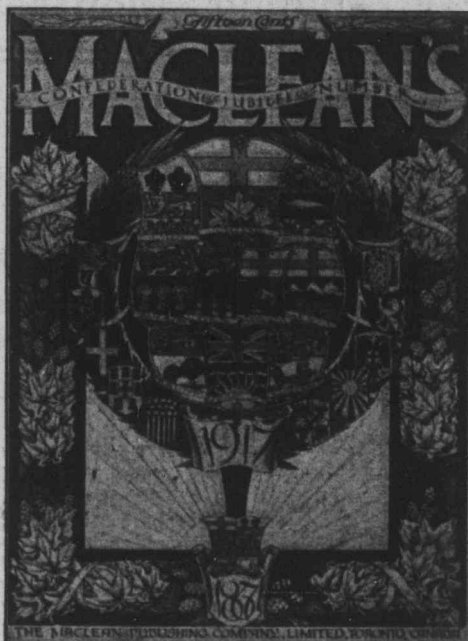
By W. A. Craick, covering all phases of business—banking, insurance, manufacturing, agriculture, transportation, etc.

"THE BUILDING OF THE C.P.R."

By C. H. Mackintosh, former Lieutenant-Governor of the North West Territories, and an ex-editor of the Ottawa Citizen.

"CONFEDERATION AND AFTERWARDS."

By Agnes C. Laut. An article on Confederation and the taking over of the North West Territories from the Hudson Bay Company.



Look for this symbolic cover design in three colors at book stores and news-stands. It is a fine bit of work, and worth preserving.

"SOME CANADIAN CONTRASTS."

By Frank Yeigh. A sketchy article showing some of the most picturesque ways in which Canada has advanced during the last fifteen years.

"THE DRAFT."

By A. C. Allenson. A story of the part which Canadians took in the American Civil War.

MESSAGES ON CONFEDERATION

appear from the Premiers of many of the Provinces of Canada.

Billy Sunday Contributes:

"WHAT I THINK OF CANADA."

A brief article in the crisp, epigrammatic style of the famous evangelist, illustrated by some of his most recent photographs taken in action in New York.

The Fiction Features:

"THE GUN BRAND."

By James B. Hendryx. An interesting instalment of this exciting serial.

"THE OUTLAW BOAR."

By Clark E. Locke. A short story.

"PUTTING IT OVER."

By Hastings Webbing. A golf story.

"THE CAPTAIN OF THE SUSAN DREW."

By Jack London. The first instalment of a two-part story—one of the last that London wrote.

The Best Number of MACLEAN'S

THAT has ever been put out is this July issue. It will be bigger, the articles are stronger, the stories more entertaining, and the illustrations more varied. Stephen Leacock's "Sunshine in Mariposa" is continued in this issue; also the regular Departments, Records of Success, Review of Reviews, The Business Outlook, and Information for Investors.

At All News-Dealers
15c.



Knox Sparkling Gelatine

is *unflavored*, so when a woman buys it she also buys something to use with it and that means *extra profits* for YOU!

It will pay you to push the sale of *Knox Sparkling Gelatine*, because it pays you a splendid profit at the retail price of 20 cents per package, and it will also pay you to remember each time you sell it you have a chance to sell *other* articles *along with it*.

"Make Knox Your Gelatine Leader"

Charles B. Knox Gelatine Company, Inc., Johnstown, N.Y.

BRANCH FACTORY: MONTREAL, CANADA

Sunset Soap Dyes

A Money-Making Proposition

A small amount invested in Sunset Soap Dyes will quickly show you the big possibilities in these popular priced, money-making package goods. No trouble to display—easy to sell. Customers try them, customers like them, and buy, buy again. These dyes are cleanly to use, and will not soil the hands nor stain utensils. Colors are brilliant and lasting. Following the simple directions insures successful results. Sunset Soap Dyes make trade and hold it. Prove it in your store.

For Prices and Trade Discounts write

Canadian Distributors: HAROLD F. RITCHIE & CO., LTD., Toronto, Ontario

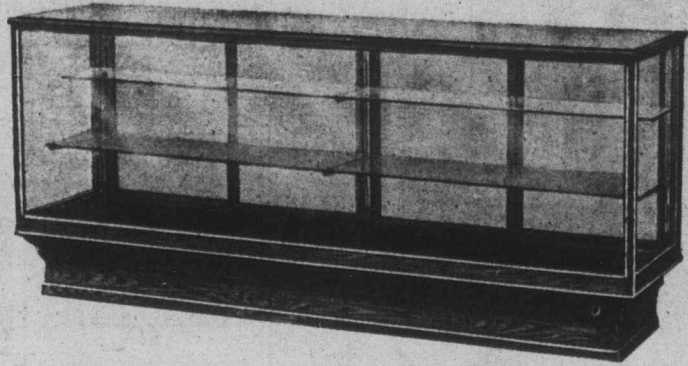
Manufactured by Sunset Soap Dye Co., Inc., New Rochelle, N.Y.

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

Handsome, reliable, inexpensive Show Cases for every grocer

Just as good and just as efficient as the higher-priced equipment.

These Show Cases were constructed to meet the popular demand for low-priced, reliable store equipment. Every Grocer should get acquainted with the unusual values we offer. Just postcard us and receive full particulars by return.



The Western Mfg. Co., Limited
REGINA, SASK.

Furnivall's

FINE
FRUIT
PURE JAM

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

The quality and goodness of Furnivall's make folk want more jam more often until it becomes a regular part of the daily diet.

Nothing can touch Furnivall's for quick turnovers. Try it and be convinced.

FURNIVALL-NEW, Limited
Hamilton, Canada

Big Wash Board Values

Values that will attract the attention of every good housewife are very evident in our wash board lines. Stock them.

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

CANADIAN WOODENWARE CO.

Manufacturers of Washboards in Zinc, Glass and Metal
ST. THOMAS, ONTARIO

Dealers everywhere throughout the country are reaping the benefit of our aggressive advertising, in extensive and continued sales of the popular

Hop Malt Beer Extract

With it, anyone can make the most deliciously flavored, genuine lager beer in their own home. Conforms strictly to Temperance Act. No license required to sell. Your customers will certainly appreciate you stocking this wonderfully satisfying beverage. Agents wanted. Write at once.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15, 30 or 50 lbs. each, containing 1/4, 1/2 or 1-lb. packets, or assorted.

Orders Executed Promptly, Direct or Through

R. E. BOYD & COMPANY

Agents for the Province of Quebec
15 STE. THERESE ST. MONTREAL

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

“I have entered a new world”

“PERHAPS I had to reach my fortieth year to waken up. But whether or not that is the explanation, I have entered a new world of interest and advantage. I read daily newspapers, of course, but I now read THE FINANCIAL POST, and I am frank to say that this weekly newspaper has given me a new consciousness—a new horizon. It has admitted me to a brand new world.”

So spoke an ordinary man—perhaps an average man; a retailer. He was concerned for half a life-time with the things of his daily life, and felt small impulse to become acquainted with a wider, richer realm—the world that bankers, financiers and big business men live in. He did not see that the world of these men was also his world.

By chance, as it were, he became acquainted with

The Financial Post Of Canada

So his worlds of interest and knowledge were enlarged and his capacity and desire for the kind of news and information provided by THE FINANCIAL POST were enlarged.

The \$3.00 a year that it costs him to subscribe to THE POST counts for nothing; what does count is the growing bigness of this man—growth at \$3.00 a year!

NO matter what your age or business, THE FINANCIAL POST is for you—to enrich your mind, to deepen your thinking, to broaden your field of knowledge and endeavor.

THE FINANCIAL POST OF CANADA 1917
143-153 University Avenue, Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper I will remit \$3.00 to pay for my subscription on receipt of bill.

Name.....

Address

*There may be imitations of the bottle and label,
but there is only one H.P. Sauce*

It's the contents of the bottle that counts—that's the reason why the demand for H.P. is constantly increasing—there's nothing just like

W. G. Patrick & Co., Ltd., Toronto, Montreal, Etc.
R. B. Seeton & Co., Halifax, N.S.

H.P. SAUCE

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and the package.

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

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



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say: "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home, for years.

Windsor Table Salt
THE CANADIAN SALT CO., LIMITED



A customer pleaser that pays to sell

Wonderful Soap has won the confidence and esteem of housewives in every community because of its unusual goodness and non-injurious qualities. See that Wonderful Soap is always included in your wash-day displays.

How is your stock of "Crystal Soap Chips?"

Guelph Soap Company
GUELPH, ONT.

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

No Advance Yet in the Price of

G. Washington's REFINED Coffee

Here is something that will interest you!

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

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

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

CANADIAN SALES AGENTS:

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

The best Orange Marmalade

is

Wethey's

Are you selling it?



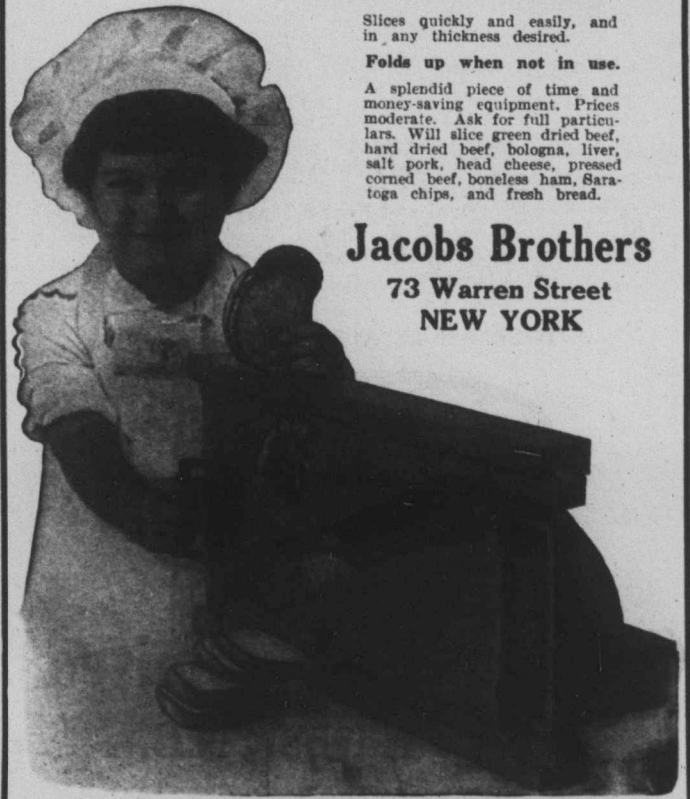
Are You Selling Barnes Grape Juice?

Don't let the hot weather weeks roll by without securing a good share of the demand for this popular Summer drink.

It's a profit-builder.

The
**Ontario Grape Growing
and Wine Mfg. Company**
ST. CATHARINES, ONTARIO

Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

Folds up when not in use.

A splendid piece of time and money-saving equipment. Prices moderate. Ask for full particulars. Will slice green dried beef, hard dried beef, bologna, liver, salt pork, head cheese, pressed corned beef, boneless ham, Saratoga chips, and fresh bread.

Jacobs Brothers
73 Warren Street
NEW YORK

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



**KEEP
Brunswick Brand
IN FRONT**

Don't hide your stock of these popular Sea Foods 'way on the back shelves. Keep them well displayed where the customers cannot fail to see them. Suggest them with every order, and don't hesitate to guarantee them — they are quality through and through.

If you are not yet aware of the unusual selling merits of these delicious sea foods you should begin now by ordering a trial supply from this list:

- ¼ Oil Sardines
- ¼ Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams
- Scallops

YOUR WHOLESALE HAS THEM



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

**QUOTATIONS FOR
PROPRIETARY ARTICLES
SPACE IN THIS DEPARTMENT IS \$56
PER INCH PER YEAR**

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2½-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.60
12 oz Tins, 4 doz. to case, weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case. Per doz.

Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

BAKED BEANS WITH PORK.
Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c. or with Sauce, 4 doz. to case	.95
1's Baked Beans, Plain, 4 doz. to case	1.15

1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1 75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14½
30's Tin or Wood, one pail crate, per lb.	14½

BLUE

Keen's Oxford, per lb.	0 17½
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3½ lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

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

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, ¼-lb. tins, doz.	2.45
Perfection, ¼-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb. (Unsweetened Chocolate)	.37
Supreme Chocolate, 12-lb. boxes, per lb.	.36

YOU are not in business for your health,
Mr. Grocer. You're in business for profit,
and your profit depends considerably on
the kind of goods you sell. Some kinds of
goods bring repeat orders. Other kinds
don't. Some kinds need continuous explana-
tion and occasional apologies. You have had
them. You know what we mean. It pays
to stick to articles of established reputation
and quality. Such a soap as



for instance, and other things that the public
have tried and found reliable.

The St. Croix Soap Manufacturing Co.

ST. STEPHEN, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

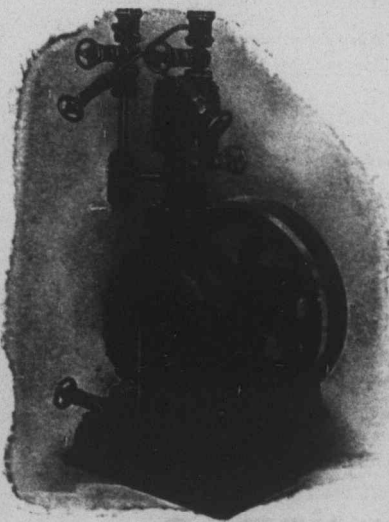
ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

F. W. FEARMAN CO.
LIMITED
HAMILTON

THE BRUNSWICK-FREEMAN System of Mechanical Refrigeration will increase your business and raise your profits.



STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick-Freeman absolute temperature at all times. No trimming choice cuts of meat. No ice handling during the rush hours. Just turn the switch and the Brunswick-Freeman does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A.

The W. A. FREEMAN CO., Limited
Hamilton, Canada

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	3 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/4-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/4-quart Tall Cylinder Can..	
No. 1 Pint Cylinder Can.....	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED

MONTREAL

Assorted meats, 1s.	\$4.25.
Compressed Corn Beef—1/2s.	\$2.90—1s. \$4.25; 2s. \$9; 6s. \$34.75; 14s. \$75.
Lunch Ham—1s.	\$4.25; 2s. \$9.
Ready Lunch Beef—1s.	\$4.25; 2s. \$9.
English Brawn—2s.	\$8.
Boneless Pigs' Feet—1s.	\$8.
Roast Beef—1/2s.	\$2.90; 1s. \$4.25; 2s. \$9; 6s. \$34.75.
Boiled Beef—1s.	\$4.25; 2s. \$9; 6s. \$34.75.
Jellied Veal—1/2s.	\$2.90; 1s. \$4.25; 2s. \$9.
Corned Beef Hash—1/2s.	\$2.
Beefsteak and Onions—1/2s.	\$2.90; 1s. \$4.25; 2s. \$9.

Prompt answering means pleased customers

Make your telephone a better source of profit and customer-satisfaction by making it a rule to answer all calls promptly and courteously.

Polite, prompt telephone service puts your customer in a receptive mood, where she is willing to receive and accept suggestions from you.

Your telephone will cover its own cost and pay for its rental many times over if you see to it that every call is answered promptly and politely.



Good service . . . our true intent.

The Bell Telephone Co. of Canada

We Insist

that the best food on the
market to-day is

RICE

Mount Royal Milling & Manufacturing Co.

D. W. ROSS CO., Agents, Montreal

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

An Extra \$5 or \$10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,
LIMITED
143-153 University Ave.
TORONTO - CANADA

Before you build your home

You will save many dollars, avoid many mistakes, and add vastly to the satisfactoriness of final results if you make yourself thoroughly familiar with the book—

Building a Home

By Desmond and Frohne

These two men are editors of the *Architectural Record*, the leading paper in its field on this continent. The book is full of sound sense, and is inspiring and educational. Many fine illustrations assist the text.

The price, post paid, is \$1.65 (\$1.50 at our office). This price is as nothing in comparison with the value of the book to those planning to build.

The MacLean Publishing Co., Limited
143 University Avenue Toronto, Ontario

- Cambridge Sausage, 1s, \$4; 2s, \$7.75.
- Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
- Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
- Tongue, Ham and Veal Pate, 1/2s, \$1.95.
- Ham and Veal, 1/2s, \$1.95.
- Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
- Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
- Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
- Mincemeat in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
- In Pails, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s, \$3.
- Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
- Clark's Tomato Ketchup, 16 oz.
- Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45; Individuals, 85c doz.
- Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90; Individuals, 95c doz.
- Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90; Individuals, 95c.
- Tomato Sauce, 1 1/4s, \$1.85; Chili Sauce, 1 1/4s, \$1.85; Plain Sauce, 1 1/4s, \$1.60.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
- Clark's Chateau Chicken Soup.
- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
- Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
- Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

- L'Admirable, 50 bottles, litre cs. 8 00
- Neptune 9 00
- San Rival 9 00

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
- Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
- Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
- Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
- Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

- H. L., ch. 90 lbs., lb. 0 35
- Victoria, ch. 90 lbs., lb. 0 25

COFFEES

- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
- Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
- Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 75
- D. S. F., 1/2-lb. 3 30
- D. S. F., 1-lb. 6 25
- F. D., 1/4-lb. 1 10
- Per jar
- Durham, 4-lb. jar, each. 1 10
- Durham, 1-lb. jar, each. 0 35

JELL-O

GENESEE PURE FOOD CO.

- Assorted case, 4 dozen. \$ 3 60
- Lemon, 2 dozen 1 80
- Orange, 2 dozen 1 80
- Raspberry, 2 dozen 1 80
- Strawberry, 2 dozen 1 80
- Chocolate, 2 dozen 1 80
- Peach, 2 dozen 1 80
- Cherry, 2 dozen 1 80
- Vanilla, 2 dozen 1 80
- Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

- Assorted case, 2 dozen. \$ 2 50
- Chocolate, 2 dozen 2 50
- Vanilla, 2 dozen 2 50
- Strawberry, 2 dozen 2 50
- Lemon, 2 dozen 2 50
- Unflavored, 2 dozen. 2 50
- Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
- List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

- | | | |
|-----------------------|----------|----------|
| | 5c | 10c |
| | Round | Oval |
| | litho. | litho. |
| | dredge | dredge |
| | Per doz. | Per doz. |
| SPICES. | \$0 48 | \$0 95 |
| Allspice | | |
| Arrowroot, 4 oz. tins | | |
| 90c | 0 95 | 0 95 |
| Cayenne | 0 48 | 0 95 |
| Celery salt | | 0 95 |
| Celery pepper | | 0 95 |
| Cinnamon | 0 48 | 0 95 |
| Cinnamon whole, 5c | | |
| pkgs., window | | |
| front 45c | | 0 95 |
| Cloves | 0 48 | 0 95 |
| Cloves, whole, 5c | | |
| pkgs., window | | |
| front 45c | | 0 95 |
| Curry powder | | 0 95 |
| Ginger | 0 48 | 0 95 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 95 |
| Nutmegs, whole, 5c | | |
| pkgs., window | | |
| front 45c | | 0 95 |
| Paprika | 0 48 | 0 95 |
| Pepper, black | 0 48 | 0 95 |
| Pepper, white | 0 51 | 1 00 |
| Pastry spice | 0 48 | 0 95 |
| Pickling spice, win- | | |
| dow front, 95c | | 0 95 |
| Shipping weight per | | |
| case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 3 |

CANADIAN Strawberries

are now in full swing. Season will be short. Get your supplies early.

California

Peaches, Plums and Cantaloupes.

New Potatoes

Market much lower.

Cabbage, Beans, Peas,
Tomatoes.

HUGH WALKER & SON
GUELPH, ONT.

Local Fruits and Vegetables

Strawberries
Gooseberries Cherries

Now arriving in the market daily. Also full supplies

Tomatoes, Cabbage, Beans, Peas,
Potatoes, Melons, Cantaloupes,
Peaches, Plums, Apricots.

*Largest Assortment and
Freshest Goods.*

WHITE & CO., LIMITED

Wholesale Fruits and Fish

Main 6565 :: TORONTO

New Crop

“St. Nicholas”
“Queen City”
“Kicking”

are shipped. Get these brands for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-top in every way, and our service entirely satisfactory. The fruits we sell are the kind you need to satisfy your customers and to build up a thriving fruit business.

We can ship you on short notice best quality foreign fruits — Bananas, Lemons, Oranges, etc.

Why be content with slow, profitless fruit sales? Connect with us and sell the fruits that sell quickly and always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

Wholesale
Fruit and
Produce
Merchants

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

Keep Sterling Tomato Catsup in front

Every customer will appreciate the delicious goodness of this splendid Canadian-made Catsup.

A trial supply will sell so well that you won't want to be without it afterwards. Get a stock on display right now and swing better sales to your store.

T. A. Lytle Co., Ltd.
STERLING ROAD, TORONTO



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Wanted

CLASSIFIED ADVERTISING

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

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

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

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

AGENCIES WANTED

WANTED—NUMBER OF SIDE LINES — Traveler permanently located in north country, open to look after several side lines for manufacturers and wholesalers. Address A L., Box 85, Timmins, Ont.

MANUFACTURERS' AGENTS IN REGINA, calling on general merchants, bakers, butchers and restaurants throughout Saskatchewan, are open to represent manufacturer of a good staple line. We have storage facilities. References exchanged. Box 234, Canadian Grocer.

YOU MAY BE ABLE TO HANDLE ANOTHER line or two and desire to get in touch with some manufacturer, etc., who could probably give you the right line. Try a condensed ad. in CANADIAN GROCER, stating your qualifications, etc. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion. If you need a box it will be 5 cents extra per insertion.

TWO GROCERY SALESMEN COVERING ALBERTA with car want additional lines. Write full information to 614 17th Ave. West, Calgary, Alberta.

BUSINESS WANTED

WANTED—GROCERY WITH RESIDENCE ATTACHED. Box 236, Canadian Grocer.

FOR SALE

GROCERY, CONFECTIONERY AND ICE cream parlor, established business in manufacturing town. Good reasons for selling. Cheap for cash. Apply Box 235, Canadian Grocer.

AGENTS WANTED

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

Use this page — the page that is never overlooked — from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

POSITION WANTED

GROCER WITH 14 YEARS' EXPERIENCE IN groceries and crockery desires position as manager or head clerk; married; good references. Box 237, Canadian Grocer.

MR. CLERK, YOU WANT TO BETTER yourself You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number.

HELP WANTED

YOU NEED THE KIND OF HELP THAT is trained, is alert, and has initiative. Readers of this paper are in this class, and they may be looking for just such a proposition as you have to offer. Try a condensed ad. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents per insertion extra for Box Number.

A CLERK NEEDS A GOOD POSITION WITH good prospects just as much as an employer needs a good clerk with enthusiasm or "pep." To bring the two together is the proposition. Mr. Employer, try a condensed ad in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion, and 1 cent each additional, with an extra charge of 5 cents per insertion for Box Number.

GOODS FOR S A

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers. If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 97 Ontario St., Toronto.

FIXTURES FOR SALE

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Buyers' Guide



WHEN IN NEED Write Us
J. F. & J. N. SOMERVILLE, 362 Sunnyside Avenue,
TORONTO, CANADA

Try MANN & CO. for
FANCY POULTRY

Roasting Chickens. Boiling Chickens
Ducks, Geese, Turkeys.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For
apples, green or dry; Cereals, Crackers, Bottles,
Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

SAY YOU SAW IT IN CANADIAN
GROCER

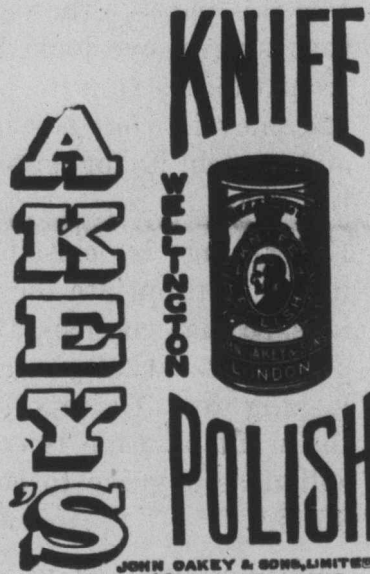


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year



JOHN OAKY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East,
Toronto, and J. F. Huxley & Co., 220
McDermid St., Winnipeg.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters
of Sausage Casings, Packers' and But-
chers' Supplies. Outfitters of Meat Mar-
kets. Pure Spices a Specialty. But-
chers' Coats and Aprons.

49 DUNDAS STREET. - TORONTO

LARGEST CANADIAN DEALER



WASTE
PAPER

E. PULLAN TORONTO

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/4-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

OPINION NO BETTER THAN INFORMATION

FORTUNES have been lost, and are
being lost, by men who have made
or make bad investments, because of
insufficient information, who take capri-
cious opinion—their own or others'—as
their guide in buying or selling.

"A man's opinions is no better than his
information."

Paste this in your hat, on your desk—
anywhere and everywhere as a good
working principle.

Then follow the lead of this saying by
having each week The Financial Post of
Canada.

There you will get informed opinion—by
many men trained to get at facts, to get
ample information, and to interpret their
knowledge lucidly.

In THE POST each week, you will find
authoritative and well informed opinion
—lots of it—grouped under these and
other heads—Steel, Milling, Transporta-
tion, Pulp and Paper, Light and Power,
Textiles.

You will find much else bearing on in-
vestments. THE POST will help you to
acquire the broad and balancing mind or
the well-informed banker or business-
man.

Issued every Saturday, \$3 per year. Sample copy
gladly sent on request.

THE FINANCIAL POST OF CANADA

143-153 University Avenue, Toronto.

Telephone Main 7324.

Pure Sugar Colouring

Permanently Brilliant in

Syrups Mineral Waters
Vinegar Spirit, etc., etc.

When ordering state purpose for which required.
Shipped in barrels, half barrels, kegs and cars.

MANUFACTURED BY

Dominion Caramel Company

21 WALNUT AVENUE

MONTREAL, QUE.

PROHIBITION

BY THE BRITISH GOVERNMENT

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

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

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

BETTS & COMPANY, LIMITED

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

Cable Address: CHECKMATE, LONDON

**In your Locality
are many
Dogs and Cage Birds**

Your customers must have FOOD for them.
It is to your interest as well as that of your
customers and their pets, that you should
regularly stock

**SPRATT'S
DOG CAKES,
Puppy Biscuits
and
Packet BIRD SEEDS.**

The name SPRATT'S is a guarantee of quality and
reliability. It will help you to keep old customers
and attract new ones.

SPRATT'S Depôts in CANADA are:—
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.
Direct Correspondence invited:—
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.
B 46

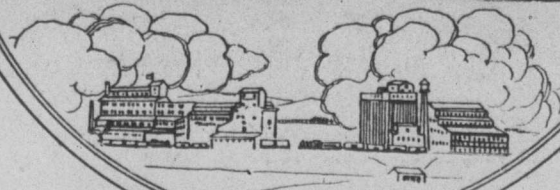
Ask Us For
**Wrapping
Papers**

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg



A Tale of Two Grocers

How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

* * *

Three separate deliveries that devour the profit. No goodwill.

And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

* * *

One single delivery. Profitable sale and goodwill.

WHEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal

"The House of Character"
Offices in 16 Canadian Cities

Winnipeg