

**PAGES
MISSING**

CANADIAN GROCER

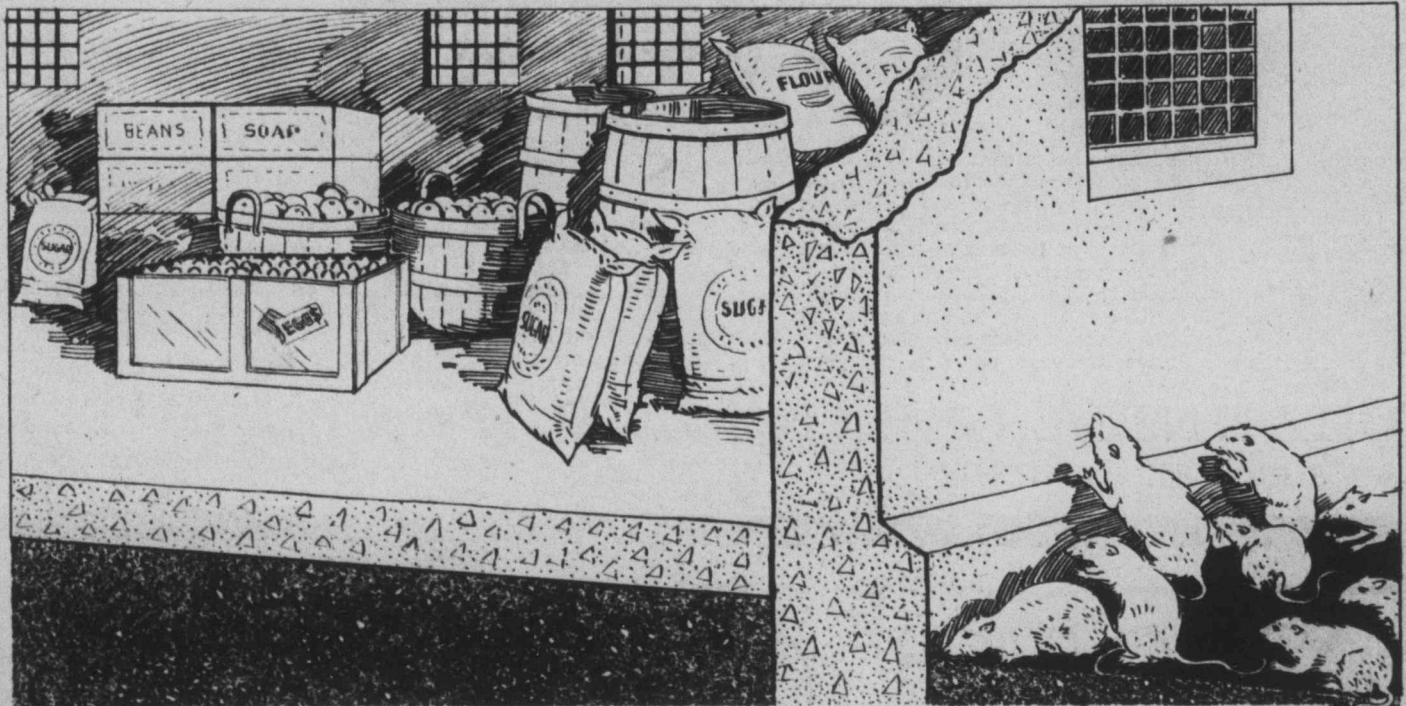
Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII.

PUBLICATION OFFICE: TORONTO, JULY 19, 1918

No. 29



BUILD THEM OUT!

THE rat is the worst pest we have in Canada—and particularly a source of annoyance and destruction in all places where foodstuffs are stored. In our grocery stores, damage to the extent of thousands of dollars, results each year from rats. At a time when the conservation of food is es-

pecially important, it should be apparent to every grocer that in letting rats eat up his merchandise he is not only suffering a serious loss himself, but also permitting a waste that means much to the cause of our Empire and our Allies.

There is only one way to permanently end the Rat Pest—Build them out. Use

CONCRETE for your foundations, walls and floors
For No Rat Can Gnaw Through Concrete

There are other good reasons for the use of Concrete in building the floors and walls of a grocer's premises—concrete is sanitary, fireproof and permanent; a good investment from every standpoint. But the rat is the

most pressing reason of all for the general adoption of Concrete by all who store foodstuffs. Heed the insistent call of economy and conservation—build of Concrete and rout the rat.

Write for free copies of our booklets—which tell how to build walls and floors of Concrete.

CANADA CEMENT COMPANY, LIMITED 1 Herald Building, Montreal

Sales Offices at Montreal, Toronto, Winnipeg, Calgary

Let the Women Know

YOUR store is the place where women like to be reminded of the household needs that have "slipped their minds." Even for so well-known an article as

O-Cedar Polish

a reminder is needed. Housewives will be glad to see O-Cedar before their eyes when they enter your store. Every woman wants O-Cedar Polish because it is the quality polish—because it renews and protects all their furniture—because it cleans as it polishes.

The extensive and powerful advertising given O-Cedar Products is making more O-Cedar users every year. Let

your store be known as an O-Cedar store, and you will ensure your share of this profitable business. People will be sure you have it, if you utilize the convenient O-Cedar Sales Helps—O-Cedar Floor and Counter Stands; Electric Sign Displays; and O-Cedar advertising plates. Ask your jobber about yours, as well as about the Profit Deals that will make additional money for you.

CHANNELL CHEMICAL COMPANY, LIMITED
369 SORAUREN AVENUE - - - TORONTO

KING GEORGE'S NAVY

CHEWING
TOBACCO

The finest quality tobacco

The men of your town who look for and appreciate a chewing tobacco that is unquestionably superior will find their anticipations fully met by the splendid texture and flavor of King George's Navy.

No good grocer can afford to omit this popular line from his tobacco stocks.

Rock City Tobacco Co., Ltd.



Borden's

-for every Summer Outing

WHEN making up your displays of Summer lines give good prominence to Borden's—the Condensed Milk Products that are unequalled for both quality and convenience.

EVERYBODY in your community knows how good Borden Milk Products are. Advertising has made them known from one end of Canada to the other—their own delicious goodness has entrenched them solidly in the people's estimation.

NOW during the vacation weeks comes an extra good opportunity for you to increase your sales and your profits by featuring Borden convenience and Borden utility.

You know the Borden sellers. But just to remind you—

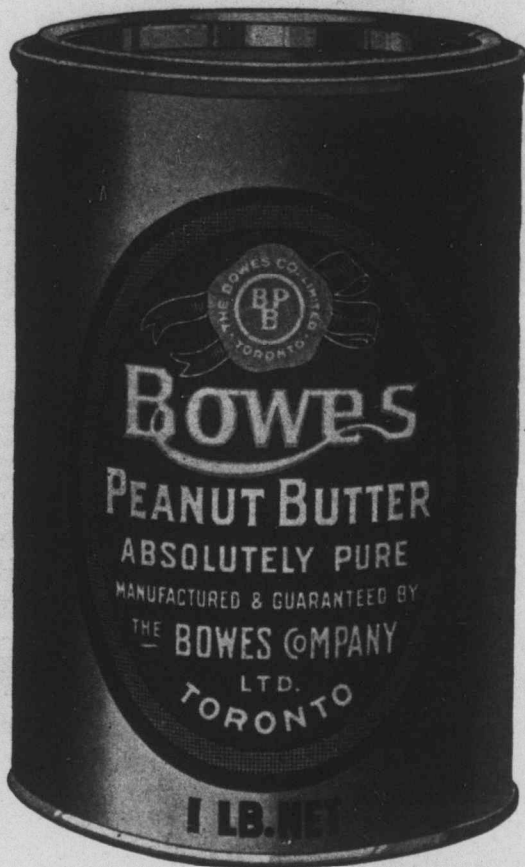
Borden's Eagle Brand Condensed Milk
Borden's St. Charles Evaporated Milk
Borden's Jersey Evaporated Milk
Borden's Reindeer Condensed Milk
Borden's Reindeer Condensed Coffee
Borden's Reindeer Condensed Cocoa

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



A BIGGER VOLUME OF SALES

That's the ambition of every grocer. And the first step toward its realization is judicious buying. Buy rightly and you can invariably sell rightly. Throw the "shelf-loungers" in the discard and sell fast-moving lines—lines that are well advertised and in popular demand. Follow this policy in regard to your peanut butter stock and you will inevitably choose Bowes' Peanut Butter as your leader.

ORDER FROM YOUR
JOBBER OR DIRECT

KRAUT IS DUTCH—NOT GERMAN!

If any of your customers have scruples about eating Kraut for patriotic reasons, just refer them to the following dispatch from Washington:—

"Washington, May 30th.—Sauer Kraut may be eaten without disloyalty. The Food Administration to-day explained that the dish is of Dutch, rather than German origin and that those who make free use of it will be performing a patriotic service by stimulating a greater use of cabbage and thus saving staple foods needed abroad."

"Simcoe" and "Dominion" Brand KRAUT

is of the highest quality. Its delicious flavor appeals to every taste. Order a supply, but order quick—the supply is limited. Telegraph your order to-day at our expense.

Dominion Cannery Limited
Hamilton, Canada



"The Seal of Quality"

CLARK'S



*Help the
Food Controller
Mr. Grocer
by pushing the sale of*



CLARK'S

SPAGHETTI

with

TOMATO SAUCE and CHEESE

A perfectly cooked, deliciously flavored and nourishing dish.

You have only to feature this line and you will soon find it to be one of your best sellers and money-makers.

STOCK UP NOW

W. CLARK, LTD.



MONTREAL

July Dry Goods Review

JULY issue of D.G.R. is the Annual Fall Number containing special articles on merchandising and information in concise form which is vital to Fall, 1918, retailing.

One article describes the steps which the business men of Montreal have taken in the forming of an association aiming to stamp out the theft evil. How they plan to eliminate shop-lifting will be read with interest by every dry goods merchant.

In small and medium sized towns most stores keep open Saturday nights to accommodate their country customers. Plans for attending to the extra rush and for endeavoring to have the town people shop earlier have been secured from the Western provinces, since the question was brought up at the recent R.M.A. convention. These methods are discussed in July DRY GOODS REVIEW.

The fashion news is of utmost importance since conditions this year differ from all previous experience. What buyers in the big Canadian stores who have been visiting the fashion and manufacturing centres have to say is well worth study.

Inquiries come to DRY GOODS REVIEW frequently as to what is the safe buying policy for retailers under present varying markets. Every department in the July issue gives valuable information in this regard secured from authoritative sources.

The effect on the retailer of the much discussed question of price fixing by the manufacturer is given a thorough rehearsal by a prominent man in the trade. If you do not agree with him let us hear your side of it. DRY GOODS REVIEW is a monthly convention of dry goods merchants which costs you nothing for travelling and hotel expenses. Do not miss it.

Special articles tell of how Brown's Limited, Portage la Prairie, get business by a combination of telephone and regular auto delivery routes; and how one of the Hudson's Bay Stores develops a fraternal feeling throughout the store by its newspaper "Pep."

The Good Advertising Department tells a good story of a successful bit of advertising combined with a novel interpretation of bonus giving to employees, as worked out in a Peterborough store.

Some points which make for good millinery and ready-to-wear departments are included in a description of the newly arranged Gould Store in St. Thomas.

Paris letter and New York letter (and this month New York millinery) are real features of every issue, as is also the information given in answers to inquiries of all sorts.

From the East is a discussion of how retailers collect bills promptly.

We believe that you will discover in the Fall number of DRY GOODS REVIEW a meeting place of alert minds mutually helpful. In the course of a year's subscription you will make many valuable acquaintances through DRY GOODS REVIEW gaining profitable ideas. May we suggest that you subscribe?

DRY GOODS REVIEW is published every month and costs \$2.00 per year. You will find this coupon convenient in ordering.

The MacLean Publishing Company, Limited,
153 University Avenue,
Toronto.

Send me DRY GOODS REVIEW regularly till further ordered, commencing with the July (Fall) Number. I will send you subscription price, \$2.00 per year, on receipt of bill, or you may draw on me for this.

Name

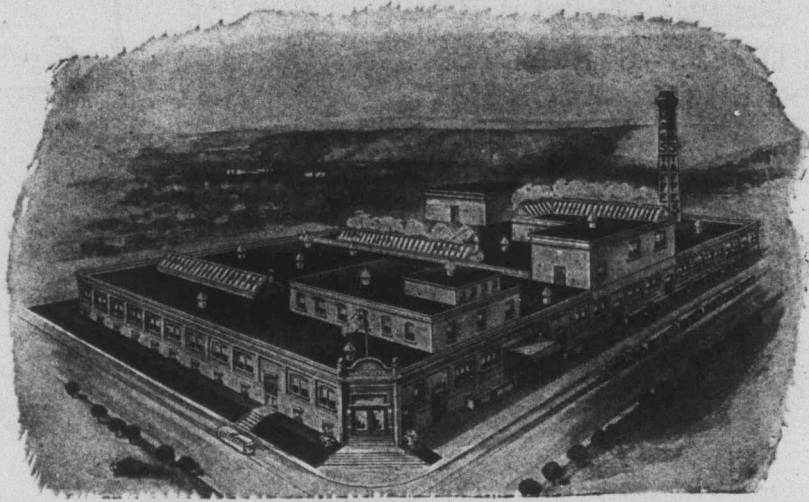
C.G. 12-7-18.

Address

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

WAGSTAFFE'S

1918 PACK JAM



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

Strawberry
Raspberry
Black Currant
Plum
Peach
Apricot



All Ready for Delivery.

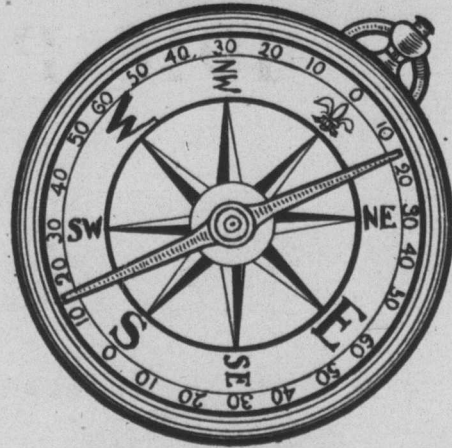
WAGSTAFFE, Limited

Hamilton, Canada

4 CARDINAL POINTS OF PERFECTION

LIGHTNESS—STRENGTH
—DURABILITY—ECONOMY

*the Compass
OF
Completeness*



Babcock Commercial Bodies

LIGHTNESS

All makers of Commercial Bodies for Motors strive to attain **Lightness** of construction without sacrificing strength. The Babcock patents enable a saving of ONE-THIRD in WEIGHT.

STRENGTH

"Strong as Steel!" The fundamental **strength** of Babcock Bodies is the steel construction—patented—which makes them far stronger than any other kind of framework could possibly make them.

DURABILITY

Tested by years of hard service in carrying the heaviest merchandise. The **Durability** of Babcock Bodies is marvellous. The steel construction gives a rigidity

which prevents the racking and weaving so injurious to other makes of bodies.

ECONOMY

If a Babcock Body costs a little more than a cheap body and lasts twice or three times as long—it is economical, isn't it? Babcock Bodies save real money for the merchants who put them on their delivery cars.

STYLE NO. 1. The Open Express is the base unit for the other styles, which are created by the addition of parts, all of which are interchangeable. The Babcock Bodies give an unusual amount of space for carrying merchandise and this appeals greatly to the merchant who employs motor deliveries.

STYLE NO. 2. This style is made—presto, quick—by merely adding the canopy top with curtains. This is easily done, and the patented method of attaching prevents absolutely all racking and weaving, preserving full loading space intact.

STYLE NO. 3. This style is attained by simply adding side and rear screens to canopy top. All Babcock Bodies are on the unit plan and all styles are interchangeable.

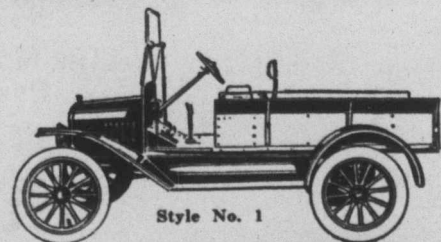
STYLE NO. 4. The fully enclosed, panel side style, is very handsome. The panels are made of vehisote which takes a finer finish than wood and does not crack or warp. This style comes ready to assemble on the express unit, same as other style. Rigid, strong and extremely satisfactory.

DEALERS and MERCHANTS

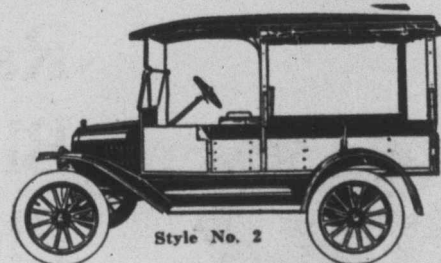
We are prepared to sell direct to merchants who are in the market to buy a superior make of Commercial Motor Body. We prefer to deal through regular agents, and we desire to make connections with a Garage or Motor Dealer in every community but where we have no local agent we shall be pleased to send literature and price list and full particulars, direct, to any merchant or manufacturer who is interested.

CARRIAGE FACTORIES, LIMITED

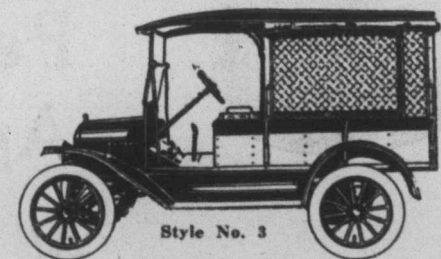
EXCELSIOR LIFE BUILDING, TORONTO



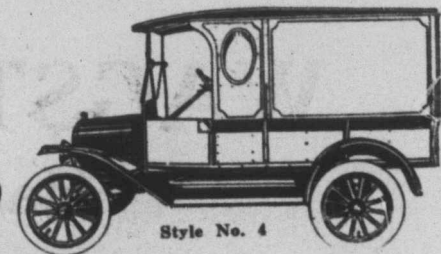
Style No. 1



Style No. 2



Style No. 3



Style No. 4

IN ANTICIPATION

of higher prices and late arrivals—we cannot very well expect anything else for some time to come—we recommend the purchase of California Dried Fruits and offer for prompt shipment:—

RAISINS

300 c/s	15-oz.	Bonner's Seedless	14½c	pack.
200 "	"	Purple Cord Seedless	15c	"
375 "	"	Griffin's Seedless	15c	"
950 "	"	Pansy Seedless	15c	"
1,000 c/s	Ass. Brands	15-oz. Choice Seeded		13c	"
600 "	Holly Brand	15-oz. Fancy Seeded		13½c	"

PRUNES

in 25-lb. boxes:—

All sizes from 100/120 to 20/30, 9c to 20c

Choice Evaporated Peaches

25-lb. boxes 18½c

Also we might just as well take the opportunity and quote some SALMON:—

Fishermaid Brand, Chums 1's talls, c/s.....	\$ 8.40
Equality Brand, White Spring 1's talls, c/s.....	9.25
Nansen Brand, Pink 1's talls, c/s.....	9.75
Parliament Brand, Red Spring 1's talls, c/s.....	15.00
Golden Link Brand, Sockeye 1's flat, c/s.....	17.00

Prices for new pack will be named within another month. In buying now there can be no possible mistake.

Special attention given to mail orders.

Telephone or wire your requirements at our expense.

S. J. MAJOR LIMITED

Wholesale Grocers

Ottawa, Ont.

On request we will mail our calendar

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.)

HAMILTON

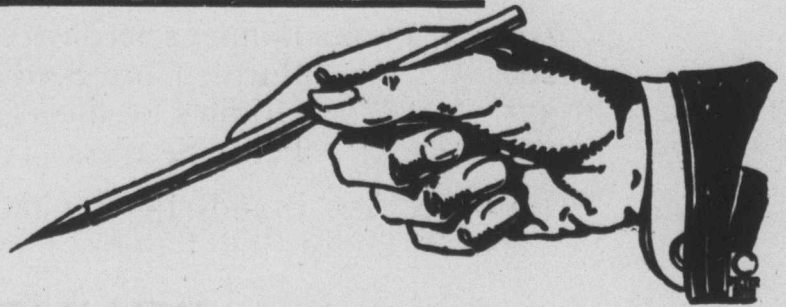
Shipment, new pack, Choice Red Spring Salmon, 48 1-lb. tall tins, due in ten to fifteen days.

This is part of a limited early pack. Get your orders in for your summer trade before it is cleaned up. One-lb Red Salmon is almost unobtainable.

BRISTOL, SOMERVILLE & CO.

Canadian Food Control License No. 6-058

WHOLESALE GROCERS



There's a Baking Powder
that you can guarantee

A Baking Powder as perfect and as satisfactory as infinite care and consummate skill can produce.

Show Egg-O Baking Powder regularly. Remind the housewife of Egg-O quality and dependability. Tell her how successfully it can be used with sweet milk, sour milk, buttermilk or water—always giving results to back up your very best recommend.

Selling Egg-O will profit you well.

Egg-O Baking Powder Co., Limited
HAMILTON, CANADA

Furnivall's
FINE
FRUIT
PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—George Hodge & Sons, 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., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

IN the New Season's Pack are embodied those standards of excellence and purity for which Furnivall's Jams are everywhere famous.

Push Furnivall's this year and you'll realize how popular it is and the good margin it produces.

Furnivall's always repeats.

FURNIVALL-NEW, Limited
Hamilton, Canada

TAPATCO

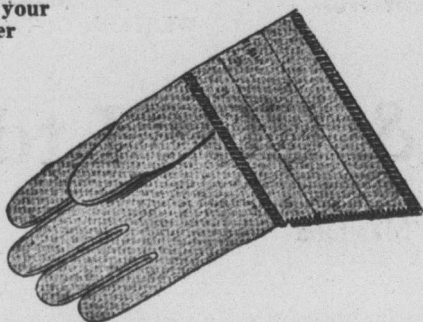
REGISTERED BRAND TRADE MARK

You Can Sell Tapatco Gloves to the Men of Your Town

The Tapatco Glove is a well made, comfortable, long-wearing working glove that will give every man unlimited satisfaction.

Get this profitable extra business. Show the Tapatco line in your windows where the men will notice it. There's a Tapatco style and weight for every purpose.

Ask your Jobber



The American Pad and Textile Co.
Chatham, Ontario

We Grow - We PACK - We Sell

Arrangements are now perfected giving us our own packing plants in the heart of the prune and apricot growing districts of California. This is just one more progressive step insuring a control of adequate packing facilities and the absolute standardization of

Sunsweet

quality. Place your orders now for Sun-sweet. To both dealer and consumer it represents the dominating brand of dried prunes and apricots.

California Prune and Apricot Growers, Inc.
Main Office, San Jose, Cal.

A co-operative growing, packing and marketing association embracing more than 5,000 growers engaged in this industry in California.

Canadian Representatives
Sainsbury Bros.



Board of Trade Bldg.
Toronto, Canada



ANY MERCHANT OR CLERK

can add materially to his yearly income by obtaining subscriptions to FARMERS' MAGAZINE.

We will supply you with sample copies. Just show them to your customers. You will be surprised to find how many will be glad to have you forward their subscriptions to us—and each subscription means a commission for you.

Clip the coupon below, and mail it to-day!

THE MACLEAN PUBLISHING COMPANY,
143 University Avenue,
Toronto.

I am anxious to increase my income. Please send me full particulars re obtaining subscriptions from my customers to FARMERS' MAGAZINE.

NAME

ADDRESS

Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

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

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission
Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: WINNIPEG Manitoba

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

"Always On The Job"

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

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

STORAGE

DISTRIBUTING

FORWARDING

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

SAY YOU SAW IT
IN CANADIAN GROCER
WHEN WRITING TO
ADVERTISERS



Make this house your Western Headquarters

This is the home of the Scott-Bathgate Company—an organization equipped with every facility for getting you the kind of results in the Western Markets that you are seeking.

We cover the entire Western Wholesale and Retail field. Nine of our men do retail work exclusively.

If quick, sure returns interest you, write now for full particulars to

SCOTT-BATHGATE CO., LTD.

149 Notre Dame Ave. E., WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WHOLESALE GROCERY BROKERS

*Manufacturers' Agents
Commission Merchants*

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne
Ave. E., Winnipeg, Can.

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers,
of whom the above are examples. We will
give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

A. M. Maclure & Co.
MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

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 manu-
facturers. We give the same attention
to Canadian and American manufac-
turers. Write for details of our service.

**205 CURRY BUILDING
WINNIPEG**

Williams Storage Co.
WINNIPEG

Lessees
WINNIPEG WAREHOUSING CO.
288 Princess Street

Owners
C. S. TURNER CO.
147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage
Track Facilities Steam Heating
WAREHOUSING DISTRIBUTING
STORAGE

C. H. GRANT CO.

*Wholesale Commission Brokers and
Manufacturers' Agents*

1206 McArthur Bldg., Winnipeg
We have the facilities for giving manu-
facturers first-class service.

Donald H. Bain Co.

Wholesale Grocery Commission Agents

A sales force of competent men.

Ample capital—and the reliability that goes with it.

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

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

Are all at your disposal if WE represent you.

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

All varieties of Food Products.

If you want results get in touch with us.

Head Office: WINNIPEG

Branches—REGINA, SASKATOON, EDMONTON, CALGARY, VANCOUVER

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

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

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

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

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

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

Baker's Cocoa and Chocolate



MAKE AND KEEP GOOD CUSTOMERS

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

REGISTERED TRADE-MARK

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

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W
TORONTO - - ONTARIO

Rangoon Beans on Spot

Write us for Quotations

W. H. MILLMAN & SONS
Grocery Brokers
TORONTO

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

TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only \$1.25 per insertion. For quarter column for the same time the cost is \$2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

J. R. GENEST
Wholesale Grain, Flour and Feed
SPECIAL—Pastry Flour
GROCERS SPECIALTIES
BOARD OF TRADE BUILDING, MONTREAL

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

When answering
Advertisements please mention
Canadian Grocer

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

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

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

Get stocked now with
MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to

Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

IT SATISFIES

The goodness of Marsh's Grape Juice satisfies the requirements of all lovers of quality.

Non - intoxicant and with a fine rich Concord Flavor Marsh's Grape Juice will be welcomed in every home in your community.

Recommend it to your customers as the finest soft drink and see how well it sells.

The Marsh Grape Juice Company
Niagara Falls, Ontario
Agents:
MacLaren Imperial Cheese Co., Ltd., Ontario.
Rose & Laflamme, Ltd., Montreal, Que.

There's profit for you in The Chicken Chowder Club

Mr. Grocer: A poultry feed department properly handled is one of the best paying ideas you can connect with.

The Chicken Chowder Club will help you to keep a stock of **Purina Poultry Feeds** moving briskly. This selling plan is bringing big business to grocers everywhere. It is a novel idea that will appeal to every poultry raiser.



Write to-day for full particulars. Ask about the handsome cash prizes we are offering to both dealers and clerks.

A postcard request will do.



The Chisholm Milling Company, Limited
TORONTO, CANADA

MAPLE SUGAR best 10c. seller, 48 to case

A Sugar you will want to repeat

MAPLE SYRUP "Canada's Best" Brand

Maple Butter

Honey Butter

Sweet Nut Butter

Chocolate Butter

BAINES CONFECTIONS

Manufactured by

Canada Maple Exchange, Limited, Montreal

FIRST AID IN THE KITCHEN +



Tell your customers about Vol-Peek. Tell them how easy the mending of leaky pots, pans, etc., becomes when Vol-Peek is used. No tools necessary. And the mended vessel is ready for use in two minutes or less. Vol-Peek is put up in very attractive display cartons. Your wholesaler can supply you.

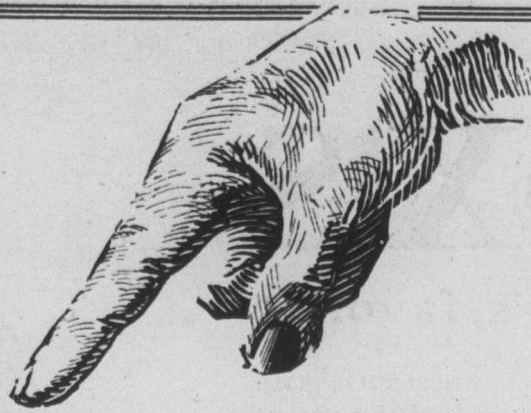
H. NAGLE & CO., BOX 2024, MONTREAL.

VOL-PEEK

Have you read page

63? It will interest

you.



That's It!!



“E. D. S.”
Strawberry
Jam

1918 PACK

Sell this jam and your customers will come back regularly for further supplies.

Its goodness will make them thoroughly realize the fact that the E.D.S. label guarantees a quality jam—always.

E. D. Smith and Son
Limited

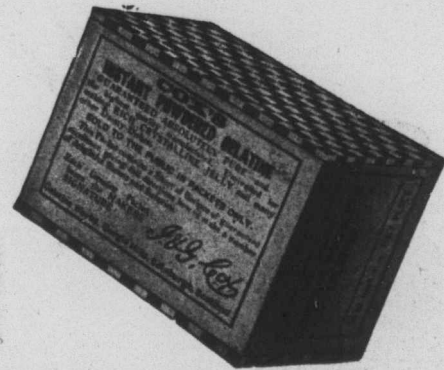
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

COX'S

the people's favorite

That Cox's Instant Powdered Gelatine possesses the confidence and the appreciation of the public may be judged from the increasing sales which it is constantly producing. This popularity is due to the purity and delicate flavor which is a marked characteristic of Cox's. Good grocers everywhere sell Cox's Instant Powdered Gelatine and find it worth featuring. So will you.



BRITISH MADE

Arthur P. Tippet & Co., Montreal

WINNIPEG—Tees & Persse, Limited

VANCOUVER—Martin & Robinson, Ltd.

The quality that's worth recommending

Malcolm Milk Products are the sort of high-class goods that bring prestige to the grocer selling them. Their rich purity and dependable goodness wins approval from every lover of quality Milk Products. Malcolm Milk Products are made-in-Canada and are equal in every way to the imported brands.

Order a supply of Malcolm's to-day and try them out in your displays.

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

THE
MALCOLM CONDENSING CO., LTD.

St. George, Ontario

The All-Canadian Condensed Milk Company



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



**Quick Turnovers—
Good Profits**

There is the secret of an aggressive merchandising. Quick turnovers and good profits are necessary for every thriving business.

They are what is assured a dealer in

"NUGGET" BROOMS

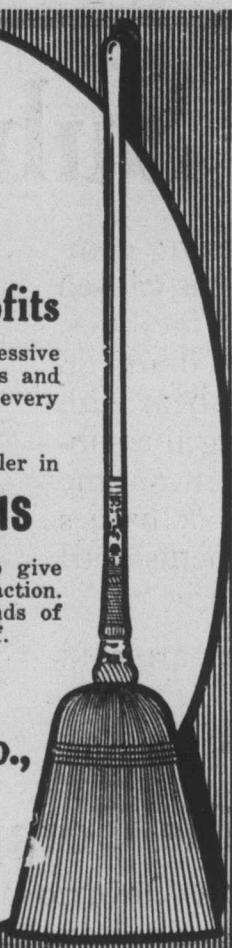
"Nugget" Brooms are made to give your customers genuine satisfaction. A "Nugget" Broom in the hands of your customers will sell itself.

Write to-day for prices and particulars to

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.
Makers of the famous
Keystone line.



**Mr. George Washington
of New York
Says**

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

BIG PROFITS ON DAVIS CIGARS

Retailer's profit on this order is \$11.24—equal to over 42.70%.

Messrs. S. Davis & Sons, Limited,
Box 630, Montreal.

Please send me, not later than by express prepaid, the assortment of 500 cigars, described below, value \$26.86.

Usual Selling Price	Quantity of Boxes	Brand	Price Per 1000	Wholesale Discount	Net
2 for 25c	2	50 NOBLEMEN	\$100.00	\$5.00 Less 10%	\$4.50
10c	2	100 PERFECTION	72.00	7.20 "	6.48
3 for 25c	2	100 GRAND MASTER..	64.00	6.40 "	5.76
30c	20	100 MIDGETS (5 in a box)	48.00	4.80 "	4.32
5c	1	100 LORD TENNYSONS	41.00	4.10 Less 5%	3.90
5c	1	50 Cables	40.00	2.00 "	1.90
					\$26.86

Business nameAddress

Send by Express

*If you send cash with order, deduct 2% cash discount and remit \$26.32 only.

SEND IN YOUR ORDER PROMPTLY

Wheat Flour Substitutes

THE Canada Food Board's order making compulsory the use of wheat substitutes has caused unprecedented demands upon our milling facilities. If your shipments of corn, barley and rye flours do not reach you as promptly as usual, please bear with us. With our special capacity for milling the substitute flour we are doing our best. In the meantime we suggest that you can assist speeding up deliveries by ordering not more than actual requirements until the rush is over.

Campbell's Corn, Barley and Rye Flours are sold in the following size packages:—

3½ lb. 7 lb. 24 lb. 49 lb. 98 lb.

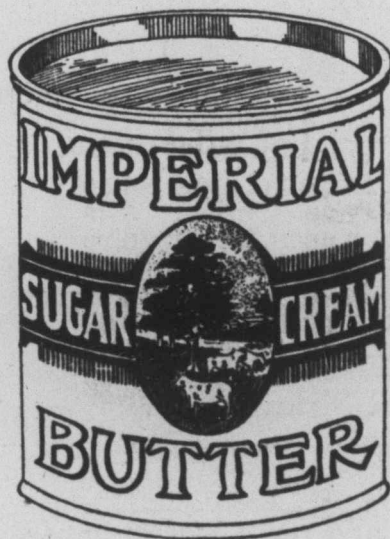
**Campbell's
Corn
Barley
and Rye
Flours**

The Campbell Flour Mills Company, Limited
West Toronto, Ontario

Lovers of Quality appreciate it

People who seek for and demand really high class food products find in

**CHARBONNEAU'S
IMPERIAL
MAPLE CREAM BUTTER**



a degree of excellence not easily equalled.

That is why good grocers everywhere find it so profitable to feature Charbonneau's Maple Cream Butter regularly.

You should get that trial supply to-day. Prompt shipments. Right prices.

Charbonneau, Limited

*Manufacturers of Biscuits and Confectionery
Sugar Refiners*

MONTREAL

Save Sugar and Milk

Influence your customers to use the fine grades of JAPAN TEA.

Only one-quarter of the usual quantity of sugar and cream is required to make a perfect drinking cup of Japan Tea.

Stock "BOUQUET BRAND"

Only the finest selected leaf, most expertly fired, is used for this packing.

Every package guaranteed.

Sold in sealed packages only: 50c, 55c, 60c, 70c label.

KEARNEY BROS. LIMITED

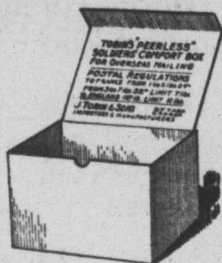
TEA IMPORTERS

33 St. Peter St.

Montreal, Que.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING
7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)
Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.



Keep *Sani-Flush* before the eyes of your customers. Many of them have been convinced by the manufacturer's advertising that they need

Salesmen Wanted

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

Sani-Flush

They will buy it as soon as you let them know you handle it.

Harold F. Ritchie & Co., Limited
10-12 McCaul Street, Toronto, Ont.

Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST,

and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

If you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of \$3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

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

Send $\frac{me}{us}$ THE FINANCIAL POST for four months for One Dollar. Money $\frac{enclosed}{to\ be\ remitted}$

(Signed)

.....
.....

C.G.



because
it chiefly consists
of ASSAM teas—
the world's richest
and strongest teas.

WETHEY'S

**Orange
Marmalade**

**excels
all others**

**Advance in Stoneware
Prices**

effective next week.

New catalogue being
prepared.

Orders accepted now at
old prices.

Mail your order to-day.

The Toronto Pottery Co.
LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO



KEEN'S OXFORD BLUE

Keen's Oxford Blue gives you a nice margin and Keen quality gives your customers such thorough satisfaction that Keen displays are always timely and always worth while.

Let the housewife know you handle this first quality Blue. And when you hand it to her, back it with the strongest recommendation you know.

Keen's will live up to it.

MAGOR SON & COMPANY, LIMITED

30 Church St., Toronto

191 St. Paul St. W., Montreal

Isn't it time to stop bluffing yourself?

Business methods and store equipment that passed muster 50 years ago are out of the question now, confronted as you are by what is really and truly a Man Famine.

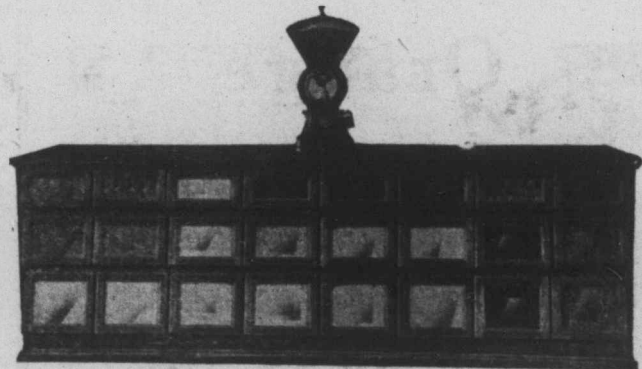
What if your lumber shelving and cumbersome counters **did** serve the purpose in the **past**?

The **present** and the **future** are what count. Face the facts squarely. You need equipment that will save you time—**equipment that will enable you to serve more customers in less time with 25% less labor.**

Walker-Bin Wall Cases and Show Counters will do this for you.

And we'll tell you how. Put your case before us. Tell us your problems and let us solve that equipment problem once and for all.

Here we show you
The No. 3 Universal
— a Walker Bin Counter
with three rows of
bevel display in line
of vision



The Walker Bin and Store Fixture Company

KITCHENER

Limited

ONTARIO

Keep Food Saving as well as Men Before the Trade

CANADIAN GROCER

Vol. XXXII.

TORONTO, JULY 19, 1918

No. 29

Flour Substitute Order Amended

For Present Retailers Both East and West May Sell One Pound of Substitute to Four Pounds of Standard Flour—Amendment Affects Bakers Also—Quantity of Wheat Allowed in Cereal Foods

OTTAWA, July 18 (Special).—Owing to the fact that substitutes for wheat flour in Canada are not available in sufficiently large quantities to meet the regulations enacted on June 27, some amendments have been made of special interest to the retail trade, bakers and confectioners, and millers.

The retail trade, for instance, may continue to sell one pound of substitute to four pounds of standard flour, instead of one to two, till further notice.

The amendment simply means the Canada Food Board has deferred the coming into force of the regulations as established three weeks ago.

Bakers, confectioners, public eating places and private households will not, for the present, have to use one pound of substitutes to every four pounds of wheat flour in baking. They must, however, use one pound of substitutes to every nine pounds of wheat flour as provided in the law now operative.

Applies to East and West

Dealers in Eastern Canada, as well as in Western Canada, for the present will be required to sell one pound of substi-

tutes only with every four pounds of standard flour.

The use of a label or sticker on bread is made permissive and not compulsory. The attention of police authorities is called to this change in the original order.

One clause of the new order urges upon bakers to prepare for the use of 20 per cent. of the substitutes, which will be made compulsory at the earliest possible date.

Flour Must Be Saved

The Canada Food Board's statement relative to the new order says that the public must not expect white breads. The statement continues: "To demand white bread is unpatriotic at a time when all bakers are required to use substitutes for wheat flour in bread making. The darker the bread, the more likely it is that the baker has complied with the Food Board's regulations. Bread containing substitutes in proportion stipulated by the Canada Food Board is fully as nutritious and even more healthful than the bread made from the white patent flour of former days.

In the present emergency, when it is

necessary for us to stretch our diminished wheat supply until the next harvest, and do all in our power to share our wheat with the people overseas, the Food Board appeals to the public to appreciate the situation, and to make it as easy as possible for the bakers to use the required amount of substitutes.

Quantity of Wheat in Cereals

A resume of the order fixing maximum quantities of wheat that can be used by manufacturers in making cereals will be appropriate here. It is as follows:

1. No person shall manufacture any rolled wheat, wheat flakes, wheat meal or cracked wheat, containing more than 80 per centum of wheat; provided, however, that in manufacturing any of these products of the whole wheat from which the bran and shorts are not removed no substitutes need be added.

2. No person shall manufacture any alimentary pastes or self-raising flour containing more than 80 per centum by weight of wheat flour.

3. No person shall manufacture buckwheat flour containing more than 35 per centum of wheat flour.

(Continued on page 26.)



A splendid window display of fruit and vegetables.

Watching Slow Pay Customers

Further Methods Adopted by Ontario Merchants—Keep Wage-Earners up to the Mark in Paying Their Accounts Promptly is the General Advice—Business Man Must be Good Collector

THE enquiry conducted by CANADIAN GROCER as to methods and systems adopted by Ontario merchants with regard to the granting of credit and the collection of accounts shows that at the present day there are few merchants who give credit without first making some enquiry and satisfying themselves of the customer's ability to pay. In fact, if the methods employed by those merchants of whom enquiry has been made are typical of those in use among Canadian grocers generally the "dead beat" must be having a hard time of it nowadays.

It is not, however, from the dead-beat, the down-and-out, that the merchant has most to fear. The retailer's chief menace appears to lie in the direction of the man who starts with a small credit account which he gradually enlarges till it gets beyond his power to control, and who then switches off and pays cash to another merchant rather than face the man to whom he owes money.

F. W. Banford of Banford and Dunning, Hawkesbury, hits the nail on the head in speaking of this type of customer. He says: "Generally if care is taken to keep bills down to reasonable amounts customer will pay and keep on dealing, but once let it get \$10.00 to \$15.00 more than it should be, it will become a source of anxiety to the merchant and in the case of many customers they will look around for another store to deal in."

There is no doubt that in many cases of this kind the grocer has only himself to thank for the loss of a would-have-been good client. He is perhaps reluctant to mention the matter of an account to a man who has always been a good customer, but it cannot be too strongly impressed upon every merchant that failure to exercise a slight pressure in order to prevent an account from getting top heavy is liable to result not only in the loss of cash but of a good customer as well.

Mrs. Montgomery, Pembroke, says: "I do not give new customers credit unless I can find out in some way that they are good. I must have a reference of some kind from them or someone who knows them, as we must have our money in order to run our business these days; we cannot afford to take chances with strangers we know nothing about."

A. J. Lavelle, South Indian, very rarely gives credit to customers he does not know. "I find out first if they are O.K. and make sure information is correct, then try them with a small account first, before letting them go deep.

"In my experience credit is a very poor business, and at its very best it is no good. As any merchant, no matter how good a collector, is bound to lose

some money through the credit system"

L. G. Quackenbush, Smith's Falls, adopts a very stringent method with doubtful applicants. He gets them to sign a form giving name, occupation, name of employer and date the account is to be paid. Then follows a species of mortgage on the customer's salary which runs thus:

"For value received I hereby assign, transfer and set over unto you out of my wages due, or to become due from my present employer or other future employers, with whom I may hereafter work to the extent of my indebtedness to you. I hereby waive all right to exemptions by law or statute on any moneys due me until this account shall have been paid."

For those who are slow at settling accounts Mr. Quackenbush has a printed form of draft which he asks them to sign, and which contains a similar clause to that given above, applicable in the case of the bill not being met when due. One method of his in dealing with new customers asking for credit is to phone to some butcher near the customer's and enquire if he knows anything of them.

It does not appear to be a general custom except in the case of wage earners to fix either a time limit or money limit when opening a new account. The practice appears to be to satisfy oneself as to a customer being worthy of credit and then to deal with him according to circumstances.

James Carswell, Calabogie, says: "I do not extend credit to any new customer till I find out all about his standing and dealings elsewhere; if satisfactory, I extend credit for thirty days to the laboring man, as he is paid once a month at least. To the farmer I extend six months. If his purchases are in the Spring I wait till the Fall and vice versa. In this particular locality I find this works out pretty well. In the Fall the farmer has his farm products to dispose of and in the Spring he has been dealing in wood, such as pulp, etc.

"I do not apply a money limit to all my customers, though I have a few to whom I cannot extend credit over a certain sum.

"I take no chance on anyone I do not know, my experience is that goods are better unsold than handed out to people I do not know anything about."

Leo Gauthier, St. Isidore de Prescott, formerly used to grant long terms of credit but has now changed his system and gives less credit. He looks sharply after all credit customers, and finds the change of system greatly to his advantage.

E. P. Labrosse, St. Eugene, is another who does not believe in giving credit. "My experience," he says, "is that when a customer owes you an account he is no longer a customer as he leaves you and buys elsewhere for credit or for cash. Consequently the sooner you make him pay his account the sooner he will come back. A business man must be as good a collector as he is salesman otherwise he has to get someone else to do it for him."

W. Thivinge, Clarence Creek, also deprecates giving credit. "If you get credit," he says, "it is a lever to your capital. If you give it you by this lose the benefit of the lever for your own use, depriving yourself for others of the help you are entitled to."

Although in the larger centres many merchants appear to find no difficulty in instituting a hard and fast cash system this would not appear to be practicable in all smaller places or in cases where wage-earners are only paid monthly. In such cases merchants agree that to avoid loss, discrimination in granting credit must be used, and accounts must not be allowed to run beyond a limited time.

C. A. Coons, Winchester Springs, judges by appearances and the customer's explanation of his circumstances. "I generally visit their homes," he says, "and the appearance of their cattle (presumably they are farmers of whom he speaks), etc., gives me an idea of their credit standing. I find a great help in giving discount for cash and on flour, sugar, and mill feed 5, 10 or 15 cents extra is charged if put on books. I print signs and put them up in the store with the prices on, showing the difference in cash and credit."

I. G. Higginson, Hawkesbury, once he is satisfied a man is good consults his convenience as regards payment, but is strict in keeping wage earners up to time. "Once behind, this class of customer seldom can make good," is his experience

H. E. Braden, Calabogie, has had similar experience with wage earners. "I am in business twenty years," he writes, "and I find that where my losses occurred with bad accounts was for want of taking a firm stand when a customer failed to pay when he promised, if working as a wage-earner with regular pay-days." With farmers, however, Mr. Braden allows a greater latitude.

Wm. McGaughey, Pembroke, only gives credit to those who are known to him. He considers goods on hand are better than credit. He does not worry over collections as he knows those to whom he gives credit are quite safe.

The Specialized Newspapers

Why the Daily Press Does Not Publish the Important Information Bearing on Conduct of the War is Explained by Col. Maclean—The Business and Technical Newspapers Have Made Careful Study of Conditions

LIEUT.-COL. John Bayne Maclean, president of the MacLean Publishing Co., has been writing for MACLEAN'S MAGAZINE a strong series of articles on the war which have without doubt been creating more interest among Canadians than any other articles published. They give a clear insight into conditions under which we are working and go into a great many points untouched by the daily newspapers. In the July issue of MACLEAN'S Col. Maclean, deals with the influence of the specialized business paper and explains why it is in position to give its readers definite, practical information that the daily press either has not access to or not the specialized writers to present it properly and intelligently. His article says:

"The question has been asked many times how it is that the big daily newspapers have not had access to and thus have not published the long series of important and conclusive information bearing on the war and political problems that have appeared in our columns. Do we know more than the dailies? Generally, no; on many matters, yes.

"The writers on the dailies are far better informed on a greater variety of current topics of general interest than we of the specialized press, but we have the advantage in our much more thorough knowledge of a number of particular topics.

"The dailies are the general practitioners of the newspaper profession, while the financial, business, technical, agricultural and other class newspapers are the specialists. In fact the smaller dailies and rural weeklies are to some extent specialized also, in that they devote the greater part of their space to local problems. Many weeklies now give no space to national topics excepting where they affect local conditions. One rural editor told me that when Queen Victoria died not a line appeared in his paper, but that week he devoted a column obituary to an old resident in a back township.

"Specialized newspapers are a development of the last half century, to fill a demand for more complete news on certain important topics than the daily papers can afford to procure or give space to. Many of the greatest class papers are little known outside of their own field; but there, if they are well edited, they are very powerful and have built up such a reputation as accurate, honest, fearless authorities that the good will of any one of half a dozen leaders is valued at more than the good will of combined dailies of Toronto. The *Iron Age*, for example, the weekly authority in the metal manufacturing industry, is valued to-day at over \$3,000,000.

"Some years ago the city of Toronto

paid the editor of another class paper \$10,000 for his advice on an engineering problem which he prepared in his spare time. You can estimate the value of his regular weekly services to the permanent readers of his paper. Notwithstanding this there are some newspaper editors in Toronto who are still so far behind progress that they want such papers suppressed that they may have a monopoly of news selling. The manipulation of the Associated Press in the interests of inefficiency shows what would happen if they had their way.

"Many of the specialists on the class papers are recruited from the best writers on the daily press, and there may be several of them, highly paid, studying, investigating, travelling at great expense in the interest of papers that have not more than 2,000 to 3,000 subscribers. But these subscribers may be the most important men in the country, having invested in that particular field tens of millions in money and employing or depending upon them hundreds of thousands of Canadians; and who depend, for their most important news, upon these specialized newspapers.

"There is another great difference between the work and training of the general and the specialized writer. The chief aim of the former is to seek out the current, novel and sensational, and to write and to display it in the way best calculated to attract attention and promote the street or newstand sales of his paper. He must be most careful to please his readers by expressing no opinions or by appealing to their prejudices. Otherwise they will buy a competitor's paper next day. There are, of course, some outstanding exceptions where a paper is so much stronger than others in its field that it can afford to be, and is, independent.

"The specialists must not only follow their own particular lines and keep in touch with all the topics handled by the general writers as they affect their readers, but must dig deeper down. The general writer's work is done when he records happenings, sometimes inaccurately and unfairly for lack of time. The writers in the business papers must also study the immediate and future effects on the investors and men and women employed in his particular industry and indirectly on the whole country.

"Again, the general writers cover primarily the official world, and the chance occurrences that originate there, from the police and fire halls, courts, municipal buildings, small ward politicians, public meetings, conventions and on up to the departmental officials and professional politicians and wire pullers at the provincial and national capitals. We do not pay as generously as we should, and there is no doubt we have

many able men in our public service and life who could earn more elsewhere, but who are enthusiastically and conscientiously devoted to their work. But a great many are mediocre in ability and regard their jobs as the life pensions for party services. Yet these are the men who, to a great extent, inform or misinform, and inspire the general writers, the Associated Press and special correspondents.

"The special writers come in contact with very few of this class. They have to handle the big problems, and their information must come from the highest sources. Their daily life is spent among the leaders in finance, industry, business, agriculture and labor. If it is a question affecting business they must see the Cabinet Minister in whose department it is, or the Prime Minister himself. And usually he is just as anxious to see the specialist as the latter is to see him, for often he knows more about the matter and the effect it may have than does the Minister. If it is a big railroad problem the presidents must always be seen. An important financial matter calls for an interview with the ablest bankers or other specialists. All for information, not inspiration or advice. The class newspaper specialists must see other sides to a question and act on what is in the best interests of all—the general public as well. Also they must be accurate whether it pleases their readers or not.

"In the evidence which came out in the correspondence seized by the Government in the grocery and in the metal trades combines investigations some years ago many letters were made public showing the strenuous, but unsuccessful, efforts that had been made by some of the big men in these powerful organizations to secure the support of *The Canadian Grocer* and *Hardware and Metal* to policies that we, with our broader outlook, saw would rebound, as they did rebound, upon the promoters. Two of the men who were defendants in these cases were big enough to tell me since that we were right. It is interesting to note now that for years I was accused of being in league with these combines. The publication of some of the seized correspondence and minutes showed that while our relations were friendly I had refused right along to be their organ. Our policy lost us many thousands of income in advertising, but became an asset in the increased confidence of our subscribers.

What I have written is in explanation, not condemnation, of a condition and a system the world over. In proportion to population no country is more honestly or better served by its big dailies than is Canada. But they are liable to be misled by men seeking to gratify their own envies or prejudices. The Canadian Asso-

ciated Press as it exists to-day originated in my own office—see records Canadian Press Association—at a time when British news came to us through New York, where it was sometimes doctored to meet the prejudices of certain U. S. readers to such an extent that it was developing a misunderstanding of the motherland in Canada.

But the C. A. P. can even now be unfairly manipulated. When Colonel Bruce and his committee of Canadian officers on Sir Sam Hughes' instructions investigated our medical organization he uncovered fearful conditions due to inefficiency, favoritism, neglect, under which our men suffered and millions of Canadian money was wasted. Sir Sam's enemies and the men responsible for this state of affairs brought influence to bear, and an Imperial officer, Sir William Babbie, was requested to pass on the Bruce report, which he did in very unfavorable terms. Influential in the Associated Press were certain Canadian newspapers which were fanatical in their dislike of Hughes, and the Babbie report was played up right across Canada. Then a peculiar thing happened. The report of the committee investigating the Mesopotamia affair showed that Babbie was the man chiefly responsible for the medical arrangements that will go down as one of the most disgraceful occurrences in our military history. Yet the Canadian Associated Press in dealing with this gave all the other names, but carefully omitted any reference to Babbie and the severe exposure of his incompetence. Not a word of this got out in Canada until we published the real facts in *The Financial Post*, taken from the original reports in our own office. The London papers of that date were then referred to and it was found that none of them suppressed Babbie's name, which suggested conclusively that certain interests behind the C. A. P. had intentionally omitted it. It is needless to say that such tactics created intense indignation among the more reputable dailies. It was brought up at a meeting of the C. A. P. but certain Toronto interests have so far succeeded in side-tracking a free discussion.

The specialist in journalism leads a strenuous life. He is constantly in conflict with rival interests and he must ever be on the alert to avoid being misled. The only advice I got from my chief, when I began to specialize on finance and business, was: "All men are liars when their pockets are affected; verify everything." I have not found them so. I have seldom been misled by a big man. But small men hedge or are untruthful.

"The problems and information I have been dealing with in these columns may be new to the general writers on the daily press, but they have been more or less part of my daily life for well over thirty years. We have had to follow them for their immediate and future effect upon the business interests of the country. And I have had the additional advantage of twenty-eight years' continuous service in the Canadian militia, nearly all of it as an Adjutant or Commanding Officer. Add to it the control

for many years of the *Canadian Military Gazette*, in our long fight for the Army against Headquarters inefficiency and political interference. Finally a short experience attached to an Imperial Cavalry Brigade, with Gen. French in command and Haig as one of his staff, gave me an insight into British army conditions as they are; and an increased admiration and respect for the splendid capacity of our military leaders, if given the support and opportunity our damnable politicians refused them.

"International affairs have not hitherto come within the sphere of Canadian writers, and I have had perhaps a little more experience than the average Canadian journalist. My best friends in Europe for many years were two Tory journalists, J. M. Maclean, M.P., a relative of the former Canadian Chief Justice, born in the West Indies, educated in England, lived many years in India; and Lord Glenesk, owner of the *Morning Post*. The big political problems of Empire were their constant topic of conversation and correspondence. They feared the present international developments. Premier Salisbury's inactivities and his and Balfour's surrenders to Germany and Russia in the East worried them. Lord Glenesk considered the Asquith Ministry a positive danger to the Empire. Writing me shortly before his death he said: "I am sure that your active intelligence and powers will be steadily worked at this crisis when the doings of our new ministry are tending to imperil so much of what you and I hold precious." He clearly saw where such a group of incompetents were leading the Empire.

I would have been very useless, indeed, if, with all these experiences I had not gained a fair knowledge of actual conditions and come into most cordial and confidential relations with a number of the truly great British soldiers and sailors who have been doing some of the big work in this war. Some of them have not hesitated to write me frankly and fearlessly in endorsement of the policy I have been following.

Anyone with common-sense can see there is no miracle in obtaining the information I have published, or in pleading for the changes absolutely necessary to help our army and navy to win the war. I am merely reflecting the views of our great men who are on the spot and know what they are talking or writing about. They demanded first "Pitiless Publicity," knowing that it will lead to reform and efficiency. One of the three greatest British generals, famous in this war, has written me a three-page foolscap letter full of most valuable and helpful information. In the course of his letter he said of my February article on "Why We Are Losing the War," "I THINK YOU ARE ABSOLUTELY RIGHT," etc. He then proceeds to show how the great military leaders are in accord with and want the co-operation of the business men, and how certain politicians have prevented it, as I have been contending all along. What stronger endorsement do I need than these words from such a man?

"What I cannot understand is that

other writers and politicians do not see things as I do, and carry on the same campaign. It requires only ordinary common sense. Possibly Sir Harry Johnston's explanation as given in a recent article in the *University of Cambridge Magazine* when he said:

"A person who like myself is always anxious to realize the exact truth about everything, who thinks the truth more wonderful, more intricate than fiction, who believes that departure from the truth or oversight of the truth is much more due to laziness, to deficient powers of observation, than to maliciousness or direct inspiration from the Devil, is not very happy in the world of our own time so fond of illusions. Firstly, he is not liked. He finds most of those who should be his natural associates and classmates persisting in error, preferring the wrong view to the right view because a change of views is tiresome. Anyone, therefore, who tells them how to spell the name properly, how to read the text correctly, how to detect the sham or the anachronism is as objectionable as the malaria expert at the India Office or the accurate translator of Rumanian at another office. Secondly, he is not believed. He can't be right because Ruskin did not think so, because the Church has always held, etc., because the Cabinet must have been fully aware at the time. . . . Because you would not surely set yourself up against Mr. Gladstone? and you don't imagine for a moment Eir Edward Grey overlooked this, or Sir Sidney Lee forgot that, or Sir Oliver Lodge invented the other thing? In short, we are most of us disinclined to question the authority, we are too busy or too idle-minded to investigate. We are a prey to that inversion of genius which is an incapacity to take pains. It is so much easier in writing and in painting to be vague and inaccurate than whole schools of art and literature have arisen under the false religion of the imagination; nay, religions themselves have been painstakingly reared on false premises and exaggeration, on dreams and guesses, on hearsay that was not verified, on anything rather than a plain statement of fact, even though that fact or that group of facts was far more wonderful to an educated mind than the silly and impossible legend or the reputed miracle could be to the untrained intelligence which so easily believed the incredible."

FLOUR SUBSTITUTE ORDER AMENDED

(Continued from page 23.)

4. No person shall manufacture any breakfast foods except those mentioned in the next preceding sections containing more than 50 per centum of wheat or wheat flour.

5. On or before August 1st, 1918, every person manufacturing any of the products mentioned in this order shall file with the Canada Food Board a sworn statement showing the ingredients and the proportion of same constituting each of such products made by them.

6. This order shall come into effect on the 15th day of July, 1918.

7. (a) Any person violating any of the provisions of this order is guilty of an offence, and shall be liable on summary conviction before a police magistrate or two justices of the peace to a penalty not exceeding one thousand dollars; and not less than one hundred dollars; or to imprisonment for a period not exceeding three months; or to both fine and imprisonment.

Normal Expenses of a High Grade Store

Can Such a Store Change From Credit to Cash? — Is it Advisable to do so? — Some Factors to be Reckoned With

By Henry Johnson, Jr.

IN these peculiar times, the letter I have this week is strictly to the point and touches on factors in our business by which we are all puzzled more or less: Alberta, May 25, 1918.

Dear Mr. Johnson:

I would like to ask what is the average per cent. mark-up or profit, based on the selling price of the goods, for the average first-class grocery store, not a cut-rate concern, doing a business of from \$75,000 to \$100,000, two-thirds of which is credit.

Also, what is the average overhead expense for a store of this class, including all expense from the owner's withdrawals or salary down to postage stamps?

What is the usual result of a store of this kind going on a cash payment plan? Can it retain all its service including delivery and solicitor and increase its business enough to make up for the decreased profits at which it must sell in some lines? So far as you know are merchants who have taken this step satisfied and prosperous?

Yours truly,

B— G—

Normal Mark-up

It just happens that G.'s business is exactly the kind into which I worked upward between 1898 and 1905 out of a staple, price-gauged trade with medium and poorer class customers. Beginning in 1905 with sales of \$60,000, about half credit, it ran along to \$89,000 in 1913, sixty per cent. credit. So the parallel is very close, if not exact.

My gross mark-up averaged close to 29 per cent., which turned on to the selling price, yielded 22½ per cent. My expenses, including everything, ranged from 16 to 18 per cent. on sales. Hence, my net profit was from 4½ to 6½ per cent., with an average, year in and year out, of close to 5 per cent.

Let me say a word on the expense account. It is the most vital of all accounts. If the merchant watches and takes care of the outgo, it is practically certain that the income will care for itself, and every effort should be directed toward the gathering of every item of cost, outgo, leakage and expense into that account. For if you fool yourself to the extent of underestimating your resources, no harm will result; the resources will be there just the same. But if you fail to note every item of outgo, the fooling is disastrous to just the extent, for then the final outcome is against you.

Hence my inventory was shaved down to such rock bottom values that there was no juice left in it. My outstanding accounts were taken one by one, estimated on my individual knowledge of their value, my attitude toward them being strictly of the "show-me" descrip-

tion, and then, after that kind of boiling down, I took a blanket 10 per cent. off the total for good measure of conservatism before the net went into my annual resources.

Expense Items

My expense items included (1) general expense taken from the expense account; (2) advertising account; (3) depreciation on fixtures of 10 per cent. and on delivery equipment of 20 per cent.; (4) barn account which was kept separate for all direct delivery expense; (5) my salary account; (6) 6 per cent. interest on my capital. Every one of these items was either carried as a charge into loss and gain or added to the ledger accounts before the balance was closed into loss and gain. It will be clear, therefore, that my net profit was NET and could be banked upon.

"What is the usual result of a store of this kind going on a cash basis?" That is the most difficult question to answer in a helpful, reliable way. For in the first place, there is no "usual" result. Such a change made by such a store is the most unusual thing. Second, old rules are scrapped to-day. What was true in 1914, or even in 1916, cannot be taken as gospel to-day. I incline to the utmost conservatism when it comes to radical changes.

Consider that the one most valuable investment any grocer has is his business—not his goods, chattels, fixtures, but his business. If that is analyzed down to first principles just one thing remains—good will. After all, the thing we work for, the asset which costs effort, time and money, the item on which everything valuable about a business is based, is the preference accorded to us by our customers. That being so, is it not the most delicate undertaking to disturb it radically? It surely is!

Look Where You Are Heading

Consider carefully why the people of your community, which is small, compact and neighborly, so that whatever you do is passed from mouth to mouth very rapidly and judged by the general prejudice for or against; and think hard whether you are really ready to make a radical change.

Let me tell you of my credits, for maybe that will be as good a way as any to indicate the wise course for your own case.

Beginning not less than 25 years ago, when I learned that Chicago jobbers ran their credits with an annual loss of 2/5 to 5/8 per cent. loss on sales, I quietly, steadily, persistently put the screw on to my credit customers. It was my belief, my firm conviction, that with the right handling, my credits could be run with as little loss as those of the wholesaler. So I studied the jobber and the bank, in

the light of their attitude toward myself, and copied their methods.

The handling of credits is not difficult provided you map out for yourself certain fundamental principles, base thereon rules of action which are defined to the minutest detail, and then regard those rules as laws which you yourself cannot break nor transgress; and then handle all accounts yourself. This does not mean that you make the entries yourself. It means that you know constantly just what the status of each account is, and that you put the stop clock on to it the minute it becomes a questionable asset.

Given this kind of unremitting personal attention, I believe credit is better than cash. I know I made a clean-up of 95 per cent. on my accounts within four months of closing out my business.

If, now, part of your trouble, part of the reason back of your desire to make changes, arises from unsatisfactory credits, perhaps all you need is a radical revision of your methods. That kind of radicalism is always in order and permissible, and you cannot begin too soon. The attitude must be this:

Credit extended to a consumer of groceries is a convenience to which only certain people are entitled. Those people are such as have tangible resources, plus excellent personal character records. Being a convenience—just as a delivery wagon is a convenience—it has well defined uses, and such uses must not be turned into abuses by any disregard of their just limitations and functions. Credit is extended for thirty days. Bills are due at the end of each month. Payment is to be made between the first and tenth of the succeeding month. Payment is to be in full each month.

Any failure to meet these limitations—and others which you know of—is just cause for closing the account, irrespective of who the customer may be or what his responsibility. For no matter how responsible he may be, we cannot discount our bills with his responsibility. We can only discount with money.

Full Service on a Cash Basis?

It does not seem possible that anyone can expect to retain full service such as usually attaches to a credit, high-grade business, in a cash store. It is true that simplicity is the fashion these days, and that many consumers are cashing-and-carrying who formerly demanded the most exacting service and paid the price therefor. But if those people pay cash, surely they will expect concessions in price. For when they hand out the money each time they inevitably will learn something about comparative prices and demand the lowest. So that will cut out the service.

I am saying this without detailed

knowledge of my correspondent's business, or the basis of his inquiries, and necessarily talk on general principles in the light of my own experience.

Of those who have tried changes there are all kinds. But those who have made a success of changed conditions have changed completely, generally to grocerias or in-store service only.

One who experimented on three services in one store gradually worked around to a return to the highest grade, full service basis, for he found that was the character preferred by most of his customers. In fact, his business on that basis increased steadily and the other kinds did not increase.

I hope my correspondent will give me more details and that we may carry the discussion further. These are times of change. Old rules are being discarded. It will take our utmost wakefulness and keenest judgment to keep up with the progress of events.

The London branch of the Tuckett cigar factory closed down Thursday night last for what may be an indefinite period.

Salmon Will Be Much Higher

Prices Paid to Fishermen Reach High Level — Sockeye Up Nearly 100 Per Cent.—Indications Point to \$2 Case Advance For Better Grades

INDICATIONS point to very high prices on canned salmon during the coming year. The salmon fishing season on the Fraser River opened on July 1 and will continue until August 25. The season in northern waters commenced eleven days earlier. With many of the fishermen gone the present indications are that those engaged in catching the various types of salmon will be paid a higher price this year than ever before, this increase being due partly to the increased cost of fishing gear and of operation in general. At a meeting of the Fraser River Cannery Association held this week, opening prices were fixed as follows: Sockeyes, 60c, which is the highest opening figure ever offered; red springs 9c, and white springs 5c. No price was fixed in the meantime for pinks and cohoes. Last year the opening price for sockeyes was 35c and this increased to 65c before the end of the

season. There is a feeling that the better grade of salmon will be at least \$2.00 per case higher than prevailing prices last season, but whether the Food Board will step in and regulate prices is not yet known. On the American side the fishermen have refused to take their boats out at the prices offered, but have offered suggestions which are the subject of negotiations. Local canners are in somewhat of a dilemma as to the season's contracts as the Canada Food Board has not yet fixed the prices at which salmon in the can may be sold. The United States Board has settled upon its prices, which are as follows: Talls, \$3.15; flats, \$3.25, and halves, \$2.00, which is an increase of about ten per cent. over the ruling prices last year.

The Caldwell Cider and Vinegar Co., Toronto, are installing new machinery preparatory to opening in a few days.



An effective store interior display.

CANADIAN GROCER

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FOOD REGULATIONS ENFORCED

THE Food Control Board Regulations must be obeyed. Because they thought that these regulations could be lightly disregarded, a number of Western manufacturers and dealers were recently summoned before a magistrate, and in some cases their license has been cancelled, and in others almost equally severe penalties imposed. This is entirely as it should be. Practically all food manufacturers and handlers are now under license. The regulations imposed are fair and right as long as they are strictly enforced. When they cease to be so, they at once begin to operate in favor of the unscrupulous dealer. It is an encouraging sign therefore to see that the Food Control Board is determined to make their authority an established fact. Merchants everywhere should live up to the spirit of these regulations and see to it that their fellow merchants do so as well.

CIRCUMVENTING THE RAT

IN a number of recent fires in grocery establishments the blame for the conflagration has been laid at the door of an unfortunate combination of mice and matches. It is as yet a disputed point as to whether a mouse can start a fire in this manner. Many experiments have been made to discover whether fires could be started in this way, and the net result has rather tended to disprove the idea. There is enough doubt left however to make the merchant cautious about unduly tempting the mouse or rats with matches. Be that as it may, while it may not be possible to establish the mouse's responsibility for the fire loss, there is no shadow of a doubt as to the

enormous destructiveness of all rodents. The annual loss of food products from this source on this continent mounts up to the billions of dollars yearly. This is a condition of affairs that should not be. The merchant should protect himself against these pests as he protects himself against any other kind of theft. Rats and mice are the most destructive element known, and the most fruitful disseminators of disease. The merchant who is afflicted with this pest should not rest till they are eradicated. The use of traps is good enough in its way, but protective measures are even more necessary than destructive. The wily rat can walk through a city full of traps attractively baited and come off unscathed. The only way to meet the difficulty is to protect the store against the pest, and for this purpose there is nothing like cement. The rat must find his way in somewhere, and experiment has proved that that somewhere is not more than a foot above the ground. A cement wall along the base of the store, a wall that need not go higher than that foot above the ground, is a very practical safeguard. This once completed, any rats that may be in the store can be eradicated, without danger of their places being taken by others.

It means an item of expense of course, but it would not take many months for a few rats to eat and destroy goods that would pay the cost of this cementing several times over. This is a matter well worth considering.

ON KEEPING A SCRAP BOOK

HOW often does it happen that the merchant sees in his trade journal or elsewhere some idea that he thinks at the time he could make use of? He makes a mental note to keep track of that idea, and then something crops up, an extra busy week, or clerk away or something of the kind, and before he knows it the idea is either entirely forgotten, or the details of it mislaid. Memory is not always to be counted on, and for that reason many a good idea is wasted. For this reason one progressive merchant has adopted a policy that might well be of service to many. He keeps a scrap book, a scrap book devoted to his store. When he reads in his trade paper something that might be of service to him in his business, he promptly clips it out and pastes it in the book. Items of interest in his business culled from the newspapers and many other sources are also included, and as a result he has gathered a treasure trove of ideas and information that is of constant service to him. The idea may not be of service at the moment, but may come in useful later. CANADIAN GROCER has received many letters asking for information for this or that item that appeared in its columns perhaps years before. This information can usually be supplied, but there are a multitude of other sources of assistance that once neglected cannot be recovered, and for such as these the scrap book idea is one that might commend itself to the majority of merchants.



Neat interior arrangement which in itself is an invitation to buy.

SALE OF CONDENSED MILK IN FRANCE—NEW REGULATIONS

The Journal Officiel of May 23rd, 1918, publishes a presidential decree dated May 21st giving the regulations for the sale of condensed milk in France.

According to this decree, all receptacles containing condensed milk must bear a label giving the following indications in very legible type and without abbreviations. All indications on the label must be in the French language.

The nature of the product contained in each can must be given. One of the names hereafter must be used following the nature of the product: (a) "Lait Condense" (Condensed Milk), (b) "Lait condense sucre" (Sweetened condensed milk), (c) "Lait ecreme condense (skimmed condensed milk), (d) "Lait ecreme sucre condense" (sweetened skimmed condensed milk).

The net weight of each can must be indicated in grammes.

The date of manufacture must be given by indicating the year and month during which the receptacle or can is filled.

The name and address of the manufacturer and country in which the milk is manufactured must be given.

The degree of concentration must also be indicated. One of the following phrases must be employed: (a) "En ajoutant au contenu de cette boite... d'eau bouillie, on obtient... litre de lait normal." (By adding to the contents of this can... of boiled water... litre of standard milk may be obtained); (b) "En ajoutant au contenu de cette boite... d'eau bouillie on obtient... litre de lait normal sucre a... grammes par litre." (By adding to the contents of this can... of boiled water... litre of standard milk sweetened at... grammes per

litre may be obtained); ("En ajoutant au contenu de cette boite... d'eau bouillie on obtient... litre de lait ecreme," (By adding to the contents of this can... of boiled water... litre of skimmed milk may be obtained); (d) "En ajoutant au contenu de cette boite... d'eau bouillie, on obtient... litre de lait ecreme sucre a... grammes par litre," (By adding to the contents of this can... of boiled water... litre of sweetened skimmed milk at... grammes per litre may be obtained).

The note hereafter given may follow the above notices applying to sweetened milk: "Pour l'usage, ajouter... d'eau bouillie." (For use, add... of boiled water.)

On receptacles or cans containing skimmed condensed milk, whether sweetened or not, an additional label, bearing the following words, must be added: "ne pas donner aux jeunes enfants ou aux malades," (Not to be given to small children or to the sick). No other inscription must appear on this label.

The decree further states that it is strictly forbidden to sell condensed milk of any kind whose manufacture dates over a period of one year.

A delay of 4 months from the date of publication of this decree (May 23rd) is given to manufacturers and others, who have milk manufactured prior to this decree, to comply with these regulations.

The three sizes of cans mostly used in France are of 12 oz., 14 oz., and 16 oz. We give, hereunder, the equivalent in grammes for these weights.

12 oz.	340.2 grammes
14 oz.	396.9 grammes
16 oz.	453.6 grammes

The term "litre" mentioned in the above decree corresponds to 1.057 quart.

POTATO FLOUR

A ton of potatoes will produce 500 pounds of flour. The process is simple.

First the potatoes are washed clean and then sliced with the peelings on and dropped immediately into clean water to prevent discoloration and to rinse them; then as soon as practicable they are either parboiled or steamed from 8 to 10 minutes—long enough to cook the starch—when the slices lose their opaque appearance and become transparent. The cooked slices are then transferred to a drier and for the first few hours subjected to a current of hot air not greater than 120 degrees F., after which the temperature is gradually increased to 170 degrees, but no greater.

The drying process is continued until the slices are brittle, though it is immaterial if a few here and there are not thoroughly dried. When taken off the kiln, the dried product is placed in a compact pile in dry room and handled over daily for three or four days until the pile "evens up," after which they are ready for the mill to grind them into potato meal or flour.

A revolving washer—a long box partially submerged in a pail of water—can be cheaply built to easily wash a ton of potatoes an hour.

An ordinary root cutter, which may be purchased for \$30 or less, will answer to slice the potatoes, but it is likely that a more desirable machine for slicing may be found on the market. The average mill will cost from \$150 to \$225 and up, but at present cannot be obtained on short notice.

The total production of rubber increased from 69,000 tons in 1907 to 257,000 tons in 1917.

Letters to the Editor

ON HANDLING EGGS

Editor, Canadian Grocer,—I have read Manitoba Retailer's letter in your No. 25; it made me laugh, and reminded me of children's disputes. New we have the same thing happening in this town. Re butter and eggs, there have been times when the other merchants were paying from 3c to 5c more for eggs than I, but as yours truly don't want to be put out of business I just let them have the eggs. My plan, and I find it works well, is to allow the farmers ½c a dozen more for their eggs than they can get if they ship them away. Of course I lose ½c a dozen, but come out on top and give them satisfaction.

In my opinion, if a man is a retail merchant he should run his own shop to his satisfaction. I run my shop just as though I was all alone doing business and my trade is steadily increasing.

E. J. LeDAIN,
Boissevain, Man.

FLOUR SUBSTITUTES

Editor, Canadian Grocer.—Re recent order of the Food Board ordering one pound of substitutes to every four pounds of wheat flour, this appears to me to be a difficult problem. Many of our customers (farmers) buy a bag of flour per month and some never use oatmeal, cornflour, rice, etc., adhering to the old custom of pork and potatoes, etc., three times a day. If you insist upon them taking substitutes they will do so in the form of bran and shorts and feed it to the chickens or tell you they prefer having potatoes and have them bought already, i.e., grow them. Why not have flour millers make the proper mixture when grinding flour?

A COUNTRY STOREKEEPER.

MAPLE SUGAR PRODUCTION AND EXHIBITION

In view of the interest taken this year in the greater production of maple sugar and syrup, CANADIAN GROCER, in an interview with J. H. Grimm, Montreal, was given some interesting facts.

"The production this year has been much better," said Mr. Grimm, "because of the active co-operation given by the Dominion and the Provincial governments. This was along similar lines to those used in a more limited way by ourselves during past seasons and the producers have been thus interested and have made a larger output possible than ever before."

Mr. Grimm states that the percentage of increased production in 1918 would be from 15 to 25%. The value of the crop was enhanced because of the higher prices paid and Quebec's maple products for 1918 would total very close to \$5,000,000 in cash value.

"Considerable of the crop has gone to various parts of the United States," said Mr. Grimm. "Buyers from there had come into the market and this was one of the reasons for high prices being attained. I would say that about 50 per cent. of the production in this province is used by the people who produce it, or by the rural population. Of the 50 per cent. remaining about 35 per cent. has found its way into the States and the balance will be sold through the Canadian trade."

On June 25-26-27 and 28th an exhibition of maple products was held in Quebec city. Its object was to further the interest in producing this natural product and by means of exhibits and the distribution of literature on the subject and the offering of prizes the interest of those who could assist was sought.

It is expected that the active steps that have been taken, the program of publicity which has been under way for some time and the continued need for the development of our own natural resources such as this is will result in the desired end being eventually attained—that of securing the greatest possible production.

ORIGIN OF TEA DRINKING

Tea-drinking seems to have originated in China; and the Chinese, according to Professor King, in his "Farmers of Forty Centuries," drank it first as a sanitary measure, having found that boiling their water saved them from typhoid and afterward adding tea-leaves to make the boiled water palatable. Dr. R. A. Gortner, of the University of Minnesota, writing in Science (New York, March 15), believes that this is not an exact description of what happened, but that the discovery of the efficacy of tea as a typhoid preventive came after its general adoption in China as a pleasant drink. Dr. Gortner says:

"To my mind, cause and effect were somewhat as follows: (1) The drinking-water was undoubtedly polluted, and typhoid, cholera, dysentery, etc., were endemic. (2) Certain families or clans found that a pleasing beverage could be made by steeping the leaves of the tea-plant in hot water with the result that they drank very little if any of the polluted waters without previously boiling it. (3) Their neighbors or neighboring communities observed that these families or clans who drank tea had relatively little disease as compared with the non-tea drinkers, and as a result the custom of tea-drinking spread throughout the land not because of the belief that boiled water prevented disease and tea-leaves modified the insipid taste of the boiled water, but because the infusion of the tea-leaves per se was looked upon as a medicine specific for the prevention of the prevalent diseases."

FOOD PRICES IN FRANCE

Following are some present war time prices in France, as compared with prices as they were before the war:

	1918.	1914.
Butter, per pound..	.90	.30
Pork, per pound....	.70	.28
Potatoes, per pound.	.06	.02
Roast beef65	.30
Beans, per pound ..	.28	.12
Coffee, per pound60	.40
Chocolate, per pound	.65	.25

The National Margarine Co. has opened an office at 1 St. Paul Street East, Montreal. They will represent United States makers and will do a general wholesale business in this line.

G. B. MacCallum and Co. have been appointed Montreal distributing agents for Lipton's teas, coffee, cocoa and jelly powders.

Early Fruits and Vegetables High Strawberries at Top-notch Figures—Small Pack Reported— Rhubarb Now Offering—Jams Also Touch High-Water Mark

CANNED strawberries, 2's, heavy syrup, are to sell at \$4.15 dozen according to figures now available, which is a figure much higher than had been at first anticipated, and is said to be due to factories having to pay such extremely high prices for fresh fruits. As a matter of fact this is an element which has developed to even greater proportions than had ever been looked for and will be reflected in other lines as well. The percentage delivery on strawberries is not yet known, but will not exceed 35 per cent. Rhubarb is offering in good quantities and at fairly reasonable prices. Quotations named herewith for the early fruits and vegetables give some idea as to how prices are running. These are f.o.b. canneries' prices. Deliveries to be made are also given, the percentage basis following the prices.

Prices below are F.O.B. CANNERIES.
VEGETABLES

	Per doz.	% Deliv.
Asparagus Tips, 2s	3 45	54
Asparagus Butts, 2s	2 02½	100
Spinach, 2s	1 85	60
Spinach, 2½s	2 55	60
Spinach, 10s	7 57½	35
FRUITS		
Pineapple Tit Bits, 1½s	3 02½	30
Pineapple, Sliced, 1½s	3 02½	100
Pineapple, Shredded, 1½s	3 02½	42
Pineapples, Sliced, 2s	3 20	42
Pineapple, Shredded, 2s	3 02½	42
Rhubarb, Preserved, 2s	2 10	101
Rhubarb, Preserved, 2½s	2 67½	100
Rhubarb, Standard, 10s	4 52½	100
Strawberries, Heavy Syrup, 2s....	4 15	35

Prices on jams announced so far are also very high, strawberry, raspberry and black currant selling at \$3.90 per dozen in 16-oz., and \$3.35 in 12-oz., while the 4-lb. pails are being quoted at 98c each. Apricot and gooseberry in 16-oz. are quoted at \$3.25 per dozen.

Enquiry Department

WHEN you become a subscriber to **CANADIAN GROCER** this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

MEANING OF C. & F. AND C.I.F.

Please advise your understanding and the meaning of the terms of sale C. & F. and C.I.F. The writer contends, when a buyer purchasing goods at prices C. & F. or C.I.F. that this does not mean that the seller has to guarantee delivery at destination even if the goods should be destroyed in transit by water or fire. Another firm claims that the seller when selling on the above terms is responsible for delivery at destination. Your reply will be appreciated.

M. P. ———, Winnipeg.

Answer—When a buyer purchases goods at prices C. & F. or C.I.F., it does not mean that the seller has to guarantee delivery at destination even though the goods be destroyed in transit by water or by fire. This is the generally accepted interpretation of these terms both here and in the United States. The only case where the seller would be held liable would be when he sells them "delivered" or "delivered into store."

* * *

FLOUR SUBSTITUTE REGULATIONS

I notice in your issue of June 28, you say it is necessary for the retail grocer to keep in stock a line of substitutes for wheat flour sufficient to supply the demands of his customers. Are we not allowed to sell a customer a sack of flour unless he purchases the required amount of substitutes along with the flour? There seems to be a difference of opinion in the matter.

W. R. HALLIDAY,

Lynedoch, Ont.

Answer—After July 15 the retail grocer will not be allowed to sell a sack of flour unless he also sells at least 20% of the weight of the flour in flour substitutes. You will note this regulation is again referred to in **CANADIAN GROCER** in July 12 issue, page 20. In fact the retailer will not be allowed to carry in stock white standard flour unless he has 20% of the weight in flour substitutes. This applies to dealers east of Port Arthur.

* * *

VALUE OF AMERICAN MONEY

We get a lot of American money here during the summer months, and I understand it is two cents above par, but we are only allowed one hundred cents on the dollar at the bank. Can you advise me where I should market this money?

A. E. W——, Ontario.

Answer—The question of allowing a premium on United States money is a relative one. Theoretically speaking, every American dollar is worth one hundred cents, plus the exchange, less the cost of trans-

mitting the dollar into United States territory, and at present should be worth approximately \$1.02 in Canadian currency. Practically, it is not feasible to allow this premium except where the sum involved is large enough to make it worth while.

There is a certain amount of business going on from day to day in American currency. Banks will often oblige their regular customers by giving them United States bills or coins at par and to offset this they will take the money from others—particularly if the latter are not customers—without allowing any premium. That is to say, on ordinary every-day small business little attention is paid to the relative value of Canadian and American money. Where the amounts involved are large, however, we believe it is customary to make an allowance for the premiums, and the managers of branch banks are usually instructed to do so.

In your case, we should say that a good deal depended on the amount of American money involved. If you are accustomed to deposit several hundred dollars at a time—five hundred or upwards, then we think your bank is in the wrong in not allowing you a premium, but if the amount is only a few dollars, the concession is hardly to be expected, unless your account is a particularly valuable one.

If you are not satisfied with the treatment accorded by your local bank, why not communicate with the Foreign Exchange Department of one of the big banks here, say the Canadian Bank of Commerce, advise them how much money you have and ask them what premium they are prepared to pay. You would be under the necessity of paying the cost of transmitting the money here but, if their offer was a liberal one, it would probably be worth attempting.

* * *

BOOKKEEPING SYSTEM

What is the best value on the market to-day of a bookkeeping system, suitable for taking care of a credit business in a general store with not more than two clerks, and about 350 country customers with a running account? Also, where can I procure same and about what will the system cost?

J. F. L——, North Tryon, P.E.I.

Answer—This information has been sent direct.

* * *

CHINA DISHES

Please give me the names of manufac-

turers or wholesalers of Ironstone china dishes, also better lines.

H. S. M——, Wilberforce, Ont.

Answer—This information has been sent direct.

* * *

WANTS GILL NET

Please give me the name of wholesalers from whom I can secure gill nets.

SPADONI BROS.,

White River, Ont.

Answer—Scythes & Co., Toronto; John Leckie, Ltd., Toronto.

* * *

PURE FOOD LAWS

In placing a new article of food on the market what conditions are necessary to comply with Pure Food Laws?

MANITOBA MERCHANT.

Answer—It would depend upon the character of the article you intend putting on the market as to what conditions you would have to comply with. In the first place, if the article is a food it would be necessary to secure a license for its manufacture. Then, if it were baking powder, it is necessary, for instance, to have the ingredients printed on the label. There are other conditions applying to other food products but it would be necessary for us to know the kind of product you intend to manufacture before giving you definite information.

* * *

WHEAT FLOUR SUBSTITUTES

Do retailers have to sell one pound of wheat flour substitutes to two pounds of standard flour or one pound to four?

N——, Toronto.

Answer—Under the amendment to the regulation the ratio is one to four. See special article this issue.

* * *

MATCH TAX AGAIN

I am a subscriber to **CANADIAN GROCER** and wish you would advise me if I have to place a one-cent stamp on those small boxes of matches. They contain about 60 matches.

FRANK P. MULLEN,

Alliston, Ont.

Answer—Yes, it will be necessary for you to place a one-cent stamp on each of the small boxes of matches, no matter if they only contained sixty matches. You will note your question was answered on page 29 of last week's issue, July 12. The tax on matches is 1c per hundred, but you will have to put a one-cent stamp on all small boxes containing up to one hundred matches.

CANADIAN GROCER,
143-158 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

me.....

dress.....

CURRENT NEWS OF THE WEEK

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

Maritime

Albro Mumford, grocer, etc., has discontinued business.

Albro Mumford, fruits confectionery, etc., has been succeeded by P. A. Taylor.

Quebec

Jos. Maranda, baker, Quebec city, suffered loss by fire.

Henri Lord, grocers and liquors, Montreal, has been registered.

Aird and Joyce, confectionery, Montreal, have dissolved partnership.

The Peterson Fruit Co., Ltd., Montreal have secured a Dominion charter.

The ice houses of the Montreal Dairy Co., Ltd., Montreal, have been damaged by fire.

The D. Hatton Co., wholesale fish dealers, Montreal, are distributing a neat cardboard fan to the trade.

Wm. H. Dunn, of Wm. H. Dunn Ltd., commission merchants, Montreal, and Mrs. Dunn are this week spending some time in the White Mountains.

A. H. Brittain, Montreal, managing director of the Maritime Fish Corporation, is expected home this week from an extended trip to the Maritime Provinces.

H. J. Lewis, representing the Robert Gillespie Co. and the A. Maclure Co. of Winnipeg, was a caller at the Montreal office of CANADIAN GROCER this week.

Ontario

M. & L. Sophie, confectionery, Toronto, have sold out.

Chapple & Elliott, produce, Hamilton, have dissolved partnership.

Canada Importing & Produce Co., Ltd., Listowel, have obtained charter.

Geo. Yonich, grocer, Toronto, has sold his business to Andrew Dimitroff.

Thomas M. Harris, wholesale and retail tobacco, Toronto, is dead.

W. Wight & Co., pork packers, Toronto, suffered a small fire loss. Loss covered by insurance.

Thomas Hill, who conducted a general store and the postoffice at Craighurst, died recently.

Scrandett Bros., wholesale and retail grocers, London, have discontinued their wholesale department.

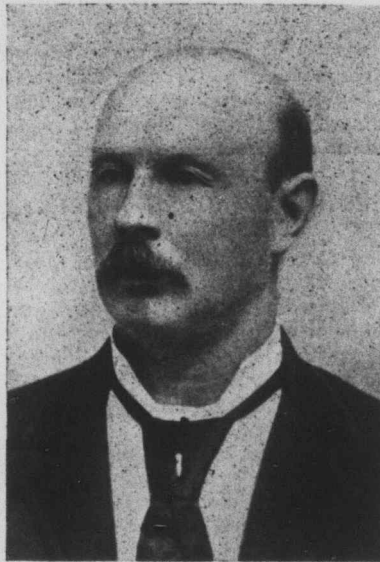
Cook & Fox, Sterling, have disposed of their stock of groceries and dry goods to Mr. Sutcliffe of Lindsay.

John R. Jamieson, of the grocery firm of Jamieson Bros., Sarnia, died at his home recently following an illness of several months.

Work on the buildings for the new hospital at Ongwanda, will begin at once. It will accommodate 1,000 beds and the grounds and buildings donated by the Maple Leaf Milling Co., Toronto, will be utilized.

H. J. Thompson, of Wingham, who has conducted a grocery store for the past couple of years has disposed of his stock and closed the store.

The general store of McLaren & Co., at Wakefield village, was broken into by robbers recently. The safe was blown up and \$300 in cash and \$10,000 in securities and notes taken. The paper is said to be non-negotiable.



ROBT. BENNET

As stated in last week's issue Mr. Bennet was honored by the employees of the Canada Sugar Refining Co., with whom he has been for 50 years.

Western

Roone Bros., general store, Kelfield, Alta., have dissolved.

Silver & Levine, general store, Alderson, Alta., have sold out.

The Paragon Grocery, Saskatoon, Sask., has sold out.

Empire Meat Market Ltd., Saskatoon, Sask., has sold out.

Bernard and McLeod, general store, Bowden Alta., have sold out.

Finn & Harmon, grocers, implements, etc., Medicine Hat, Alta., have dissolved.

Jenkins & Co., grocers, Calgary, Alta., have sold to Groceteria Stores Co. Ltd.

S. W. Thompson, general store, Gerald, Sask., has been succeeded by W. Vickers.

J. H. Peterman, butcher, etc., Watson, Sask., has disposed of his butcher business to J. Ketchen.

H. B. Toews, who conducted a general store at Melville, Sask., has been succeeded by Moza and Dubnow.

The name of the Moose Jaw Flour & Feed Store, Ltd., Moose Jaw, Sask., has been changed to C. H. Boyd, Ltd.

The Tisdale Trading and Milling Co. Ltd., Tisdale, Sask., have made applica-

tion to change the firm name to the Carrot River Valley Mills, Ltd.

Thieves broke into the Mission Bridge Grocery Store Calgary, Alta., and broke up the cash register, securing about \$4.00 in change for their trouble.

The Prongua Co-operative Association formed by members of the West Eagle Hills Grain Growers' Association, have taken over the J. K. Hammond store in Prongua, Sask.

In the fire at 137 Bannatyne Ave., East, Winnipeg, last week, the damage to the stock of W. L. MacKenzie & Co. was slight, being due to water only, and did not exceed \$100.

Weinstock and Diamond, general store, Rembrandt, Man., have been succeeded by Cutler and Diamond.

H. F. McKinley, confectionery, Winnipeg, has been succeeded by William Hamilton.

W. G. King & Co., Ltd., general store, Elrose, Sask., have sold to Shannon & Allen, Ltd.

NEW IMPORTING FIRM

A new firm of importers is announced in Montreal. This will be known as Stanway-Hutchins Limited and the personnel of the firm is made up of H. M. Stanway, late with John Hope and Co. and John D. Hutchins, formerly president of the John Duncan Co., Ltd., tea importers, Montreal.

In speaking with Mr. Hutchins. CANADIAN GROCER was informed that the new firm would import teas and coffees and that other lines would probably be dealt in later.

Mr. Hutchins was with the John Duncan Co. since its inception. Offices will be at 18 St. Alexis street, Montreal, and will be open on and after August 1st.

MAKES GIFT TO CHARITY

A former Toronto wholesale grocer, in the person of William Ramsay, now living in Bowland, Midlothian, Scotland, has made a splendid gift of property, valued at \$600,000, to Toronto charities. Mr. Ramsay came to Toronto in 1854, starting out for himself almost immediately in a little grocery and liquor shop. His business grew rapidly and was extended to Western Ontario and Western Canada; Mr. Ramsay himself traveling through to Winnipeg and Regina in the early days. Mr. Ramsay retired in 1882 and returned to Scotland.

The proceeds of the trust fund are to be divided at Christmas time of each year, the Toronto General Hospital getting 40 per cent., the Hospital for Incurables 20 per cent., and the remaining 40 per cent. to be distributed among Toronto charitable institutions at the discretion of the administrators.

HARRIS ABATTOIR PICNIC

**July 12 Outing at High Park a Success
—Baby Show Featured—Good
Sports Programme**

The Harris Abattoir Co. held their annual picnic for their employees at High Park on Friday last and it was a most enjoyable affair. Altogether about 5,000 men, women and children participated, the firm's motor trucks being used to a great extent in conveying the happy crowds to the grounds.

The baby show was considered a big success, the judges experiencing great difficulty in determining the winners. Three boys and three girls were awarded prizes. The sports programme was varied, and besides showing skill in various ways there were amusing features. The nail driving contest for the ladies and the tug-of-war were decidedly interesting, and the returned soldiers' race created great enthusiasm. A feature of the afternoon was the parade of all the children to music, during which they were each presented with souvenir Canadian flags and boxes of candy by W. T. Harris and Jas. Harris, who, with J. S. McLean acted as judges. A baseball game attracted considerable attention and the eats and refreshments served were well taken care of.

F. C. FEARMAN DIES

One of Hamilton's well-known business men was called by death last Thursday evening when Frederick Chester Fearman died after a short illness, in his 65th year. Deceased was a son of the late F. W. Fearman, and was born in this city and had resided here all his life. He was president of the F. W. Fearman company.

Mr. Fearman had been in fairly good health until about a month ago, when he suffered a stroke. Since that time he declined rapidly until his illness terminated with his death.

He leaves to mourn his death, besides his widow, two sons, Frank G. of this city and Major Herbert D. Fearman, D. S.O., of the 2nd brigade, now in France; two daughters, Mrs. Roy R. Moodie of this city and Miss Elsie at home; and six brothers, Robert C., William J., Harry H., Frank D. and Col. George D. Fearman of this city, and a sister, Mrs. Herbert H. Shearer of Chicago.

TO RELIEVE MILK SHORTAGE

Down in Texas the people keep a large number of goats. On account of the scarcity of livestock these goats are used for milk supply purposes and have been relieving the cow milk shortage to a large extent. The question of bringing some of these goats into Western Canada for the same purpose has been taken up by one or more business men in the West. Among these was B. M. Henderson of B. M. Henderson Brokerage Ltd., Edmonton, Alta. It was eventually found that it would not be practical to import these goats from such a long distance at this season of the year and particularly as this is the milking season. Mr. Henderson states to CANADIAN GROCER

he has purchased a goat for his own use as an experiment and is pleased with the results so far. He is now getting about one and a half quarts of milk per day and the family find this milk preferable to cow's milk. It may be that this coming winter or in the spring goat's milk will be used to relieve at least a part of the shortage in the regular milk supply in the West.

**ONTARIO TRAVELLERS' HOLIDAYS
JULY 29 TO AUGUST 10
INCLUSIVE**

It will not be long before travellers calling on the great majority of retail grocery merchants throughout Ontario will be taking their holidays. Following the policy adopted in previous years all wholesale grocery houses have agreed to withdraw their travellers from the road from July 29 to August 10, both dates inclusive, during which period they will not send out substitutes nor solicit trade by telephone. The territory affected consists of all ground west of but not including North Bay. Territory west of Toronto extends to Sarnia.

**WATCH ALLEGED FOOD BOARD
INSPECTORS**

The Canada Food Board has been informed that certain persons, representing themselves as Food Board Inspectors have been visiting homes in certain parts of Ontario and Quebec, and demanding from the householders payment of fines for alleged infractions of the Food Board's regulations.

All inspectors working under authority of the Canada Food Board will be able to produce official certificates, which must be presented when their authority is questioned. The Food Board has not appointed any inspectors to visit private homes, and any persons claiming to have such authority should be reported at once to the nearest police authorities.

**PENALTIES FOR BREAKING FOOD
LAWS**

"Any person violating any provision or any order or regulation of the Canada Food Board now or hereafter made in pursuance of the power invested upon it, is guilty of an offence, and shall be liable upon summary conviction before a police magistrate or a justice of the peace to a penalty not exceeding \$1,000, and not less than \$100.00; or to imprisonment not exceeding three months, or to both fine and imprisonment." By order-in-Council P. C. (1542) of June 22nd, 1918. The enforcement of the orders and regulations of the Canada Food Board depends principally upon the co-operation of the municipal police authorities.

A NEW WESTERN DRINK

Blackwoods Limited, Winnipeg, announce to the trade this week that they are putting on the market a new non-intoxicating beer which comes out under the name of Maltbru. It will be sold through grocers, general dealers, confectioners, etc.

**MORE REGULATIONS FOR USING
WHEAT**

**Limit is Set to the Amount of Wheat
That May Be Used in Cereals
and Breakfast Foods**

The Canada Food Board by a recent addition to the regulations regarding cereals. By these new regulations further substitution of other ingredients is required in all cereals using wheat.

The regulations are as follows:

No person shall manufacture any rolled wheat, wheat flakes, wheat meal or cracked wheat containing more than 80 per cent., by weight, of wheat. In manufacturing any of these products of the whole wheat, from which the bran and shorts are not removed, no substitutes need be added. No alimentary paste or self-raising flour containing more than 80 per cent., by weight, of wheat flour may be manufactured. The manufacture of buckwheat flour containing more than 35 per cent. of wheat flour is prohibited.

Except for those products mentioned above, no breakfast food containing more than 50 per cent. of wheat or wheat flour may be manufactured.

On or before August 1 every manufacturer of any of the products mentioned in the order must file with the Food Board a sworn statement, showing the ingredients and the proportion of the same constituting each such product made by him.

Violation of any of the provisions of the order makes the offender liable to a fine of not less than \$100 and up to \$1,000, or to imprisonment for a period up to two months, or to both fine and imprisonment.

U. S. IN SUGAR BUSINESS

The Sugar Equalization Board has been created in the United States on the recommendation of Food Administrator Hoover to equalize the price of sugar to the consumer. The board will be incorporated at \$5,000,000 and have authority to acquire, even at a loss to the government, the production of beet sugar factories that cannot, under the present price of beets be sold to the public at a reasonable price, and other high-cost sugars. This will be resold in the common lot at the established price, thus saving considerable to the consumer.

CATALOGUES AND BOOKLETS

The Coca Cola Co., Winnipeg, is sending out an attractive booklet to the Western Canada trade on "The Romance of Coca Cola." This gives the story of the development of the manufacture of this beverage and is very handsomely decorated with appropriate line drawings. Other booklets being sent out are entitled "The Water is Fine. Get in the Swim," and "Let's Get Acquainted." These are both artistically printed in colors. Altogether the series consists of six booklets. One of these urges the trade to sell the product by the case.

D. B. Ross, manager of the Mount Royal Milling Co. was absent from Montreal early in the week.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FEATURING the markets for the week are the announcements of new prices on jams, dried fruits and early canned fruits and vegetables. The general tendency is upward, jam prices showing a sharp upward trend to higher levels than had been expected, due, it is said, to the exceedingly high prices which had to be paid for fruits.

Prunes are higher, with reports pointing to the Government as a heavy buyer, the 50s, 60s and 70s being largely absorbed by this source. Choice peaches are also to go to the Government, and other grades offering to the trade show a fairly sharp advance. Apricots and seedless raisins opened about the same as last year, while seeded raisins will range at least 1c up. Laid-down costs in Canada will be enhanced owing to the new schedule of packing charges, the increased freight rates and heavy rate of exchange.

MONTREAL—The markets are without any features that can be classed as unusual this week. The new prune prices are out, and along with this announcement comes another indicating the extent to which the United States Government has indicated its own wants.

The canned goods trade has kept remarkably active in view of the fact that the season is so well advanced. Tomatoes are running low and are not being offered at all by one jobber. Corn, too, is scarce. Peas, beans, etc., are in fair supply, but it is thought that there will be less old pack to meet the new than in previous years.

Price changes are few and are confined to some revisions on mill feeds, advances for strawberry jams in glass jars and on sewing machine oil. There has been, also, a firming tendency on figs in mats.

Demand is heavy for starches and also for corn and cane syrups; this is better than usually obtains for the summer season. The use of these is somewhat stimulated by the scarcity of other essentials.

Coffee markets are firm and strong, as also are those of tea, with a strong likelihood of advances being made, particularly for coffee. The reports concerning damage to the growing crop of coffee in the South are taken here with reserve until facts are available.

TORONTO—Interesting features of the week's markets are covered in the opening paragraphs of the summary in the references to jams and dried fruits.

The coffee situation continues one of extreme firmness, though the question of supplies locally appears somewhat easier. Some shipments are reported in and stocks generally are ample for the demand. Further reports of serious crop damage in Brazil continue to come along, though these are discounted in some quarters.

A better feeling in regard to teas is noticeable and a demand for the better grades seems to be springing up. Australian buying in the Java market is again in progress and has further strengthened the tone of teas from that source.

Peanuts are easier in Southern markets, and this may be reflected here in future shipments. There is every indication that shipment of these will come along as required. Stocks of all nuts locally are fair, and manufacturing interests are fairly well covered. Orders placed to arrive are largely sold, and in view of this stocks on hand will be absorbed quickly enough.

Sugar continues rather a scarce commodity, though no serious shortage is reported as yet. Some shipments are coming along, and the general feeling seems to be that supplies to carry over the preserving season will be available.

WINNIPEG—The sugar situation here is looked upon as satisfactory. Refiners are catching up with old orders, and the brokers indicate that the people are by no means starving for want of sugar.

Rolled oats is in great demand, in fact it is intimated the demand exceeds the supply. Millers have been pushing these hard as a substitute for wheat, and in view of the high price of the grain an advance would not come as any great surprise. The demand for wheat flour is normal. Stocks of feed are becoming light and reports from country points indicate premiums are being paid to secure supplies. Barley is enjoying a heavy demand to offset scarcity of mill feeds.

New prices on dried fruits are higher than had been expected on prunes and peaches. Apricots will be somewhat lower. Greek currants are arriving in good volume. They are reported good quality and are selling much lower than Australian.

QUEBEC MARKETS

MONTREAL, July 17.—There is more difficulty as time passes in securing needed supplies. Some weeks jobbers find themselves confronted with a lengthy list of "shorts," and while they have heretofore been able to do a great deal of substituting, this is not so easy to effect as it was. The condition of trade is quieter.

Strawberry Jams Up, Also Sewing Machine Oil

Montreal.
JAMS, SEWING MACHINE OIL.—Advances of a considerable extent have been made in the price of strawberry jams. The 15 and 16 oz. jars are now selling at \$3.75 per doz., and this represents an advance of 35c. Advances are also made on various other sizes in the small containers. Filtrine sewing machine oil is higher and now sells at 95c per doz. bottles as against the old price of 65c.

Use of Soft Sugars Makes Situation Fair

Montreal.
SUGAR.—Refined sugars are in a position very similar to that obtaining last week. The receipt of raws has not improved and no more than a fair allotment is coming forward. It is asserted by several of the refineries that the larger use of the soft sugars has had the desired effect of reducing the pressure on granulated, and this is what they have long been striving for. From all information gathered there is reason to look for a fair distribution of necessary supplies to the trade and no actual difficulties have arisen, the only change being that of somewhat smaller supplies being obtainable at a given time, and more frequent distribution being called for. No price changes have been made during the week. It was reported early in the week that there was a possible chance of getting sugars from Java at a favorable rate but the matter of tonnage is so serious a one as to almost preclude the possibility of getting any of these forward to American ports.

Atlantic Sugar Company, extra granulated sugars, 100 lbs.	9 10
Acadia Sugar Refinery, extra granulated	9 10
St. Lawrence Sugar Refinery	9 10
Canada Sugar Refinery	8 65
ominion Sugar Co., Ltd., crystal granulated	8 85
Special icing, barrels	9 30-9 40
Icing (25-lb. boxes)	9 60-9 80
Icing (50-lb. boxes)	9 50-9 60
Diamond icing	9 10
Yellow, No. 1	8 80-8 90
Yellow, No. 2 (or Golden)	8 60-8 70
Yellow, No. 3	8 50-8 60
Powdered, barrels	9 20-9 30
Paris lumps, barrels	9 85-10 20
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 85
Crystal diamonds (boxes 100 lbs.)	10 10
Cut loaf (50-lb. boxes)	10 20-10 50
Cut loaf (25-lb. boxes)	10 40-10 70

NOTE.—Some are not refining icing or powdered sugars in view of Food Controller's wishes.

Salmon Prices Firm; Canned Tomatoes Scarce

Montreal.
CANNED GOODS.—There is a ready absorption of various lines of packed goods. Prominent among these are tomatoes which have moved actively, and one large jobber has informed CANADIAN GROCER that he is sold out for the present on supplies. For many weeks as a matter of fact there has been a lot of trading as between jobbers, and this has eventually absorbed various stocks. Corn is scarce, one large commission agent stating that all the corn he could pick up in this market for a patron in the West was about 250 cases. The news from the Pacific coast regarding the high prices being asked by fishermen for sockeye salmon is not reassuring, and, coupled with the announcement from the States of the commandeering there by the government of 60 per cent. of the pack it would indicate that advances are due. These will not, think some of the packers' representatives, be so excessively high as the advances referred to would indicate. The outlook for corn is that the pack will be a small one. Business is very satisfactory, considering the lateness of the season.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat		4 00
1 lb. talls, cases 4 doz., per doz.		3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls		1 80
Pinks, 1-lb. talls	2 30	2 40
Cohoes, 1-lb. talls		2 65
Red Springs, 1-lb. talls		2 70
Red Springs (new pack) doz.		3 75
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.		2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"		20 00
Lobsters, ½-lb. tins, doz.	3 60	3 65
Canned Vegetables and Fruits—		
Asparagus (Amer.) mammoth green, doz.		4 00
Tomatoes, 1s		1 25
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards		1 75
Peas, early June		1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s		3 00
Do., (U.S.), gallons		10 00
Corn (on cob, gal. cans), doz.		8 50
Red raspberries, 2s		2 90
Simcoes		2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s		3 00
Blueberries, 2s, doz.		1 85
Pumpkins, 2½s	1 50	1 70
Pumpkins, 3s		1 75
Pumpkins (gallon), doz.		6 00
Carrots, sliced, 2s		1 45
Apples (gallons)		5 00
Peaches, 2s (heavy syrup)	2 00	2 40
Pears, 3s (heavy syrup)		2 45
Pineapples, 1½s		2 25
Greengage plums (light syrup)		1 90
Lombard plums (heavy syrup), 2s		1 70

Much Use of Syrups While Molasses Scarce

Montreal.
MOLASSES AND SYRUPS.—There is a fair demand for molasses but there is little stock to meet it. As a matter of fact supplies, as received, are readily distributed to the trade and little is held

on spot, practically none. It was stated to CANADIAN GROCER this week that as much as 97c per gallon is being asked for molasses at St. John's, N.B., a very high price. In view of the shortage of this on spot a good sale has continued for syrups, both cane and corn, and prices are fully maintained but without change. A considerable sale for syrup is made to the baking and confectionery trades at the present time.

Corn Syrup—		
Barrels, about 700 lbs.		0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.		0 07½
Kegs		0 07½
2-lb. tins, 2 doz. in case, case		4 65
5-lb. tins, 1 doz. in case, case		5 20
10-lb. tins, ½ doz. in case, case		4 95
20-lb. tins, ¼ doz. in case, case		4 90
2-gal. 25-lb. pails, each		2 15
3-gal. 38½-lb. pails, each		3 25
5-gal. 66-lb. pails, each		5 25
Cane Syrup (Crystal) Diamond—		
2-lb. tins, 2 doz. in case, per case		5 50
Barrels, per 100 lbs.		8 00
Half barrels, per 100 lbs.		8 25

	Prices for	
Barbadoes Molasses—	Island of Montreal	
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Maple Products Firm With Little Offered

Montreal.
MAPLE PRODUCTS.—There is very little to report on these markets. As a matter of fact the sale for maple sugar and syrup is decreasing because of the limited offerings and these will become the more limited as the season advances. Prices are firm and there is no likelihood of these being lower. Quotations are unchanged.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal.		1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Somewhat Less Demand For Nuts; Prices Hold

Montreal.
NUTS.—In view of the fact that recent activity from many diverse points has solved to make a wider distribution of supplies the conditions are somewhat quieter, indicating that the trade is better supplied against its needs later on. All prices are fully maintained although a slight revision was made by one jobber on Sicily filberts, the range now being 21c to 22c per pound.

Almonds (Tara), per lb.	0 24	0 30
Almonds (shelled)	0 50	0 55
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 25
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 21	0 22
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2		0 14
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40

Pecans (shelled)	0 80
Walnuts (Grenoble)	0 20
Walnuts (new Naples)	0 16
Walnuts (shelled)	0 76
Walnuts (Marbots), in bags	0 25

New Prune Prices; Raisins to be High

Montreal.

DRIED FRUITS.—Some report the sale of dried fruit to be on a much reduced basis, while others say they are selling quite a little. The interest now centres around the new prices just announced on prunes, and these will be found elsewhere and are in accord with the predictions made in CANADIAN GROCER three weeks ago. Raisins will be higher, not so much from the fact that the prices are up at the producing points but the advances thru increased freight rates and variation of exchange will serve to make them costly. Pear and peach prices will also be available in the immediate future and are expected to be up somewhat. It is very probable that they also may absorb much of the Oregon pack later. Figs are up, and while the prices are not as yet changed by the trade these will show increases of perhaps 3c to 4c per pound.

Apricots—	
Choice	0 25
Fancy	0 30
Apples (evaporated)	0 20
(fancy)—	
Faced	0 19
Choice	0 17
12 oz., per pkge.	0 16
Pears	0 16
Drained Peels (old)—	
Citron	0 27 1/2
Lemon	0 28 1/2
Orange	0 34
Drained Peels (new)—	
Lemon	0 40
Orange	0 42
Citron	0 47

Raisins—	
Malaga, table box of 22 lbs., 3-crown cluster, \$3.25-\$4.00; 4-crown cluster, \$5.00; 5-crown cluster, \$6.00.	
Muscats, loose, 2-crown	0 10 1/2
Muscats, loose, 3-crown, lb.	0 11 1/2
Muscats, 4-crown, lb.	0 12
Cal. seedless, 16 oz.	0 14
Cal. seedless (new)	0 16
Fancy seeded, 16 oz. pkgs.	0 13
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11
Valencias, 4-crown layers	0 11 1/2
Currants, old	0 24
Do., new	0 32
Dates, Excelsior, per case	6 84
Do., Dromedary	7 92
Figs (new), 100 to case	11 00
Figs (layer), 10-lb. boxes	1 90
Figs, Spanish (mats)	0 12
Figs, Portuguese (mats)	0 13
Figs, Fancy Cal. White (Choice)—	
Pkgs. 16 oz. (10 pkgs.)	1 75
Pkgs. 10 oz. (20 pkgs.)	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00
Pkgs. 6 oz. (50 pkgs.)	3 60
Pkgs. 4 oz. (70 pkgs.)	3 70

Prunes—	
30-40	0 19
California, 40-50s	0 18
25-lb. cases, 50-60s	0 17
60-70s	0 15 1/2
70-80s	0 13
80-90s	0 11 1/2
90-100s	0 11
Oregon, 30-40s	0 15 1/2
40-50s	0 15 1/2
50-60s	0 12 1/2

Absorption Rice is Mostly For Milling

Montreal.

RICE AND TAPIOCA.—There is a general quietness to the rice market. This is meant to refer to the same in the regular way for there is a good deal re-

quired in milling into rice flour for which demand continues. While no price changes are made the tendency is firm. Some jobbers are sold out but there still is an ample supply on spot. The quotations will be higher in all probability as soon as the new freight schedules are made effective. In the meantime there is no anticipated anxiety. Tapioca is in fair demand at unchanged prices.

Snow (Japanese)	10 25
Ice Drips	11 25
Carolina	12 50
"Texas," per 100 lbs.	9 50
Patna (good)	8 90
Siam, No. 3	8 50
Siam (fancy)	10 25
Rangoon "B"	8 50
Rangoon "B," 200-lb. lots	7 70

PRUNE PRICES NAMED MONTREAL—(SPECIAL)—In our issue of June 28 it was indicated what the prices would probably be on the forthcoming crop of prunes grown in California. Unfortunately the figures were transposed but the prediction embodied in the article published conforms identically with the prices just fixed by the United States Food Administration. The list is again reprinted correctly and the prediction thus made by CANADIAN GROCER is borne out even to fractions. The list of prices to the retail trade will be readily understood by reference to the table following:

These have been determined after allowing a fair profit to the packer, and after paying freight, duty and War-tax, the jobber in order to come out without making a loss will, it is thought have to get from the retailer the following prices for 25 lb. boxes unfaced.

	Per lb.
20/30s	21 1/4c
30/40c	19 1/4c
40/50c	18c
50/60c	16 1/4c
60/70c	15 1/2c
70/80s	15c
80/90s	13 3/4c
90/100s	13c
Rangoon CC	8 20
Mandarin	8 90
Pickling rice	7 70
Tapioca, per lb. (seed)	0 15
Tapioca (Pearl)	0 15

Bean Markets Lag But Prices Are Held

Montreal.

BEANS, PEAS, ETC.—These lines are really very slow and no interest of note is taken by those handling them. Notwithstanding the decreased interest prices are maintained. It is probable that this would be different were it not that the season is the one most quiet in all the year. What applies to beans is true of peas and barley to a great extent.

Beans—	
Canadian, hand-picked, bush.	8 50
Ontario, new crop, 3 to 4 lbs.	8 50
British Columbia	9 00
Brown Beans	7 50
Canadian, 4-5 lb. pickers	7 75
Japanese	8 50
Yellow Eyes	8 00
Rangoon beans, per bushel ..	7 00

Lima, per lb.	0 19
Kidney beans	8 00
Peas, white soup, per bushel.	4 50
Peas, split, new crop, bag 98 lbs.	9 50
Barley (pot), per bag 98 lbs.	6 50
Barley, pearl, per bag 98 lbs.	7 50

Little Flour Sold; Mixed Feeds Active

Montreal.

FLOUR AND FEEDS.—Aside from the sustained activity for substitute flours there is little doing in regular war standard, for there is little to be had. As a consequence the millers are giving most of their attention to feeds and substitute flours. For the former there is a steady demand and prices are somewhat revised. This is a result of special feeds being marketed by the mills and there will be a greater production of these as the bran and shorts continue to dwindle in supply. The special mixed feeds offered to the trade are in good demand and fair supply at price ranges quoted below.

War Standard, Graham and Whole Wheat Flours—	
Car lots (on track)	10 95
Car lots (delivered), Bakers	11 05
Small lots (delivered)	11 15
Bran, per ton	35 00
Shorts	40 00
Crushed oats	54 00
Barley chop	61 00
Barley meal	61 00
Feed oats, per bushel	1 07

More U.S. Rye Flour; Rolled Oats Steady

Montreal.

CEREALS.—In view of the always decreasing supplies of Canadian rye for milling purposes a great deal of activity has been shown in the imported article from the States. This is selling freely but some report it to be not so well milled and therefore not as suitable for the trade needs as the Canadian product. It is selling for less money than the Canadian milled and two quotations covering this are therefore made. Rice flour is active and corn flour too has met with ready demand. Corn meal is steady and there has been no further change on rolled oats. The trade conditions are fair. Interest centres around the deferring by the government of the order regarding substitute flours, the same being made owing to the rather limited supplies as compared with the demand.

Cornmeal, Pure Gold	7 00
Cornmeal (Gold Dust) ..	6 50
Barley, pearl	7 50
Barley, pot, 98 lbs.	6 00
Buckwheat flour, 98 lbs.	7 25
Corn flour, 98 lbs.	5 80
Rice flour	8 75
Hominy grits, 98 lbs.	6 75
Hominy, pearl, 98 lbs.	7 50
Oatmeal (standard-granulated and fine)	5 75
Peas, Canadian, boiling, bush.	5 00
Split peas	9 50
Rolled oats, 90-lb. bags ..	5 20
Rolled oats (family pack.), case	5 70
Rolled oats (small size), case.	2 10
Rolled wheat (100-lb. bbls.) ..	6 75
Rye flour, small lots, 98 lbs.	6 55
Rye flour (Canadian), 98 lbs.	7 50
Do. (American), 98 lbs.	6 85
Self-raising flour—	
3-lb. pkgs., doz.	2 80
6-lb. pkgs., doz.	5 50

Firm, Steady Position Is Held by Spices

Montreal.

SPICES.—There is a steady and firm position all around with respect to prices for all kinds of spice. On a maintained basis these are without change and a fair volume of business, seasonably speaking, is being transacted. The position at United States points is one of little interest, but prices there are held steady. There is little likelihood of there being any revisions downward, the tendencies pointing the other way.

	5 and 10-lb. boxes	
Allspice	0 20	0 22
Cassia	0 35	0 35
Cassia (pure)	0 35	0 37
Cayenne pepper	0 28	0 35
Cloves	0 75	0 77
Cream of tartar	0 95	1 00
Ginger	0 30	0 40
Ginger (Cochin or Jamaica)	0 30	0 30
Mace	0 80	1 00
Mixed spice	0 30	0 32
Nutmegs	0 45	0 50
Pepper, black	0 42	0 45
Pepper, white	0 48	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	2 00	0 00
Caraway, Dutch, nominal	0 75	0 75
Cinnamon, China, lb.	0 30	0 30
Cinnamon, per lb.	0 35	0 35
Mustard seed, bulk	0 25	0 25
Celery seed, bulk	0 46	0 46
Shredded cocconut, in pails	0 21	0 23
Pimento, whole	0 18	0 20

For spices packed in cartons add 3/4 cents a lb. and for spices packed in tin containers add 10 cents per lb.

All Tea Tendencies Strong; Little Movement

Montreal.

TEAS.—Every indication points to a firming of tea prices and seeing that these tendencies have been emanating and continue to emanate from the primary points it is not expected that there can be any reduction. Stocks of tea are good and prices fully maintained. The jobbers are expecting business to improve in the early part of the Fall. In the meantime, while there are a certain amount of orders in hand, the immediate condition of trade denotes general quiet.

Ceylon and Indias—

Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55

Javas—

Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

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

Coffee Situation Is Quite Conflicting

Montreal.

COFFEE.—The reports received from the south indicate that serious frosts have seriously affected the prospects for a large crop there, not only this year but for some time to come. It is impossible to verify these here and there is some doubt in the minds of importers as to the accuracy of reports. Until definite advices are received it is impossible to determine the position as it obtains at the moment. The market is decidedly firm. Stocks on spot are limited, but ample to meet the present needs. With the suggested curtailment of imports on the Government's part it is questionable if the reduced amounts will meet the needs of the Canadian trade. One thing is assured, and that is that prices soon will be higher. This will be the result of increased labor and transportation costs more than that of lack of supplies, for these are very heavy in the States at import points as well as in Brazil, according to the advices to hand here from the importing element.

Coffee, Roasted—

Bogotas, lb.	0 28 1/2	0 32
Jamaica, lb.	0 24	0 25
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27 1/2	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 25

New Lines Fruit in, Cherries, Peaches Lower

Montreal.

FRUITS.—Changes for the week are not numerous but there is a noticeable improvement in the varieties of fruit offered. New eating pears and apples, currants of red and black varieties, gooseberries and raspberries are on the market and the prices of some lines are firm and high. More Canadian-grown fruits will soon be available and as these arrive the prices will decline. The present week, think some, will see the end of the strawberry production and there is not the high standard at present that obtained for these two weeks ago. Oranges are a little easier at \$7.50 per box.

Apples—

American (bask.) Duchess	4 00	4 00
Do., Yellow transparent	3 00	3 00
Apricots (Cal.) box	5 00	5 50
Bananas (fancy large), bunch	1 25	1 25
Blueberries, 6-12-qt. boxes	7 00	7 00
Cantaloupes (45 size), crate	3 00	3 00
Do., (15 size), crate	1 75	1 75
Cherries (California), basket	7 25	8 50
Cocoanuts, sack	0 75	0 75
Currants (Red or Black), gallon	0 75	0 75
Gooseberries, gallon	3 25	3 75
Grape fruit (fancy Jamaica)	5 00	5 00
Grape fruit (fancy Porto Ricos)	4 75	4 75
80, 96, 112	9 00	9 00
Grape fruit (fancy Porto Ricos)	8 50	8 50
54, 46	7 00	7 00
Lemons (fancy new Messina)	5 00	5 00
Lemons (choice)	7 50	7 50
Lemons (California seedless)	7 50	7 50
Oranges, Valencia lates

Oranges, Porto Ricos	5 50	5 50
Oranges, California navels	4 00	4 00
Oranges, Jamaica	5 00	5 00
Oranges (bitter)	5 50	5 50
Oranges (Seville, bitter)	5 00	5 00
Oranges (Sorrentoes), 200 size	3 00	3 00
Plums (Cal.), box	6 00	6 00
Pineapples, Cuban (crate)	6 00	6 00
Pineapples, Florida	3 00	3 00
Pears, Cal., eating, small box	1 75	1 75
Peaches, box	0 25	0 25
Raspberries (imported), qt.	0 30	0 35
Strawberries (box) (quarts)	6 00	6 00
Strawberries (Montreal), crate	8 00	8 00
Watermelons (each)	0 75	0 75

Big Vegetable Demand Prices Still are High

Montreal.

VEGETABLES.—Notwithstanding the fact that there is a much better production now than for some time of locally grown vegetables, the prices rule high. This is likely to continue, some assert, for the demand is active and weather conditions have hampered early maturity of some lines. New and old potatoes are still high, although there is some improvement noted here, old stock being quoted down to \$2.50-\$2.75 per bag as against \$3 per bag last week. Trade holds quite active.

Asparagus (doz. bunches)	3 50	4 00
Asparagus, Western Grass (bask.)	2 50	2 50
Beans, new string (20-lb. bag)	0 75	0 75
Beets (60-lb. bag)	0 50	0 50
Beets, new (doz. bunches)	2 00	2 00
Cauliflower (Montreal), doz.	1 75	1 75
Cabbage (new), doz.	0 40	0 40
Carrots, new, doz.	2 00	2 00
Carrots (bag)	1 00	1 00
Celery (Montreal), doz.	0 40	0 40
Cucumbers (Montreal), doz.	0 40	0 40
Endive (American)	0 40	0 40
Lettuce, curly (doz.)	0 40	0 40
Lettuce (Montreal), head	2 50	2 50
Leeks	0 20	0 20
Mint	0 90	0 90
Mushrooms, lb.	2 00	2 00
Onions, red (100-lb. bag)	0 50	0 50
Onions, spring, doz.	3 25	3 25
Onions (Texas), No. 1 yellow, cte	2 75	2 75
Do., No. 2 white wax (crate)	3 50	3 50
Do., Silver and Red (crate)	6 00	6 00
Onions, American (100 lbs.)	0 75	0 75
Oyster plant	1 00	1 00
Parsnips, new (doz. bunches)	0 30	0 30
Parsley (Canadian)	1 50	1 50
Peas (Montreal), 20-lb. bag	2 50	2 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	2 50	2 75
Potatoes (New Brunswick), bag	1 65	1 65
Potatoes, new, Virginia, bbl.	6 50	7 50
Romane	0 50	0 50
Radishes (doz.)	0 25	0 25
Rhubarb, doz.	0 25	0 25
Spinach, box	0 75	0 75
Turnips (Quebec)	3 00	3 00
Turnips, new (doz. bunches)	0 40	0 40
Tomatoes (hothouse), lb.	1 50	1 50
Tomatoes (Mississippi flats), 4-bas.	8 00	8 00
Tomatoes "bus." ctes, New Jersey	0 40	0 40
Watercress (Can.)

ONTARIO MARKETS

TORONTO, July 17.—New prices have been named on jams, early vegetables and dried fruits during the week and the trade generally have been busy rearranging schedules and trying to adjust themselves to scale of quotations which will rule. Sugar is still a scarce commodity and the outlook to some extent uncertain. A heavy demand for rolled oats and other substitutes for wheat is in evidence. Canadian fruit and vegetables are available in greater range

and supply this week. Business generally is considered satisfactory.

Sugar Situation Could Stand Improvement

Toronto.

SUGAR.—In as far as supplies are concerned, the sugar situation could stand material improvement, some wholesalers reporting stocks depleted and

refiners advising that shipments are not coming along any too freely. Holidays in the United States have had the effect of curtailing receipts of raws and output of refineries to some extent but more normal conditions are expected again this week. Manufacturers in Canada now have to produce their certificates when placing orders to overcome possibility of their allowance being "oversubscribed."

Atlantic, extra granulated	9 27
St. Lawrence, extra granulated	9 27
Acadia Sugar Refinery, extra granulated	9 27
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17
Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb. gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb. gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. 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. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.	

Revised Prices Issued Roquefort Cheese

Toronto.

CREAM CHEESE.—Revised prices have been named on McLaren's Roquefort cheese which provide for slight advances on some sizes. Quotations are now made as follows. McLaren's Roquefort cheese, in jars: miniature cases, 5 dozen, \$1.15 dozen; small cases, 2 dozen, \$2.25 dozen; large cases, 1 dozen, \$3.65. Prices ruling on McLaren's Imperial cheese in jars are also shown herewith: Miniature cases, 5 dozen, 95c dozen; individual cases, 2 dozen, \$1.40 dozen; small cases, 2 dozen, \$2.75 dozen; medium cases, 1 dozen, \$5.00; large cases, 1/2 dozen, \$11.00 dozen.

Saniflush shows an advance of 25 per cent. in new price of \$3.25. This is the result of the imposition of a 25 per cent. duty in addition to the war tax. Fountain fruits and syrups are higher and the restrictions being imposed on their manufacture may result in another advance.

Molasses Unchanged; Syrups Hold Firm

Toronto.

MOLASSES, SYRUPS.—There is no change in the situation as it affects molasses. A fair demand is manifest and a fair supply of some grades available. Syrups have held firm with some sales reported. Prices follow:

Corn Syrups—			
Barrels, per lb.	0 07		
Cases, 2-lb. tins, 2 doz. in case	4 65		
Cases, 5-lb. tins, 1 doz. in case	5 20		
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/4c over bbls.			
Cane Syrups—			
Barrels and half barrels, lb.	0 06	0 08	
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25	

Molasses—			
Fancy, Barbadoes, barrels	1 05	1 10	
Choice Barbadoes, barrels	0 95	1 00	
West India, 1/2 bbls., gal.	0 55	0 55	
West India, No. 10, kegs	6 50	6 50	
West India, No. 5, kegs	3 25	3 25	
Tins, 2-lb., table grade, case 2 doz., Barbadoes	4 90		
Tins, 3-lb., table grade, case 2 doz., Barbadoes	6 75		
Tins, 5-lb., 1 doz. to case, Barbadoes	5 30		
Tins, 10-lb., 1/2 doz. to case, Barbadoes	5 20		
Tins, 2-lb., baking grade, case 2 doz.	3 50		
Tins, 3-lb., baking grade, case of 2 doz.	4 60		
Tins, 5-lb., baking grade, case of 1 doz.	3 90		
Tins, 10-lb., baking grade, case of 1/2 doz.	3 75		
West Indies, 1 1/2, 48s	5 00		
West Indies, 2s, 36s	4 00	4 25	

Big Advance Made in 1918 Jams

Toronto.

CANNED GOODS.—Prices already named on jams are much higher than those prevailing last year, and there is just a hint that further revisions upward may be made later. Prices paid this year for fruit have been almost prohibitive, which naturally is reflected in the jams with increased container and labor costs. New quotations available on the E. D. Smith, Wagstaffe's and Aylmer lines show figures of \$3.90 per dozen on the 16-oz. strawberry, raspberry and black currant jams and 98c per tin of the 4-pound tins. Wagstaffe's apricot and gooseberry, 16-ounce, are selling at \$3.25 per dozen. Canned strawberries are quoted at \$4.15 per dozen. Early vegetable prices are shown elsewhere in this issue. Jutland sardines at \$9.00 case and 9 1/2c per tin broken lots, are higher. Prospects are that better grades of salmon will run about \$2.00 per case higher.

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

Salmon—			
Soekve, 1s, doz.	4 00	4 50	
Soekve, 1/2s, doz.	2 40	2 50	
Alaska reds, 1s, doz.	3 75	3 85	
Chums, 1-lb. talls	2 35	2 60	
Do., 1/2s, doz.	1 35	1 45	
Pinks, 1-lb. talls	2 25	2 60	
Do., 1/2s, doz.	1 35	1 50	
Cohoos, 1/2-lb. tins	1 85	1 90	
Cohoos, 1-lb. tins	3 45	3 75	
Red springs, 1-lb. talls	3 15	3 65	
White springs, 1s, dozen	2 30	2 35	
Lobsters, 1/2-lb. doz.	3 00	3 25	
Canned Vegetables—			
Beets, 3s	1 50	2 30	
Tomatoes, 2 1/2s	2 50	2 75	
Peas, standard	1 95	2 25	
Peas, early June	1 95	2 32 1/2	
Beans, golden wax, doz.	1 85	2 10	
Beans, golden wax, doz.	1 85	2 45	
Asparagus tips, doz.	3 42 1/2	3 45	
Asparagus butts	2 00	2 02 1/2	
Corn, 2s, doz.	2 45	2 65	
Pumpkins, 2 1/2s	1 80	2 00	
Spinach, 2's, doz.	1 82 1/2	1 85	
Do., 2 1/2's, doz.	2 52 1/2	2 55	
Do., 10s, doz.	7 55	7 57 1/2	
Succotash, No. 1, doz.	2 00	2 35	
Pineapples, sliced, 2s, doz.	3 17 1/2	3 20	
Do., shredded, 2s, doz.	3 00	3 02 1/2	
Rhubarb, preserved, 2s, doz.	2 07 1/2	2 10	
Do., preserved, 2 1/2s, doz.	2 65	2 67 1/2	
Do., standard, 10s, doz.	4 50	4 52 1/2	
Cherries, 2s	2 60	2 90	
Pears, 2s	1 85	2 00	
Plums, Lombard, 2s	1 75	1 95	
Plums, Green Gage	1 80	1 95	
Raspberries, 2s, H.S.	3 00	3 25	
Strawberries, 2s, H.S.	4 12 1/2	4 15	
Strawberries, 2s, H.S.	3 00	3 40	
Preserved Fruits, Pint Sealers—			
Peaches, pint sealers, doz.	3 40	3 45	

Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	3 45	
Red currants, doz.	3 45	
Raspberries, doz.	3 50	3 60
Strawberries	3 60	4 40

Prunes, Peaches to be Higher; Little Change

Toronto.

DRIED FRUITS.—Prices on many lines of dried fruits are available this week, but just how the new quotations will work out has not been fully determined. Prunes will be high in price and indications are that the Government will commandeer the entire crop of 50s, 60s and 70s. Several sources intimate that crop of large sizes is small, which will throw the onus on the small ones. Peaches look much higher and with the Government a very heavy buyer, supplies will not be any too plentiful; choice are not being quoted. Apricots remain about the same and seedless raisins are also about the same but increased packing charges, freight rates and exchange will be factors which may make laid out cost somewhat higher. These elements must be considered, too, on other lines of fruits. Seeded raisins opened about 1c to 1 1/4c per pound higher. Prices indicate that very fair shipments of old crop fruit, mostly raisins, are arriving.

Apples, evaporated, Ontario	0 25	
Do., do., Nova Scotia	0 25	
Apricots, unpitted	0 25	
Do., fancy, 25s	0 25	
Do., choice, 25s	0 25	
Do., standard, 25s	0 24	
Candied Peels, American—		
Lemon	0 25	
Orange	0 25	
Citron	0 25	
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	0 15	
Malagas, lb.	0 15	
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	1 80	
Cal., 10 oz., 12s, case	1 40	
Prunes—		
30-40s, per lb., 25's, faced	0 18	0 18
40-50s, per lb., 25's, faced	0 17	0 17 1/2
50-60s, per lb., 25's, faced	0 16	0 16 1/2
60-70s, per lb., 25's, faced	0 14	0 15 1/2
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12 1/2	0 13 1/2
90-100s, per lb., 25's, faced	0 12	
Peaches—		
Standard, 25-lb. box	0 15 1/2	0 17
Choice, 25-lb. boxes	0 18 1/2	0 19
Fancy, 25-lb. boxes	0 22	
Practically peeled, 25-lb. boxes	0 22	
Extra fancy	0 23	
Raisins—		
California bleached, lb.	0 14	
Valencia, Cal.	0 10 1/2	0 10 1/2
Valencia, Spanish	0 11	
Seeded, fancy, 1-lb. packets	0 12 1/2	0 13 1/2
Seedless, 12-oz. packets	0 11	0 12 1/2
Seedless, 16-oz. packets	0 14 1/2	0 15
Seedless, bakers, Thompsons, 50s	0 15	0 15 1/2

Tea Trade Shows Brighter Tendency

Toronto.

TEAS.—A brightening up in the tea business is reported, good sized parcels of the better grades being in demand and moving with fair freedom. Advices from Java indicate Australian buying is again a factor in this market, the em-

bargo existing against shipments from Java having been lifted. This has provided a firming element in the situation as it affects Java teas. Quotations locally show no change.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans		0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

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 movement.

Coffee Supplies Easier; Market Very Firm

Toronto.
COFFEE.—In as far as supplies are concerned, the market locally seems in very fair shape at the present time, some shipments arriving affording relief. The market is very firm and the report in CANADIAN GROCER a couple of weeks ago as to damage to crops in Brazil is further borne out by a despatch under date of July 12 reporting unusual cold and heavy snow in all parts of southern Brazil and stating that the coffee plantations in the State of Sao Paulo have been damaged seriously. Although some sources discount this amount of damage done, others feel that the situation is serious as reported. A fair movement of cocoa is in evidence.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica		0 46
Mocha, Arabian, lb.		
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chiocory, lb.		0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Spices Hold in Unchanged Position

Toronto.
SPICES.—There have been no new developments as far as spices are concerned during the week. The market holds firm and position generally as outlined last week. Range of quotations follows:

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 75	0 85
Ginger	0 25	0 35
Herbs—sage, thyme, parsley, mint, savory, marjoram	0 40	0 70
Mace	0 90	1 10
Pastry	0 28	0 40
Picking spice	0 22	0 30
Peppers, black	0 43	0 46
Peppers, white	0 48	0 53
Paprika, lb.		0 60
Nutmegs, selects, whole, 100s.	0 45	0 48
Do., 80s		0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 38	0 45
Celery seed, whole	0 60	0 65
Coriander, whole	0 25	0 28
Caraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 95	1 05
American high test		
2-oz. packages, doz.		1 50

4-oz. packages, doz.	3 25
8-oz. packages, doz.	5 45
8-oz. tins, doz.	6 00
Tartarine, barrels, lb.	0 21
Do., kegs, lb.	0 23
Do., pails, lb.	0 25
Do., 4 oz., doz.	0 90
Do., 8 oz., doz.	1 75
Do., 16 oz., doz.	3 25

Peanuts Show Easier Tendency; Supplies Ample

Toronto.
NUTS.—Peanuts show an easier tendency at primary points though this has not been reflected in prices to the trade locally as yet. Fair supplies of all nuts are available, but it is indicated that the bulk of nuts to arrive is sold. The demand is normal for this time of year.

In the Shell—		
Almonds, Tarragonas, lb.	0 24	0 27
Walnuts, Bordeaux	0 25	0 27
Walnuts, Grenoble, lb.		
Walnuts, Manchurian, lb.		
Filberts, lb.	0 19	0 22
Pecans, lb.	0 27	0 27
Peanuts, Jumbo, roasted	0 24	0 25
Do., Fancy, roasted	0 24	0 25
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s		7 50
Shelled—		
Almonds, lb.	0 52	0 55
Filberts, lb.	0 40	0 45
Walnuts, lb.	0 75	0 82
Peanuts, Spanish, lb.	0 18	0 23
Do., Chinese, 30-32 to oz.		0 18
Brazil nuts, lb.	0 68	0 75

Beans Show No Material Change

Toronto.
BEANS.—There has been no material change in the market during the week, the movement being light and prices steady.

Rice Enjoying a Fair Movement

Toronto.
RICES.—Sales continue to be made in very good volume, though stocks show little if any improvement. Prices are firm and unchanged.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Anduras, fancy, per 100 lbs.		13 00
Siam, fancy, per 100 lbs.		9 75
Siam, second, per 100 lbs.		9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu		11 50
Do., Mujin, No. 1		10 75
Do., Pakling		10 25
Tapioca, per lb.	0 14½	0 15

Rolled Oats Decline; Sales Improving

Toronto.
PACKAGE GOODS.—A decline in rolled oats in 20s, round and square, family size, to \$5.60 per case is reported in some quarters. The demand for this cereal has shown decided improvement and a fairly brisk business is being conducted. Krinkle corn flakes at \$4.00 case are being offered again by some wholesalers who have been out of stock for some time.

Cornflakes, per case	4 00	4 25
Rolled oats, round, family size,		
20s	5 60	5 75
Rolled oats, round, regular 18s,		
case	2 05	2 30
Rolled oats, square, 20s	5 60	5 85
Shredded wheat, case		4 25

Cornstarch, No. 1, pound cartons	0 11½
No. 2, pound cartons	0 10½
Starch, in 1-lb. cartons	0 11½
Laundry starch, in 1-lb. cartons	0 10
Do., in 6-lb. tins	0 13
Do., in 6-lb. boxes	0 13
Do., in 100-lb. kegs	0 11

New Honey Looks High; Maple Syrup

Toronto.
MAPLE SYRUP, HONEY.—Although new prices on honey are not yet available, interest is quite apparent in this line and some offers reported point towards a high market for new crop. Stocks locally are practically exhausted. Maple syrup is moving in usual quantities.

Local Fruits Arriving in Good Variety

Toronto.
FRUITS.—Local fruits show a wider range on the market this week and prices generally range fairly high. Delaware transparent and Astrachan apples are selling with Williams early red expected in another week's time. California boxed apples are now being quoted and orders for B. C. McIntosh's are being taken; prices will be high. The market on lemons has been somewhat in the buyers' favor owing to cool weather proving adverse to movement. A shipment of Messines is reported in transit but its whereabouts as yet unknown. Georgia peaches are about done and Arkansas expected. Prices will be fairly high owing to light crop. Strawberries are fairly well cleaned and raspberries expected in very good volume towards the end of the week. Oranges are lower in some quarters. The range of quotations follows:

Apples, transparent, per hamper	3 25	3 50
Do., Astrachans, box		3 00
Bananas, per lb.		0 07
Blueberries, per 11-qt. basket	2 25	2 50
Currants, black, 11-qt. basket	2 50	3 00
Do., red, basket	1 25	1 50
Cherries, 11-qt. basket		1 50
Do., 6-qt. basket	0 75	0 85
Cherries, white 6-qt. basket, sweet		1 50
Cherries, black, 6-qt. basket, sweet		1 75
Gooseberries, 11-qt. basket	1 50	1 75
Do., 6-qt. basket	0 60	0 75
Grapefruit—		
Floridas, 46s, case		5 00
Do., 54s, 34s, 80s, 96s	5 00	6 00
Oranges—		
Valencias—		
80s		4 00
96s		6 00
100s	5 00	6 00
126s	6 00	7 00
150s, 176s	5 75	8 50
200s, 216s, 250s, 288s	8 00	8 50
Lemons, Cal., case		9 00
Do., Verdilla	8 00	9 00
Peaches, Georgia, 6 basket, crate.	3 75	4 00
Raspberries, per box	0 25	0 27
Strawberries, quarts	0 23	0 25
California fruit—		
Apricots, per box	2 50	2 75
Apples, per box		2 75
Cherries, per box		2 00
Peaches, per box	1 75	2 00
Plums, according to quality and size, per box	3 00	3 75

Many Changes Made In Fresh Vegetables

Toronto.
VEGETABLES.—Almost daily changes are being made in prices and

in range of goods offering, but list below covers week's offerings quite completely. California cantaloupes are pretty well cleaned up and some from Arizona are offering now with Carolina and Georgia soon due. Fair supplies are expected from now on. A few onions from California are coming and Kentucky are soon expected. It is thought prices will range high until midland and northern crops come along—probably another month. Local new potatoes are expected towards the end of the week.

Beans, wax, basket	1 00	1 25
Beets, Canadian, doz.	0 30	0 35
Cabbage, Canadian, large crates	4 50	
Do., 32-qt. cases	2 00	
Do., bushel baskets	1 75	
Cantaloupes, Arizona, standards, 45s	6 00	6 25
Do., flats, 15s, case		2 75
Carrots, dozen	0 20	0 30
Celery, Michigan, doz.		0 50
Cucumbers, hothouse, No. 1, bas.		3 25
Do., No. 2, basket		2 50
Lettuce, in boxes	1 00	1 50
Mushrooms, basket		3 25
Onions—		
California, 100-lb. bag	4 75	5 00
Peas, Canadian, 11-qt. basket		1 00
Peppers, green, basket	1 00	1 25
Potatoes—		
Virginia, No. 1	7 50	7 75
Do., No. 2		5 50
Tomatoes—		
Leamington, No. 1, basket	2 50	2 75
Do., No. 2, basket	2 00	2 25
Tennessee, 4 bask., crate	1 75	1 90
New Jersey, bushel box		3 75
Turnips, baskets		0 50
Do., cases	2 00	2 50

Fair Demand For Flour Reported

Toronto. FLOUR.—A very fair demand for wheat flour is reported though this is not attributed to any desire on the part of retailers to stock up. The tendency has been to allow stocks to run low and the present stimulus is considered in the light of replacing depleted stock.

MANITOBA MARKETS

WINNIPEG, July 17. — Brokers state that the situation is very satisfactory in Winnipeg, and that the people here are not starving by any means for the want of sugar. The refineries are now getting old orders filled. Prices vary considerably. Redpath seems to be about the lowest. They are quoting \$9.50. Dominion are also quoting low, somewhere around that figure. One of the refineries is quoting as high as \$9.95. Alberta and Saskatchewan are being pretty well supplied by the British Columbia Sugar Refining Company, and that refinery is also able to send some sugar into Manitoba.

Limited Quantities of Syrup Arriving

WINNIPEG. SYRUPS.—While Rogers syrup is coming into this market, it is not being shipped in large quantities.

24 by 2 lb. tins, case	5 35
12 by 5 lb. tins, case	6 25
6 by 10 lb. tins, case	5 85
3 by 20 lb. tins, case	5 70
12 by 3 lb. seal glass jars	4 25

War Grade—

Manitoba spring wheat	10 95
Ontario winter wheat	11 10
Blended, spring and winter	10 95

No New Developments In Feed Situation

Toronto. MILL FEEDS.—There have been no new developments during the week and the situation generally remains the same as outlined in previous issues.

Mill Feeds—	Mixed ears	Small lots
Bran	ton \$35 40	ton \$37 40
Shorts	40 40	42 40

Heavy Demand Continues For Substitutes

Toronto. CEREALS.—Continued heavy demand for practically all substitutes is noticeable and orders are being taken care of with a good degree of promptness in the majority of cases. The percentage which flour dealers must sell remains in the proportion of one to four east of Port Arthur until stocks of substitutes have reached a point equal to the demand. Prices held firm though rolled oats is being quoted at \$5.20 for 90's in some quarters, which represents a slight decline.

	Single Bag Lots	F.o.b. Toronto
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Buckwheat Flour, 98s	6 50	7 00
Cornmeal, Golden, 98s	6 00	7 00
Do., fancy yellow, 98s		5 00
Corn flour, 98s	5 80	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rollad oats, 90s	5 20	6 00
Oatmeal, 98s	5 75	7 00
Rollad wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

Peaches Are 30% Higher; New Apricots Cheaper

WINNIPEG. DRIED FRUITS.—Tentative prices have arrived in Winnipeg for new crop dried fruits. As was stated last week, the American government prohibited the sale of new crop dried fruits until July 15, and there was a feeling that they might delay the sale even later. These tentative prices are rather surprising, as the trade expected to see much lower prices. Instead they are much higher; prunes are very high, and peaches are 30 per cent. higher. On the other hand, apricots will be lower. Currants—Greek currants are beginning to arrive on this market in large volume, and are selling at much lower prices than Australian, and are good quality.

Santa Clara Prunes—

90-100s, 25-lb. boxes, per lb.	0 10
80-90s, 25-lb. boxes, per lb.	0 10½
70-80s, 25-lb. boxes, per lb.	0 11½

Apples—

Choice, 50-lb. boxes, lb.	0 17½
Pears, choice, 10-lb. bxs., faced, lb.	0 16

Few Beans Selling; Likely to be Cheaper

WINNIPEG. BEANS.—The market for white beans continues stationary, and jobbers state that very few are being sold. Reports continue to circulate that lower prices are due to arrive before long.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.		9 00
Rangoons, per bush.	6 25	7 00
Yellow eyes, per bushel		
Japanese Kotosashi, per bush.		8 00
Limas, per pound	0 18	0 19

Rice Going Up But Stocks Good

WINNIPEG. RICE.—While it is understood that rice continues to soar, yet all the Winnipeg jobbing houses appear to have very good stocks on hand. While the tapioca market is lower, yet these cheaper stocks will not be here for three months at least.

Extra fancy, Japan, 100-lb. bags	0 10½
Fancy Japan, 100-lb. bags	0 09½
Choice Japan, 100-lb. bags	0 08½
Siam, 100-lb. bags	0 09½
Tapioca, lb.	0 13½
Sago, lb.	0 11

Cohoes Offered At Lower Prices

WINNIPEG. CANNED SALMON.—Samples of cheaper salmon are being offered to the trade, but in spite of this the feeling here is that salmon will be fairly high again this year. It is true that Cohoes have been offered at a much lower price than has been asked during the past six months, but Cohoes were more or less of a failure last year. They are not cheap the trade say, compared with opening prices of last year.

Salt Situation Said to be Improving

WINNIPEG. SALT.—Considerable difficulty has been experienced for over a year getting salt orders filled, but one of the manufacturers advise through their local representative that the situation is improving.

Restrictions on Importation of Coffee

WINNIPEG. COFFEE.—The market is reported in bad shape as far as Winnipeg is concerned. Brokers state there are so many restrictions and rules to adhere to that it makes it difficult to bring coffee in, and for that reason it is bound to be high.

Advance is Likely On Rolled Oats

WINNIPEG. FLOUR AND FEEDS.—The demand for flour is normal. This is about all (Continued on page 47.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, July 16.—Past fortnight has been quiet in wholesale circles generally. Old potatoes are pretty well cleaned up but are passing out with high prices maintained. New potatoes are plentiful at 3½ cents a pound, several carloads have already been shipped east. The small fruit season has been comparatively little as far as domestic buying is concerned, jam factories having got bulk. Lard is very firm and shortening reported scarce. Butter is easy while oleomargarine has dropped to 33 cents with a light demand. Fresh eggs are very scarce and for further importations a light advance in prices is predicted.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	9 45
Flour, war grade, Manitoba, per bbl., in car lots	10 85 10 95
Rice, Siam, No. 1, per ton	1 85 1 90
Do., Siam, No. 2	1 90 1 95
Rice, China, 44 lb. mats, No. 1	1 75 1 89
Do., No. 2	2 10 2 15
Do., Japanese	0 09 0 15
Beans, Japanese, per lb.	0 14½ 0 15
Beans, B.C., white	45 00
Potatoes, per ton	0 03½
Do., new, per lb.	0 33
Lard, pure, in 400-lb. tierces, lb.	0 29½
Lard, compound	0 51
Butter, fresh made creamery, lb.	0 26
Cheese, Canadian	0 33
Margarine	0 54
Eggs, new-laid, in cartons, doz.	8 25
Oranges, box	10 00
Lemons	16 50
Salmon—	14 00
Sockeye, halves, flat case	10 25
Tall, case	13 00
Pinks, case	11 90
Cohoos	7 50
Chums	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

CALGARY, Alta., July 16.—Yellow cornmeal furnished the feature of the week in a decline Monday to \$10.90 a barrel and an advance to-day to \$11.40. Rye flour registered an advance to-day of 50c and is now quoted at \$11.70 per barrel. Rolled Oats have also joined the upward trend, being quoted at \$4.80 basis. Regal salt is higher, advancing 15c case. Ontario cheese, June make, is now offering here at 25½c per pound. No. 1 Japan rice is quoted at from \$10.50 to \$12.50. Canned strawberries have been moving freely during the past few days; 25 are now being quoted

at \$7.50 to \$8.10. Prunes are very firm with some of the larger sizes unobtainable.

CALGARY:

Beans, small, lb.	0 10	0 11
Flour, 98s, per bbl.	10 35	
Molasses, extra fancy, gal.	1 15	
Rolled oats, 80s	4 80	
Rice, Siam, cwt.	8 50	9 50
Rice, Japan	10 50	12 50
Rice, China, per mat, No. 1	5 10	
Do., No. 2	4 70	
Tapioca, lb.	0 15	
Sago, lb.	0 15	
Sugar, pure cane, granulated, cwt.	10 60	
Cheese, No. 1, Ontario, large	0 25½	0 47
Butter, creamery, lb.	0 45½	0 38
Do., dairy, lb.	0 35	0 38
Lard, pure, 3s, per case	19 50	
Eggs, new-laid, case	11 00	11 50
Candied peel, lemon, lb.	0 36	
Tomatoes, 2½s, standard case	5 25	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	4 00	
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	7 50	8 10
Raspberries, 2s, Ontario, case	0 21	
Apples, evaporated, 50s, lb.	0 26½	
Apricots, evaporated, lb.	0 15	0 17
Peaches, evaporated, lb.	4 75	
Peaches, 2s, Ontario, case	9 00	10 25
Salmon, pink, tall, case	16 25	
Salmon, Sockeye, tall, case	17 00	18 25
Do., halves	33 00	
Potatoes, per ton	7 50	8 00
Oranges, Valencias, case	12 00	
Lemons, case		

Saskatchewan Markets

FROM REGINA, BY WIRE.

REGINA, July 16.—Business is good and collections quite satisfactory. According to local wholesalers there is a good seasonable movement in all staple lines. An increase of 23 per cent. is reported in paper bags. The cotton twine market is uncertain and a decline is not unlikely. Opening prices for 1918 California dried fruit have been received and feeling prevails the high prices may restrict consumption in some lines. Raisins however and apricots have opened very reasonably. New prices on canned strawberries are \$2.00 in advance of opening prices last year this mean that retail price will probably be about 45 cents per tin. Some early run salmon should reach this market next week. An upward trend in corn starches and corn syrups is expected.

REGINA—

Beans, small white Japans, bu.	7 75
Beans, Lima, per lb.	5 20
Flour, standard, 98s	0 70
Molasses, extra fancy, gal.	4 65
Rolled oats, bails	9 25
Rice, Siam, cwt.	0 15½
Sago and tapioca, lb.	10 25
Sugar, pure cane, gran., cwt.	0 25½
Cheese, No. 1 Ontario, large	0 50
Butter, creamery	19 10
Lard, pure, 3s, per case	0 47½
Bacon, lb.	9 80
Eggs, new-laid	5 75
ineapples, case	5 35
Tomatoes, 3s, standard case	

Corn, 2s, standard case	5 05
Peas, 2s, standard case	4 20 4 25
Apples, gal., Ontario	2 60 3 50
Apples, evaporated, per lb.	0 19½
Strawberries, 2s, Ont., case	6 80
Raspberries, 2s, Ont., case	6 85
Peaches, 2s, Ontario, case	4 65
Plums, 2s, case	3 40
Salmon, finest sockeye, tall, case	15 50
Salmon, pink, tall, case	9 00
Pork, American clear, per bbl.	40 75 41 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

ST. JOHN, N. B., July 16.—For the first time since winter, potatoes show a change in price, advancing sharply on account of the apparent scarcity to \$3.50. Onions are in a firmer tone, Texas Bermudas selling at \$3.75 to \$4.00 case. Lemons are easier in tone at \$10.00 case and bananas have also declined to .08-.08½c per pound. California soft fruits are making their appearance, plums in crates selling at \$3.00 to \$4.00 and peaches offering at \$2.25 to \$2.50. Two advances of 10c each in sugar have been made, granulated now selling at \$9.35 to \$9.40 and No. 1 yellow at \$8.85 to \$8.90. Compound lard is easier at 27 to 27½c pound.

Ontario	12 05
ST. JOHN, N.B.:	
Flour, No. 1 patents, bbls., Man.	12 05
Cornmeal, gran., bbls.	14 00
Cornmeal, ordinary, bags	3 80 3 90
Molasses, extra fancy, gal.	0 90 0 92
Rolled oats, bbl.	11 75
Beans, yellow-eyed	10 00
Beans, Canadian, white	9 50
Rice, Siam, cwt.	10 25 10 35
Sago and tapioca, lb.	0 18 0 19
Sugar—	
Standard, granulated	9 35 9 40
No. 1, yellow	8 85 8 90
Cheese, N.B., twins	0 25
Eggs, case	0 45 0 46
Breakfast bacon	0 40
Butter, creamery, per lb.	0 42 0 44
Butter, dairy, per lb.	0 38 0 40
Butter, tub	0 36 0 38
Margarine	0 30 0 32
Lard, pure, lb.	0 32 0 32½
Lard, compound	0 27 0 27½
American clear pork	61 00 64 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case	5 40
Raspberries, 2s, Ont, case	6 20
Peaches, 2s, standard case	4 40
Corn, 2s, standard case	5 00
Peas, standard, case	4 00
Apples, gal., N.B., doz.	4 00
Strawberries, 2s, Ont., case	6 20
Salmon, Red, spring, cases	15 00
Pinks	11 00
Cohoos	14 00
Chums	8 50
Evaporated apples, per lb.	0 18 0 19
Peaches, per lb.	0 19
Potatoes—	
Native, barrel	3 50
Onions, Bermuda	3 75 4 00
Do., Texas	3 75 4 00
Lemons, Cal., Messina, case	10 00
Oranges, California, case	6 00 9 00
Grapefruit, case	7 50
Bananas, per lb.	0 08 0 08½
Plums, Cal., crate	3 00 4 00
Peaches, Cal., crate	2 25 2 50

PRODUCE AND PROVISIONS

The Making of Margarine

How This New and Healthful Food Product is Handled in Manufacture—Great Care Used in Making it Thoroughly Wholesome

SINCE the introduction of margarine to Canada has made this important product known to the Canadian housewife, a great deal of attention has been devoted to the matter, and many articles have appeared discussing the relative merits of butter and margarine. It is not the intention here to draw any such comparisons, but merely to speak of the manufacture of margarine and how the product is placed on the market as a finished product that is one of the most healthful of food commodities. Immense care is necessitated all through the manufacture of margarine, to assure its maintaining this high standard of purity. The manufacture requires an exacting choice of materials. The first in importance is probably the milk that enters largely into the manufacture of margarine just as it does in the manu-

facture of butter. The milk used is the best procurable and is thoroughly pasteurized, to guard against any possible contamination. In this process of pasteurization the milk is ripened just as the farmer's wife ripens cream before churning butter. As soon as it is ripened sufficiently it is cooled to a low temperature and so maintained until it is mixed with the other ingredients.

Butter Largely Used

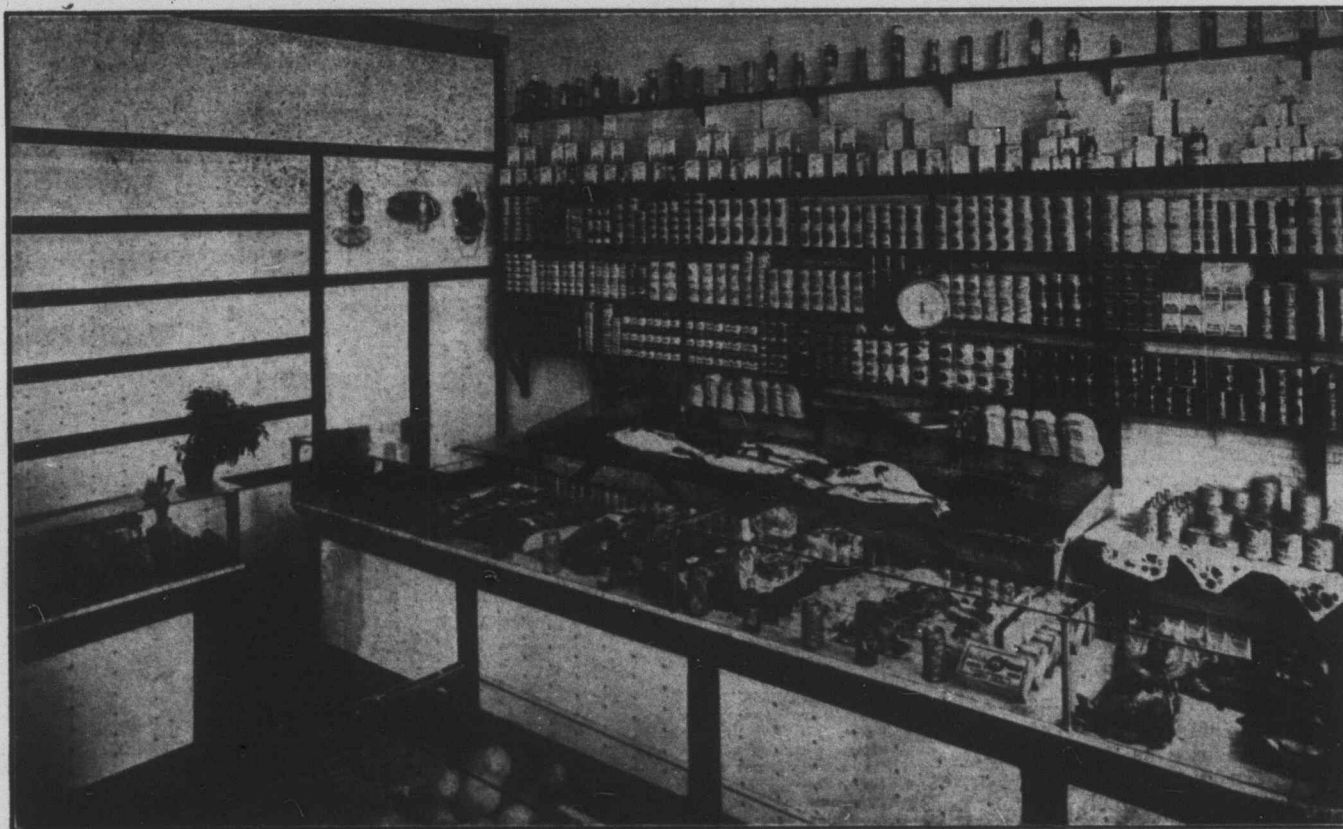
Butter, too, for butter also is largely used in the manufacture of this commodity, is selected with the greatest care so that it may possess the very best of flavor and body.

Animal Fats Receive Great Care

With the animal fats used the same scrupulous care is taken. The leaf lard and the beef suet or stearine are sub-

ject to the most rigid Government inspection. After being taken from the animal the fats are immediately chilled and held in vats where the temperature is under control. Every step in the process of preparing these fats is watched with the greatest care, until they are ready for churning. In the course of this preparatory treatment these fats are heated to a temperature sufficiently high for pasteurization, and are therefore ensured against any unhealthy conditions arising.

From the storage tanks where these fats have been held the oil is drawn into measuring vats, where the animal and vegetable oils are mixed in just the right proportions. This oily mixture is then ready for delivery to the churns, where it is mixed with the butter and milk. Under conditions of temperature carefully maintained the mixture is churned for a definite time. This matter of time is of great importance, as is also the speed of the churning. It is these factors that are to a great measure responsible for the later quality of the product. After the churning period is complete the resulting product still in



A Provision Department that makes an immediate appeal.

liquid form is drawn off and is passed through filtered refrigerated water. This causes an almost immediate solidification. The water is then drained off and the solid margarine appears in particles resembling butter which has just been taken from the churn. It is once more given a chance to mature, for margarine improves with ageing just as does butter. The vats containing the product are moved into a tempering room where they are kept until the milk flavor has thoroughly developed. After this has been accomplished comes the final step in the manufacture, the working in of the salt that at the same time gives the product the requisite body. This is

done by a special machine that kneads the salt into the buttery mass and gives it a smooth, even body.

After this process has been completed the finished product is placed on trays where it is pressed into prints, the square block of butter-colored product that everyone is now familiar with. It remains only to pack these prints in cartons and the cartons into boxes for it to be ready for the dealer's counter.

This brief description of the manufacture of this, to Canadians, new food product, is sufficient to show the care which surrounds every step in its manufacture, which assures a product as healthful as science and care can make it.

ties of fish obtainable. Fish food is Canada's greatest asset and one that has hardly yet been touched. It remains for the merchant to assist in the good work of putting fish on the menu of every householder.

DO NOT WASH EGGS

Approximately 5,016,000 dozen eggs spoil needlessly every year in cold storage simply because some one has let clean eggs get wet or has washed dirty eggs before sending them to market, according to the specialists of the United States Department of Agriculture. Careful investigations of large quantities of stored eggs show that from 17 to 22 per cent. of washed eggs become worthless in storage whereas only 4 to 8 per cent. of dirty eggs stored unwashed spoil. The explanation is simple. Water removes from the shell of the egg a gelatinous covering which helps to keep air and germs out of the inside of the egg. Once this covering is removed by washing or rain which gets to eggs in the nest, germs and molds find ready access to the contents and spoil the eggs.

This enormous loss in storage eggs largely can be prevented if producers and egg handlers, especially during March, April and May, will refrain from washing eggs destined for the storage markets and take pains to reduce the number of dirty eggs by providing plenty of clean, sheltered nests for their hens.

Millions of eggs spoil in storage because they have been exposed to dew, rain, dirt and sun in stolen nests in the grass or fence corners.

In view of this great loss of valuable food, the department urges country storekeepers and hucksters not to accept washed eggs for shipment in case lots. Shiny eggs, especially in the early spring probably have been washed. All washed eggs purchased should be sold locally for immediate consumption.

A Better Understanding of Fish Foods Needed

Some Varieties Are High in Price Because of an Accentuated Public Demand—The Danger of Destroying a Species by This Excessive Demand

IN these times when there is a campaign to increase the consumption of fish, there is heard from time to time the statement that fish is as expensive a food as any other. This is hardly a fact, however. The persons making the statement probably make it in good faith but it is due entirely to a misconception of the actual situation. The difficulty is that they have come to look at one or two varieties of fish as the whole fish world, and if one of these varieties is high in price they rarely think of any other variety.

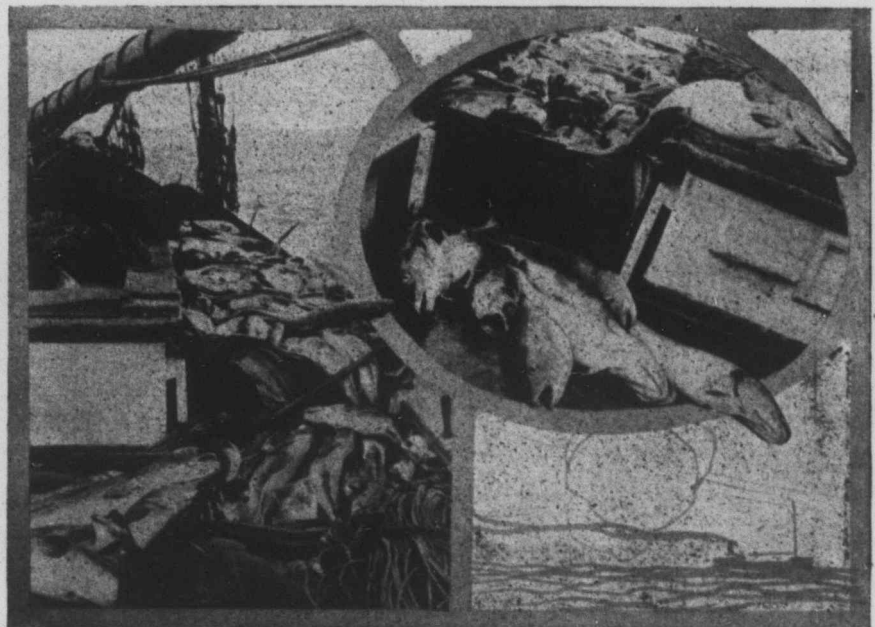
Halibut for instance is probably one of the most called for varieties of sea fish. Halibut has grown so rapidly in public favor that the demand for it has exceeded the supply. So much is this the case that the halibut fisheries are playing out, while the waters of the coast are teeming with other varieties, of practically equal quality. Once halibut could be caught close in shore in large quantities. Its abundance encouraged the demand, encouraged a reckless taking of this important food fish without any thought of the morrow. Now the halibut fisher has to go far afield, away to the far coasts of Alaska, probably nearly two thousand miles of journey before he is back in port. This entails stancher fishing boats than could be used under the old conditions, for they must be ready to weather the storms of the open sea, for long days at a time. Then, too, after that long journey, the fishing steamer may come back with only a partial catch.

From thirty to forty per cent. of the catch on halibut lines is cod that has to be thrown away and the boats are forced to go long distances to new banks, those near home, where a general catch is available, being stripped of halibut. Thus the cost of a sea fishing cruise has to come out of about 70,000 pounds, where it might be spread over 400,000 pounds if all fish taken were used and eaten. Retail cost would slump at once.

You cannot blame the fisherman for

throwing away cod and other fish for which the public do not ask. He has to gratify the public; it is a fickle matter. The Canada Food Board aims to end this waste by making facts known to the people.

If the public wants to buy fish at reasonable figures, it must not, of course, centre its demands on one or two varieties, for to do so means that a large part of the catch taken by the fishermen must be a total waste, and waste of food now is a crime. There are a wide variety of food fish of the very first quality obtainable, and obtainable at reasonable figures. They will remain cheap if the public demand is wide enough to assure the consumption of the whole catch. It is in the interest, therefore, of the merchant handling fish, not only to supply his customers' needs, but to see that these customers are made acquainted with the many palatable varie-



A fair sample of a day's catch.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

LIVE hogs seem rather uncertain, with a firmer tendency developing which bids fair to be reflected in higher prices before the week is out. The run is light and little improvement looked for for some little time yet. Dressed meats generally are firmer, higher prices being named on several lines. Lard has stiffened 1/2 to 1c per pound under the stimulus of increased demand, to a point, it is said, more nearly equaling the market.

A firmer tone is again marking the position of eggs, and advances of 2c per dozen are noticeable in some quarters. Production continues light, with receipts of Western eggs helping out in the matter of supplies.

The buying price of butter at country points has declined 1/2c per pound, though this is not yet reflected in quotations to the trade. Receipts are considered good, and storing is going ahead quite freely.

Further declines in spring chickens of 5c, and heavy hens of 1c per pound feature the poultry market. Supplies show improvement, and the demand is absorbing offerings easily.

Demand Good For Cured Meats

Montreal.

PROVISIONS.—Changes for live and dressed hogs have not been marked during the week although there is an easier tone. Live hogs have been down a little and there is wider range this week with prices ruling from \$19 to \$19.50, weighed off the cars here. It may be said that delivery was slightly better. For dressed hogs prices are somewhat lower and lightweight are selling at \$26.50 to \$27 per cwt. and the heavies at \$24 to \$24.50. The activity is confined quite generally to the smoked and cured meats, bacon, ham, and cooked meats being very popular at unchanged prices.

Hogs, dressed—		
Abattoir killed, small	26 50	27 00
Do., heavy, 225-275 lbs.	24 00	24 50
Hogs, live		19 50
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 42 1/2	0 43 1/2
Boneless, per lb.	0 45 1/2	0 46 1/2
Bacon—		
Breakfast, per lb.	0 43 1/2	0 44
Roll, per lb.	0 33 1/2	0 34 1/2
Dry Salt Meats—		
Long clear bacon, ton lots.	0 29	0 29 1/2
Long clear bacon, small lots.	0 29 1/2	0 30
Fat backs, lb.	0 29 1/2	0 30
Cooked Meats—		
Hams, boiled, per lb.	0 51	0 52
Hams, roast, per lb.		0 52
Shoulders, boiled, per lb.		0 46
Shoulders, roast, per lb.		0 48
Barrel Pork—		
Canadian short cut (bbl.)		\$58 00
Clear fat backs (bbl.)		60 00
Short cut clear pork (bbl.)		58 00
Heavy mess pork (bbl.)		55 00
Bean pork (bbl.)		54 00

Little Lard Movement, Prices are Held

Montreal.

LARD.—Little interest is reported and the movement of supplies at this

season of the year is not expected to be large. It would seem that the use of fats is distributed among the various classes of these obtainable, more than is the case usually. Prices, as changed last week are still obtaining in this market.

Lard, Pure—	
Tierces, 400 lbs., per lb.	0 31 1/2
Tubs, 60 lbs.	0 32
Pails	0 32 1/4
Bricks, 1 lb., per lb.	0 33 1/2

Steady But Reduced Trade in Shortening

Montreal.

SHORTENING.—While there is a steady demand for shortening supplies this is not in any way what the produce men would wish it to be. The season is even more quiet than others, and in a comparative way the output much less than obtained in previous seasons. This is accounted for, to a great extent because of the more curtailed use, due to government action. Prices are held unchanged.

Shortening—	
Tierces, 400 lbs., per lb.	0 25 1/2
Tubs, 50 lbs.	0 26 1/4
Pails, 20 lbs., per lb.	0 26 1/2
Bricks, 1 lb., per lb.	0 27 1/2

Some Say Betetr Movement Margarine

Montreal.

MARGARINE.—It is not the best time of the year to sell margarine. That is to say, the grocer does not carry the same amount as in the colder weather. It is stated by some that its use is quite steady in making up some lines of foodstuffs and in the regular trade way the request is fair. Prices hold without change.

Margarine—	
Prints, according to quality, lb.	0 29 1/2 0 31 1/2 0 34
Bulk, according to quality, lb.	0 28 1/2 0 30 1/2 0 31 1/2

Butter Holds High But May be Reduced

Montreal.

BUTTER.—With an unabated activity, butter is in demand and the remarkable thing is that of its holding so high, in the face of heavy receipts. Activity in buying is such that supplies are quite readily absorbed soon after being received and at full prices, although there was a temporary weakness a few days ago, which soon dissipated itself. Much is going into storage, some think, and there is a very good local demand which takes up considerable of the supplies. Prices are unchanged.

Butter—	
Creamery prints (fresh made)	0 47
Creamery solids (fresh made)	0 46
Dairy prints, choice	0 38 0 40
Dairy, in tubs, choice	0 37

Production Cheese Is Heavy; Prices Held

Montreal.

CHEESE.—With production at the various points continuing heavy and with movement quite active in some respects, cheese continues to hold its place. At one important centre prices were considerably higher during the week to the extent of 3/4c per lb. The amount of local trade is confined to the usual figures, there being a limited sale at the present time for cheese of all kinds. Receipts are considerably heavier than for this time last year, 104,115 boxes coming in as again 89,820 for the corresponding week a year ago. To date from May 1, however, there is a decrease thus far of 15,415 boxes.

Cheese—	
Large, per lb.	0 23 1/2
Twins, per lb.	0 24
Triplets, per lb.	0 24
Stilton, per lb.	0 27
Fancy, old cheese, per lb.	0 28

Many Western Eggs Received; Price Up 2c

Montreal.

EGGS.—During the past week a considerable number of eggs have arrived on this market from Western shippers. It is evident that if they had not been obtainable there would be even a greater advance in prices than that recorded for the week, viz:—2c per dozen. This applies to all three grades as shown below. Active buying by the retail trade indicates the steady and large consumption of stock. They are very evidently an appreciated article of diet even at the abnormally high prices—season considered. There has been a falling off of nearly 30,000 cases in the receipts here since the first of May as related to the same for this period of 1917.

Eggs—	
Selects	0 50
New-laid	0 46
No. 2	0 42

Young Ducklings to Hand; Poultry Steady

Montreal.

POULTRY.—For a while past there has been more activity in old fowl, the receipts of these being much better than they were before the first of the month. There is a good demand. This is true in the matter of broilers for which the sale has been active and the prices are fully maintained. Considerable improvement in the receipts of broilers is reported from one quarter and these are of good quality. No changes for the week are made.

	Live	Dressed
Young ducks, lb.	0 45-	0 50
Old ducks (fat)	0 25	
Old ducks (thin)	0 15	
Broilers, ¾ lbs., pair	0 40-	0 45
Turkeys (old toms), lb.	0 28	0 38-0 38
Turkeys (young)		0 40
Geese		0 30
Old fowls	0 27-0 28	0 35-0 36
Chickens (milk-fed)		0 89-0 40
Roasting chicken		0 37

Halibut and Salmon Received; Fresh Fish Up

Montreal.

FISH.—Eastern coast and lake fish are somewhat scarcer, with the exception of pike and white fish, these being in more normal supply. Some of the worst storms on record along the maritime coasts have the immediate effect of interfering with the fishing there. Haddock and codfish are high and are inclined to move upward still more. From the Pacific coast there is a better delivery of halibut and salmon. Gaspe salmon is still to be had but is growing scarce. Fresh smelts have arrived. Oysters, prawns, lobsters and similar lines are quiet. Some advances are made for fresh fish.

SMOKED FISH.

Haddies (fresh cured)	0 12	0 13
Haddies, fillet	0 18	0 19
Smoked herrings (med.) per box	0 22	0 24
Smoked cod		0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 40

SALTED AND PICKLED FISH.

Haddock (per bbl.), 200 lbs.	12 00	12 50
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	
Herring, No. 1 lake (100-lb. keg)	5 25	
Salmon (Labrador) per bbl.	25 00	
Do., tierces		35 00
Salmon (B.C. Red)		26 00
Sea Trout, red and pale, per bbl.	19 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	15 00	
Green Cod (large bbl.)		16 00
Green Cod (small), bbl.		12 00
Mackerel, No. 1, per bbl.		26 00
Mackerel (½ bbls.)		13 50
Codfish (skinless), 100-lb. box		12 50
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package)	0 14	0 18
Codfish, Shredded, 12-lb. box		2 20
Beils, salted		0 12
Pickled turbot, new, bbls.	13 00	14 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)		0 17
Cod, dry (bundles)		12 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 40
Lobsters (boiled), lb.	0 30
Prawns, lb.	0 30
Shrimps, lb.	0 30
Scallops, per gallon	4 00
Oysters—	
Ordinary, gal.	2 50
Cape Cod shell oysters, bbl.	14 00

5 gal. (wine) cans	12 50
1 gal. (wine) cans	2 25
Oyster pails (pints), 100.	1 50
Oyster pails (quarts), 100.	2 10
Clams, med., bbl.	10 00

FRESH FROZEN SEA FISH

Herring, large sea, lb.	0 09
Herring, frozen lake, lb.	0 07
Halibut	0 19
Halibut (medium)	20
Haddock	08
Mackerel	0 12
Cod—Toms	3 00
Cod steak, fancy, lb.	09½
Salmon, Red.	0 19
Salmon, pale	14½
Salmon, Gaspe	26

FRESH FROZEN LAKE FISH

Pike, lb.	0 09½	0 10½
Perch	0 12½	0 13
Whitefish, lb.	0 13	0 14
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 20
Beils, lb.		0 12
Doree	0 18	0 14

FRESH FISH

Barbotte	0 14	0 15
Haddock	0 07	0 010
Steak cod	0 09	0 12
Market cod	0 06½	0 07
Carp	0 09	0 10
Dore	0 18	0 20
Lake trout	0 19	0 20
Brook trout	0 38	0 40
Pike	0 12	0 13
B.C. Salmon	0 25	0 26
Salmon (Gaspe)	0 23	0 25
Gaspereaux, lb.		0 06
Gaspereaux, each		0 04½
Gaspereaux herring (100)		4 00
Western Halibut	0 24	0 25
Eastern Halibut (chicken)		0 23
Eastern Halibut (med.)		0 25
Flounders	0 07	0 10
Perch		0 09
Hullheads		0 15
Whitefish	0 19	0 20
Whitefish (small)	0 10	0 12
Eels		0 15
Mackerel, lb.	0 13	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large		0 24
Shad	0 15	0 16

Live Hogs Have Firmer Tone

Toronto.

PROVISIONS.—Live hogs show rather an unsettled condition with a firmer tone noticeable. Quotations early in the week held at \$18.25 fed and watered, with every indication of higher figures being reached.

Several revisions in dressed meats are noticeable. These are shown in a narrowing in the range on quotations towards higher levels affecting boneless backs, roll bacon and Wiltshire. Pickled rolls at \$57.00 to \$59.00 are up, while boiled hams at 51c to 53c are slightly easier. Prices follow:

Hams—		
Medium	0 37	0 39
Large, per lb.	0 34	0 35
Backs—		
Plain	0 42	0 44
Boneless, per lb.	0 47	0 50
Bacon—		
Breakfast, per lb.	0 39	0 44
Roll, per lb.		0 34
Wiltshire (smoked sides), lb.	0 36	0 39
Dry Salt Meats—		
Long, clear bacon, lb.	0 30	0 31
Fat backs	0 31½	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 51	0 53
Hams, roast, without dressing, per lb.	0 48	0 50
Shoulders, roast, without dressing, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	60 00	62 00
Pickled rolls, bbl., 200 lb.	57 00	59 00

Hogs—

Dressed, 70-100 lbs. weight...	28 00	29 00
Live, off cars		18 50
Live, fed and watered		18 25
Live, f.o.b.		17 50

Lard Goes to Higher Levels

Toronto.

LARD.—The firm position outlined in CANADIAN GROCER last week has developed to a point where substantial advances have been made in quotations. This is due to the light run of hogs and the increased demand developing as a result of low prices offered. Present quotations, tierce basis, are given as 30c to 30½c per pound. The demand is fair.

Lard, pure, tierces, 400 lbs., lb. 0 30 0 30½
In 60-lb. tubs, ¼-½c higher than tierces;
pails ¼-½c higher than tierces, and 1-lb. prints,
1½-1¾c higher than tierces.

Shortening Remains Unchanged; Prices Firm

Toronto.

SHORTENING.—There are no new developments in the market this week, prices holding very firm though unchanged and the demand running along same light channels usually prevailing at this season of the year.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Position of Margarine Remains Unchanged

Toronto.

MARGARINE.—The position of margarine remains unchanged for the week, a fair movement veing in progress with prices unchanged.

Margarine—

1-lb. prints, No. 1	\$0 32	\$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27
Solids, 1c per lb. less than prints.		

Butter Unchanged; Buying Little Easier

Toronto.

BUTTER.—To the trade there is nothing in the line of a price change. Prices which dealers are paying at country points have declined ½c and a further easing is hoped for. Receipts are fair and a very good demand in evidence. Quotations follow:

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 45	0 46
Dairy prints, choice, lb.	0 40	0 41
Dairy prints, lb.	0 37	0 39

High Prices Rule For Eggs; Light Receipts

Toronto.

EGGS.—High prices are the order of the day as regards eggs, which, in cartons, are selling up to 52c to 54c per dozen, No. 1's being quoted at 48c to 50c. Production has dwindled considerably and dealers are hard put to take care of the demand. Western eggs continue

to arrive and help out in the matter of supply materially.

Eggs—		
New-laid, in cartons	0 52	0 54
Do., No. 1, dozen	0 48	0 50

Decided Improvement In Cheese Demand

Toronto.

CHEESE.—A decided improvement in the demand for cheese is in evidence and dealers are enjoying a very satisfactory volume of trade. It would appear the cheapness of cheese in comparison with other products is being realized and consumption increased accordingly. Old cheese is practically done. Prices are unchanged.

Cheddar—		
New, large	0 23	0 24
Stilton (new)	0 26	0 27
Twins, 1/4c lb. higher than large cheese. Trip-lets 1/4c lb. higher than large cheese.		

Hens, Chickens Go Lower; Sales Improving

Toronto.

POULTRY.—A further decline has been made in prices on heavy hens and spring chickens, the former declining 1c and the latter 5c per pound. Receipts continue to show improvement and the demand is correspondingly better. The present scale of quotations follows:

Prices paid by commission men at Toronto:		
	Live	Dressed
Ducks	\$0 15-50	\$—-50
Duckling	0 30-	
Turkeys	0 25-0 28	0 30-0 35
Roosters	0 16-0 18	
Hens, over 5 lbs.	0 25-0 26	0 31-0 32
Hens, under 5 lbs.	0 20-0 23	0 27-0 29
Chickens, Spring, 2 lbs.		
or over	0 35-0 40	
Squabs, dozen	4 50	

Prices quoted to retail trade:		
Hens	0 28	0 32
Chickens, Spring	0 50	0 55
Ducklings		0 40
Turkeys	0 36	0 40

Supplies Fish None Too Heavy; Herring Up

Toronto.

FISH.—Receipts of both sea and lake fish are none too heavy this week, storms on the coast affecting the catch, and similar conditions affecting the fresh water varieties. Lake herring, dressed, are very firm at 10c to 11c per pound, while other lines hold unchanged. The continuation of the hot weather early in the week will have a tendency to curtail the demand to some extent.

SMOKED FISH		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, filets, per lb.		0 15
Kipper haddies, per box	1 75	2 00
Digby herring, skinless, 10-lb.		2 25
PICKLED AND DRIED FISH		
Acadia cod, 20 1-lb. blocks		3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quall on toast, 24 1-lb. blocks, lb.		0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s.		2 20
Salt Mackerel, kits, 20 lbs.		3 00
Labrador salt herring, barrels		

FRESH SEA FISH		
Brills, dressed, lb.		0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.		0 09
Do., heads on	0 07	0 07 1/2

Flounders, lb.	0 08	0 10
Flukes		0 15
Halibut, medium, lb.	0 21	0 23
Do., chicken, lb.	0 20	0 22
Do., large	0 20	0 22
Haddock, lb.	0 08	0 10
Herring, lb.	0 05 1/2	0 06
Mackerel	0 09	0 09 1/2
Plaice, dressed, lb.		0 10
Soles, dressed, lb.		0 10
Salmon, Red Spring, lb.		0 25
Do., Restigouche, lb.		0 22
Do., Saguenay, lb.		0 25

FRESH LAKE FISH		
Herring, dressed, lb.	0 10	0 11
Trout, lb.	0 15	0 16
Whitefish, lb.	0 14	0 15
Frog's Legs, lb.	0 16	0 50

Ontario Government Fish		
Herring	0 08 1/2	
Mullets	0 05	
Pickrel	0 11 1/2	
Pike	0 09	
Sturgeon	0 20	
Trout	0 11 1/2	
Whitefish	0 11 1/2	

Sales authorized only to dealers who have been appointed distributors by local town council.

WEEKLY MARKET REPORTS

(Continued from page 41.)

that can be said about it. Rolled oats is in great demand, in fact the demand is in excess of the supply. This is the result of the mills pushing it as a substitute for wheat products. The trade would not be surprised to see an advance. The oat market is very strong, July oats being quoted 90c last week and reaching higher figures early this week. Feeds—Millers state there will not be any feeds soon. At some country points a premium is being paid for feed, and there is a big demand for barley, which will have to take the place of it.

Govt. Standard Flour—		
Cash carload price		10 50
To bakers and flour and feed dealers		10 50
To storekeepers paying cash or 30 days, ton lots		10 60
Do., less than ton lots		10 70
Cereals—		
Rolled oats, 80s	4 00	4 30
Rolled oats, pkgs., family size		5 65
Cornmeal, 98s		5 60
Oatmeal, 98's		5 50
Feeds—		
Bran, per ton		30 80
Shorts, per ton		35 80
Barley—		
Pearl, 98-lb. bags, per bag		7 25
Pot, 98-lb. bags, per bag		5 15
Beans—		
Lima Manchurian		0 17
Fancy white, bushel		6 50
Pens—		
Split, 98-lb. bags, per bag		10 55
Whole, yellow, soup, 2 bush. burs, bush.	4 50	5 00
Whole, green, lb.		0 11 1/2

Apricots Now \$2.50; Tomatoes Bring \$2.25

Winnipeg.

FRUIT AND VEGETABLES.—A decline has taken place in the price of apricots which are now offered to the trade at \$2.50 per box. Other new lines coming in are peaches at \$2.75, and plums at \$3.25, but both these should be cheaper this week. Tennessee tomatoes are coming, and are bringing \$2.25 per crate. Spinach seems to be very scarce, the season being pretty well over.

Cucumbers, doz.		3 00
Cabbage, lb. local	0 05	0 06
Potatoes, new, lb.		0 05
Beets, with heads on, hampers		2 00
Carrots, with heads, hampers		2 00

Head Lettuce, local, doz.	0 50	1 00
Turnips, cwt.		2 00
Tomatoes, Tennessee, crate	2 00	2 25
Onions, silvers aid yellows		2 25
Parsley, imported, doz.		2 25
Radishes, doz.		0 65
Parsley, imported, doz.		0 75
Green Onions, doz.		0 25
Fruits—		
Apples, new, box		4 25
Oranges		9 00
Lemons, Cal.		11 00
Bananas, lb.		0 08 1/2
Grapefruit, case		6 50
Cherries, 24 pt.		5 00
Do., 16-lb. lug boxes		3 50
Do., 4 bask. crate		3 00
Plums, new		3 25
Cantaloupes, flats, 15 to crate		3 00
Peaches, new, box		2 75
Apricots, new, box		2 50
Plums, new, box		3 25
Cantaloupes, flats, 15 to crate		3 50

TAXING OPEN ACCOUNTS

The drive to convert the mercantile world into creating live instantly available assets out of dead credit is being carried on with energy and persistence by the organization which aims to bring about a universal adoption of trade acceptance methods.

It is so evidently the thing to do—that is, to substitute for the inert open account an animated instrument like an accepted time draft or note, which can be turned into cash at practically any bank in the country, that it would seem unnecessary to more than suggest the reform to gain for it instant adoption.

But it takes time to waken the business nation out of a custom which has existed over fifty years.

A friend suggests that the mercantile community in every part of the country could be automatically educated to the (as far as the United States is concerned) newer and much better practice, by means of that forceful schoolmaster, the Revenue Tax.

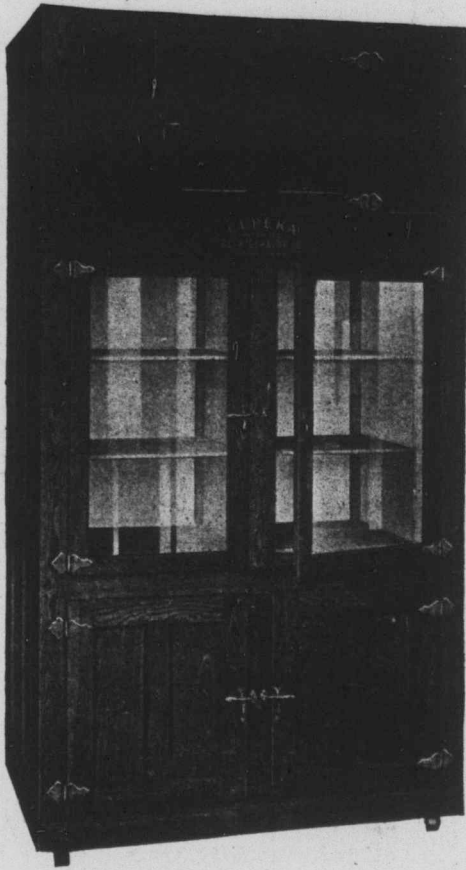
Impose, he suggests, a tax on all business accounts over thirty days old that have not been closed by the giving of a note or acceptance. This will educate the country and bring them up sharply to a realization of what a trade acceptance is, if they don't know, and to the mutual all-around benefit of it. Unlike most taxes, it will prove a real blessing and will set a great torrential stream of assets flowing through the country, fertilizing the money situation and stimulating the crop of prosperity.

This would seem to be a radical move, perhaps because unique and unusual, but the tax would quickly do its work of education, and if introduced in the present revenue bill, to be in force for a year, it would not be six months before the whole business community, near and far, would have awakened to the advantage of the Trade Acceptance. There would thereafter be no use of a tax; the practice would have become universal.

NOTES OF INTEREST

There were 200 miles of railways in the world in 1830. There are now 724,000 miles.

The world's international commerce increased from \$1,480,000,000 in 1800, to \$20,110,000,000 in 1910 and to \$46,000,000,000 in 1917.



Our War Time Offer

Now is your chance to
get a REFRIGERATOR.

and your chance to do your bit by preventing waste of perishable food. A Refrigerator is your most effective weapon against waste.

**Eureka Refrigerators are made in
all sizes for all purposes**

For the next two months we will send you a Refrigerator, on terms to suit you.

WRITE US NOW.

Eureka Refrigerator Company, Limited

11 Colborne Street, Toronto

Save Food Now—We Can Help You

Telephone Main 556

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who **EVER** got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and
Prices. Many Styles.

The W. A. Freeman Co., Limited
HAMILTON, ONTARIO

TORONTO—114 York St., Near King

MONTREAL D. H. H. Neill, 16 Notre Dame St. E. Uptown 8547

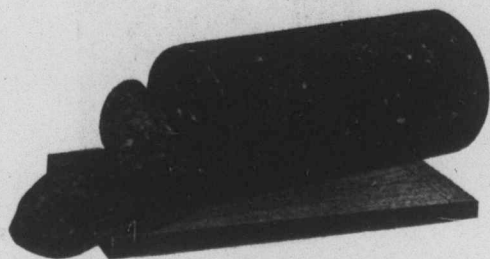
Bacon

We can supply you with Breakfast Bacon and Hams put up for shipment to your out-of-town customers—well cured, well dried, and well smoked.

F. W. FEARMAN CO.
Limited
HAMILTON

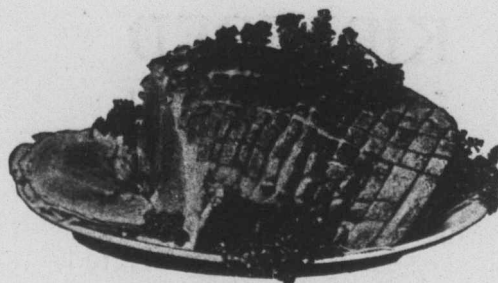
Summer days call for products like these—

HERE are delicious cold-luncheon treats for Summer days that will especially appeal to your customers just now. For the table or for the picnic basket they are equally suitable, and you will find them good sellers. No occasion to complain of dull times if you feature these trade-building lines in your store.



Davies Cooked Pressed Pork

Made from tender, lean trimmings (the choicest products of the hog), delicately seasoned and cooked in cylinder form. A good, steady trade-bringer to the dealer.



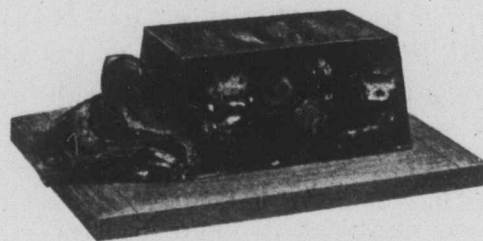
Davies Roast Pork

Savory roasts of choice pork (shoulders and hams), with or without dressing; cooked to perfection. A genuine **quality** line suitable for cold lunches or sandwiches. Very popular with the trade.



Davies Jellied Lunch Tongue

Made from tender pork tongues, mild cured and seasoned just enough to tempt the palate. Sells at a reasonable price, and shows a just profit to the dealer.



Davies Pork and Tongue

This product possesses the tastiness and appetizing qualities of tongue, while selling at the low price of other jellied meats. A splendid seller and every slice saleable.

We carry a full line of Cooked and Jellied Meats and shall be glad to quote you prices, either by mail or through our travelling representatives

THE WILLIAM DAVIES COMPANY LIMITED

MONTREAL

TORONTO

HAMILTON

Canada Food Board Packers' License No. 13-50.

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



BRUNSWICK BRAND KIPPERED HERRINGS

is just one of several high-class Sea Foods appreciated wherever quality is esteemed at its true value.

Grocers stocking this Brunswick Brand line are well aware of its popularity. They know how readily it sells and how easily it repeats and they know, too, that it is an excellent profit-maker.

Show this well-liked Sea Food in your displays. The Meat Conservation campaign will keep you selling it. Its own good quality will keep it moving.

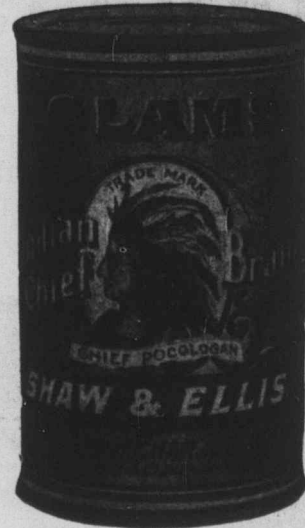
Order your Brunswick Brand stock from this list:

1/4 Oil Sardines
 1/4 Mustard Sardines
 Finnan Haddies
 (Oval and Round Tins)
 Kippered Herring
 Herring in Tomato
 Sauce Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

Win new customers with this quality sea food



INDIAN CHIEF BRAND CLAMS

have that degree of super-excellence so much approved by discriminating people.

The rigid precautions taken in the process of packing and sealing preclude the slightest possibility of anything but tip-top quality in every can.

Indian Chief Brand Clams are sealed without solder or acid the very day they are taken from the beds.

At a time when fish foods are becoming increasingly popular, because of meat conservation, every good grocer should stock and push the sales of Indian Chief Brand Clams — the line of profit and customer satisfaction.

SHAW & ELLIS

POCOLOGAN, N.B.

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



Have No Hesitation
in choosing
'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax · N.S.

SMITH & PROCTOR - HALIFAX, N.S.



—pronounce "Real Egg"

Sold in packages
of four
different sizes

The best substitute
for eggs

Send for trial order

RELEG CO. Regd.
Quebec, Canada



**You Are Not Satisfied With
Just An Ordinary Business**

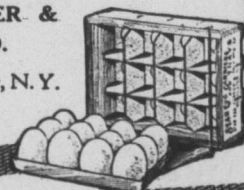
YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the *Star System*.

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how EGGS can make your business grow.

**STAR EGG CARRIER &
TRAY MFG. CO.**
1620 Jay Street, Rochester, N. Y.



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 or 30 lbs. each, containing 1/4, 1/2 or 1-lb. packets.

R. E. BOYD & COMPANY

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

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

We always have a few carloads of
2's and 2 1/2's

CANNING SHOOKS
ON HAND

Write or wire for prices.

W.C. Edwards & Co., Limited
OTTAWA, ONTARIO

**You can still
secure Holbrook's
Imported Worcestershire
Sauce at Pre-War Prices**

Order now and get a display of this delicious Sauce before your customers. You'll find it all you could wish for in the way of a lively seller and a sure repeater.

The following lines supplied by us are also excellent:

Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders (any flavor).

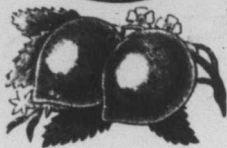
*A temperance drink
that always brings them
back*



**ROSE'S
LIME
JUICE**

Its quality reputation won on merit fifty years ago is still undimmed. Rose's Lime Juice is to-day the big leader in temperance beverages.

Have you a supply on hand?



Holbrooks, Ltd.

Toronto and Vancouver

Canada Food Board License, No. 6-468

**HARVEST CONDITIONS.
THE BUSINESS
VIEW-POINT**

"THE crops are now the dominant factor in relation to the general business outlook," says THE FINANCIAL POST this week, and two clear and closely detailed articles on page 1 deal with crop conditions. One of these articles is by E. Cora Hind whose accuracy on these matters is recognized throughout Canada. The other is by F. M. Chapman, editor of Farmers' Magazine, an authority with access to the most searching sources of information on agricultural affairs in the Dominion. These present for you the business point of view in connection with one principal source of Canada's wealth—the coming harvest. There never was a time when this point of view possessed more purse-affecting importance. Study THE POST each week from now on in your business interests. Here are a few of the outstandingly interesting contents of this week's issue:

- G. M. Murray to Leave the C.M.A.?
- Standard Oil Co. Has Compact For Industrial Peace.
- Crop Outlook Not Bright From Business Point of View.
- A Crop Failure Being Faced in South Alberta.
- The Outlook For Export Business When Peace Comes.
- The Earnings of the Railroads.
- To Lessen War-Time Factory Destruction.
- New High Prices For Coast Salmon.
- Canadian Car's Record Profits.
- Canadian Dollar May Remain at Big Discount.
- Bank Clearings Again Decline in West.
- Getting the Bank Account of the Working Man.
- Bernard M. Baruch—Wielder of an Autocrat's Sceptre.
- Bond Market Continuing Firm and Steady.
- Burnaby Wins in Long Contest With C.N.P. Ry.
- How Edmonton Has Arranged Its Maturities.
- Committee on Housing Gets Down to Work.
- Halifax Building is on the Boom.
- Rationing System For Canada Would Cost \$10,000,000.

These headings cover only a few of the important contents of THE FINANCIAL POST this week. As indicated in the first sentence of this, the crop news is vitally important, and THE FINANCIAL POST is able to give you most authoritative information on the whole position from the business point of view, and early (often ahead of even the daily press, as is proved in the present issue). On all other important features and incidents of Canadian business THE POST is accurately informed, and ready to inform you in time for you to benefit by your knowledge. Editors of twelve highly specialized trade newspapers of the MacLean Business Paper group co-operate with THE POST'S own large and expert editorial staff to produce in THE POST a Canadian Business Newspaper that covers its field thoroughly, and that really does help business men to better and bigger business. Try it. Send this coupon to-day:

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price (\$3.00 per year, or \$1.00 for four months' trial subscription) on receipt of bill.

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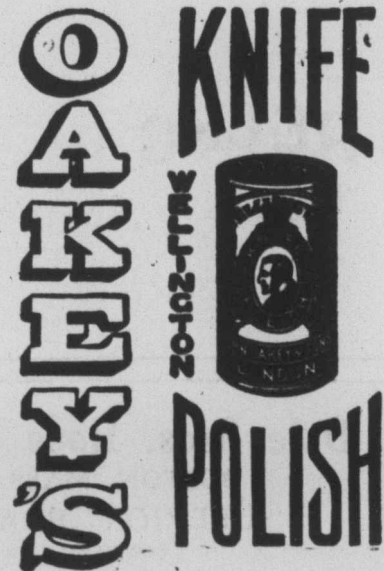
C.G. 7C

**Foreign and Domestic
FRUITS
AND
VEGETABLES**

**BUTTER
AND
EGGS
For Fall Delivery**

Get in touch with us to-day

**Lemon Bros.
OWEN SOUND, ONT.**



John Oakey & Sons, Limited
London, S.E. 1, England
AGENTS:

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

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

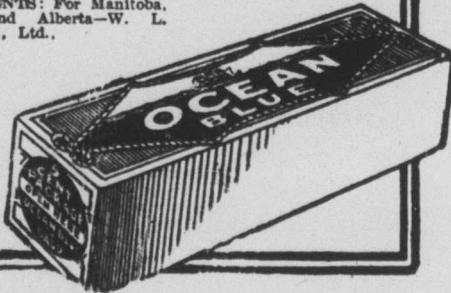
OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.

The Gray Bldg. 24-26 Wellington St. W. Toronto

WESTERN AGENTS: For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



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

A line that always satisfies and always repeats

CHILI CON CARNE

The combination of quality ingredients used in the making of Chili Con Carne is a thorough guarantee of pleased customers and regular repeats. Chili Con Carne is made according to a rare receipt used by prominent chefs in the Castilian Cafes of Latin America. It is a big profit-maker, too. Try it.

E. W. Jeffress, Limited
Walkerville, Ontario

Y & S STICK LICORICE

in 10c Cartons



Everything in Licorice for all Industries using
LICORICE
in any form.

Made in Canada by

National Licorice Company
MONTREAL

MALTBRU BEER

*The last word in
Temperance Beer*

Maltbru is nutritive, pure through pasteurization and sterilization, wholesome and thoroughly refreshing. A sure thirst-chaser. Ask for it at restaurants, grocers, confectioners, hotels and all places where first-class beverages are sold.

Brewed and bottled by

Blackwoods Ltd.
WINNIPEG

QUOTATIONS FOR PROPRIETARY ARTICLES SPACE IN THIS DEPARTMENT IS \$65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots	Per doz.
Dime		\$ 1 15
4-oz.		1 65
6-oz.		2 45
8-oz.		3 10
12-oz.		4 65
16-oz.		5 90
2½-lb.		14 60
5-lb.		27 35

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.

JAMS

DOMINION CANNERS, LTD.

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

	Per doz.
Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	
Blackberry	\$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant.	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	\$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	\$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, \$2.85 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz. The above 2 doz. to case, 16's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$12; plain, \$10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 10
30's Tin or Wood, one pail crate, per lb.	0 10

BLUE

Keen's Oxford, per lb.	0 22
In cases 12-12 lb. boxes to case	0 21½

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

	Per doz.
Empire Breakfast Cocoa, 2 doz. in box, per doz.	\$2 45
Perfection, ¼-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	27
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	26
Supreme Chocolate, 10c size, 2 doz. box, per doz.	90
Perfection chocolate, 10c size, 2 doz. in box, per doz.	90

SWEET CHOCOLATE— Per lb.

Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 30
Diamond Chocolate, 7's, 4-lb. boxes	1 1'
Diamond, 6-lb. boxes	30
Diamond, ¼'s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS— Per doz.

Milk medallions, 5-lb. boxes	0 25
Nonpareil wafers, 5-lb. boxes	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 30
Lunch bars, 5-lb. boxes	0 30
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 30
Almond nut bars, 24 bars, per box	0 50
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 30
Filbert Nut Bars, 24 in box, per box	0 30
Ginger Bars, 24 in box, per box	0 35
Pineapple Bars, 24 in box, per box	0 35
Regal Milk Chocolate Bars, 24 in box, per box	0 35
Puffed Rice Bars, 24 in box, per box	0 35
Queen's Dessert Bars, 24 in box, per box	0 35
Maple Leaf Bar, 24 in box, per box	0 35



Saves Money for Your Customers, but also PAYS YOU

KNOX SPARKLING GELATINE makes FOUR PINTS OF DELICIOUS JELLY per-package, so women turn to it in these times of conservation as an economical dessert. It is easy to prepare and can be used with portions of other foods to make delicious combination jellies, jellied meats from "left overs," etc., so it provides further economy.

It will pay you to keep KNOX GELATINE on your counter; talk to customers about its economy, and try to get a package into every order because

Every Package Pays You a "Good Profit"

Charles B. Knox Gelatine Company, Inc. Branch Factory: Montreal, Can.

Save Wheat—

Urge your customers to save wheat flour, which is so urgently needed overseas, by substituting

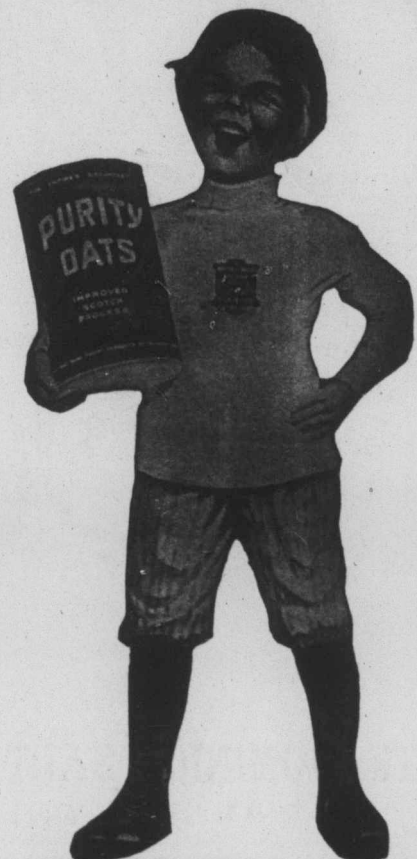
PURITY OATS

in their baking. PURITY OATS is the world's best substitute for wheat flour. Our free wheat-saving recipes tell how to use it. Send for them so that you will be able to give your customers valuable information and easily sell PURITY OATS.

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

The Purity Kid





Have No Hesitation

in stocking and recommending "Cow Brand" Baking Soda. For strength, purity and reliability it is absolutely dependable and it is everywhere a marked favorite with the housewife.

Is your stock plentiful? Your jobber will replenish your supply of "Cow Brand."

Church & Dwight,
LIMITED
Mfrs. - MONTREAL

Century Salt

—the
Salt of
Goodness
and Purity

You can get real salt sales by featuring and recommending Century — the salt of proven superiority.

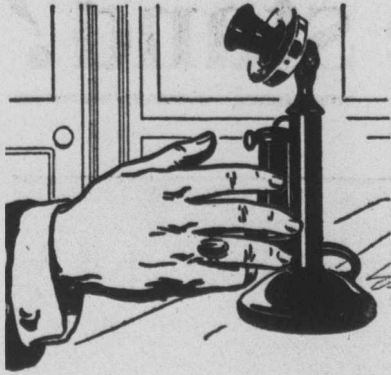
People come back for it. It's a salt worthy of your recommendation.

Ask for quotations on assorted carloads.

The DOMINION SALT CO. Limited
SARNIA - ONTARIO

CALIFORNIA FRUIT CANNERS ASSOCIATION	Cooked Tripe—1s, \$2.45; 2s, \$4.45.
CALIFORNIA RIPE OLIVES DEL MONTE BRAND	Stewed Ox Tail—1s, \$2.45; 2s, \$4.45.
Size—	Stewed Kidney—1s, \$4.45; 2s, \$8.95
2½-quart Tall Cylinder Can	Mince Collops—½s, \$1.95; 1s, \$3.75; 2s, \$6.95.
No. 1 Pint Cylinder Can	Sausage Meat —1s, \$4; 2s, \$7.75.
No. 16 Jar	Corn Beef Hash —½s, \$1.95; 1s, \$3.70; 2s, \$5.45.
No. 4 Jar	Beef Steak and Onion —½s, \$2.90; 1s, \$4.45; 2s, \$8.45.
No. 10 Can	Jellied Hocks—2s, \$9.95; 6s, \$29.80.
	Irish Stew—1s, \$3.45; 2s, \$6.75.
	Cambridge Sausage —1s, \$4.45; 2s, \$8.45.
	Boneless Chicken —½s, \$5.90; 1s, \$8.95.
	Boneless Turkey —½s, \$5.90; 1s, \$8.95.
	Ox Tongue —½s, \$3.85; 1s, \$7.95; 1½s, \$12.45; 2s, \$15.95; 2½s, \$17.50; 3½s, \$27; 6s, \$45.
	Lunch Tongue —½s, \$3.45; 1s, \$6.75; 2s, \$15.50.
	Tongue Lunch —1s, \$6.75.
	Beef Suet —1s, \$4.90; 2s, \$8.50.
	Mince Meat (Tins) —1s, \$2.95; 2s, \$4.45; 5s, \$12.95.
	Mince Meat (Bulk) —5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
	Chateau Brand Pork and Beans, with Tomato Sauce —Ind., \$1.10; 1s, \$1.75; 2s, \$2.55; 3s, \$3.85.
	With Plain Sauce —Ind., \$1; 1s, \$1.65; 2s, \$2.40; 3s, \$3.40.
	Chateau Brand Concentrated Soups —Celery, 1s, \$1.25; Consommé, 1s, \$1.25; Green Peas, 1s, \$1.25; Julienne, 1s, \$1.25; Mulligatawny, 1s, \$1.25; Mutton Broth, 1s, \$1.25; Ox Tail, 1s, \$1.25; Pea, 1s, \$1.25; Scotch Broth, 1s, \$1.25; Vegetable, 1s, \$1.25; Chicken, 1s, \$1.65; Mock Turtle, 1s, \$1.65; Tomato, 1s, \$1.65; Vermicelli Tomato, 1s, \$1.65; Assorted, 1s, \$1.35; Soups and Bouilli, 1s, \$12.50.
	Clark's Pork and Beans, Tomato Sauce, Blue Label —Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s, \$2.95; 3s, tall, \$3.35; 6s, \$12; 12s, \$20.
	Plain Sauce, Pink Label —Ind., 85c; 1s, \$1.15; 1½s, \$1.65; 2s, \$1.95; 3s (flats), \$2.50; 3s (talls), \$2.95; 6s, \$10; 12s, \$18.
	Chili Sauce (red and gold label) —Ind., 95c; 1s, \$1.25; 1½s, \$1.90; 2s, \$2.30; 3s (flat), \$2.95.
	Vegetarian Baked Beans and Tomato Sauce —2s, \$2.25.
	Sliced Smoked Beef —½s, \$2.35; 1s, \$3.45; 4s, \$24.
	Canadian Boiled Dinner —1s, \$2.45; 2s, \$5.95.
	Army Rations —Beef and Vegetables, 1s, \$3.45; 2s, \$5.95.
	Spaghetti with Tomato Sauce with Cheese —½s, \$1.85; 1s, \$2.50; 3s, \$4.80.
	Tongue, Ham and Veal Pates —½s, \$2.25.
	Ham and Veal Pates —½s, \$2.25.
	Smoked Vienna Style Sausage —½s, \$2.45.
	Pate De Foie —¼s, 75c; ½s, \$1.40.
	Plum Pudding —½s, \$2.45.
	Potted Beef Ham —¼s, 75s; ½s, \$1.40.
	Beef —¼s, 75c; ½s, \$1.40.
	Potted Tongue —¼s, 75c; ½s, \$1.40.
	Potted Game (Venison) —¼s, 75c
	Potted Veal —¼s, 75c; ½s, \$1.40.
	Potted Meats (Assorted) —¼s, 80c; ½s, \$1.45.
	Devilled Beef Ham —¼s, 75c; ½s, \$1.40.
	Beef —¼s, 75c; ½s, \$1.40.
	Devilled Tongue —¼s, 75c; ½s, \$1.40.
	Ven —¼s, 75c; ½s, \$1.40.
	Devilled Meats (Assorted) —¼s, 80c; ½s, \$1.45.
	In Glass Goods
	Fluid Beef Cordial —20 oz. bottle, \$10; 10 oz., \$5.
	Ox Tongue —1½s, \$14.50; 2s, \$17.50.
	Lunch Tongue —1s, \$9.95.
	Sliced Smoked Beef —¼s, \$1.75; ½s, \$2.85; 1s, \$4.15.
	Mince Meat —1s, \$3.45.
	Potted Chicken —¼s, \$2.35.
	Ham —¼s, \$2.35.
	Tongue —¼s, \$2.35.
	Venison —¼s, \$2.35.
	Chicken Breast —½s, \$9.95.
	Tomato Ketchup —8s, \$2.25; 12s, \$2.80; 16s, \$3.50.
	Peanut Butter —¼s, \$1.45; ½s, \$1.95; 1s, \$2.45; in pails, 5s, 33c; 12s, 31c; 24s, 30c; 50s 30c.

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



Answer Telephone Calls Promptly

¶ When there is any delay in answering telephone calls, the party calling is liable to become impatient and place orders with competitors, where more attention is given to prompt answering.

¶ By answering telephone calls promptly the service will be improved and the line kept open for new customers.

The Bell Telephone Co. of Canada

ECONOMY IS A WAR-TIME NECESSITY—PRACTISE IT!



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

They Will Buy

BARNES

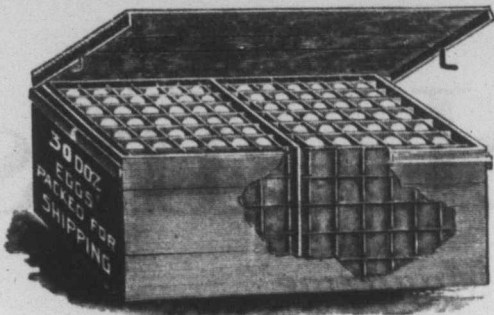
Regularly



Once get your customers to know the delicious Flavor of Barnes' Grape Juice and regular repeat sales are certain to follow. The profits on Barnes' are really attractive.

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

THE MILLER BROS. CO., LIMITED



Manufacturers of

White pulp egg case fillers and extra flats in standard and extra large sizes for 12 and 30 dozen egg crates.

20-38 DOWD STREET, - MONTREAL, CANADA

"McCASKEY" ACCOUNT SYSTEMS

For Every Business.

Send for booklet -

"A Credit Plan That Works."



McCASKEY SYSTEMS, LTD.

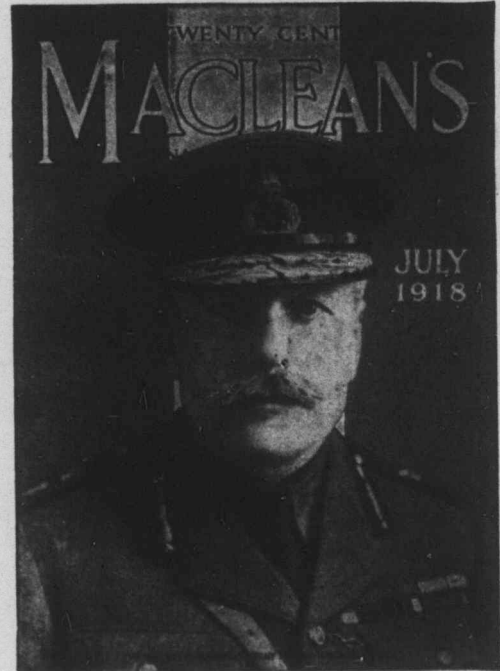
245 Carlaw Avenue
TORONTO

Just where do we stand?

CANADIANS are beginning to wonder where we stand with reference to our place in the Empire after the war. Are we to rank as full partners in this grand, big, going concern? Are we to pay our share of the upkeep of the navy? If not, what is to be our status?

Recognizing the growing interest in this problem, the editors of MACLEAN'S decided to devote the July issue to Imperial topics. It offers articles on various phases of our Imperial problem—articles which will have a particular interest at this time when Sir Robert Borden is in London in consultation with the leaders of the Imperial Government.

The July issue contains, besides, a cluster of other big features—readable, fearless and strong. Here are a few of the best:



Field-Marshal Sir Douglas Haig.

Imperial Topics

- "Pocketing Our Imperial Pride" By H. G. Wells
- "Canada's New Place in the Empire" By Prof. P. M. Kennedy
- "Living Up to Our Reputation" By Agnes C. Laut

The War

- "Your Old Uncle Sam is Coming Right Back of You" By Lieut.-Col. J. B. Maclean
- "Stemming the Teuton Tide" By Geo. Pearson

Fiction

- "The Strange Adventure of the Open Door" By Arthur Stringer
- "The Three Sapphires" By W. A. Fraser
- "The Torby Tragedy" By A. C. Allenson
- "The Magic Makers" By Alan Sullivan
- "Lennix Ballister—Diplomat" By Archie P. McKishnie

All the regular features as well—Review of Reviews, The Best Books, The Business Outlook, The Investment Situation, Women and Their Work.

July MacLean's

"Canada's National Magazine"

At All News Stands

20 Cents

California Bartlett Pears

First Arrivals Due Monday

Georgia Elberta Peaches

California Plums, Peaches

Arizona Cantaloupes

Also Local Fruits and Vegetables

Blueberries, Cherries, Currants, Raspberries, etc., etc.

"Headquarters for the Best the Country Produces"

WHITE & COMPANY, LIMITED

TORONTO

BRANCH AT HAMILTON

Foreign and Domestic Fruits

Peaches, Plums, Apricots,
Cherries, Gooseberries,
Currants and Raspberries,
Cantaloupes, Bananas,
Oranges and Lemons,

Vegetables

New Potatoes, Cabbage,
Tomatoes, Beans and Peas
arriving daily. All fine
quality.

HUGH WALKER & SON

Established 1861

Guelph, Ontario

APPLES

Finest Delaware Hanpers

CALIFORNIA FRUITS

Plums, Cherries, Apricots, Canteloupes, Peaches

GEORGIA PEACHES

Fancy Elbertas, high colored large
luscious fruit

DOMESTIC FRUITS

Strawberries, Raspberries, Cherries,
Currants, Gooseberries

VEGETABLES

New Potatoes, Cabbage, Carrots,
Beans, Beets, Cucumbers, Peas
and Tomatoes

Everything in Fruits and Vegetables

DUNCANS LIMITED

NORTH BAY, ONT.

Branches: SUDBURY COBALT TIMMINS



Custard that Compels Custom

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

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

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

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

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

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



INDEX TO ADVERTISERS

A		L	
American Pad & Textile Co...	9	Lambe, W. G. A., & Co.....	12
Ackerman, H. W.	12	Lemon Bros.	52
B		Loggie, Sons & Co.	
Bain, Donald H., Co.	11	M	
Baker, W., & Co., Ltd.....	12	Maclure, A. M., & Co.	11
Bell Telephone Co.	57	Mackay Co., John, Ltd.....	13
Blackwods, Ltd.	54	Maclure & Langley	12
Borden Milk Co.	1	Major, S. J., Ltd.	7
Bristol, Somerville & Co.....	8	Malcom Condensing Co., Ltd.	16
Benedict, F. L.	63	Mann, C. A., & Co.....	63
Bowes & Co.	2	Marsh Grape Juice Co.	13
C		Magor, Son & Co., Ltd.....	
California Prune & Apricot		Marshall, H. D.....	13
Corp.	9	Mathieu, J. L., Co.	60
Canada CementFront cover		McBride Bros.	60
Carriage Factories, Ltd.	6	MacCallum & Co., G. B.....	13
Cane, Wm., & Sons.....	9	Miller Bros. & Co.....	57
Channel Chemical Co.		Millman, W. H., & Son.....	12
Inside front cover		McCaskey Systems	57
Canada Maple Exchange	14	N	
Campbell Flour Mills Co.....	18	Nage, H., Co.	14
Charbonneau, Ltd.	18	Nagle Mercantile Agency	64
Chisholm Milling Co.	14	National Licorice Co.	53
Church & Dwight	56	Nutrient Food Co.	63
Clark, W., Ltd.	3	O	
Climax Baler Co.	64	Oakeys, John, & Sons, Ltd....	52
Cockburn Co., F. D.	11	Oury Miller & Co.....	57
Connors Bros.	50	Ont. Grape Growing & Wine	
D		Mfg. Co.	
Davis, S., & Sons, Ltd.....	17	P	
Davies, Wm., Co., Ltd.....	49	Patrick, W. G., & Co.....	12
Dole Bros. Hop & Malt Co....	51	Pennock, H. P., & Co., Ltd....	10
Dominion Cannery, Ltd.	2	Perry, H. L., & Co.....	10
Dominion Salt Co.	56	R	
Duncans Co., Ltd.	61	Releg Co.	51
E		Rock City Tobacco Co.....	
Eckhardt, H. P., & Co.....	59	Inside front cover	
Edwards, W. C., & Co., Ltd....	51	Rose & Laflamme, Ltd.	
Elliot, W. F.	12	S	
El Roi-Tan, Ltd.	12	Sarnia Barrel Works	63
Escott, W. H., Co.	11	Scott-Bathgate Co., Ltd.....	10
Eureka Refrigerator Co.	48	Shaw & Ellis Co.	50
Estabrooks, T. H., & Co., Ltd.	21	Smalls, Ltd.Back cover	
Eggo Baking Powder Co.	8	Smith, E. D., & Son.....	15
F		Smith & Proctor	
Fearman, F. W., Co.	48	Starr Egg Carrier & Tray Mfg.	
Freeman, The W. A., Co.	48	Co.	
Freeman & Sheely	13	Stevens-Hepner Co., Ltd.....	
Furnival-New, Ltd.	8	T	
G		Tippett, A. P., & Co.....	
Gaetz & Co.	13	Thompson, E. B.	
Genest, J. R.	13	Tobin & Sons, J.	
Grant, C. H.	11	Toronto Pottery Co., Ltd.....	
H		Toronto Salt Works	
Hart, C. B.	13	Trent Mfg. Co.	
Hargreaves, Canada, Ltd.	53	V	
Holbrooks, Ltd.	52	Vogans, Ltd.	
Hygienic Products	9	W	
I		Wagstaffe, Ltd.	
Imperial Oil Co...Inside back cover		Walker Bin & Store Fixture Co.	
Imperial Rice Milling Co.	53	Walker, Hugh, & Son	
J		Washington, G., Coffee	
Jeffress, E. W., Ltd.....	53	Watford Mfg. Co.	
Jones, C. & J.	11	Watson & Truesdale	
K		Western Canada Flour Mills ..	
Kearney Bros., Ltd.	19	Wetley, J. H., Ltd.	
Knox Gelatine Co., Inc., Chas.		White & Co.....	
B.	55	Winnipeg Warehousing Co.....	
		Woods, Walter, Co.	

When in need of
Wrapping Paper
Twines & Cordage

Brooms
 Brushes
 Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton and Winnipeg

BUYERS' DIRECTORY

Latest Editorial Market Information and Guide to Buyers.



Overseas CAKE

Put up in one pound packages.
Order from your jobber to-day.
VOGANS, LIMITED TORONTO

These one-inch spaces
only \$1.25 per insertion
if used each issue in the
year.

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.**

JAM PRICES ANNOUNCED

Even higher figures than had
been expected have been reached in
quotations now out on jams. In the
16-oz. jars, strawberry, raspberry
and black currant are scheduled to
sell at \$3.90 per dozen, and the 12-
oz. at \$3.35; the 4-lb. pails will be
invoiced at 98c each. Apricot and
gooseberry in 16-oz. jars will sell
at \$3.25 for some makes. Delivery
of strawberry jams will be light, it
is thought, while raspberries are
expected to be very fair.

Canned strawberries have reach-
ed very high levels too, the 2's,
heavy syrup, selling up to \$4.15 per
dozen, with delivery estimated at
not more than 35 per cent. though
still uncertain.

CHOCOLATTA

contains chocolate, milk and sugar in pow-
dered form.

Makes a delicious drink served hot or cold.
Suggest it to your customers for Home
and Overseas.

NUTRIENT FOOD CO., TORONTO

Every reader will see
the ads in the Buyers'
Market Guide.

Copy may be changed
as often as desired.

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street - LONDON, Ontario
"Canada Food Board License No. 7-078"

MINCEMEAT

Write, wire or telephone for quota-
tions for prompt or fall delivery.

E. B. THOMPSON
20 Front Street East, Toronto

**30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
1/2-INCH CUSHION FILLERS
CORRUGATED FLATS**

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

Order a space before
they are all taken.

All these ads will have
position on a live page
each week containing
reading matter.

Do not overlook the possibilities of this page.

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 remittances cannot be acknowledged.

WANTED

POSITION WANTED—BY YOUNG MARRIED man as manager of grocery business or department. Good buying and managing experience. References. State salary. Box 414, Canadian Grocer.

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

FOR SALE

ONE OF THE BEST GENERAL MERCHANTISE businesses in County of Kent; stock about \$5,000; only store in village; six miles from opposition. Must be sold, owner going West on account of health. Box 412, Canadian Grocer.

BUSINESS OPPORTUNITY.

COCHRANE, ONTARIO—THE CENTRE OF A rich agricultural country—a railway terminal and divisional point—the coming distributing point of the North country. Grocery and provision business, corner lot, brick veneer building, cellar full size; will sell stock with property; good reason for selling. For further particulars apply Box 173, Cochrane, Ontario.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELLING Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

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.

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.



PAPER BALERS

All-Steel
"Fireproof"

Made in 12 sizes.

Send for catalog.

Climax Baler Co.
Hamilton Ontario



Cash for Your Accounts

Will Come Quickly
If You Use Our Service

We collect on percentage in any part of Canada and the United States. We have no membership or attorney fees, and make

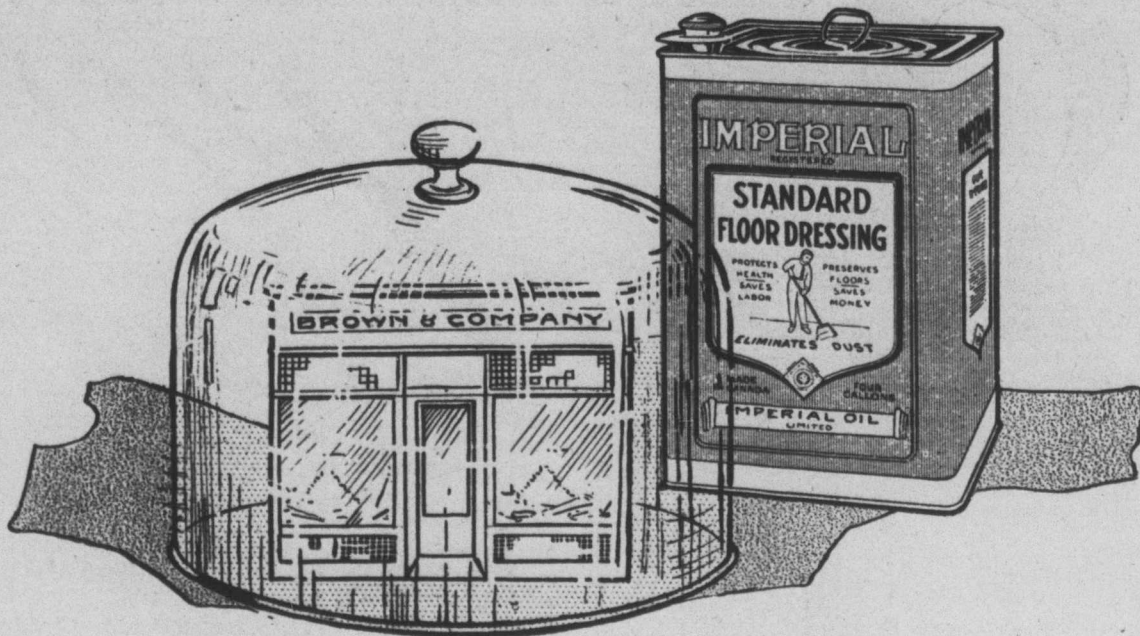
ABSOLUTELY NO CHARGE if we don't collect.

Give us a trial on some of your accounts — you'll be pleased with the results.

Prompt and persistent attention given. Prompt remittance. Write us NOW for Rates, Testimonials, etc.

The Nagle Mercantile Agency
Westmount (Montreal) Que.

KINDLY MENTION THIS PAPER WHEN WRITING TO ADVERTISERS



THE DUST-FREE STORE

DUST can never be kept out of the store, but it can be effectively controlled by the use of

STANDARD Floor Dressing

which when applied to your floors, definitely lays and holds 90% of atmospheric dust. This is a condition of affairs that the old fashioned mop and feather duster can never bring about. They only disturb the dust to settle elsewhere.

Standard Floor Dressing is economical. A single gallon suffices for 500-700 square feet of space or shelving, and lasts for several months. It may be applied with an ordinary floor sprayer. To keep the dressed surfaces in order, all that is necessary is to sweep off the accumulated dust and dirt regularly with a stiff brush or broom.

Floors treated with Standard Floor Dressing help to promote a fresher, tidier store, and cleaner, quicker-selling stock on the shelves.

Supplied in one and four gallon cans, and in barrels and half barrels.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES

CANADIAN GROCER

TRADE MARK

NOTICE

Cost of Glass, Tin and Maple is increasing every day. Send your Jobber estimates of your fall and winter requirements for Small's Maple Goods and secure benefit of present prices, also car-load rates, lake and rail.

Small's

SMALL'S FOREST CREAM BUTTER in lithographed tins, and SYRUP in glass, have a clean, attractive appearance. No loss from leakage or fermentation. We are overcoming obstacle of high rate



of freight on these packages by shipping exclusive fourth class cars to all jobbing centers. Be the first to sell SMALL'S FOREST CREAM PURE QUEBEC SYRUP. It has a smack that lingers.



Above Represents Actual Size
Dozen costs \$2.40; Retails at 25c or 30c ea.
Ask your jobber also for Small's "Forest Cream," Pure Quebec Syrup. It has the true smack of the Maple Season