

**PAGES
MISSING**

CANADIAN GROCER

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

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, MAY 11th, 1917

No. 19



Figure on More Tobacco Business

Plan to get more. Push the lines in whose good qualities the men have confidence. Keep your tobacco showcase well stocked with popular brands such as *KING GEORGE'S NAVY*—the best-liked chew on the market.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



Attention!!

You want the passersby to notice your window and merchandise displayed. This O-Cedar Electric Sign will get their attention and suggest not only O-Cedar but other articles about it.

O-Cedar Polish

You Get This Sign FREE

with either of the following orders. Prices are subject to usual discount.

DISPLAY DEAL No. 63.

DISPLAY DEAL No. 64.

Sells for		Sells for	
3½ Doz., 4-Oz. O-Cedar Polish.....	\$10.50	10¾ Doz., 4-Oz. O-Cedar Polish.....	\$32.25
7 Doz., 12-Oz. O-Cedar Polish.....	42.00	4 Doz., 12-Oz. O-Cedar Polish.....	24.00
½ Doz. Quarts O-Cedar Polish.....	7.50	¼ Doz. Quarts of O-Cedar Polish.....	3.75
O-Cedar Electric Sign	Free	O-Cedar Electric Sign	Free
	\$60.00		\$60.00

Order from your jobber.

CHANNELL CHEMICAL COMPANY, LIMITED, 369 Spadina Ave. TORONTO



Get one of our trial shipments of

PAINTS

at \$2.60 per gallon

GENERAL DEALERS: —Here is an unusual opportunity to make many extra sales and good, big profits.

Moore Paints are favorably known everywhere. Cash in on their popularity by sending for one of these trial supplies and letting your customers know you handle Moore's.

"Money back if not satisfied"

PROFITS ARE SURE.

May 15th latest date on which we can accept orders at above price.

Benjamin Moore & Co., Limited
WEST TORONTO

Start in now to feature Borden's



Unbeatable reputation, unimpeachable quality, and sterling value are the three big winning points about the

Borden Line of Milk Products



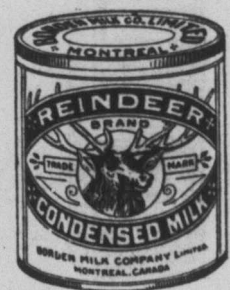
that make them worth while. These, together with their increasing popularity, make a selling combination unexcelled, and one which dealers everywhere are finding exceedingly profitable.



Get your share of this business by pushing Borden's constantly. Keep displays working for you on your shelves, counters and windows.



Begin now.



Borden Milk Company

Limited

"LEADERS OF QUALITY"

MONTREAL

Made in Canada

Every One a Leader

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

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

A delightful cigar for your tobacco display case



There are a number of men in your community to whom the quality of Orlando (Invincible) Cigars will appeal once you get them acquainted.

Price and quality have popularized it everywhere. It is the peer of the three-for-a-quarter cigar lines—big, fine-flavored and of high-grade quality.

Stock this popular line and know what quick, profitable cigar sales mean to you.

W. R. WEBSTER & COMPANY, LIMITED
SHERBROOKE, CANADA

Mr. Dealer

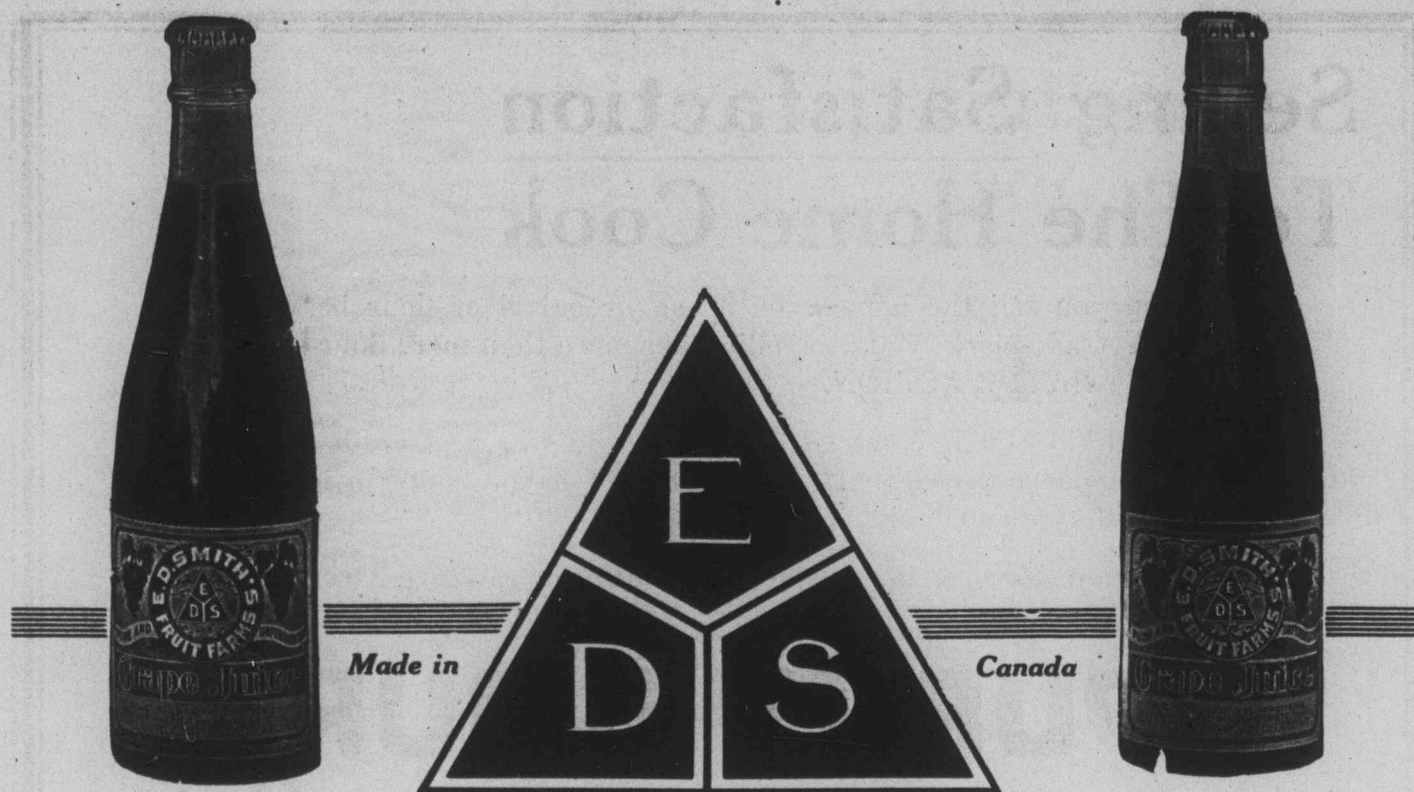
Here are the Season's Leaders in Shoe Polishes



- “**SHUCLEAN.**” White kid and white leather cleaner.
- “**ALBO.**” White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).
- “**CAHILL'S**” French Bronze Dressing. Bronzes any color shoe.
- “**BOSTONIAN CREAMS.**” Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.
- “**GILT EDGE**” Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.
- “**QUICK WHITE**” (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c and 25c.

Ask Your Jobber for Prices and Complete Catalog
or write us (WHITTEMORE BROS. CORP.) at Boston, Mass.

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



Be sure you're well stocked to meet the Summer demand for

E. D. SMITH GRAPE JUICE

It's going to be a worth-while demand. Quality temperance beverages will be more popular this summer than ever before, and E. D. Smith Grape Juice is undoubtedly the peer of all temperance drinks.

Every sale of this Natural Concord Grape Juice makes a satisfied customer, insures you repeat sales and good profits. Order now and be prepared for the coming hot weather demand.

E. D. Smith and Son, Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.; B. C. Merchandise Brokerage Co., Vancouver, B.C.

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

Selling Satisfaction To The Home Cook

When you sell the home cook a bag or barrel of flour bearing the PURITY trade-mark, you are selling her more than mere flour—you are selling her SATISFACTION.

PURITY FLOUR is milled from the world's highest grade wheat by the most modern process. It is pure, full of flavor, uniform in quality, and absolutely dependable.

For bread, for pies, for cakes, for biscuits, you can give it your strongest recommendation.

PURITY FLOUR

Western Canada Flour Mills Co., Limited

Toronto

Winnipeg

Calgary

Goderich

Montreal

St. John



Knox Sparkling Gelatine Puts Money Into Your Cash Drawer

At the retail price of twenty cents per package you make a splendid profit on **Knox Sparkling Gelatine**. Each package makes four pints of jelly at a cost to your customer of only five cents per pint.

AND YOU ALSO SELL OTHER ARTICLES

because **Knox Gelatine** is unflavored, and when women buy it they also buy extracts, fruit, nuts, sugar and similar goods to use with it.

"Make Knox Your Gelatine Leader"

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

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

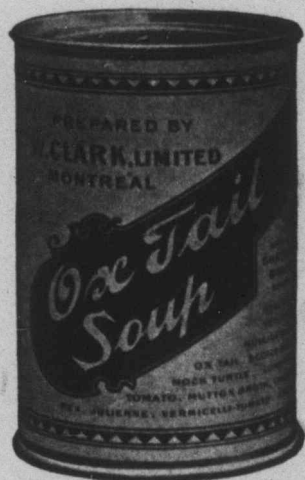
CLARK'S

You do not need to be told, Mr. Grocer, that the name CLARK'S on canned goods is a guarantee of quality.

The season is at hand when your customers want prepared



SOUPS



Keep a full line.

Let them know you stock CLARK'S.

Have them try an assortment and watch results.

QUALITY TELLS.

COMPARE THE PRICES.

W. CLARK LTD.

MONTREAL



More Good News

Aston Manor

May 9, 1917

W. G. Patrick & Co., Limited
Toronto

Embargo on H.P. Sauce for Canada and
United States removed. Forwarding
orders quickly as possible.

Midland Vinegar Co.

We will book your order for

H.P. Sauce

for Delivery on arrival next month.

Send in your orders at once.

W. G. Patrick & Company, Limited

DIRECT IMPORTERS

Toronto

Montreal

Winnipeg

New York

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

Crossed Fish Sardines

Stavanger, Norway

May 7, 1917

W.G. Patrick & Co., Limited
Toronto

Cannot accept further orders for Crossed Fish under 3/- case advance, which is lower than local price obtainable. Raw materials advancing immensely.

Stavanger Preserving Co.

We received the above cable this week and offer our present stock subject to being unsold at our old basis of cost.

Grasp this opportunity of covering your summer requirements.

Further particulars on request.

W. G. Patrick & Company, Limited
DIRECT IMPORTERS

Toronto

Montreal

Winnipeg

New York

USE ONLY
LIVELY &
POLLY
DRY SOAP

—indispensable for your customers' house-cleaning operations.

The unequalled cleaning qualities of "LIVELY POLLY" SOAP POWDER make it particularly advisable to feature it strongly during the housecleaning weeks now approaching. Mrs. Housewife, in strengthening her forces preparatory to attacking the entrenchments of General Dirt, will welcome such a strong ally as "Lively Polly." Grocers stocking this wonderful 5c cleaner will find their profits appreciably increased and, what is just as important, their customers perfectly satisfied. Be one of them. Get your stock in order right now and prove "Lively Polly" selling merits.

J. HARGREAVES AND SONS
LIVERPOOL, ENGLAND

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

Give your customers the Babbitt habit



You'll find it easy enough. Just get her acquainted with the full weight and the unequalled value of this line—a big-sized can of the finest cleanser on the market for 5c. Babbitt's is a good line to keep in front. It is always an active seller.

Premiums for trade-marks.

Agents:

WM. H. DUNN, Limited, Montreal
DUNN-HORTOP, Limited, Toronto

CENTURY SALT



Gives the housewife full value

Century Salt is not a combination of cheap ingredients. It is pure, and pure salt goes further and gives infinitely better results.

Dealers handling it get real salt profits, because its quality keeps repeat orders constantly flowing in.

THE DOMINION SALT CO LIMITED
SARNIA, ONT.

DO YOU HANDLE EGGS ?

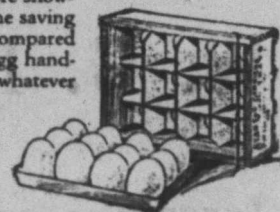
Then in order to secure the greatest profit, save most in time and trouble, you need

*The Star System for
Safe Egg Handling*

63% of your Brother Grocers unhesitatingly recommend it as the most satisfactory system of egg delivery ever devised. Why not let us show you the extra profit it will effect when applied to your business?

FREE—A survey of your store showing you in dollars and cents the saving the *Star System* will effect as compared with your present method of egg handling. There is no obligation whatever and incidentally it may save you hundreds of dollars yearly.

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



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

N. C. R.

—A system that makes money by saving money

4—By saving your time

The merchant's time is valuable. Waste of his time is a serious loss.

The New National Cash Registers help all merchants by saving much valuable time.

At the end of each day they furnish you with a complete itemized statement of the day's business.

They tell you the amount of every transaction. They tell you whether it was cash or credit, C.O.D. or approval, money paid in or paid out.

This information is faultless and complete. It is available at any time—permanent records that can be transferred to your books as unquestionable.

Our New Model Registers are always on duty—do not grow tired, or become inefficient. They take a burden of detail off your mind.

They will remain reliable and efficient throughout a lifetime, ready with their complete statements at any moment.

Because they relieve you of much worry and unprofitable expenditure of time, they are money-producers—they enable you to attend to each customer—give more time to service and store displays.

Now is the ideal time to install one of our machines that will make money by saving your valuable time.

Remember, this is an incidental part of the service they perform.

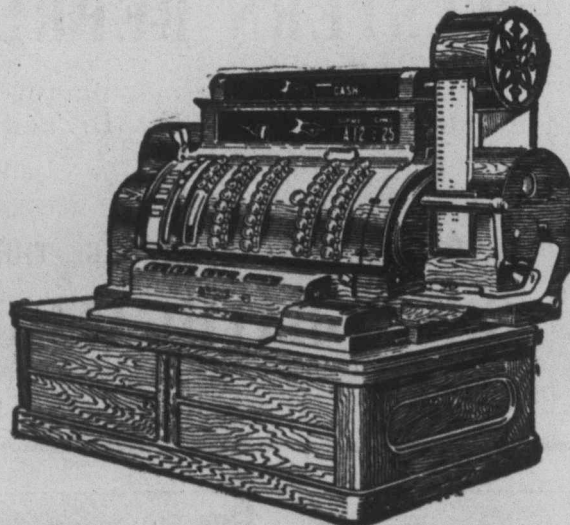
Write us to-day. We will gladly give you full information.

The National Cash Register Co.

of Canada, Limited

Christie Street

Toronto, Ontario



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 or abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

The REGINA STORAGE & FORWARDING CO., Limited

Halifax and Sixth Avenue, REGINA, SASK.

WAREHOUSING

CAR DISTRIBUTING

COLD STORAGE

KINDLY MENTION THIS
PAPER WHEN WRITING
ADVERTISERS

One Inch Space
\$1.00 Per Issue
on Yearly Order.

C. H. GRANT CO.

Wholesale Commission Brokers
and Manufacturers' Agents

509 Merchants Bank, Winnipeg

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

F. D. COCKBURN

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

149 Notre Dame Avenue East, Winnipeg

Tell the Advertiser where you
saw his Advertisement.

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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



WESTERN REPRESENTATION

We can give the manufacturer first-class representation, both WHOLESALE and RETAIL.

Our selling organization is Efficient—made up of strong, experienced men with good connections.

TRY US. **WE CAN PRODUCE THE RESULTS YOU WANT.**

SCOTT-BATHGATE COMPANY, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East, WINNIPEG

Mention This Paper When Writing Advertisers

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**This Space is Yours
For \$2
On Yearly Order**

WESTERN PROVINCES
**THE
Robert Gillespie Co.**
MALTESE CROSS BUILDING
WINNIPEG
Importers, Brokers, Manfs. Agents,
Grocery, Drug and Confectionery
Specialties.
DISTRIBUTION & SERVICE
from
COAST to COAST.

**W. H. Escott Co.
Limited**
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba
BRANCHES: Regina Saskatoon
Calgary Edmonton
ESTABLISHED 1907

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents
Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

G. B. Thompson & Co.
Wholesale Commission Broker
and Manufacturers' Agent.
We can handle a few more good lines.
Storage Warehouse and Transfer Track.
140 Notre Dame Ave. E., WINNIPEG
Established 1898

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

POTATOES WHITE BEANS DRIED APPLES

What have you to offer?
State quantity and quote
lowest price.

WHITE & McCART, LIMITED
309-310 Board of Trade Building
TORONTO ONTARIO
Phone Main 2319

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

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

**COVERING PORCUPINE
DISTRICT**
Agent with headquarters in Timmins, calling on
mines and retail trade, wants number of other
lines to handle. On the job all the time.
Address A. L., Box 85, Timmins, Ont.

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

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

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

We have some California
Raisins that we can offer at
slightly lower price than
can be imported.

The HARRY HORNE CO.
Toronto, Can.
BROKERS AND IMPORTERS
Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery.

We carry stocks in our own Warehouse
(when necessary).
We employ a steady staff of salesmen.
(Get in touch with us.)

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.

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

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

The Costliness of Man-time

HOWEVER necessary it may be to
employ flesh and blood salesmen to
sell your merchandise to farmers, you
cannot possibly overtake all your pros-
pects by this method alone. It would
bankrupt you.

You must employ the method of in-
fluence and persuasion known as
Modern Advertising. By this means you
can make known what you have to sell
to all farmers everywhere, simultane-
ously.

Suppose you cannot afford to use all the
farm papers, and are looking for one hav-
ing national circulation. This one medium
is

The FARMER'S MAGAZINE

This should impress you: **The Farmer's
Magazine** is the best produced farm paper
in Canada—3-color covers, fine illustra-
tions, good paper, good typography and
printing, and most important of all, the
best edited. A sample copy will convince
you.

If the farmer is your customer, use **The
Farmer's Magazine**.

*N.B.—Objectionable advertising not
accepted. Both editorial and adver-
tising columns are closely censor-
ed to keep them clean and decent.*

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC.

**ROSE & LAFLAMME
LIMITED**

Commission Merchants
Grocers' Specialties.
MONTREAL TORONTO

Buyers and Sellers of
**All Kinds of Grains and
Seeds**

**Denault Grain and Provision Co.
LIMITED**
SHERBROOKE, P.Q.

QUEBEC'S RESPONSIBLE BROKERS

We offer our services in marketing your products, as we are open for one or two more good agencies for produce, grains or grocery lines, etc. Write for particulars.

**BEANS AND CORN A SPECIALTY.
ALFRED T. TANGUAY & COMPANY.**

Commission Merchants and Brokers,
91 DALHOUSIE ST. QUEBEC CITY

OATS, PEAS, BEANS, ETC.

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

G. Gagne Grocery Broker
and Manufacturers' Agent

We have a connection in Quebec City
and throughout the province.
111 Mountain Hill Quebec City

Kindly mention this paper when
writing to advertisers.

Say to your customer:

"Griffin & Skelley, madam"

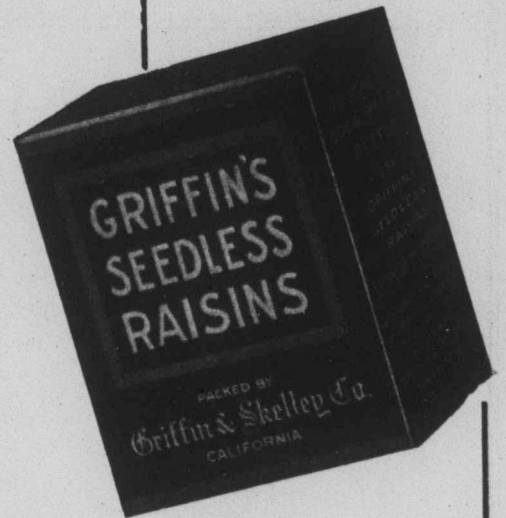
She knows that Griffin & Skelley's dried and canned fruits and vegetables are the very acme of quality; consequently she'll be quick to appreciate the delicate compliment you pay her in suggesting this high-grade brand.

Particularly is this true of

Griffin & Skelley's "Seedless" Raisins

This line is in good demand the entire year. You'll find it far more acceptable to your trade than any other raisin line you can suggest.

Your jobber can supply you. Ask him.



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

Retailers!

Anchor Caps on Glass Packages

ANCHOR CAPS merit their name because they hold. They make their seal where the glass is most perfect, on the side of the jar about one-quarter of an inch below the top. That is why the seal is absolutely air and liquid-tight and why mold is prevented.

ANCHOR CAPS cannot be knocked off when the jars are being packed for shipment and when the cases are being bumped around in freight and express cars. That is why the packages reach you in perfect condition retaining their attractive appearance, and, what is more to you, there are no returns to be made to your wholesaler.

ANCHOR CAPS are easily removed and when taken off the contents of the package have their original sweet flavor and that is why thrifty housewives are daily enquiring for the only cap on the market that prevents mold contamination, leakers and returns.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 DAVENPORT ROAD
TORONTO, ONTARIO

How to Test Advertising

THE man who doubts the power of advertising belongs in the same class with the man who refuses to believe that the world is round simply because he can't get off somewhere at a distance and see its roundness for himself.

The merchant who fears to attempt advertising because he figures it as an "expense" is blind to his own interests. I personally know several men who, because they once tried advertising to the extent of a cheaply printed hand-bill and didn't find it necessary next morning to call on the police to keep the crowds of eager buyers from swamping their store, loudly and solemnly aver that "advertising doesn't pay."

Advertising *does* pay.

The most successful merchants are the merchants who believe most thoroughly in advertising and who practice their belief.

But advertising, in order to pay, has got to be *intelligent* advertising.

The day of hashed-over superlatives—"best goods," "lowest prices," "best stock in town," "greatest bargains ever heard of," and so on—has passed.

People have learned to distinguish the *truthful* advertiser from the blatant behind-the-times storekeeper who believes that, so long as *he* claims to have the best goods on earth, or under the earth, or within wireless distance of the earth, people will break their necks trying to get to his counters in the forefront of the crowd.

Put some *brains* into your advertising.

Don't let the office boy write your announcements in between his other duties.

Don't doubt the business-getting and business-building power of intelligent and informative publicity—and you will find that advertising *does* pay.

—Jerome P. Fleishman.

Try a Counter Display

—of Sunset Soap Dyes and see how quickly they arouse interest and find purchasers. Put up in neat containers which serve as effective display cases. Packages in plain sight, and so striking in design that they catch the eyes of your customers.

Sunset Soap Dyes

are made for home use and are wonderfully successful. They dye all classes of fabrics, with true, brilliant colors that will not fade nor wash out. Cleanly to handle —will not stain hands or soil utensils.

You are safe in selling Sunset Soap Dyes, for they give entire satisfaction, and the profit makes it worth your while to put them on display.

For Prices and Discounts write

Canadian Distributors:

Harold F. Ritchie & Co., Ltd.

Toronto, Ontario

Manufactured by

Sunset Soap Dye Co., Inc.

New Rochelle, New York



California's finest canned fruits and vegetables are packed under the DEL MONTE brand.

Handled everywhere by leading grocers who cater to the taste of people who want the best.

Wholesale distributors in every territory.

CALIFORNIA PACKING CORPORATION
SAN FRANCISCO, CALIFORNIA




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

Ads. like this in the
daily newspapers help
to put more dollars in
the dealer's cash register

JAPAN TEA

Japan Tea, the social
liquor of the Flowery Kingdom,
should always be found where
gather those to whom the luxuries
of life are necessities. Grown,
cured and packed under the control
of the Japan Tea Growers'
Association, Japan Tea, natural and
pure, possesses strength, flavor and
aroma not found in other teas.



PICKING TEA

ON SALE AT ALL
GROCERS

The Japanese Government prohibits
adulteration and coloring of Tea

TO completely satisfy the tea requirements of your customers it is essential that you stock a blend the delicious goodness of which will appeal to the most particular.

The unimpeachable quality and rich, full flavor of Japan Tea is speeding up tea sales for grocers the country over. The demand is daily growing. Our consumer advertising makes the first sale easy—after that the repeats are certain. And the profits good.

Try Japan Tea on that hard-to-please customer.

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



**SELL
PRESNAIL'S
PATHFINDER CIGARS**

**If warm weather comes
early are you read
for it?**

Delays are dangerous. And it's a vital necessity to the welfare of your business to install a refrigerator that will keep your perishables in perfect security, display them enticingly and save you its cost in bigger sales and better profits.

This the Eureka Refrigerator will do for you. It's your best buy—the peer of all refrigerators, and its *the only patented refrigerator with warm air flues across ceiling of cooling room.*

Get our catalog and see the many other unique and patented points in the Eureka.

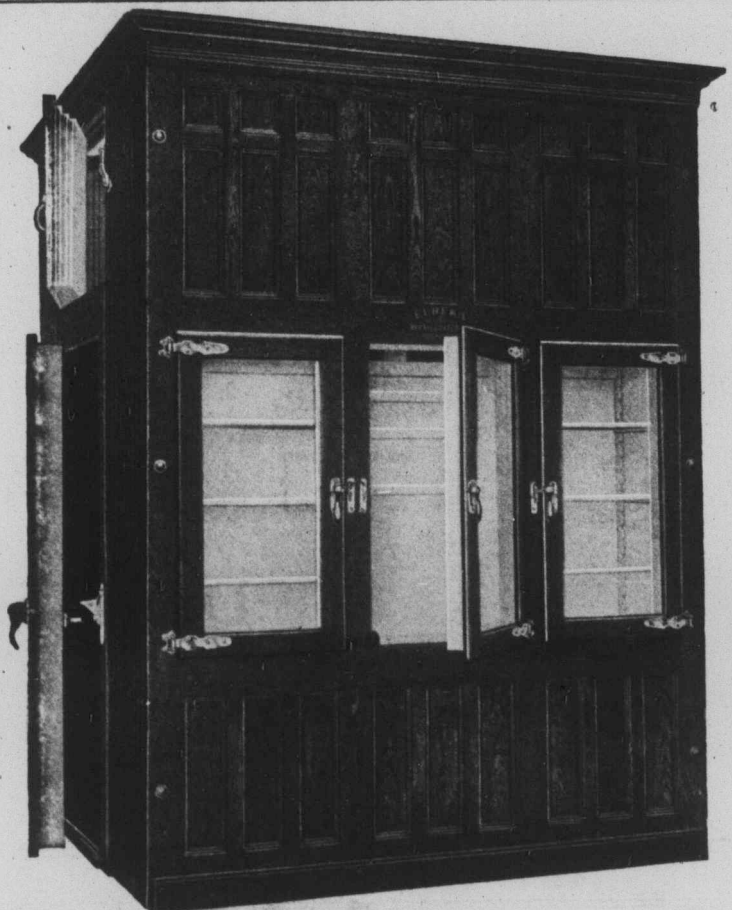
Eureka Refrigerator Co., Ltd.

BROCK AVE. NOBLE ST. EARNBRIDGE ST.

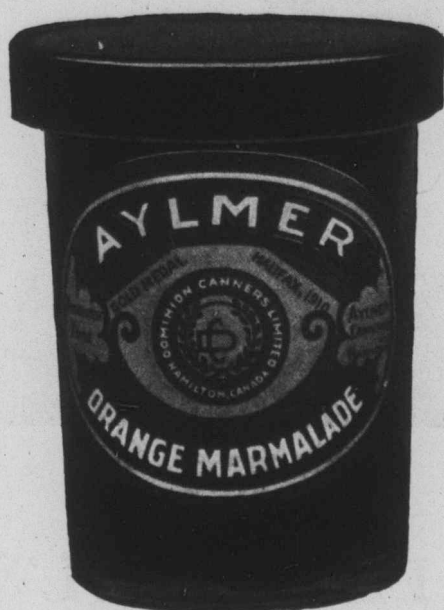
Phone Park 513

Head Office and Showrooms:

27-31 Brock Ave. Toronto, Ont.



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



Push Aylmer Orange Marmalade now

The time is opportune and the quality of Aylmer Orange Marmalade will win lasting favor with your trade.

Made in Canada from Selected Ripe Oranges and Pure Cane Sugar. Pleasing to the eye—tempting to the appetite.

Are you well stocked?

Dominion Canners Ltd.
HAMILTON, CANADA

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

Good Seed That Brought A Bountiful Harvest

We realized in the Springtime of our business that the quality of the goods sold must be of first importance and we determined to lay a sure foundation.

We were the first in this country to appreciate the quality and value of the teas of Northern India, especially those of the Province of Assam, which is said to be the native home of the tea bush. These teas are noted for their richness, combined with their strength and fine full flavor, being better matured teas and grown on soil of which the tea bush is native—the tea keeps its full strength and flavor for a much longer period than Ceylon teas; Ceylon not being the native home of the tea bush, it having been transplanted there.

Ceylon produces more delicate and flavory teas, but it is by blending Assam teas, with their rich full flavor and strength, with those of Ceylon, that the very best results have been obtained. In fact, the careful and proper selection of these teas and blending of certain proportions of each, has probably been the main cause of the great popularity of Red Rose Tea.



The good-will of the trade has been a most important factor in the success of our business. We believe we have this in a very large degree. Fair methods, good salesmen, good advertising have helped very largely to get this, but the principal reason has been that merchants generally appreciate the splendid quality of Red Rose Tea and use it in their own homes, which makes it very easy for them to recommend it to their customers.

The enormous sales of Red Rose Tea and its outstanding position in the tea trade has proven that we are certainly having a bountiful harvest.

Packed in the Largest and Best Equipped Tea-Packing and Blending Warehouse in Canada.

T. H. Estabrooks Co., Limited

St. John

Toronto

Winnipeg

Calgary

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

***Every day everywhere
there's a big demand for
the Robinson Cereals***

Their popularity is world-wide and sales are always lively and profitable.

Keep a stock of *Robinson's Patent Groats* and *Robinson's Patent Barley* well displayed. Suggest them to every customer. Good results are as sure as daylight.



Canadian Agents:

Magor, Son & Company, Limited

191 St. Paul St. W., Montreal

30 Church St., Toronto

TEA PRICES ARE HIGH

☞ Stock in Importers' hands lowest in history of the trade.

☞ Shipments arriving and afloat smallest in history of the trade.

**Consumption
increasing**

**IMPORTS
decreasing**

Present prices will look cheap within the next three months

SAMPLES AND QUOTATIONS UPON REQUEST.

KEARNEY BROS., LIMITED

Tea and Coffee Importers

33 St. Peter St.

MONTREAL

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

CANADIAN GROCER

Vol. XXXI.

TORONTO, MAY 11, 1917

No. 19

The U.S., the War, and Banana Trade

Reports That Neutral Countries are Withdrawing Ships From the Banana Trade Largely Without Foundation—Normal Supply Available, and Likely to Remain So—
Effect of American Government's Requisitioning of Ships Would be Serious
—Such Action Not Probable.

As the CANADIAN GROCER goes to press, it is learned that the United States House Ways and Means Committee has made some drastic changes in the American Tariff that imposes a tariff of 10 per cent. on all, heretofore, free goods. In this category of course bananas are numbered. The imposition of such a tax would unquestionably be effective against Canadian buyers. These goods could not be brought through in bond, because they do not become the property of the wholesaler until the cars, as a rule, are actually rolling. All are unloaded from a foreign country to the order of an American firm which puts the entire cargo under the operation of the new tariff law.

Should this new Bill become effective, and Chairman Kitchen of the committee is confident that it will pass both houses without division, there will be a 10 per cent. increase on bananas, as well as pineapples and coconuts and all goods that are purchased through American commercial houses.

THERE has been a good deal of discussion as to how the entry of the United States into the war is likely to effect food products. Among those products that might be so affected is the banana, because the trade in this commodity is entirely dependent on shipping conditions, and of course shipping is one of the crucial elements in the war.

A recent item in a New York paper suggests dire possibilities in this line, basing its assumption on the fact that prior to the war the ships operated by the United Fruit Company, and the Atlantic Fruit Company, which together control probably 75 per cent. of the banana trade of the continent, were mainly of foreign register, Norwegian and British particularly, and that the former country was loath to jeopardize its ship-

ping by permitting it to remain in the service of a belligerent.

Banana Fleet Under American Register

There is a certain surface truth in this matter. There were a number of Norwegian ships under charter to both these companies, and very possibly some of these ships have been withdrawn to meet the needs of that neutral country's trade. Certainly there is no serious situation arising at the moment. For one reason, these Norwegian ships are largely of very small register and are not equipped for the most advantageous handling of fruit, therefore they have been in the course of elimination for some time past. Moreover, at the outbreak of the war, all vessels, under charter to these companies, were mainly placed under the American flag, consequently becoming a part of the American mercantile marine, and not therefore being amenable to any foreign power.

The Atlantic Fruit Company has sold two ships to the British Government and has two other large boats engaged in that service, but despite this fact, there has been no diminution of the supply of bananas.

It is not from such causes as these that any difficulty may be expected. There is, however, a situation that is large with possibility of difficulty in this trade. The banana handling companies control at the present some of the best equipped ships registered under the American flag. Ships will unquestionably be one of the vital needs of the United States if they become actively engaged in this war. There is, therefore, the possibility that all or a portion of these ships will be requisitioned by the American Government.

No Likelihood of Ships Being Requisitioned

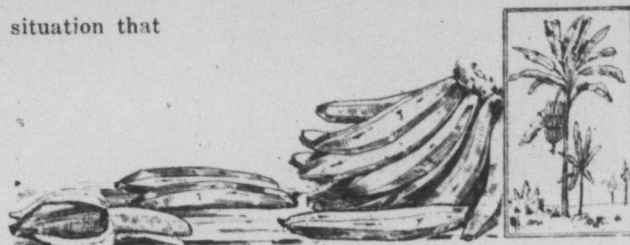
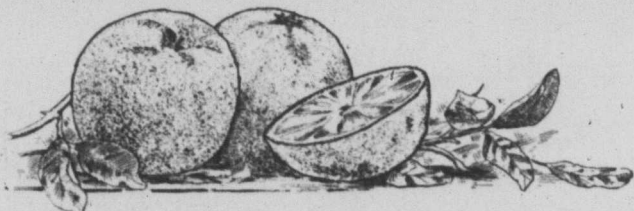
On the other hand, the situation that

would demand such action would need to be of a very serious nature. The banana is probably one of the cheapest foods available for the people, at this or any time. That it is an actual food is vouched for by many eminent authorities. Moreover in the nature of the fruit that there can be no exploitation, and therefore it is the one product that is assured of being kept as low as the natural situation warrants. Bananas have to be sold and sold promptly. Therefore there can be no hint of holding for exorbitant prices. As a matter of fact, the highest prices that bananas have reached in fifteen years is about \$3.20 in car lots, and that was an abnormal figure, prevailing only for a very brief period.

Hands Off the Poor Man's Fruit

The fact that bananas are low priced has made them the poor man's food and when you touch the poor man you touch the majority of any community, no matter how prosperous. The likelihood of the Government curtailing this trade is therefore not likely. It will be remembered that both the United States and Canada have endeavored to put a tariff on bananas, and have been compelled to rescind their action in the face of the public outcry that was engendered. It seems very unlikely, therefore, that the American Government would take the still more drastic step of requisitioning the ships that are absolutely necessary for this trade. If they did, some compensating food would have to be provided from some source and this would add another difficulty to the situation. Such an action would only come as a measure of supreme necessity, which does not at the moment exist.

On the other hand, unquestionably,
(Continued on page 22)



Proposed U.S. War Revenue Bill

New Act, if Passed, Will Add 10 Per Cent. to All Import Charges— Will Also do Away With Free List—What Canadian Products Will Be Effected.

THE United States House Ways and Means Committee on May 8 finally approved a War Revenue Bill designed to raise \$1,800,000,000. Chairman Kitchin of this Committee expressed the opinion that this Bill will go through without a division. While an increase of the income tax is expected to raise the bulk of this immense amount, there have been drastic changes of the Tariff that may be of great moment to Canada. By the provision of this Bill there will be an increase of 10 per cent. in all tariff duties at present in force and in the case of free goods there will be an initial tariff of 10 per cent.

Just in how far this will effect the Canadian trade should it become effective, it is difficult at this time to state. There are however many commodities entering the United States from Canada that might be quite seriously affected by such action.

Canada's exports to the United States for the twelve months ending February last were as follows. Animals \$9,908,673

Breadstuffs \$26,467,712. In this amount of course is an item of over \$21,000,000 for wheat and wheat flour which would presumably remain on the free list under the operation of the recent agreement between the two countries. It might be however that this 10 per cent. tariff would apply on these goods too: Fish \$9,365,096. Fruits \$199,435. Potatoes \$1,104,721. Provisions \$704,511; Seeds \$10,748,354. The amount of all exports to the United States makes the astonishing total of \$475,114,450.

Besides this, there is another element that will affect Canada, that is on the purchase of goods first imported into the United States from abroad. There are a number of articles that would come under this head notably some fruits, such as bananas and pineapples that have up to the present been on the free list. As this action has not yet become law however, it is only possible to speculate on the actual effect. Should it become a fact, however, it would unquestionably have quite an effect on trade.

A Store in a Residential District

New Opportunities Opened Up for Niagara Falls Storekeeper
—A Few Words About a Very Attractive Store—
A Grocer Who Favors Bulk Sales.

JOHN MUIR, who for some years past has conducted a grocery store in the business section of Niagara Falls, has recently moved his quarters right up into the residential section. This is one of the new sections that is growing up in this flourishing town, and it offers an ample opportunity for a good grocery store. Therefore, Mr. Muir thought that it would be a good move to take advantage of this opportunity. According to his report after some months spent in that section, his decision has more than justified itself. He has found business in the new section as brisk as could be

desired, and his change of location has not cost him any of his old customers.

Mr. Muir's new store is an exceedingly bright and attractive place. There is ample room for the display of a very large stock. The store is 25 feet wide and has a depth of 85 feet from end to end. Despite this great depth, the store is as bright as day throughout, as is readily seen by a look at the picture of the store accompanying this item. Beneath the store and connected with it by a stairway shown in the centre of the picture, is a splendid cellar of exactly the same size as the store. Bright,



Interior of the New Store of John Muir, Niagara Falls, Ont.

airy and well drained, it affords an excellent storage place for all lines of goods.

Mr. Muir is a great believer in bulk goods, and sells most goods that way. These goods are sold under his own name with his own personal guarantee, which he believes is one of the most effective arguments in selling. The average customer, he claims, knows her grocer, while the maker of package goods is a far-away individual whose opinion means nothing to her. With the grocer she is familiar and if given reasonable service is inclined to trust to his judgment and honesty; moreover, she has him right at hand if a complaint is in order, and she is inclined to relish this fact. On the whole, Mr. Muir thinks that the bulk goods properly handled and sold under the guarantee and name of the store, are in the best interests of both the merchant and the customer.

Of course there are many merchants who disagree with this argument, and can produce equally forcible ones on the other side of the question. This is not a discussion, however, but merely the statement of one man's views and one man's practice, and the practice has at least proved itself to Mr. Muir's satisfaction.

THE UNITED STATES, THE WAR AND THE BANANA TRADE

(Continued from page 21.)

only sufficient boats will be used to take care of the necessary demand, consequently, the glutted markets that have often been a feature of the trade in the past are hardly to be expected. More than that, with the entry of the United States into the war, there arises the necessity of a war risk insurance even on the ships plying the quiet waters of the Carribean Sea. This will add something to the cost of the banana, but on the individual bunch it will not be a factor that will be very noticeable.

Increased Demand and Light Crop Likely to Keep Prices Firm

The feature that is most likely to affect the situation is the fact that during the months of the war, after the first brief period when the banana business like all others, suffered a serious relapse, the demand for bananas has shown a wonderful increase, probably due to the fact that the man of limited means has been asking more than he ever made in his life before. This extra demand and the fact that the Jamaican crop was practically wiped out by the hurricane of last fall and will not again become a factor till early summer, and that the Costa Rican crop is of poor quality, will have a material effect in keeping bananas fairly high even through the unusually low months of the summer.

The Laing Produce and Storage Company, Ltd., has been incorporated at Brockville, with a capital stock of \$100,000, to deal in all manner of produce and provisions and to manufacture condensed milk.

How Retail Merchants May Co-operate

Subject Gone Into Thoroughly by Horace Chevrier at the Convention of Retail Merchants' Association, Saskatchewan Branch, Held at Moose Jaw This Week.

SASKATCHEWAN CONVENTION OPENS

A. A. Evans, of Outlook, Sask., Provincial President of the Retail Merchants Association, in an address delivered at the opening of the Convention of the Saskatchewan Retail Merchants Association now being held in Moose Jaw, noted with concern the attitude of the Grain Growers' Association, in planning to turn their trading interests over to the Saskatchewan Co-operative Elevator Company. Of the stock of this Association, 85 per cent. was guaranteed by the Province of Saskatchewan, R.M.A. Mr. Evans stated that he had written the Premier of the Province regarding this matter, and the premier had replied that he doubted whether the Elevator Company had the right to thus go into the retail business. He strongly urged the necessity of keeping to the fore the interests of the agricultural class, yet at the same time do nothing to prejudice the interests of the retailer.

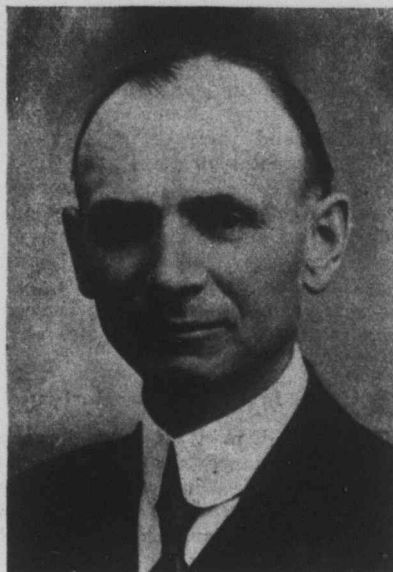
Mr. Evans in the course of his address, sharply criticized the Knowles Bill and showed how it would be detrimental to the trade at large.

THE CANADIAN GROCER'S representative is present at the Convention, and a full report will be published in next week's issue.

AFTER the delegates had been accorded a welcome by the Mayor of Moose Jaw, and by S. D. McMicken, president of the local Retail Merchants' Association, Mr. Horace Chevrier, of Winnipeg, president of the Dominion Retail Merchants' Association address the convention on "The Value of Co-operation to Retail Merchants."

Mr. Chevrier started in by defining the term "co-operation," and showed how it could be applied by merchants in their buying, selling, and deliveries. In connection with buying, he dealt for some time with the subject of bankrupt stocks, and co-operation as applied to freights, merchants joining in making up car lots for goods coming in, and for produce going out.

As regards selling they could co-operate by arranging special sales so as not to overlap; on giving credit, they could agree on the amount of discount to be allowed, on the time to allow their cus-



A. A. Evans, of Outlook, Sask., President of the Saskatchewan Retail Merchants' Association.

tomers, and on whom they could afford to allow credit.

Much interest was shown in what Mr. Chevrier had to say on deliveries, as regards goods being sent out on approval, using separate routes, and allowing a special discount to customers who carried their own parcels home.

Having only half an hour to deal with this subject, Mr. Chevrier did not attempt to lecture on any one branch of co-operation, merely indicating to his hearers in how many ways they might co-operate with one another to avoid unnecessary losses, and help towards building up the community. During his discourse he remarked how often, especially in the United States, merchants in a town had started in by cutting one another's throats, and had eventually come to realize that it did not pay.

Fellowship Among Dealers

The Dominion president then went on to speak of fellowship among dealers, and the resultant community building. There was the matter of rentals; in the hard time which have been experienced during the past few years, the merchants of some towns had got together and approached landlords with a view to having rents reduced; in some cases the stronger merchants had approached the landlords of weaker merchants who were afraid to take the matter up.

In the matter of having store fronts painted, the town was often too small to permit of a resident painter; in such cases it was possible for dealers to get together and have a painter or carpenter

brought in. Between them they could arrange for church fairs, and exhibitions give prizes for children's gardens, organize agricultural fairs, and give prizes. There were so many ways in which they could help one another and help keep business in town, said Mr. Chevrier. They could see that people in the outlying district got their mail delivered. If the Government would not deliver it, then the dealer himself might offer to have it sent in his own wagon, and, added Mr. Chevrier, the woman who was dealing with the mail order houses would soon feel ashamed when she saw her own dealer carrying parcels from the catalogue houses.

Co-operation Among Dealers

They could co-operate by the exchange of goods. It was impossible for one merchants to carry everything, and by a fair system of exchange and allowing one another a fair discount, their expenses could be effectively reduced. Dealers might help one another by preparing for seasonable demands. For instance, the grocer while out in the country might take note of the fact that his customer needed some fencing, and advise his fellow hardware merchant; he might also count the number of rubbers that would be required out there next winter, and get an idea of the sizes.

Merchants should interest themselves in municipal government matters, study their by-laws, see that they had good roads and walks, support the school ma'am if she was a good one, and agitate for a better one if she was no good; they might organize a district dance. Prince Albert merchants had recently united in holding a dance in their city, and together they contributed over seven hundred dollars. If there was no bank in the town, they should unite to have one there, or at least an agency for the bank; they should agitate for a railway station; if they had a station and it was a poor one, then they should all kick together.

Having dealt with the questions of co-operation as it concerns the dealers in their own town, Mr. Chevrier dealt with the question of co-operation as between merchants of the province, and the mechanism provided by the Provincial Board of the R.M.A. for dealing with problems, finishing up by dealing with the question of co-operation between dealers all over Canada, and thus dealing, through the Dominion Board with such matters as freight rates, adjustment of differences between retailers and wholesalers, dealing with trading stamps, fraudulent advertising, etc.

Interest and Personal Salary in Costs

Six Per Cent. on Investment Chargeable Against Cost of Doing Business—Depreciation on Delivery Equipment and Ten Per Cent. on Fixtures—Avoid a Perpetual Moratorium.

Second article in series on Cost of Doing Business.

LET us introduce the second article in the series dealing with the Costs of Doing Business by quoting from a letter just received from a grocer who has kept full records of the selling costs for over twelve years. He writes in relation to what appeared in the Annual Spring and Summer Number of CANADIAN GROCER, and makes some points that we would like to draw to the attention of every merchant. "In reading over various statements," he writes "I find one with express and freight included in expenses. I think these items ought to be added to the invoice cost of goods, and should not be considered under 'expense.' We consider every item until goods are in store as adding to the cost, and all items in connection with the selling and handling of goods as 'expense.'"

Six Per Cent. on Capital Invested

He goes on to state that "under general store expenses" we include 6 per cent. interest on capital invested in business. If this was left out as it is in some expense accounts you give, the percentage for our own expense of doing business would be reduced by about 1¼ in 1916. (The cost of doing business in the case of this store figured out actually at 14.083 per cent. in 1915 and 13.757 per cent. in 1916). The basis for figuring the 6 per cent. interest charge is on "the net worth of business as shown on the yearly Balance Sheet," he explains.

Charging Up Freight, Etc.

These two points are important ones, the latter especially. The question as to how expenses connected with getting the goods to the store should be charged is not in the opinion of CANADIAN GROCER a vital one. We believe thoroughly in the theory that every line of goods should be charged up with the freight and express costs in addition to the original invoice cost of the goods. This is really necessary in order to get the actual cost of the goods to the store and accurately figure the price at which these should sell in order to make a certain profit. However there are a number of merchants, and careful ones too, who do not care to divide a very small charge running at times as low as 25 cents, or 50 cents, or one dollar, over a comparatively large consignment of goods, say for delivery from the station to the store. In order to save the trouble of dividing up a small charge over a number of items of goods they are disposed to charge up this item of cost under the general heading, "expense," or if they

charge it to express or freight it goes in there as one item under the date without each article bearing its share of this expense. When any goods are imported and there is a duty charge and insurance as well as the local charges of freight, etc., it is imperative to allocate the whole cost under the different articles in the consignment. So on this point we will say that, strictly speaking, the only accurate way to get the real cost is to charge up the proper proportions of the freight, etc. charges to each article or case.

If He Invested in a Mortgage

The second point is very important, that an allowance should be made for interest on the investment by each grocer, and that this should be made an "overhead" charge against his business. We believe that not one-half of the grocers in Canada are in the habit of doing this. In our last article we pointed out that it was a common custom for the grocer to omit any salary for himself in figuring out how much the costs of doing business were. That also is an unbusinesslike way of trying to do business. Suppose a grocer starts up with \$5,000 in cash and invests this in stock and equipment. Then he gives his whole time as well to his business. Why should he make no allowance for the money he has invested? Figure it out this way. Say he invested that money in a mortgage at 6 per cent. (and he would get more these days than that). Then went and worked for some other grocer at a salary of \$20 per week. He would be getting not only his salary of \$1,000, odd, a year, but in addition, interest payments on his money invested of \$300 a year, or \$1,300 in all.

Perpetual Moratorium

Why should he penalize himself by not charging for this money that he borrowed from himself? Why, in other words, should not he make his business honestly meet its interest debt, instead of giving it the advantage of a perpetual moratorium, without the privilege of foreclosing on the delinquent?

The personal salary question works out in a similar way. If you allow yourself no salary and the "net profits" as you style them work out to \$2,000 at the end of the year, that is not profit. If you were working for some one else you would have received \$1,000 salary anyway, and your money would have brought this up to \$1,300, so that your net profit is only \$700, not \$2,000.

Allow For Rental of Own Building

Just let us emphasize the point here that if your money is invested in the building you occupy allow a fair charge in favor of it under the term "rental." This is another case where omitting the rental allowance is acting dishonestly with the business, and it is no less dishonest treatment because you happen to own it yourself.

We will now quote the case of a grocer in a city of over 20,000 in Western Canada, the first example having been from the East. Here, again, the grocer has been keeping accurate records of his expenses though not under the exact heads as suggested by CANADIAN GROCER. That however is not essential. The main point is to know just where you are.

"Our store is on the main street and we are doing a very good business," he writes. "We are interested in your endeavor to place the retail business on a better and safe basis by encouraging merchants to keep a close check on their cost of doing business." He then voices a general need. "We are trying hard to get down to better conditions of merchandising but our great difficulty is to find a system that will show results without being cumbersome to work."

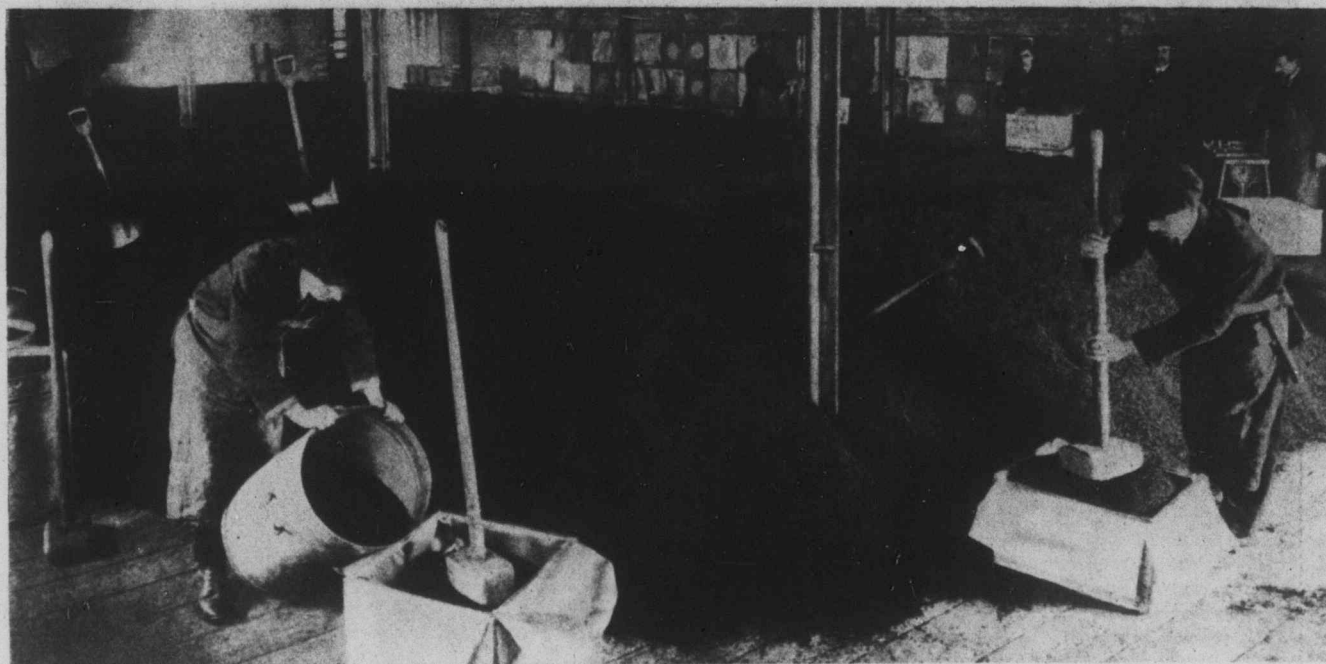
"In our figuring of profits we have such a variety of goods and all with a different profit that unless he kept a record of and classified every department it is pretty difficult to come to any accurate results."

"Thanking you for assistance derived from reading your splendid articles."

Monthly Items Expenses

Below is given a list of the different items of expense that are kept in this store, and we invite to the individual figures a study and a comparison with the corresponding items in your own expense sheet.

Fire insurance	Monthly	
Business tax	\$	7.00
Coal	\$	8.00
Light		12.00
Water		4.00
Ice		2.00
		<hr/>
Rent		26.00
Phones		65.00
Stamps		7.00
Stationery		2.00
		<hr/>
Refuse cartage		4.00
Laundry		4.00
		<hr/>
Advertising—		12.00
Calendars		4.00
Press		8.00
Gifts		35.00
		<hr/>
		5.00
		<hr/>
		48.00
Wages, store		425.00



Blending Tea for the North Sea Fleet. Here are 50,000 pounds of Tea.

TEA FOR SIR DAVID BEATTY'S BOYS

Out on the North Sea, in all weathers, the grey fleet of the Empire keeps its ceaseless watch. Battling up into the teeth of the winter gale, patiently keeping guard that the Kaiser's moss-grown warships may still be kept in the safe harborage of the Kiel Canal.

The gallant tars must be well kept and cared for, so that in the great hour that has come to them several times in this great war, and will come again, they may be equal to their work.

In the accompanying photo is seen one of a multitude of agencies engaged in feeding the great fleet.

In a peaceful London warehouse, men are seen packing tea for the fleet. The quantities used are great, and no machine yet made is capable of handling this great bulk. Here in this pile alone there is 50,000 lbs. of tea, being mixed and packed. There are here varieties of tea from India, Ceylon, Java and China, and the value of the pile is roughly about \$30,000.

Delivery—		
Car	80.00	
Horse	30.00	
Wages	125.00	
Depreciation on car (25%) ..	25.00	
Depreciation on horse and wagon (25%)	5.00	
		265.00
Paper, twine, etc.		25.00
Depreciation fixtures (10%) ..	10.00	
Depreciation bad debts	20.00	
		30.00
Interest		20.00
Sundries		9.00
Shrinkage		15.00

Total, per month		\$970.00

Turnover, per month		\$8,963.00

It will be seen that the total expense is \$970 by the month, and that the monthly turnover averages \$8,963, making the cost of doing business 11 per cent. of the turnover.

Depreciation on Car and Fixtures

Several items in this list are worth noting and following in your own practice. One of these is that of depreciation on car of \$25 a month or 25 per cent. Also depreciation on the wagon and the horse. That is a point that we would like to emphasize for every merchant. And we would expect that a merchant that was so careful to get down to rock bottom on these items would likewise allow for depreciation on his fixtures as well. And he does. There it is: Depreciation on fixtures,

\$20, which he notes is at the rate of 10 per cent. This is the exact per cent. to be allowed for depreciation for fixtures that the best merchants have decided upon and business experts generally. See that this is an item in your cost of doing business for the year 1917, and at the end of it you will be able to give an accurate estimate of your net profits, instead of an inflated one, that needs the water or air "squeezed" out of it, to use a phrase that is sometimes applied to the watering of stock—paper not the cattle upon a thousand hills.

Looking At Our Watch

But like the minister who looks at his watch and finds that it is after twelve we discover with as deep regret as he—and with as deep rejoicing on your part, perhaps, as on the part of the congregation, that our time and space are both up and we must close, with a dozen more points to take up. So we will adjourn this "lecture" until next week.



INCREASED ACREAGE OF SUGAR BEETS THIS YEAR.

Reports of increased acreage of sugar beets in Perth County, Ontario, come from Chas. E. Moore, district superintendent of the Dominion Sugar Company. Mr.

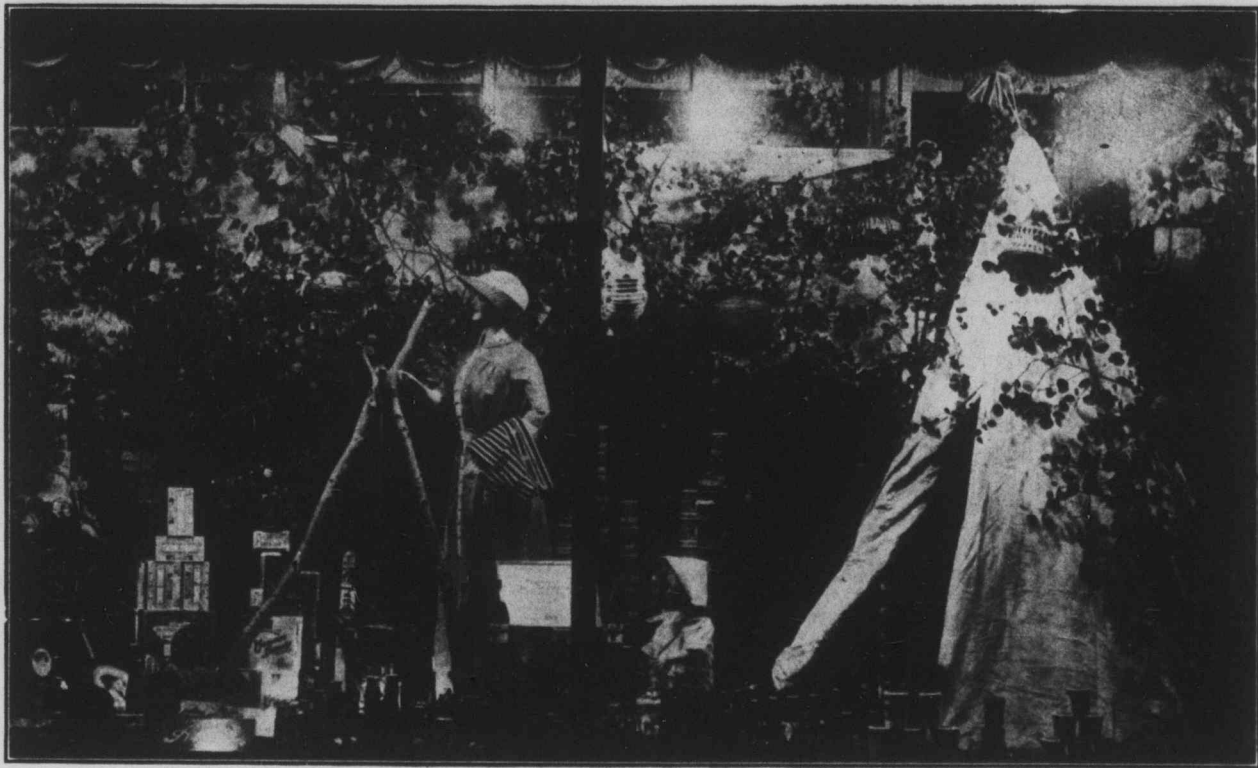
Moore states that despite the disappointing crop of last year, an increased acreage has been set out and the farmers are being paid an increased price of \$1 per ton over last year, in addition to a bonus per ton of beets to be paid on the basis of the wholesale price of sugar.

Mr. Moore thinks there should be no sugar famine in Canada as acreage, seed and labor are well provided for. Since the war much progress has been made in growing beets for seed, which is of equal, if not better quality, to that formerly imported from Europe.



BRITAIN BUYS CHEESE SURPLUS

A representative of the British Board of Trade is in Ottawa arranging with the Canadian Government to secure the exportable surplus of the Canadian cheese production for this year, said to be for the use of the British and Canadian troops. Mr. J. A. Ruddick, Dairy and Cold Storage Commissioner, and Mr. James Alexander, of Montreal, have been appointed by the Canadian Government to confer with Mr. Jas McGowan, the English representative, in arranging for purchase and shipment. The purchase of this surplus will insure adequate arrangements for shipment across the Atlantic, which is left to private enterprise as in the past, might now be a matter of very considerable difficulty.



A Summer Display that is Sure to Catch the Attention.

Redistributing Forces for Summer Trade

A Reorganization of Business that tends to Efficient Merchandizing—Some Ideas of Ways to Improve Summer Trade Conditions—Getting Reacquainted With Your Stock

EVERY now and then, in the reports from the front, after a time of strenuous fighting there comes a lull, and the correspondent speaks of divisions withdrawn from one part of the field, and another division being brought up. In modern warfare it is impossible for the same body of men to keep persistently attacking. There is a need for rest, for recuperation so that the attack may be made with the maximum of intensity. Therefore there is being a redistribution of the forces at the front.

It is a timeworn old saying that business is a battle, and any writer might well hesitate to ring the changes on any such idea. But perhaps it might be pardonable to suggest that there is this much similarity at least. That there is the need for the redistribution of forces in the grocery business as well as on the battlefield, and that the success of any activity depends to a large measure on the care with which the activity is planned and provided for.

A Season of New Opportunity and New Difficulties

At present the grocery trade is coming on one of its special seasons, the season of summer trade, that opens up new opportunities, but that also presents certain new difficulties. Therefore

CALIFORNIA RIPE OLIVES

Per Can. c. In Glass, c.

ONCE acquire the taste for these Ripe California Olives and you will always enjoy them.

Delicious, appetizing and healthful—every olive contains a large percentage of nutritious olive oil.

Do you know that!

One quart of these olives contains one-third of a pint of health-building olive oil.

EXTRA FANCY OLIVE OIL.

Large Size Bottle, . . . c. Doz.
Medium Size Bottle, . . . c. Doz.
Small Size Bottle, . . . c. Doz.

Pure Olive Oil has advanced in cost—and no one knows what the future prices may be.

Advantageous contracts enable us to continue to offer it at the former popular prices.

Do not know how long this will continue.

The flavor of this Olive Oil is delicate and refined—not a trace of that objectionable coarseness—and every drop of it is absolutely pure.

A more perfect olive oil cannot be obtained at any cost.

It is the ideal olive oil for all purposes—Mayonnaise, French Dressing and for Medicinal use.

Suggestive Summer Advertising.

it behooves the merchant to see that his forces are properly distributed.

At present everyone is getting into that summery feeling that presages good things for the merchant. For some unknown reason people are better buyers in the summer months than at any other time. They not only buy a little more lavishly, but they buy things

that show a shade more of profit for the merchants.

Getting Re-acquainted With the Stock.

This being the case, it is well for the merchant to keep in line with this spirit and encourage it all he can. Of course most grocers do this to a greater or less extent, but the idea is to still further emphasize these seasonable goods. To do so it is more or less necessary for the grocer to emphasize them to themselves and their clerks first. Many a grocer who has spent a moment pondering this idea has been greatly surprised at the number of things that have presented themselves as suitable for summer featuring that have never crossed his mind before.

It is a good idea about this season of the year to have a look over the stock right from cellar to attic. It doesn't do any harm this getting re-acquainted with the goods owned by the store. It is probably some time since the inventory was taken, and the chances are that everyone about the store has a rather hazy notion of just what there actually is on the shelves. There are many merchants who have a regular re-arrangement of their store at about this season of the year. There is a lot of valuable information to be gained from some little activity such as this. A knowledge of the extent of stock

remaining, a knowledge of what stock is available for present needs, and a knowledge of what stock there is that needs to be safely stored away to await a more favorable selling period.

Now this running over the stock provides an opportunity for some re-arrangement, and this is a very necessary factor of the spring selling campaign.

To feature certain lines in the summer time, even to give good shelf room to them, is a strategic blunder. To fail to make the best possible arrangement of forces, by an attractive display of the goods that naturally take the front place in all spring and summer sales, is a still worse blunder.

With most merchants the summer time presents a good many difficulties. A good number of their regular customers go away for a few weeks or a few months, and not unnaturally these are often the merchant's best customers. It behooves him then to make the best of the business available, and see to it that no opportunity is let slip that would tend to assist the business.

Display—the Greatest Selling Factor

One of the easiest and most effective ways of stimulating the sale of any article is to display it. Display it effectively, and right where the possible buyers have to look it in the face every time they enter the store. That is the reason for a re-arrangement in the summer time. Keep the summer goods to the front of the store, for it is the front of the store that in most instances has the selling power. The method of using tables to display one line of goods of a summer nature has also been found a very effective practice by many merchants. One merchant that adopted this system now uses it for all seasons. His system is to have two or three tables toward the front of the store; tables small enough that they do not occupy too much room. On these tables he displays in some attractive way just one variety of goods. Every night these tables are changed, so that every day as the customers enter the store there is that element of novelty. In this way they are familiarized with the stock of the store, for it is seldom that a customer will pass these displays without a more or less attentive look, and to familiarize your customers with your store stock is to increase the variety of the goods that can find a market with each individual customer.

Then there is the matter of advertising. It is dissipating energy and money to feature in your advertising unseasonable goods. You may get some sales, to be sure, but it will be at the expense of goods that might have been more readily sold, and consequently the loss far exceeds the gain.

These are dull between-the-season days. Make the most of them to effect a redistribution of your forces to effect the most successful summer campaign.

BIG CANNING SEASON.

The Tilbury factory of the Canadian Cannery is preparing for a big season,

QUALITY RICE

FOOD scientists in all parts of the world recommend Rice as one of the most substantial foods.

Over 800,000,000 people use rice regularly as part of the daily diet. And aside from its great nutritive properties, there is every reason why rice should be extremely palatable.

Quality Rice represents the finest quality obtainable.

The grains are large and beautiful—have the appearance of pearls of clean white porcelain—the grains remain whole when properly cooked—and the flavor is as rich as rice can be.

Its superior quality is noticeable whether served Boiled, in Croquettes or in the Rice Pudding.

Sparkling Beverages

Single Bottles - - - - - for 25c.

Can't tell just when the warm days will arrive.

Why not be prepared with a generous supply of Sparkling Beverages?

An assortment includes Ginger Ale, Sarsaparilla, Raspberry Vinegar, Grape Juice, Birch Beer, Root Beer, etc.

Birch Beer has long been a favorite with many because of its delightful, true Birch flavor.

Extra Fancy Pears

.... Doz.; ... Can.

These are the largest, finest and most delicious Bartlett Pears obtainable—packed in the right degree of syrup and in extra large cans.

Maraschino Cherries

Large Bottle - - - - -
Medium Bottle - - - - -
Small Bottle - - - - -

A Maraschino Cherry or two add so much to the appearance of many Ices and Desserts. So attractive, too, in the Grape Fruit and Fruit Salads.

And our Cherries are unusually fine—they are in syrup flavored with genuine Maraschino. Most so-called Maraschino Cherries are in syrup flavored with Bitter Almond.

Extra Fancy Apricots

.... Doz.; ... Can.

Apricots are one of the most delicious fruits grown in California—when permitted to ripen on the trees.

Extra Fancy represent the fanciest packed.

Further Suggestions for Advertising Summer Goods.

and already ten cars of cans, averaging 48,000 to the car, have been received and packed ready for use. Over 350 acres of tomatoes have been contracted for, and another 350 acres closed for beans.

WHAT FREE WHEAT INCLUDES

There has been a good deal of uncertainty on the question as to just how comprehensive the legislation on the matter of free wheat might be.

To avoid any misapprehension on that point, we are able to state on the authority of the Commissioner of Taxation, speaking for the Minister of Finance, that the only items included under the provisions of the Order-in-Council governing free wheat are wheat, wheat flour and semolina. All manufactured products of wheat, other than those enumerated, are still under the operation of the Canadian tariff.

ADDRESS THE CANADIAN AGENT.

In the advertisement of the Sunset Soap Dye Company in the Spring Number of April 27, an error occurred which we desire to correct here. A typographical error made it appear that the trade were to write to the head office of the Sunset Soap Dye Co. for information in regard to prices, etc., whereas the Canadian agents, Harold F. Ritchie & Co., 10-12 McCaul Street, Toronto, will look after all such enquiries.

SERIOUS FIRE IN SOURIS, MAN.

A serious fire occurred here on Friday last at 7 o'clock completely destroying H. R. White's hygienic bakery and contents and causing heavy loss by water and smoke to his stock of fruit and groceries in the main building in front on Crescent avenue. A gale was blowing at the time and the fire had secured a firm hold on the bakery which was a wooden structure, before the alarm was turned in and it was impossible to save the building. The loss is partly covered by insurance.

Co-operative Delivery, Is it a Success?

How the System of Co-operation Has Worked to the Advantage of the Merchant in Many Canadian Towns—Some description of the Methods in Operation, With an Idea of Their Cost and Effectiveness.

A RECENT report of the United States Bureau of Census Returns, in dealing with certain items of business expense, set the cost of delivery of goods at 8 per cent. of their actual value. That of course is in the United States, but conditions there and in this country are not materially different, and very probably the Canadian merchant is paying about a similar amount for this service.

There have been many efforts to evade this cost by curtailing or discontinuing delivery, but these have not always proved a success. Delivery is a service that the average householder has come to look upon as a right, and out of this has grown many abuses. Absurd demands for service that show the merchant no returns that have been bad for both the merchant and the customer, and the item of overlapping service that is a source of enormous wastage.

Of recent date the CANADIAN GROCER has received many letters from different towns asking how this difficulty may be avoided. In reply to these enquiries we are outlining herewith some actual facts of how these very difficulties have been successfully met in other Canadian towns. It would seem a reasonable conclusion that what can be done successfully in one place can be done in another.

How Souris, Manitoba, Meets the Problem

D. A. McKenzie, of Souris, Manitoba, sends the card that is reproduced herewith. It represents the nucleus of a co-operative delivery system.

In commenting on this system, Mr. McKenzie states that it is the belief of the merchants who have entered into this arrangement that the public will get better service. They will, for instance, know exactly when their goods will be delivered, and thus they will be spared the annoying uncertainty that often characterized the old systems, and the grocer will be spared the equally annoying calls demanding to know why the goods had not arrived. This system of putting service on a business basis is going to be still further simplified when the people have once become accustomed to the change, by eliminating the late delivery.

The System in St. Thomas, Ont.

A co-operative delivery system is being used in a number of Ontario towns with success, notably St. Thomas, where the situation recently warranted the inauguration of a second delivery system to supplement that of a company which had been in business during recent years. Success has attended the operation of both companies, and a combined outfit consisting of thirteen wagons and two

SOURIS MERCHANTS GENERAL DELIVERY

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

DISTRICTS

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

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

District "C"—All west of Plum Creek.

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

TIMES OF DELIVERY.

District "A"—9.30 a.m.

District "B"—10.15 a.m.

District "C"—11.15 a.m.

District "D"—11.15 a.m.

General Delivery—2.30 p.m.

District "A"—4.30 p.m.

District "B"—5.15 p.m.

District "C"—6 p.m.

District "D"—6 p.m.

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

All orders must be in 15 minutes before advertised delivery.

Your district and times of delivery are underlined.

automobile trucks are necessary to look after the delivering of the parcels of the merchants of the town, for practically every retail merchant, representing all branches of trade, is using the system, in preference to an outfit of his own at the present high prices of feed and help. So successful has the system worked out, despite the difficulties of high prices and scarcity of labor, that other Ontario towns have made a bid for the introduction of such a system in their towns, and the spread of co-operative delivery seems to be practically guaranteed.

The plan adopted by the owners of the delivery systems in St. Thomas calls for four deliveries a day in the grocery line and five deliveries in the butcher line. The majority of these deliveries are made in the morning, according to when the supplies are wanted. In other branches of trade, where there is not such an excess of small parcels, two deliveries per day are found to fill all requirements. The charge for the service is based chiefly on the number of parcels delivered, and usually average between \$10 and \$25 per week, with a special charge of 5c per parcel for smallwares. As an example of the charge made, the cost of delivering thirty parcels per day would work out to a charge of \$10 per week.

Some Arguments Against the System.

The consensus of opinion after canvassing the leading merchants of the town is that the system has fulfilled all

expectations, but while all agree that the plan effects a big saving in expense, it is the opinion of certain merchants that the system encourages an appearance of cheapness though this undesirable feature could not be considered justification for cutting out the service entirely. Another feature which is lost sight of in the system is the inability to advertise on the delivery wagons, as is the case when individual delivery conveyances are used.

Despite these drawbacks, which are found to prevail in connection with the inauguration of any innovation, the system as it is being worked out is in keeping with the advance of the times, and is a factor in the establishment of principles of greater economy through the co-operation of all concerned.

The Tillsonburg Delivery an Acknowledged Success.

Tillsonburg, Ont., is another of the towns that has had a co-operative delivery in force long enough to have pretty good ideas as to its effectiveness. And in this town the CANADIAN GROCER representative heard nothing but good words for the system. The system here is run by a man who depends entirely on it for his living. He has three rigs in the service, which necessitates two men besides himself, for one of the reasons of the effectiveness of the system in this town is that the man responsible for the system is an actual working part of it.

The town is divided into three parts, and a rig is apportioned to each district. At the delivery hour the three rigs drive up to the store and the different drivers sort out the goods that go in their district, and then go on to the next store. So well trained have these men become that very little time is lost in picking up these goods. The three rigs work together till all the delivery has been picked up, and then separate each on their separate routes.

Saved Four Hundred Dollars a Year

There are four deliveries every day—9 a.m., 10.45 a.m., 3 p.m. and 5 p.m. On Saturday evening there are two additional deliveries. The cost of this service per week was from \$7.00 to \$10.00, according to the bulk of the business that the merchant had to offer. While this does not assure the operator a great fortune, there is a very comfortable income that can be materially increased by the delivery of odd packages for stores that do not usually maintain a delivery. The charge for this service is from five to ten cents a package. One merchant spoken to regarding the matter stated that this service saved him from \$300 to \$400 in actual cash outlay, while

the freedom from worry incident to a store-managed delivery was certainly worth much more.

How Aylmer, Ont., Operates Its Delivery

In Aylmer Ont., a co-operative delivery system has been in operation for some time. There have been some hitches in the system in this town owing to several changes in the management, but on the whole the system has proved itself very satisfactory.

There are four deliveries in this place—at 9 and 11 a.m. and 3 and 5 p.m., with an extra delivery Saturday evening. The cost of the service was about \$6.00 a week, which as several merchants pointed out was less than a delivery boy could be secured for, while there was a saving of horse feed, a no mean item at the present, and a saving in the up-keep of wagons. Unquestionably the system was a tremendous saving over the old system. In this town also the district to be covered was divided into three parts, which were served in the same manner as in Tillsonburg. It would seem that by this system everybody gained and nobody lost. And that is the truth of the matter. The way the gain was made of course was by eliminating the overlapping service. Under this system three horses, with one extra horse for emergencies, were able to do the work of twelve or fifteen stores, each of which had maintained a delivery of its own with one or two horses and an assortment of vehicles.

Ingersoll, Ont., Also Represented.

In Ingersoll, Ont., the system has also proved effective. Here, too, it has also been found practicable to divide the town into three sections, with a separate delivery for each. Here too, it has been found possible to give the service for about \$6.00 on the average.

These are only a few of the towns that might be mentioned in this connection. There are similar services in Simcoe, St. Marys, Chatham, Picton and other points, and everywhere that it has been tried it has proved itself at least a moderate success.

Arguments Pro and Con.

Of course there are arguments that can be urged against it. Some merchants claim that there is an item of break-ages that has to be charged against the cost of the system; the item of loss also, but even these merchants admit that there is very little more difficulty in this regard than there was in the days of the separate delivery. The matter of the equipment that remains on the merchant's hands also gives some of them a good deal of worry. It has been possible, quite possible in most cases, however, to dispose of the equipment at a fair price. And it is to be remembered that everything received for this equipment may be classed as pure saving.

Then there is a question that is often asked. How will the customer like it? It must be admitted that they do not like it at first. But the merchant is in the happy position of being able to

say that he has nothing whatever to do with the delivery service. That is one fruitful source of difficulty between customer and merchant that is removed. No one can but realize the advantage of this. To do the customer justice, too. They are not slow to get the idea of the thing. Orders come in promptly for special deliveries, and the grocer has a far better chance to systematize his day than he ever had under the old system of sending out a delivery just about whenever a customer required it.

The Centralized System of the U.S.

Of course this system, as described, is applicable mainly to a comparatively small place. As the place grows larger other elements creep in. Even in the larger places, however, a system of co-operative delivery has been effectively demonstrated, though we have no instance on record in Canada. Ann Arbor, Michigan, a sizeable city has effectively developed such a system. It was inaugurated by the merchants who each bought a portion of stock in a delivery company. This company had a central delivery depot near the centre of the town. The goods are collected from the several stores and delivered to this central depot, where they are sorted after the system of the post office into separate routes. This system has been effectively used in many towns in the United States, and has been acclaimed as a great boon to the merchant.

While the system of co-operative delivery has its weak points, it has been proved by experience to work out to the monetary advantage of its users. Undoubtedly the chief consideration which has popularized the system, namely the cutting down of the individual expense of delivery, may to some extent be due to the inflated prices prevailing, yet where the merchant finds co-operation in the matter of delivery working out to his advantage to-day, it is probable that anything but similar conditions will prevail in time to come.

TAKING ADVANTAGE OF MISFORTUNE

A Strong Wind—An open back and front door—and the big plate glass window of Hugh Walker's grocery store in Galt blew out. Mr. Walker believes in taking advantage of every available form of advertising, and immediately the window was boarded up he placed a sign as follows:—

"The WINDOW BLEW OUT—YOU BLOW IN."

The sign attracted considerable attention, as a few travelers as well as many customers blew in. Mr. Walker on the whole was well pleased with the results, although he will be glad when the boards come down and his new window is installed.

BOARD OF TRADE SELLS SEED POTATOES

The Board of Trade of St. Thomas, Ont., has purchased two carloads of potatoes for seeding purposes, which will be sold to the citizens at cost price, thereby enabling them to obtain seed potatoes at a reduced figure. This action was taken as result of the greatly advanced prices of potatoes and other foodstuffs which has rendered it almost impossible for the average citizen to buy his usual annual supply of seed.



SUGAR GRINDING IN CUBA HINDERED BY RAINS

Reports from Havana, Cuba, indicate the great extent of damage by troops operating in the insurrection. Considerable burning and looting has been carried on and the sugar crop has suffered. One company has had cane destroyed sufficient to produce 125,000 bags (about 18,000 tons) of sugar, and railroad bridges, cars, cane scales, and dwellings have been burned. Owing to the destruction of bridges many planters cannot transport their sugars to the ports and have to store them on the plantations, which is a very unsafe proposition.

In the three Western provinces of Pinar del Rio, Havana, and Matanzas, favorable weather for harvesting has continued. In some other provinces there has been a slight interruption in the grinding due to rainfall. Owing to the fighting in the eastern provinces, receipts of sugar are only known exactly for the six principal ports at which they amounted on April 21, to 1,363,033 tons compared with 1,458,419 tons in 1916. A strong undertone exists and planters expect higher prices in the future.



WHITE BREAD AS A FOOD

Considerable adverse comment has been given vent to recently in connection with the use of white bread and some families have forsaken it with scorn for the whole wheat bread, bran bread, or some other "health bread." Some time ago a New York paper printed a sensational article entitled, "Don't Give Him White Bread," and giving the following table to show the relative food values of the several articles named:—

Barley bread	83.3
Whole wheat	81.7
White	54.9
Rye	57.2
Swedish speise bread	87.0
Zweiback	85.2
Macaroni	86.9
Corn	80.0

At this rate white bread would be the least beneficial of them all, and Swedish speise bread the most nourishing. The latter, however, contains no water, while white bread contains 35 to 45 per cent. water. Even with its water, white bread is not as expensive as speise bread and it would be dry and harsh without the water.

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UNITED STATES—New York—R. R. Huestis, Room 630, 111 Broadway, New York; Telephone 8971. Rector, Chicago—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St.; Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

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No. 19

EDITORIAL BRIEFS

THE first watermelons of the season have reached Philadelphia. They came from Wauchula, Flo., and sold for \$2.00 a piece.

* * *

THE New York *Fruitman's Guide* propounds the pertinent enquiry. "Why blame the middleman for what the endmen do?"

* * *

THE latest advent to the list of the Allies, and they are coming almost every day, is the little Republic of Haiti. This is a Negro Republic, ruled by a Negro, and in the past, if history speaks correctly it has not been a particularly gentle or law abiding little Republic. But apparently even here the Kultur of the Teuton cannot be stomached so the dusty colored President Artiguenave has sent a message to his senate demanding war. Good work for the sons of Ham.

* * *

WESTERN farmers are saying that Free Wheat is not as advantageous to them this year as it would be in normal times. Canadian millers are saying that it is generally admitted that Free Wheat may benefit the West in this present year but that it will not be of advantage when normal conditions return. Isn't it interesting how a man's position colors his opinions?

* * *

THERE is a bill before the American Congress, to empower it to reach into every American home and prevent waste. Of course we don't know just how this reaching is to be done. If it is to be done by a kind of moral suasion there is no doubt that it is a good idea. But if there is any actual reaching into the home and demonstrating just how much butter there shall be on the bread, we misdoubt but that Uncle Sam will have some proposition on his hands.

SOW POTATOES WITH A LITTLE SENSE

THE Rev. Byron Stauffer of Toronto, is advocating the plowing up of the Woodbine Race track, to grow potatoes. Well that's all right as far as as the race track goes but what about the potatoes, perhaps potatoes wouldn't grow in the soil of the woodbine. This plowing up idea seems to be going to people's heads without improving the character of the ideas that emanate therefrom. To hear people talk, one would think that Canada had her last acre under cultivation. When we start out to plant potatoes, let us not do it so much with the idea of scourging ourselves by ploughing up the few beauty spots of our cities, but with the idea of growing potatoes. Every open space isn't necessarily just a natural garden for growing potatoes.

At that, however, the Reverend gentleman can plough up the Woodbine just as soon as he feels like it. There doesn't seem any very good argument for horse racing in war time.

MR. O'CONNOR GOES TO MONTREAL

AT A recent session of Parliament there was quite a flurry over an advance of a dollar in the price of flour. W. F. Cockshutt, of Brantford, from the government benches handed out some spirited criticism to that same government. Mr. Crothers was right on the job as usual. He had sent Mr. O'Connor to Montreal. Whenever anything of that nature breaks loose Mr. O'Connor might just as well pack his grip for he is going somewhere. Well Mr. O'Connor has gone to Montreal, and a hopeful country not unnaturally expects something. Any business sending an officer to Montreal on business would no doubt expect results. What effect is Mr. O'Connor's visit going to have on the price of flour? The only result noted to date is that Flour has advanced another dollar since Mr. O'Connor's visit. Better whisk him off to Winnipeg and see if that will help in any way.

Mr. O'Connor is by way of being a kind of glorified red herring. Whenever trouble stirs, Mr. O'Connor is right there ready to be dragged across the trail.

But is anybody credulous enough to believe that the red herring will have any effect on the price of flour.

A THOUGHT FROM WASHINGTON

SENATOR KENYON, one of the Solomons of the United States Senate recently introduced a Bill making it a prison offence to buy or sell futures on any article pertaining to the necessities of life.

The discussion that followed sounds so like the babblings of our own wise ones that it would make any Canadian homesick to listen.

Consider the argument of one patriotic citizen, of the United States, Senator Nelson:—

"In the past two months I have sold hogs at my little farm for \$15 a hundredweight. I have seen the time when I had to sell at 6½ cents a pound. In the last six months I have sold for \$50 and \$60 superannuated old cows that could not eat hay.

"Compare the price the farmer gets for his hogs and cattle with that received by the packer, then study the difference between the farmer's price and the consumer's price. There is where the robbery comes in. The poor people are bled by these middlemen."

In conclusion we can do no better than quote the words of the *Wall Street Journal*:—

"Yes, compare the prices. Read the second paragraph quoted from the Senator's speech first, and the first one last.

"When a Senator is compelled to sell a superannuated old cow for \$60, which, as he admits, he would have sold for \$10, and a hog at 15 cents a pound live weight, which would bring the cost of the dressed animal to nearly 30 cents, then, indeed, it is time to send to prison every man and milling concern who buys wheat for delivery next December."

We may be prejudiced but it seems to us that the *Wall Street Journal* has all the better of that round. Yet Senator Nelson's type of argument goes for public spiritedness both in Washington and Ottawa.

CANADA—THE WAR, AND FOOD CONTROL

OF recent date there has been a good deal of discussion on the matter of the scarcity of food, a condition that is getting more serious almost daily. A variety of means has been suggested to combat the danger. Sir George Foster, who has recently returned from Washington, in a published interview stated that, the matter of Price control of foodstuffs had been discussed with the American government, and it was likely that some action would be taken in that regard in the not too distant future.

Well, Sir George is a politician, and it would be an unusual politician who would not make a little capital out of the present high food prices. But price control of food is a big question. The mere matter that the United States has a number of bills on this subject coming up for consideration, signifies nothing. It would take a trained statistician to total up the number of bills that come to nothing in the American Congress. Anyone can suggest a bill, but not everyone can get it passed. The same applies pretty well to this country too. Price control! It has more sides than merely one. Can you control the price of flour without also controlling the price of wheat, and there at once you tread on the farmer's sensitive toes.

It is a simple little matter to say that the Government will set the price on foodstuffs, but to actually

do it means that the government must actually become a middleman, and actually buy, and at least oversee the sales of these goods. That is the way it has worked out in every country that has yet been tried. Do we believe that the untrained gentlemen who sit on parliamentary benches are better able to handle the country's business than those who have made a life-long study of it? Is there any good and sufficient reason to suppose that the business would so be more efficiently and honestly carried on?

There is a lot more to be said in favor of the campaign for increased production than these Price-Control Will-o-the-Wisps. There is a good deal more sense in the endeavor to make the supply meet the demand than in making the demand meet a supply that is less than the possible.

MAKING CUSTOMERS AS WELL AS SALES

OF recent date several instances have been brought to our attention, where a merchant by a careless service, in refusing to go out of his way to meet a customer's requirements has not only lost the sale, but lost the customer as well. It is probable that every merchant has at times people come to him enquiring for goods that he does not have or which are out of stock. In the cases we refer to, the goods were goods that the merchant usually carried, and in each case the customer was inclined to wait for the goods to be provided by that store rather than to go elsewhere, but in each case the merchant looked upon the transaction as merely an individual sale, and one that would bring him in only a negligible amount of profit, and consequently displayed no inclination to meet the customer's wishes. Therefore in each case the customer went elsewhere to find more willing service, and having found it, not unnaturally decided to patronize the store that had given him this willing service.

These are not isolated instances. They are happening every day, and they are the great reason for lost customers. The remedy is, of course, that the merchant should cease thinking of these transactions as sales, and look at each purchaser as a potential customer, whose trade it is desirable to secure. A sale in itself may mean only a few cents of profit, and if the merchant is temporarily out of the goods called for, it may entail an expenditure far in excess of any possible profit. That, of course, is looking at it only from the profit end. On the other hand, a willing, courteous service in this one little item may serve to rivet the customer to the store, and make a customer who will bring in real profit to the merchant. An eagerness to serve, irrespective of the profit of the individual transaction, may we say, results in a strong friendship for the store. A service refused, or ungraciously conceded will more surely still contribute to a lost customer. And customers like most other things, are more easily lost than found.



CURRENT NEWS OF WEEK

CANADIAN GROCER WILL APPRECIATE ITEMS OF NEWS FROM READERS FOR THIS PAGE.



Maritime Provinces

C. A. White has purchased the branch grocery business of Allison's Ltd.

Allison's, Ltd., Halifax, N.S., have sold their stock by auction and are going out of business.

The Chocolate Shop, conducted by Mrs. L. A. Tapley, has removed from Charlotte to King street.

The record rises of flour this week make a total advance of \$5 per barrel in less than one month.

John T. Oram, formerly with Court Brothers, St. John, has been reported killed in action on April 9.

John D. Dowling, formerly with Rose Brothers, West St. John, and a foster son of J. W. Rose, of that firm, has been reported missing since April 9.

Thomas A. McMurray, formerly employed with J. F. Estabrooks and Sons, was killed in action on April 9.

The price of bread was increased this week by bakers to eleven cents a loaf and to thirteen cents by the grocers.

Thomas Draycott, who has conducted a grocery store in Brussels street for several years, has left for Australia, where he will engage in business.

Retail stores in St. John are considering a proposal to close at five o'clock during the summer months to give the staffs more time for food production, etc.

The Primecrest Farms, Ltd., which assigned recently for the benefit of the creditors, has been bought in by the bond holders and is being operated in their interests.

New potatoes appearing in the New York market have caused a slump in prices in the Maine potato districts, but, across the border in New Brunswick, prices still hold firm.

T. H. Estabrooks, of T. H. Estabrooks Co., Ltd., is taking a leading part in a scheme for the establishment of the wooden shipbuilding industry in New Brunswick with Government aid.

The question of food production was given an exhaustive consideration at a provincial conference, called by Premier Foster and held in Fredericton this week. Delegates representing all classes from producers to consumers were present. Government action is foreshadowed for the encouragement of increased production.

O. C. Bissell, formerly sales manager of the Atlantic Sugar Refineries, and one of the most active board members, has been promoted to the position of assistant sales manager for Canada at Montreal. While his St. John friends regret parting with him, they congratulate him upon his deserved promotion. R. M. Fowler will take Mr. Bissell's place at the board and in the Atlantic Refineries offices at St. John, N.B.

Quebec

A. Barry, grocer, Quebec, Que., is dead.

J. Sullivan, grocer, Montreal, has sold out by auction.

N. Frankolis, grocer, of Montreal, suffered loss of his store by fire.

Mr. Cossette of Grandmere, Que., was in Montreal during the past week.

Castle Blend Tea Company, at Montreal, suffered \$10,000 loss from fire.

Christie Brown Co. Ltd., suffered damage by fire at Montreal. Covered by insurance.

M. Pelletier of Pelletier Bros., St. Sulpice, Quebec, visited Montreal this week on business.

J. C. Heon, of the Canadian Milling Agency, Victoriaville was a business visitor to Montreal this week.

M. Legacy of Grandmere, Que., was in Montreal this week, and visited Bon Secours Market on fruit business.

The boats are now running to Quebec, and business visitors from that city are expected more frequently in Montreal.

J. E. Hunsicker, Grain Merchant, Montreal, has been rather indisposed of late but is expected back to his office shortly.

Mr. H. S. Gile, of The Pheasant Loganberry Juice Co., Salem Oregon, was in Montreal last week, arranging with their Eastern Representatives, Rose & Lafamme, Limited, Montreal and Toronto, for the marketing of the new product, Phez Loganberry Juice.

Opening of the various tourist and motoring resorts around Montreal has begun and amongst the first centres to call for large orders from the grocery and provision merchants is the Chateau St. Louis whose proprietor M. Giguere is well known to business men in Montreal.

A very interesting event took place on Thursday evening, 3rd May when a large number of the employees of St. Lawrence Refineries, Limited called at the residence of Mr. Bernard McNally, Vice-President of the company, to present him with a very handsome mantle clock and side ornament on the occasion of his severing his connection with the company. Mr. McNally is leaving the Refinery on account of ill health, to enjoy a well earned rest after over forty years service with the company.

Ontario

Wm. Schryver, Toronto, has sold out. P. D. Martin, Toronto, has sold to Loblaw Stores, Ltd.

Andrew Thomas, grocery and meats, Hamilton, has sold out.

A Sheard, confectioner, etc., Brantford, has sold to H. Pettet.

J. O'Callaghan, of Ottawa, has been succeeded by Eastman Bros.

Gilliam Broom Company, of Toronto, has been sold to I. Richardson.

A. Sibbett, of Carleton Place, Ont., has been succeeded by D. A. Roe and Company.

MacLaren Imperial Cheese Company, Toronto, suffered loss by fire; fully insured.

Jas. Lumbers Co., Ltd., wholesale grocers, Toronto, suffered loss by fire, fully insured.

Erieau Fish Co., Ltd., has been incorporated at St. Thomas with a capital of \$40,000.

Hamblin, Brereton Co., Ltd., wholesale grocers, Toronto, have removed to Kitchener, Ont.

The London grocers enjoyed their first half holiday of the summer months on Wednesday, May 2nd.

Canada Sauce and Vinegar Co., Limited, has been incorporated at Toronto, with a capital stock of \$50,000.

Longo Fruit Company, Limited, has been incorporated at Toronto with a capital of \$40,000, to carry on a general fruit and vegetable business.

Good Health Food Company, Ltd., has been incorporated at London, Ont., with a capital of \$40,000, to manufacture and deal in grain products.

G. A. Shenkel, formerly of Libby, McNeill and Libby Co., Chicago, has been appointed office manager of the Chatham Packing Company at Chatham.

Sturgeon Falls Milling Company of Sturgeon Falls has received incorporation with a capital of \$25,000.

F. T. Hill & Co. of Markdale, Ont., are discontinuing their branch at Toronto and opening a branch at Tara Ont.

The B.C. Milk Condensing Company, Ltd., has been granted incorporation at Toronto with a capital of \$120,000 to manufacture and deal in dairy and farm products.

Borden Farm Products Company, Ltd., has been incorporated at Toronto with a capital of \$275,000 to carry on a wholesale and retail business in dairy supplies and farm products.

The large majority of the Windsor, Walkerville and Sandwich grocers started their weekly half holidays on the first Wednesday of April and will continue till the last Thursday in September.

John C. Trebilcock, for many years in the grocery business in London, died of heart trouble last week. Mr. Trebilcock retired from business about eight years ago. He was Secretary for many years of the first Retail Grocers' Association organized in London. He will be remembered by many who enjoyed the annual excursion to Niagara Falls.

Western Provinces

G. Yost, of Winnipeg, has sold his grocery stock.

H. Walker, of Alsask, Sask., has discontinued.

Geo. Watson & Co., of St. James, Man., have discontinued.

Wm. Spooner, of Edmonton, Alta., has sold to S. Murphy.

Mrs. L. Goudry, grocer, of Bedford, Man., has discontinued.

R. G. Thompson, general store, Ardill, Sask., is out of business.

Langside Grocery, Winnipeg, has sold out to B. C. Gillan.

Cheadle Grocer has commenced business at Cheadle, Man.

John McKay has opened up a grocery store at Calgary, Alta.

M. Green, grocer, Medicine Hat., Man., has discontinued business.

A. A. Gray, grocer, Calgary, has been succeeded by John McKay.

Gallagher Bros., grocers, Winnipeg, have registered partnership.

Green & Davis have opened up a grocery store at Manyberries, Man.

C. Nigro, grocer, Rossland, has sold business to Naccarato & Olivia.

J. Minshull, of Silverton, Man., has sold to Hargrave and Hainstock.

G. H. Walker, of Walker Bros., general store, Kuroki, Sask., is dead.

W. H. Woodland has commenced a grocery business at Morris, Man.

Cameron Grocery of Edmonton has been succeeded by A. J. Ainsworth.

Anderson Bros., of Saskatoon, have been succeeded by A. J. Ainsworth.

Polsky & Kaplan, grocer and butcher, have commenced business at Transcona.

J. Stuart, of Edmonton, Alta., is negotiating the sale of his grocery business.

Henry Gauvin, grocer, Vonda, Man., has been succeeded by Mrs. E. L. McLean.

Laurie Bros., grocers, Winnipeg, have sold the business to P. & B. Cash Stores, Ltd.

North End Retail Merchants' Co-operative Bakery, of Winnipeg, has discontinued.

H. Lee & Son, grocers, Assiniboia, have dissolved partnerships; F. D. Lee will continue the business.

Canadian Automatic Churn Co., Ltd., has been granted a Dominion charter at Winnipeg.

James E. Grant, Calgary, has been succeeded in the grocery business by T. A. Wiggins.

Paulenko and Constantine, general store merchants, of Lennard, Man., have discontinued.

Lieut. C. J. Farr, formerly of the Maple Leaf Milling Co., of Winnipeg, is reported killed in action.

C. J. O'Connell is erecting three stores on Main Street, Winnipeg, between Church and Machray Ave.

Canadian Products, Limited, Vancouver, B.C., have applied for change of name to Dominion Products, Limited.

G. B. Thompson & Co., Winnipeg, is the new style under which G. B. Thomp-

son, manufacturers' agents, is doing business.

N. E. Stuart & Co., dealers in groceries, flour, feed, etc., are reported to be succeeded by McGrier & Aling, at Alderson, Man.

Manitoba Grain Company, Ltd., has been incorporated at Winnipeg with a capital of \$50,000 to deal in cereals, fruits and farm products.

Potomac Poultry Food Co., Inc., Baltimore, manufacturers of crushed oyster shells, have appointed G. B. Thompson & Co., Winnipeg, as agents.

W. E. Timpson, for seven years with Salada Tea Co., is now handling special campaign for F. F. Dally Co., on 2 in 1 polish, from the Winnipeg office.

H. P. Pennock & Co., Ltd., manufacturers' agents, Winnipeg, have been appointed sole Western selling agents for the Eastern Canada Fisheries Co., Ltd., packers of lobsters, Montreal.

James Clark, specialty man for the Atlantic Sugar Refineries, Ltd., who makes his headquarters in the West with H. P. Pennock & Co., Ltd., left last Saturday for headquarters at Montreal, and will be away for about two weeks.

Robert Gillespie, of the Robert Gillespie Co., Winnipeg, has been on a business trip to Eastern Canada. His object is to appoint agencies in the East for a number of lines controlled by that company, and to call on their principals in Ontario.

THE ARMSTRONG TRADING CO. OF WINNIPEGOSIS WIPED OUT BY FIRE

A very disastrous fire broke out in the store of the Armstrong Trading company on Friday, May 1, and as a result the whole plant has been destroyed. The manager and bookkeeper of the company had been in the offices until late Saturday night and all was in order when they left.

The ice houses, warehouses and wharf, all built of wood, caught fire and it looked for some time as if the fire might spread even further. All these buildings are a total loss, nothing having been saved.

The business carried on is a general merchandise and fish one and large stocks of these commodities were lost. Hon. Hugh Armstrong, of Portage la Prairie, who is the president of the company estimates the loss as being between \$50,000 and \$75,000. The buildings and stock were entirely covered by insurance.

The business, it is said, will be started again without delay, and stocks to replace those burned will be purchased.

The company started here many years ago with a general store, and during the past five years has gradually increased its business until it is now one of the largest in this district.

ADDITIONS FOR "WHO MAKES" DIRECTORY

In the "Who Makes" directory in April 27 issue, CANADIAN GROCER Spring Number, the following omissions occurred:—

Under "Gelatine," the name of Charles B. Knox Co., Johnstown, N.Y., should have appeared.

Under "Hose," the name of Dole Bros., Hops and Malt Co., Boston, Mass., should have been inserted.

CANADIAN GROCER regrets the omission of these two names from this directory.

SOAP INDUSTRY HINDERED BY EMBARGOES

The Canadian soap industry, apart from a few more or less important interferences, is enjoying a fair degree of prosperity, and prices have remained firm. Substitutes for lard, tallow, and other ingredients have had to be found, owing to the growing tendency of the consuming public to use most portions of slaughtered animals for edible purposes, and the result has been the use, in increasing quantities, of the soya bean, for which a large market has been built up. Last year's shortage of cotton seed is having its effect on this industry, and the continued imposition of embargoes on absolutely necessary commodities is the chief stumbling block of the manufacturers. It is generally affirmed, however, that the general trade conditions in the Dominion are good, and the future has fairly good prospects in store.

PROMINENT CITIZEN OF BRANDON, MANITOBA, DIES

Henry Meredith, one of Brandon's most wealthy and respected citizens, passed away at the Prince Edward hotel on Friday morning, May 14, after an illness of about three weeks. The deceased was 78 years of age and came from Colooney county, Sligo, Ireland over 60 years ago.

His first business connections were with McMaster and Company, of Toronto, after which he came West and settled in Brandon, where he conducted a general store in partnership with his nephew, A. P. McKim, under the name of H. Meredith and Company on the corner of Sixth street and Roser avenue. He retired from this business somewhere in the early nineties, and went in extensively for farm lands.

FIRE VISITS MACLAREN IMPERIAL CHEESE CO.

On Thursday night of last week fire was discovered in the MacLaren Imperial Cheese Company's plant at 69 Front street east, Toronto. The fire started in a pile of boxes at the rear of the warehouse and worked its way through to the rear of the main floor. Before the fire was discovered and placed under control a good deal of damage had been done, though this was more the result of smoke and water than of the actual fire. The actual loss is not expected to be very great. The damage to the building was said to be about \$1,000. The building was the property of the James Lumbers Co., wholesale grocers, whose place of business is next door. This company also suffered somewhat from the effects of the smoke.

GOVERNMENT ORDER RE PRICE-BOOSTING INADEQUATE

Mr. Charles Laurendeau, K.C., City Attorney of Montreal, has expressed his belief that the Government's Order-in-Council relating to price-boosting, operates in such a way as to protect those who charge exorbitant prices rather than to punish them. Mr. Laurendeau claims that the Order annuls section 498 of the Criminal Code, which gave the ordinary consumer the privilege of taking action against dealers boosting the costs of necessities of life, and complicates the law so that only the Minister of Labor can take action. The Minister of Labor, on the other hand, has recently stated that he does not consider it his duty to take such action, but that his duties under the Order simply permit him to allow somebody else to apply to the Provincial Attorney-General for power to prosecute.

It must be evident to the Government that their purpose in passing the Order is being defeated and that it needs to be made far more explicit. It is necessary that responsibility for action shall be clearly defined and placed squarely on the heads of responsible officials. Since the Order was put into effect five months ago there have been scandalous manipulations of the prices of necessities of life, and not one single action has been taken.

CANADA SHOULD HAVE FOOD CONTROLLER

Mr. W. E. Rundle, member of the Ontario Resources Committee, has stated that in his opinion, the situation with respect to foodstuffs fully warrants the appointment by Canada of a Food Controller. Mr. Rundle referred to the report of the world's greatest Agricultural Institute at Rome showing a shortage of 150,000,000 bushels of food grains below the amount necessary to feed the world until next August, and pointed out that Canada's duty in the acute situation is to appoint a Food Controller to make a thorough study of the problem with a view to stimulating production and regulating distribution.

MY GROCER.

Who fed me when I was dead broke
And had my silver watch in soak?

My Grocer.

Who never asked me for a cent,
And made me good for two months' rent?

My Grocer.

Who was it put me on my feet—
Got me a job at twelve per week?

My Grocer.

An when I moved to a flat up town,
Who was it that I did throw down?

My Grocer.

Who was it proved the easiest mark
From Sunnyside to Munro Park?

My Grocer.

The Wilson, Lytle, Badgerow Co., Toronto, are responsible for this painful thought. It appears in a little series of Office Reminders that this company sends out to the trade.

SEE YOURSEL' AS 'THERS SEE YOU

IF You save your money

You're a Grouch,

IF You spend it

You're a Rounder,

IF You keep it

You're a Miser,

IF You get it

You're a Grafter,

IF You don't get it

You're a Bum,

So what's the use.

—Credit Men's Journal.

POTATOES AT \$1.00

"Even if the acreage planted to potatoes in Canada this year is ten per cent. less than last season, we should, if we have a fair average crop find the price of potatoes lowered to \$1 a bushel by next autumn" said W. J. Black, Dominion Commissioner of Agriculture, who added that there was no reason for any panic about the potato situation because Canada had only half a potato crop last year.

ONE TIME GROCER ELECTROCUTED AT ST. THOMAS

Sydney A. Smith, of St. Thomas, an employee of the Hydro Electric Co., met instant death on Sunday last when he accidentally touched a live wire carrying 13,000 volts. Mr. Smith was a native of Lambeth, and for many years had a grocery store in St. Thomas. He was sixty years of age.

SHOULD INCREASE POTATO OUTPUT FOR EXPORT TO BRITAIN

The Canadian Trade Commissioner in London, England, writing on the subject of Canadian potatoes and the British market therefor, states that through disease and unfavorable weather, the home grown supplies of potatoes are practically exhausted and the country is threatened with an almost complete lack of potatoes until the new crop is available. English importers of potatoes urge that Canadian potato growers should largely increase their output this season by planting larger areas in order to relieve the situation. The expected increase in potato production in England resulting from the urgings of private individuals by the Food Controller, is expected to be minimized by the placing of fixed maximum prices on the potato crop.

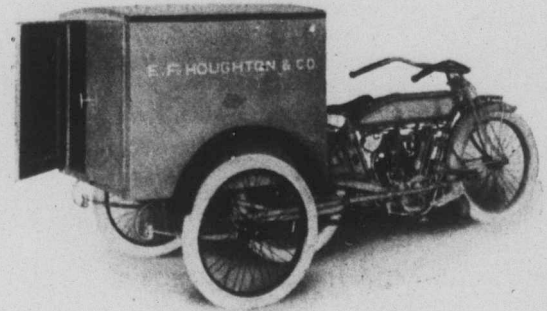
SERVICE DEPARTMENT

Editor, CANADIAN GROCER.—Can you tell me who is the manufacturer or distributor in Canada for Ralston's Health Food? I would appreciate this information very much.—Ontario Merchant.

Answer.—Chisholm Milling Company, West Market Street, Toronto.

New Goods Department

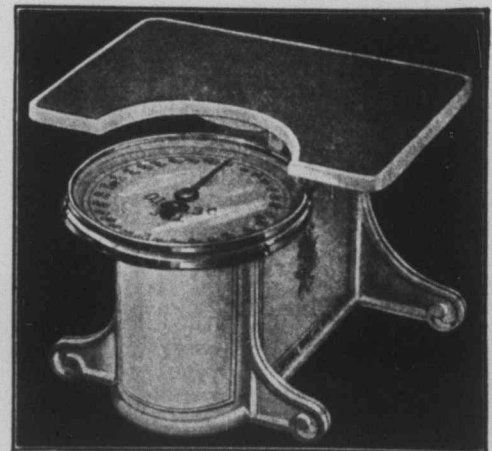
The Cygnet Rear Car, illustrated here-with, is manufactured by the Cygnet Rear Car Company, of Buffalo, N.Y. This car is made especially to meet the needs of the grocery trade. The car has a carrying capacity of 500 pounds and is said to run from forty to fifty miles on a gallon of gasoline. The argument used in favor of this car as against any other



form of delivery is its low upkeep cost, and unquestionably efficient manner of delivering goods. The capacity is well over and above the needs of the average grocery store, and affords a prompt and speedy delivery system.

The manufacturing company state that many of their cars have shown a yearly mileage of 10,000 miles delivering 90,000 packages and making 60,000 stops with an average of 45 miles to a gallon of gasoline.

The Detecto Scale, illustrated in the accompanying cut, is something of a novelty. It weighs up to 300 pounds and is only 12 inches in width and breadth. The dial is 7 inches in width and is placed horizontally with the platform. It is claimed by the manufacturers that



the scale will weigh with unerring accuracy, and is strong enough to give good service for years. The price is \$13.00.

The scale is manufactured by the Jacobs Bros. Co., Inc., 78 Warren St., New York, N.Y.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FLOUR has again been the centre of interest during the week, a further advance of 60c per barrel having been recorded. Sugar held in steady market, with favorable reports coming from Cuba as to the number of centrals that are now grinding. There are thirty-five more centrals grinding than at the same time last year. Production, up to date, however, is behind last year, owing to the lateness of the grinding season and interference through the revolution. Tea is in a continued firm position with the prospect that higher prices will prevail. Cooked meats have been on the upward trend quite generally and compound lard has again reached higher levels, owing to the advance in cottonseed oil in the United States. Eggs are firm, with higher prices recorded during the week, due to storage that is now going on and also to the fact that production has not been as heavy as ordinarily would have been the case with more favorable weather. Commission men are uncertain over the course the cheese market is likely to take, the belief being prevalent in some quarters that the new purchasing commission is likely to fix lower prices than those now prevailing. Advances in grocery lines have been numerous and include soups, cereals, jams, marmalade, jelly powders, maple products, evaporated milk, castile soap, laundry soap, Epsom salts, baking powder, molasses, dried peaches, chicory, peanuts, rice, beans. Declines have been recorded in whitefish and trout and pineapples, with the prospect that the latter fruit will be lower in the near future. Business in grocery lines has been very good.

QUEBEC MARKETS

MONTREAL, May 8.—Once again flour shows the way to other goods and advances are the rule in wheat products and cereals. Provisions also show advances of interest, eggs being unusually high in price for the season. Potatoes keep high, and incidentally may be mentioned the increase in the price of bread in Montreal by two cents during the past week. Vegetables and fruits show some reductions in price, especially oranges which are noticeably easier. Corn syrups and molasses remain as last week. Some miscellaneous advances are noted, and the general tone of the market is towards firmness. Fish seems a little easier in tone, though here and there have been slight advances. The outlook is for higher priced canned goods.

Maple Butter, Jellies, Glass Cans All Up

Montreal.
MAPLE BUTTER, JELLIES, ETC.—Jellies and jelly powders are all advanced by twenty cents per dozen. They are now at \$1.10 where they used to be 90 cents per doz. "Jello" is at that figure, and incidentally "all free deals" as regards this line are said to be off. Maple butter has advanced to 19 and 20 cents a pound, a

rise of five cents in one wholesale house. It is reported that there will soon be no baking powder in 1-lb. tins on the market at less than \$1.80 per doz. Another interesting advance at this season is that of fruit jars in glass which are up by 50 cents a gross owing to the cost of all glass manufacture now.

Sugar Situation Was Uneventful

Montreal.
SUGAR.—The situation as regards sugar is uneventful this week, and though the market is firm, and showing some indications towards further strength the position as to raws was practically undisturbed during the week that has elapsed since last report. Refiners are still extremely busy filling orders for the Government and there have been moments of doubt as to powers to fill local orders now and then, but in the main the situation is as good as can be expected in war time with so many unprecedented factors bearing on the case. One firm of refiners which has been rather lower than the others advanced a little nearer to their figure this week. At that, however, only such business as seemed particularly urgent was being filled to local demand.

Atlantic and St. Lawrence Sugar Companies, extra granulated sugars	100 lbs.	8 50
Acadia Sugar Refinery, extra granulated		8 40
Canada Sugar Refinery, extra granulated		8 25
Wallaceburgh sugar		8 50
Special icing, barrels		8 50
Yellow, No. 1		8 10
Powdered, barrels		8 60
Paris lumps, barrels		9 10
Crystal diamonds, barrels		9 10
Assorted tea cubes, boxes		9 10
For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 30-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs. and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels at 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.		

Canned Goods Looking Still To Firmness

Montreal.
CANNED GOODS.—There is a gradual strengthening factor present in the market for canned goods just now, due partly to the call for these from the Old Country, and partly to the impending scarcity of cans which is becoming a matter of concern. Cannerymen in Canada have ceased to take orders for future deliveries of new crop even with the provision "subject to pack," and the same condition prevails in some California quarters of canning importance. An advance in canned blueberries is the only actual change noted on the market this week, the new price quotations on these goods being \$1.20 per doz. for "2s" by one large wholesale firm. It is reported by those in touch with the situation that Norwegian sardines are getting scarce, to the verge of non-existence on the market. The outlook is beyond doubt for high-priced canned goods again this fall.

Salmon Sockeye—		
1 lb. talls, cases 4 doz., per doz.	3 00	
1/4 flats, cases 8 doz., per doz.	2 00	
Chums, 1-lb. talls	1 90	1 45
Pinks, 1-lb. talls	1 45	1 30
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	3 00	
Salmon, Gaspé, Nlobe Brand (case of 4 doz.), per doz.	2 25	
Canned Vegetables—		
Tomatoes, 3s	2 25	
Tomatoes, 2 1/2s	2 15	
Peas, standards	1 25	1 54
Corn, 2s, doz.	1 80	
Corn (on cob, gallon cans), doz.	3 50	
Red raspberries, 2s	1 75	
Red cherries, 2s	1 85	
Strawberries, 2s	2 50	
Blueberries, 2s, doz.	1 20	
Pumpkins, 2 1/4s	1 00	1 70
Pumpkins, 3s	1 75	
Apples (gallon)	3 25	3 50

Dried Fruits Firmer And In Fair Demand

Montreal.
DRIED FRUITS.—Everything in dried fruits is firm at present, and the outlook is all to greater firmness. Prunes are especially firm, and the outlook is all to higher quotations. The raisin growers of California effected their new Association covering 75% of the growers, and the

opening price of raisins is expected to be high. Evaporated apples keep very firm in market. Demand for these is good. There is a reasonable demand noted on all dried fruits at present, and this seems likely to continue steadily. Supplies are sufficient meantime. Dates are in dull market. Figs are likely to open high for new crop in California. Prices on new candied peel (to arrive) are rather higher than previous quotes.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 13
Apples, choice winter, 50-lb. boxes	0 13
Apricots (old crop)	0 18
Slabs	0 19
Choice, 25's, faced, new crop	0 22
Nectarines, choice	0 11 1/4
Peaches, choice	0 13
Pears, choice	0 15
DRIED FRUITS.		
Candied Peels (to arrive)—		
Citron	0 32
Lemon	0 24
Orange	0 27
Currants—		
Filiatras, fine, loose, new	0 18
Filiatras, packages, new	0 20
(In the present condition of market currant prices are considered merely nominal.)		
Dates—		
Dromedary, package stock, old, 1-lb. pks.		
Faria, choice	0 12 1/2
Hallowee (loose)	0 13
Excelsior	0 12 1/2
Anchor	0 09
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11 1/4
1 lb. glove boxes, each	0 12
Cal. bricks, 8 oz., doz.	0 95
Cal. bricks, 10 oz., doz.	1 20
Cal. bricks, 16 oz., doz.	1 40
Cal. layers, 10 lb., 5 rows, per box.	1 60
Cal. fancy, table, 10 lbs.	1 60
Figs—		
Spanish (new), mats, per mat.	2 40
Comadore (Portugal), per mat 33 lbs.	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13 1/2
40 to 50, in 25-lb. boxes, faced	0 13
50 to 60, in 25-lb. boxes, faced	0 12 1/4
70 to 80, in 25-lb. boxes, faced	0 12
80 to 100, in 25-lb. boxes, faced	0 11
Prunes (Oregon)—		
30s	0 12 1/4
40-50s	0 12
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75
Muscatsels (loose), 2 crown	1 10 1/4
Muscatsels, loose, 3-crown, lb.	0 11
Muscatsels, 4-crown, lb.	0 11 1/4
Cal. seedless, 16 oz.	0 12 1/4
Fancy seeded, 16 oz. pkgs.	0 12 1/4
Choice seeded, 16 oz. pkgs.	0 12
Valencias, selected	0 11 1/4
Valencias, 4-crown layers	0 11
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Molasses Still In Very Firm Market

Montreal. MOLASSES, ETC.—Great difficulties still, and continually, beset the importation of molasses. The latent advices tell of the loss of the schooner "Langfair" with from five to six hundred puncheons of choice and fancy molasses aboard, on a reef somewhere off Bermuda. Navigation risks are increased, and the dread of submarine attack is not yet wholly cleared from the minds of the mariners and shippers so that shipments proceed erratically as occasion offers. Prices have not altered this week, but stocks are small enough. Corn and cane syrups continue very firm in price at the figures recently reached. Corn syrups are subject to price changes without notice, and quote from day to day. Their tendency is towards firmer prices.

	Fancy.	Choice.
Barbadoes Molasses—		Island of Montreal.

Puncheons	0 72	0 67
Barrels	0 75	0 69
Half barrels	0 77	0 72
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.			

Markets For Nuts Steadily Stronger

Montreal. NUTS.—Importers of nuts, and wholesalers alike note the advancing tendencies of the market. Some few parcels of shelled walnuts arrived per the C.P.R. SS. "Missanabie," one of the first large steamers to reach the Port of Montreal after opening of navigation, and these nuts marketed quickly at 50 cents to the jobber. This is higher than present prices to retail. Peanuts are still firming up. Demand for these for oil-producing purposes is very strong, and the market responds. No. 1 Spanish and No. 1 Virginia are at 16 cents to the importer. Oriental peanuts are on the way here, and have met with ready sale also at lower figures than the Americans, but these also are advancing. In less than ten days a variation of one and a half cents up per pound was noted by actual car-load transactions in Montreal affecting Japanese peanuts. All other nuts are in firmer market generally.

Almonds (Tara), per lb.	0 18	0 20
Almonds (shelled)	0 39	0 41
Almonds (Jordan)	0 70	0 70
Brazil nuts (1916 crop), lb.	0 20	0 21
Filberts (Sicily), per lb.	0 18	0 18
Hickory nuts (large and small), lb.	0 09	0 09
Peanuts, Bon Ton	0 14 1/2	0 15
Peanuts (coon), per lb.	0 13 1/2	0 14
Peanuts (Jumbo), per lb.	0 15	0 15
Pecans (new Jumbo), per lb.	0 21	0 21
Pecans, New Orleans, No. 2	0 21	0 24
Pecans, "paper shell," extra large Jumbo	0 40	0 40
Pecans (shelled)	0 75	0 80
Walnuts (Grenoble)	0 18 1/2	0 18 1/2
Walnuts (shelled)	0 45	0 48
Walnuts (Marbots), in bags	0 13	0 16
Walnuts (California), No. 1	0 24	0 24

Chilean And Also Manchurian Beans Go

Montreal. BEANS.—There are still a few carloads of Canadian beans but mostly all in wholesalers' hands now. Some houses are bare of Canadian handpicked. These were available are worth \$9.50 per bushel. Three-lb. pickers are at \$9. Rangoons are at \$7.50 to \$8. Chilean beans are filling the needs of the market where possible, and with some acceptance though these are a colored bean. Manchurian white beans are also available at 15 to 15 1/2 cents a pound. These Manchurian beans come in large bags, 240 lbs. to the bag, and quite a quantity has been disposed of recently, according to one large wholesale house.

Beans—			
Canadian 3-lb. pickers, per bu.	8 50	
Canadian 5-lb. pickers	7 50	8 10
Yellow Eyes	7 75	7 95
Lima, per lb.	0 16	0 16
Chilean beans, per lb.	0 12 1/2	0 13
Manchurian white beans, lb.	0 15	0 15 1/2
South American	5 70	5 70
Peas, white soup, per bush.	3 75	3 90
Peas, split, new crop, bag 98 lbs.	6 75	7 00
Barley (pot), per bag 98 lbs.	5 00	5 75
Barley, pearl, per bag 98 lbs.	6 25	6 50

Rice Very Firm; Tapioca Firmer

Montreal. RICE AND TAPIOCA.—The rice market is firm. Big shipments are being exported it is said, and though there is plenty in the country the market is bound to be the firmer for the outflow. No changes of price are, however, to be recorded so far. Tapioca is getting steadily scarcer both in Canada and the United States. The outlook is for higher prices as the chances of new supplies coming in are none too good with shipping so hard to get. It appears also from reports that Great Britain is an eager market for what tapioca supplies can be secured, and this factor is firming the market also. Tapioca ranges from 12 to 14 cents a pound now, the lower price referring to seed tapioca.

Rangoon rice, per 100 lbs.	5 40	5 35
"Texas" Carolina, per 100 lbs.	7 90	7 90
Real Carolina, per 100 lbs.	9 00	9 50
Patna (fancy)	8 15	8 15
Patna (good)	5 40	7 40
Siam, No. 2	5 15	5 15
Siam (fancy)	6 40	6 40
Tapioca, per lb.	0 13 1/2	0 14

Cocoa And The Confections Firm

Montreal. COCOA.—No further features fall to be recorded as regards cocoa at present beyond a steady and satisfactory demand for the time of year, and a tendency to firmness which may develop into advances. The cost of containers is very much a factor in the possibility of higher prices for cocoas in cans, but the use of other materials than tinned steel for packages, may obviate the strengthening tendency in market. Demand for chocolates and the kindred cocoa and sugar products in confectionery continues excellent according to all reports.

Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 15	0 20

Coffee Steadily Maintains Records

Montreal. COFFEE.—Coffee remains in absolutely placid market still. Any ripples on the surface are merely the result of passing manipulation at New York, but there is in the local situation no real change to record. Prices are unaltered. Short of something unexpected and unusual it would seem that coffee is to remain fairly steady for some little time longer. Domestic demand continues satisfactory, though there is always room for the retailer who cares to specialize in good coffee and to encourage its sale. Now that tea is dearer would seem to be a good opportunity to increase coffee sales profitably.

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

Black Tea Scarcer; New Japan Shown

Montreal.

TEA.—The counsel of the most optimistic among tea merchants and importers is to hope for arrivals of black tea in sufficient quantities via the Pacific Ocean to prevent any serious shortage, that is, shortage amounting to famine, in black teas this Fall. But there is anxiety enough as to supplies of black teas, and there will be shortages and advanced prices for a good while yet. It would not require a vast number of steamers to replenish Canadian tea stocks sufficiently to relieve bare markets, but not any too much freight space is available, and just now the shortage is very considerable. Samples of new season's crop of Japan tea have arrived, and are of excellent quality. Cable advices state that there is every indication that the new crop will be of good quality in every respect. It is anticipated that the opening of the market will take place about May 10.

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

Spice Market Quiet; Markedly Firmer

Montreal.

SPICES.—There is again a sharp renewal of anxiety as to the market for spices, and advances in price may be considered inevitable. Stocks on the American continent are small and almost entirely held by manufacturers. Domestic demand for spices is exceedingly brisk, and grinders are meeting this demand with steady pressure of enhanced cost of materials bearing heavily upon them. The peppers are all becoming scarce and probably going higher soon. Malabar crops which relieved the situation as regards pepper last year, may not be available this year owing to ship shortages. Freight rates are simply hoisting importations of spices of all kinds sky-high, and there are plenty of fears expressed that spot supplies cannot hold out with incoming new supplies so much delayed, and uncertain of arrival. Cream of tartar is firmer again due to impossibility of getting supplies from France.

	5 and 10-lb. boxes	pkgs. dozen	¼-lb. tins lbs.
Allspice.....	0 16	0 19	0 23
Cassia.....	0 25	0 87	0 37
Cayenne pepper.....	0 28	0 87	0 35
Cloves.....	0 32-0 35	0 90	0 39
Cream tartar, 60c.....			
Ginger, pure.....	0 20		
Ginger, Cochin.....	0 25		0 31
Ginger, Jamaica.....	0 30-0 35	1 15	0 40
Mace.....	0 80		1 00
Nutmegs.....	0 40-0 60	0 45	0 80
Peppers, black.....	0 30	0 87-0 95	0 38
Peppers, white.....	0 37	1 17-1 22	0 40
Pastry spice.....	0 25	0 25-1 20	0 29
Pickling spice.....	0 25		
Turmeric.....	0 21-0 23		

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

Cardamon seed, per lb., bulk.....	2 00	2 50
Carraway, Dutch, nominal.....		0 60
Cinnamon, China, lb.....	0 18	0 25
Cinnamon, per lb.....		0 35
Mustard seed, bulk.....		0 25
Celery seed, bulk.....	0 36	0 46
Shredded coconut, in pails.....	0 21	0 23
Pimento, whole.....	0 12	0 15

Some Vegetables A Shade Easier

Montreal.

FRUIT AND VEGETABLES.—Again oranges are a little easier, while bananas keep steady in price as formerly. Both fruits are in good demand, the value of the banana as a foodstuff to replace bread and potatoes to some extent, and nourish children appetizingly to the economy of the other and more costly foodstuffs, is being appreciated. Potatoes still keep high priced and scarce. Cabbage is very scarce indeed, and high, but there has been a slightly easier tone to some other vegetables. Florida celery is now \$4.00 a crate, parsnips are \$1.25 a bag. Wax and green beans are a little lower also and tomatoes are quoted easier. While a few barrels of the various apples familiar to the trade may still be had, the great majority of apples available are now Ben Davis, and some Russets. The outlook is for more plentiful supplies of vegetables gradually as Spring advances in the South, and reaches the Province of Quebec.

Bananas (fancy large), bunch.....	2 75	3 50
Oranges—		
Navels, per box.....	2 75	3 00
Floridas.....		5 00
Valencia, ordinary and large.....	4 25	5 00
Grape fruit.....		4 00
Lemons.....	3 00	3 25
Pineapples, Florida, crate.....		3 75
Pineapples, Cuban, crate.....		3 00
Apples—	No. 1	No. 2
Russets.....	7 00	5 50
Ben Davis.....	6 25	6 00
Cauliflower, per doz. bunches.....		3 00
Celery (Florida), per crate.....	4 00	4 50
Celery (U.S. washed), doz.....		1 50

Onions, red, per bag (75 lbs.).....	7 50
Onions, Bermuda, crate 50 lbs.....	5 50 6 00
Onions, Texas, crate 50 lbs.....	4 00
Onions, Spanish, per crate.....	7 50 9 50
Onions, Spanish, ½ crate.....	4 00
Onions, Spanish, ¼ crate.....	2 50
White onions, per bag (100 lbs.).....	6 00
Potatoes, per bag (80 lbs.).....	4 25
Potatoes (new), per hamper.....	6 00
Potatoes (red).....	3 75
Potatoes (sweet), hamper.....	3 50
Carrots, per bag.....	2 00
Beets, per bag.....	2 00
Parsnips.....	1 25
Turnips.....	1 50 2 00
Lettuce, curly, per box.....	3 00
Lettuce, Romaine, doz.....	1 00
Lettuce, Boston, box of 2 doz.....	2 50
Tomatoes (Florida), per crate.....	5 50 6 00
Horse radish, per lb.....	0 25
Cabbage, barrel (old).....	12 00
Cabbage (new), New York, crate.....	12 00 14 00
Cauliflowers (doz.).....	3 50 4 00
Cranberries (Cape Cod), barrel.....	9 00 13 00
Beans, U.S. wax, basket.....	3 25 3 50
Beans, U.S., green, basket.....	3 25 4 50
Leeks, per doz. bunches.....	4 00
Parsley, doz.....	0 50 1 50
Mint, doz.....	0 50
Watercress, doz.....	0 50
Spinach, per bbl.....	4 00
Rhubarb, per doz.....	1 25 1 50
Rhubarb (U.S.A.), per lb.....	0 10
Eggplant, per crate.....	7 50
Cauliflower, crate.....	4 00
Garlic (Venetian), lb.....	0 10
Endive (Canadian), lb.....	0 25
Strawberries (Louisiana), pints.....	0 15
Cucumbers (Fla.), basket.....	3 00

Fish Trade Active; Good Demand

Montreal.

FISH.—The trade in fish is active and satisfactory, particularly in the lines of fresh fish which are selling remarkably well due to the cold weather prevailing. Fairly large quantities are arriving from both East and West, but Lake supplies have hardly started yet.



Why the Clerk at Snoggi n's Grocery Lost His Job.

The season for lake fishing is late, and reports are to the effect that no quantities will be available for two or three weeks yet. Local waters are producing quite a lot of perch, carp, bullheads, and suckers, also eels, and these are quickly absorbed as soon as they reach market. Lobsters are arriving in larger quantities, and in consequence the price for these is weakening. The first Gaspé salmon of the season has arrived, and brought 50 cents a lb. The season for yellow pike and dore starts up again on the 15th of May. Oysters in shell and bulk, also prawns, shrimps, etc., have maintained their market very well of late.

SMOKED FISH

Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes		1 00
Smoked boneless herring, 10-lb. box		1 40

SALTED AND PICKLED FISH

Herring (Labrador), per lb.	9 00
Salmon (Labrador), per bbl.	20 00
Salmon (B.C. Red)	16 00
Sea Trout, red and pale, per bbl.	15 00
Green Cod, No. 1, per bbl.	14 00
Mackerel, No. 1, per bbl.	21 00
Codfish (Skinless), 100-lb. box	9 50
Codfish (Skinless), blks. "Ivory" Brd., lb.	0 10
Codfish, Shredded, 12-lb. box	1 80

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 25
Prawns, Imperial gal.	3 00
Shrimps, Imperial gal.	2 50
Scallops	3 00

FRESH FROZEN SEA FISH.

Halibut	17	—	18
Haddock, fancy, express, lb.	7 1/2	—	8
Mackerel (med.), each			20
Mackerel (large), each			25
Cod, steak, fancy, lb.			9
Salmon, Western	15	—	16
Salmon, Gaspé	18	—	20

FRESH FROZEN LAKE FISH.

Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 12	0 13
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20

Oysters—

Selected, gal.		2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.)		12 00
Malpeque Shell Oyst. (ord.), bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.		8 00

FRESH FISH

Haddock	0 07 1/2	0 08
Steak Cod	0 08	0 09
Market Cod	0 07	0 08
Carp	0 10	0 11
Dore	0 15	0 16
Lake trout	0 16	0 17
Fike	0 10	0 11
B.C. Salmon	0 23	0 25
Gaspereaux, each	0 03 1/2	0 04
Western Halibut	0 17	0 18
Eastern Halibut	0 15	0 17

ONTARIO MARKETS

TORONTO, May 9.—There has been no disposition toward easier prices in any single line connected with the grocery trade, with the exception of fine apples. Fairly heavy shipments of these latter have arrived in New York, and should be equally low, as in other years. Prices for the other grocery lines have been in the upward direction, and the changes have been numerous. There was a continuation of good business conditions, with trade reported excellent. Some of the lines in which advances have taken place are soups, jams, marmalade, jelly powder, maple butter, soap chips, maple products, castile soap, Epsom salts, peanuts, rice, beans.

Heavy Production Of Sugar Under Way

Toronto.
SUGAR.—Reports from Cuba indicate that heavy production of sugar is now proceeding on the Island, as the number of centrals now grinding as compared with the same time last year is considerably in excess. At this time last year there were 147 sugar factories grinding cane, while during the first week in May this year the number was 182. The actual amount of production is behind last year, for up to April 28, 2,039,055 tons had been produced this year, as compared with 2,356,292 tons last year, a difference of 317,237 tons in favor of last year. But it should be remembered that there are now 35 centrals more grinding than there were at this time last year, and with a month or six weeks of good grinding weather before the rainy season sets in on the Island of Cuba it is barely possible that the production might be larger at the end of the season than at

one time anticipated. The fact that a and that production is now known to be over two million tons, are worth bearing in mind when forming any conclusion greater number of centrals are grinding, on the sugar situation. Much remains as to the possibilities between now and the end of the grinding season. The freight situation is the big factor at the present time owing to the withdrawal of ships for the Transatlantic service. Where in October of last year the rate from Cuba to New York was in the neighborhood of 32c to 35c per hundred, charters have been made during the latter part of April for freight space at 63c to 65c per hundred. This is a big increase in the cost and accounts for some of the recent increase in the price of raw sugar. Prices of Canadian refined held steady during the week, with the exception of Canada Sugar Refining Company, whose prices were advanced 10c per hundred. Demand for sugar is light at present, but deliveries of sugar are proceeding.

Atlantic, St. Lawrence extra granulated sugars	100 lbs.	\$ 64
Acadia Sugar Refinery, extra granulated		\$ 64
Canada Sugar Refinery, extra granulated		\$ 64
Dominion Sugar Refinery, extra granulated		\$ 65
Yellow, No. 1		\$ 64
Special icing, barrel		\$ 84
Powdered, barrels		\$ 84
Paris lumps, barrels		\$ 24
Assorted tea cubes, boxes		\$ 24

In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 45c per 100 lbs.; 25c per 100 lbs. in 10-lb. gunnies, and 25c per 100 lbs. in 5-lb. cartons, and 30c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages.

Soups And Marmalades Have Been Moved Up

Toronto.
SOUPS, MARMALADE, JAMS—There has been a general advance in the price

of Campbell's soups, the range in price being from \$1.80 to \$1.90 per dozen, as compared with the former price of \$1.65 to \$1.75 per dozen. Snider's soups and sauces—Snider's catsup, 16-oz. size, is up 25c, and is now quoted at \$3.50 per dozen; the 12-oz. remains the same at \$2.35 per dozen, and the 8-oz. size has advanced 50c dozen to \$1.95. Snider's chili sauce, 16-oz. size, is up 60c per dozen to \$3.85, while the 8-oz. size is up 40c to \$2.25. Snider's oyster cocktail in 16-oz. size is quoted at \$3.85 per dozen, an advance of 60c, while the 8-oz. is quoted at \$2.25, an advance of 40c. Salad dressing of the same brand has advanced \$1 per dozen in both 16-oz. and 8-oz., now being quoted at \$4.25 and \$2.85 respectively. Snider's tomato soup has been increased 15c per dozen to \$1.40. All marmalades have been advanced from 15c to 20c per dozen. Packed in boxes, the following are the prices that prevail: 8-oz., \$1.40 dozen; 12-oz., \$1.95; 16-oz., \$2.45 to \$2.50; 22-oz., \$3.15 to \$3.35; 2-lb. pails, \$4.50; 4-lb., \$8.75; 72's, individuals, 70c; 6 and 7-lb. pails, \$14.25. All pure jams are higher in price by 15c dozen, bulk being 1c per pound higher; 4-lb. containers are up 3c, and 5-lb. containers up 4c. Gusto cereals have advanced 60c per case, and are now quoted at \$3.45. Jelly powders have advanced 10c per dozen, and are now quoted at \$1.05 dozen, with the usual allowances for quantities.

Soap Chips And Maple Products Higher

Toronto.
SOAP CHIPS, MAPLE PRODUCTS, EPSOM SALTS.—Dingman's soap chips are now selling at \$5.50 per box of 50-lbs., an advance of 50c. In barrels these chips are quoted 1/2c per pound higher at 10 1/2c. Guelph soap chips in barrels are now quoted at 8c and in 50-lb. boxes at \$4.25. E. P. sauce has been increased from \$1.45 to \$1.70 per dozen. Klim milk in 16-oz. size has been advanced, and is now selling at \$3.15 dozen, while the hotel size is selling at \$28 dozen. Maple products have been advanced 10c to 15c dozen, maple butter in the 5-oz. size now being quoted at \$1.35, an increase of 40c; the 8-oz. at \$1.80 and the 16-oz. tins at \$3 per dozen. In 5-gallon tins the price is \$5.40; twelve-quart bottles at \$3.50 case, 24-pint bottles at \$4.50, and 24-quart bottles at \$7 per case. La Franc castile soap is now quoted at \$4.95 per box, and Cudahy's White Knight soap at \$4.45 per box, an advance of 30c. Epsom salts have also been increased to 7 1/2c per pound in kegs and 8c per pound in broken lots. Ocean Wave baking powder in 6-oz. size is now quoted at 95c, while the 16-oz. is quoted at \$2.25.

Bulk Molasses Goes Up 1c To 7c Gallon

Toronto.
MOLASSES, SYRUPS.—Wholesalers during the week advanced the price of bulk molasses from 1c to 7c per gallon in certain instances. Fancy Barbadoes is now quoted at 80c to 82c per gallon.

and West India at 46c to 48c in barrels and half-barrels. These advances follow on the heels of the advances put into effect by the manufacturers last week, and which was noted in these columns. Cane syrups remained steady in price, as did also corn syrups. There has been a good demand for molasses with difficulty in getting shipments forward.

Corn Syrups—		
Barrels, per lb.	0 06 1/2	
Cases, 2-lb. tins, 2 doz. in case	4 60	
Cases, 5-lb. tins, 1 doz. in case	4 95	
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06 1/2	
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	4 80	
Molasses—		
Fancy Barbadoes, gal.	0 80	0 82
West India, 1/2 bbls., gal.	0 46	0 48
West India, 10-gal. kegs.	0 60	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

Prices On Salmon Expected To Open High

Toronto. CANNED GOODS.—Wholesalers are expecting that the opening prices on salmon will be much higher than the opening prices of last year. The larger packers have not yet named their prices, but are selling subject to open prices. Some concerns have already quoted prices, which are \$1 to \$1.50 per case higher than last year, but these figures are not taken as the real criterion of what the market is likely to be from the larger packers. It is understood that the Government has guaranteed the packers a certain amount of tinplate, which will insure cans for a certain percentage of the pack at any rate. While this is the year of the big run, it is expected that the labor situation and the cost of raw materials will be more of a determining factor in prices than an abundance of fish. Demand for all canned goods has held up well. Prices remained steady.

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

Salmon Sockeye—		
Alaska reds, 1-lb., talls	2 75	3 00
Alaska pinks, 1-lb. talls	2 40	2 45
Chums, 1-lb. talls	1 40	1 50
Pinks, 1-lb. talls	1 75	1 85
Cohoos, 1/2-lb. tins	1 45	1 50
Cohoos, 1-lb. tins	2 50	2 60
Springs, 1-lb. talls	2 40	2 75
Lobsters, 1/2-lb., doz.	2 75	3 00
Canned Vegetables—		
Tomatoes, 2 1/2s	2 15	2 25
Tomatoes, 3s	2 25	2 40
Peas, standards	1 35	
Peas, early June	1 45	
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	
Corn, 2's, doz.	1 90	2 00
Pumpkins, 2 1/2s	1 95	
Red raspberries, 2s	2 65	
Red cherries, 2s	2 45	
Strawberries, 2s	2 50	2 60
Pineapples, Hawaiian, 2s, doz.	2 35	3 00
Pineapple, Hawaiian, 1s, doz.	1 50	

Dried Peaches And Prunes Have Advanced

Toronto. DRIED FRUITS.—There has been an advance of 1c to 2c per pound in the price of dried peaches during the week.

In California the peach crop for 1917 has all been sold, and there is every prospect that higher prices will prevail. In prunes there is very much the same position with the 1917 crop in the Santa Clara all disposed of at very high prices. The prune trust on the coast has control of the situation, and there are rumors afloat that higher prices can be expected. It is reported that the Peach Association at the coast have withdrawn prices for the present until it is possible to determine whether or not their sales of 1916 crop have exceeded the supply in warehouses. Conditions in the dried fruit market is one of firmness throughout.

Apples, evaporated, per lb.	0 13	0 13 1/2
Apricots, choice, 25's, faced.		
Candied Peels—		
Lemon	0 23	0 25
Orange	0 24	0 27
Citron	0 26	0 30
Currants—		
Filiatras, per lb.	0 21	0 22
Patras, per lb.	0 22	0 23
Vostizzas, per lb.	0 22	0 23
Cleaned, 1/2 cent more.		
Australians, lb.	0 21	0 22
Dates—		
Excelsior, pkgs., 3 doz. in case	3 50	3 60
Dromedary dates, 3 doz. in case	4 25	4 60
Hallowee, per lb.		0 11 1/2
Figs—		
Taps, lb.	0 05 3/4	0 06 1/2
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.	0 13 1/2	0 14 1/2
40-50s, per lb., 25's, faced.	0 13 1/2	0 14
50-60s, per lb., 25's, faced.		0 13 1/2
80-90s, per lb., 25's, unfaced.		0 11 3/4
Peaches—		
Choice, 25-lb. boxes	0 12	0 12 1/2
Raisins—		
California bleached, lb.	0 14 1/2	0 15
Valencia, Cal.	0 09 1/2	0 10 1/2
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12	0 13 1/2
Seedless, 16-oz. packets	0 15	0 16

Tea Prices May Go To Higher Level

Toronto. TEAS.—During the week CANADIAN GROCER has put the question to leading tea authorities as to whether they think there will be any real famine in tea. The opinion prevails among those well informed that there is no prospect of an immediate famine. Stocks of teas in wholesalers' hands are low and in some cases nil. There is a fair quantity of tea on the way via the Atlantic and Pacific routes, which is estimated at about two-thirds the amount for normal requirements of trade for next three months. There is prospect of a still further reduction in shipping facilities owing to the curtailment of steamer service and lack of space. Rate of freight from Calcutta have advanced during the past week about 40 per cent., and is now equivalent to about 12c per pound. The war risk insurance has been increased by the British Government from three to five guineas, which represents about 2c per pound on the price of tea, making the landing cost 14c per pound for freight and insurance from Calcutta to Toronto. Freights from Colombo have advanced in the same degree and freights via Vancouver, according to cable advice, have advanced 56 per cent. These

conditions render impossible any easing of price locally so far as can be seen for at least the balance of the year. It is the opinion of the trade that very sensible advances are likely to take place as the actual shortage comes to be felt. It is not improbable that wholesale prices may advance considerably.

	Per lb.	
Pekoe Souchongs	0 45	0 46
Pekoes	0 46	0 47
Orange Pekoes	0 48	0 50
Broken Pekoes	0 50	0 55
Broken Orange Pekoes	0 52	0 55

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

Chicory Prices Higher By 2c Pound

Toronto. COFFEE, COCOA.—It is expected the supplies of chicory will be entirely bare of this market before the new crop comes in in November and December. Prices have risen 2c per pound as a result of the narrow limits of stocks. There has been a good demand for coffee, helped along in measure from the fact that tea is selling at high prices. There has been a continued good demand for cocoa, but prices for both coffee and cocoa remain unchanged.

Coffee—		
Bogotas, lb.	0 28	0 30
Maracaibo, lb.	0 25	0 28
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 27
Mocha, Arabian, lb.	0 35	0 40
Rio, lb.	0 20	0 25
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	0 18	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 16	0 20

Fairly Good Supply Of Cloves Coming

Toronto. SPICES.—Importers report that the stocks of cloves available in London are fairly heavy, and that they have been able to get shipments forward without difficulty. One of the striking features is that they can be purchased 5c per pound cheaper through the London market than by purchasing in the New York market. Coriander seed is very firm, and is rapidly approaching the point where the demand is being shut off owing to the high price. This point has already been reached by carraway seed. There is practically no business being done in carraways. Demand for spices has been fair.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 30	0 40
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 30	0 35
Peppers, white	0 38	0 45
Peppers, black	0 32	0 35
Nutmegs, selecta, whole, 100's.	0 45	0 60
Do., 80's	0 45	0 60
Do., 64's	0 45	0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 35	0 45
Coriander, whole	0 28	0 38
Carraway seed, whole	0 75	0 85
Cream of Tartar—		
French, pure	0 60	0 65
American high test	0 55	0 58

Shelled Peanuts Advance 2c Pound

Toronto.
NUTS.—An advance of 2c per pound was recorded in the price of shelled peanuts during the week, making the quotations now 16c. With peanuts in the shell, some wholesalers advanced their price 1½c for Jumbos, which makes the range of prices as high as 17c per pound. There has been a steadily upward trend in the market in the southern producing centres, principally because of the heavy demand for the armies of Europe. Importers of Brazil nuts have withdrawn quotations, as they are unable to get shipments through because of suspension of sailings from Brazil. Supplies of shelled walnuts are short, some importers refusing to sell any large quantities.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 21
Walnuts, Bordeaux	0 18	0 19
Walnuts, Grenobles, lb.	0 18	0 19
Filberts, lb.	0 18	0 20
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 12½	0 17
Brazil nuts, lb.	0 15	0 15
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 50	0 55
Walnuts, California	0 26	0 33
Peanuts, lb.	0 14	0 14
Brazil nuts, lb.	0 70	0 75
Pecans, lb.	0 85	0 85

Texas Fancy Rice Up 75c To \$2 a Hundred

Toronto.
RICE AND TAPIOCA.—Big advances have been recorded in all southern rices during the week, Texas fancy having scored advances ranging from 75c to \$2 per hundred, the range being now from \$9 to \$10.50 per hundred pounds. Siam fancy has also advanced ½c per pound; Siam second is up a like amount; Japans and Chinese rices have also advanced ½c per pound. There have been big demands on rice stocks for the armies. Tapioca is in very firm market. The only place where stocks are available at present is on the New York market and to bring these goods into this market at present prices prevailing there would cost 17½c. The situation has been caused through the inability to get shipping. While wholesalers are still quoting at 12c to 12½c to the retail trade the actual cost from importers at the time of writing was 12c to 13c per pound.

Texas, fancy, per 100 lbs.	9 00	10 50
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	6 00	6 50
Japans, fancy, per 100 lbs.	7 00	8 00
Japans, second, per 100 lbs.	6 00	7 25
Chinese, per 100 lbs.	6 00	9 00
Tapioca, per lb.	0 12	0 12½

Lima Beans 2c to 3c Per Pound Higher

Toronto.
BEANS.—An advance of 2c to 3c per pound has been made effective on lima beans owing to the high prices prevailing in the primary market. The range of prices on limas is now from 16c to 18c per pound. Ontario beans have been moved higher also, and are quoted at \$8.50 to \$10 per bushel. Some fine samples of beans to be used as seed were sold as high as \$14 per bushel. Rangoon beans are higher by 50c to \$1.50 per

bushel. California black eyes are also quoted higher.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	10 00
Rangoon, per bush.	7 00	8 50
Black eyes, Cal., bushel.	5 70	5 70
Yellow eyes, bushel.	7 75	7 80
Limas, per pound.	0 16	0 18

Package Cereals Again Move To Higher Levels

Toronto.
PACKAGES.—Higher prices on package cereals again prevail, Robin Hood 18's being quoted 10c up at \$1.70 per case. Robin Hood wheat is also higher at \$5.80 per case for 20's and \$6 per case for 36's. Krinkle cornflakes have been advanced to \$2.85 per case, post toasties to \$3.25, and grapenuts to \$3 per case. There has been a good demand for cereals in boxes. Cornstarch and starches remained steady in price at the advances recorded last week.

Cornflakes, per case	2 95	3 40
Rolled oats, round, family size, case.	4 00	4 50
Rolled oats, round regular 2-lb. size, case 1 40	1 40	1 80
Rolled oats, square case	4 00	4 50
Shredded wheat, case	4 00	4 00
Cornstarch, No. 1, pound cartons.	0 10½	0 10½
No. 2, pound cartons	0 09½	0 09½
Starch, 6-lb. packages, per lb.	0 09	0 12
In 1-lb. cartons	0 10½	0 10½

Trout And Whitefish Are Quoted Lower

Toronto.
FISH.—On account of storms on the East and West coasts the supplies of fish have been somewhat limited during the week. Trout and whitefish reached the market in better supply, however, and were quoted 1c lower on whitefish and 3c down on trout. Indications seem to point to fairly good supplies of fresh lake fish during the coming week, when it is expected prices will be more reasonable. Coho salmon are up 1c per pound. Fresh tullibeas are quoted at 10c per pound. Shrimps are about off the market now, although a few are still left that are quoted at \$1.40 per wine gallon can.

SMOKED FISH.		
Ciscoes, per lb.	0 15	0 15
Haddies, per lb., new cured.	0 12	0 12½
Haddies, filets, per lb.	0 14	0 15
Kippered herring, per box.	1 60	2 00
Digby herring, bundle 5 boxes.	1 10	1 25
Strip cod, 5-lb. boxes	4 50	4 50

PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.	2 60	2 60
Salt mackerel, kits 15 lbs.	2 25	2 25

FRESH SEA FISH.		
Crabs, per dozen	1 00	1 00
Halibut, frozen	0 16½	0 17
Chicken halibut, fresh, per lb.	0 15	0 15½
Halibut, medium, fresh, lb.	0 16½	0 17
Coho salmon (red), frozen	0 14½	0 15
Haddock, fancy, express, lb.	0 08	0 09
Stenk, cod, fancy, express, lb.	0 10	0 11
Flounders, lb., frozen	0 09	0 10
Winkels, per bag	1 75	1 75

FRESH LAKE FISH.		
Pike, lb.	0 08	0 08½
Whitefish, lb., frozen	0 13	0 13½
Whitefish, lb., fresh	0 18	0 18
Trout, lb., fresh	0 17	0 17
Herrings, frozen	0 06	0 06
Tullibeas, lb.	0 09	0 09½
Do., fresh, lb.	0 10	0 10
Smelts, No. 1	0 12½	0 12½
Shrimps—		
Wine gallon cans	1 40	1 40

Canadian Asparagus Has Reached Market

Toronto.
VEGETABLES.—Canadian grass asparagus reached the local market dur-

ing the week, and was quoted at \$2 per 11-quart basket. New beets in hampers show an inclination toward lower levels, being quoted 25c down in certain cases. Green string beans are also 25c lower than last week. There has been a big drop in Canadian hothouse cucumbers, the range being from \$1.50 to \$1.75 for an 11-quart basket as compared with \$3.75 to \$4.25 last week. California cauliflower are coming in larger quantities, and are quoted at \$3 to \$3.50 per hamper. New carrots in hamper are quoted as low as \$2 per hamper, representing a 25c decline in some instances. Mushrooms are in better supply, and the price is lower. New Brunswick potatoes hold firm, with 15c quoted under last week in some cases. New potatoes from the Southern United States are selling from \$3 to \$4 a hamper. Florida tomatoes are lower by 75c to \$1 per carrier at \$4 to \$4.50, with the prospect that they will be still lower next week. New turnips in hampers were down, and are quoted at \$1 to \$1.50 per hamper. Vegetables were in fairly good supply during the week.

Asparagus, Cal., case	3 00	4 50
Canadian grass, 11-qt. bkt.	2 00	2 00
Beets, bag	1 75	2 25
Beets, new, hamper	2 25	2 50
Beans, green string, hamper	2 75	3 25
Brussel sprouts, imported, qt.
Cucumbers, Can., hothouse, 11-qt. basket	1 50	1 75
Cucumbers, Florida, hampers, 6 doz.	3 50
Cabbage, hampers	3 00	5 00
Cauliflower, Cal., 10 to 15 in box	3 00	3 50
Carrots, bag	1 75	2 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case.	2 75	3 50
Eggplant, each	0 25	0 30
Lettuce, per doz. bunches.	0 25	0 50
Cal. head lettuce, hamper	2 50	3 50
Mushrooms, 4 lbs.	2 50	2 75
Onions—		
Texas, 50-lb. box	3 25	4 00
Green, per bunch
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks	4 35	4 50
Sweet Jerseys, hamper
New, hamper	3 00	4 00
Parsnips, bag	2 50	2 75
Radishes, hampers	1 25	1 50
Spinach, bushel hamper	2 25
Green peppers, doz.	1 00
Tomatoes, Flor., 6-bkt. carriers.	4 00	4 50
Parsley, doz.	0 75
Watercress, doz.	0 30
Turnips, bag	0 75	0 90
Turnips, new, hamper	1 00	1 50

Pineapples Are Down And May Go Lower

Toronto.
FRUIT.—The fruit in which greatest interest is being manifested these days is pineapples. There was a decline of 50c per case during the week, with the prospect that they will be even lower by next week. Some 27,000 cases of Cuban pines and 44,000 cases of Porto Rican pines arrived in New York last week, and with shipments as heavy at this time of year as in normal years, there is every reason to believe that the fruit will be quoted at fully as good prices as in previous years. Heavy shipments of this fruit will reach the local market within the next two weeks, when the big season for pines is on. California lemons are down 25c per case, and strawberries at 5c to 7c per quart lower than last week.

Apples—		
Boxes, American	2 50	3 00
Bananas, bunch	2 25	2 75
Oranges—		
Cal. Navels	2 50	3 00
Grapefruit, Florida, case	4 75	5 50

Grapefruit, Cuban	4 50	
Lemons, Cal., case	3 50	4 00
Messinas, case	3 50	3 75
Pineapples, Porto Rican	3 25	3 75
Cuban, case	3 00	3 50
Rhubarb, doz. bunches	1 00	1 25
Strawberries, 1-qt.	0 22	0 25

MANITOBA MARKETS

WINNIPEG, May 8.—Some candy manufacturers have announced advances in prices of about 10%. A number of products are moving to higher levels. Stocks of many lines are becoming low. Coconut is very scarce. The flour market has advanced to a new record high level. Canned goods are moving fairly well. The outlook is for continued high prices, unless this year's crops are unusually heavy. The cost of tin plate, lithographing, etc., runs from 50% to 100% over last year's prices.

Sugar Situation Difficult to Understand

Winnipeg.
SUGAR.—Conditions have been very peculiar during the past week, and even the men who are handling sugar find difficulty in understanding the situation. The week opened with Redpath's selling on a basis of \$9; on Thursday, May 3, they advanced to \$9.10, and St. Lawrence, who had been quoting \$9.25, dropped to \$9.10, putting these two refineries on the same basis. The Atlantic Sugar Refineries, Ltd., were selling on a basis of \$9.25. The B.C. Sugar Refineries were temporarily off the market last week on account of a strike, which resulted in the demand falling, more or less, on Eastern refineries. It would seem from the way business came in last week, that the jobbers decided that the time had come to buy; most of them took advantage of the market. It was pretty well understood by most people, that the market had considerably strengthened. British and French commissioners at Washington have been impressing the American authorities with the necessity of providing ships, and it is expected that as a result, considerable tonnage which has been employed in the past for bringing cargoes of raw sugar to New York, will be diverted to other channels, and that the scarcity of tonnage will bring about higher ocean rates. The fact that the U.S. is now at war will make the war risk insurance higher. These are two important factors underlying present market. Retailers in the West apparently have not had proper appreciation of this underlying strength, for they have not bought so lightly for months. Apparently after buying heavily some weeks ago they have decided to hold off and await developments.

High Cost of Prunes

DRIED FRUITS.—Some idea of the way dried fruits are going can be gathered from the fact that a local broker sold prunes in Winnipeg this week on a basis for 90-100's for 13c. Retailers are paying in the neighborhood of 10c. to-day. Old crop peaches are practically off the market. It is obvious that apricots are going to cost retailers 22c.-25c. before

very long, as sales are being made on this basis now. New crop comes in around August.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 12½	0 13
Apples, 25-lb. boxes	0 13	0 13½
Apples, 3-lb. cartons, each.	0 42	0 44
Pears, choice, 25's		0 13½
Apricots—		
Choice, 25's		0 23
Choice, 10's		0 24
Peaches—		
Choice, 25-lb. boxes	0 12	
Choice, 10-lb. boxes	0 13	
Currants—		
Fresh cleaned, half cases,		
Australian, lb.	0 22	
Dates—		
Hallowees, 68-lb. boxes	0 12½	
Fards, box, 12 lbs.	2 00	
Raisins, California—		
15 oz. fancy, seeded	0 11½	
15 oz. choice, seeded	0 11	
12 oz. fancy, seeded	0 09½	
12 oz. choice, seeded	0 08¾	
Raisins, Muscatels—		
3 crown, loose, 25's	0 09¼	
3 crown, loose, 50's	0 09	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes.	0 10	
3 crown, loose, 10-lb. boxes.	0 10½	
Figs—		
California cooking, 25's.	0 09	
Mediterranean, 33-lb. mats.	0 08½	
Prunes—		
90 to 100, 25s	0 09¼	0 09¾
40 to 50, 25s	0 12	0 12½
Peels—		
Orange, lb., 7-lb. boxes	0 22½	
Lemon, lb., 7-lb. boxes	0 21¼	
Citron, lb., 7-lb. boxes	0 25	

CANNED SALMON.—It is announced that salmon prices will be announced by packers earlier this year than ever before, probably around the beginning of June.

Nuts Will Advance

NUTS.—It is stated that all grades of shelled or unshelled nuts are likely to advance, particularly French walnuts, which are selling in the primary market to-day on a basis of 49c. There is not likely to be an advance in the cost of Brazils, in fact, on account of the heavy crop, there is likely to be considerable decline.

Question What To Do With Rice

Winnipeg.
RICE.—Following the advance of 25% announced last week, millers withdrew their prices. Shipments on tapioca from Singapore are being held up indefinitely owing to shortage of tonnage. Some of the local jobbers are still in doubt what action to take regarding advances which have been put into effect by the millers. They seem afraid that something might prevent them getting any of the rice contracted for.

Rice—		
Japan, ex. fancy	0 06	
Japan, fancy	0 05½	
Japan, choice	0 04½	
Stam. 50-lb. sacks, lb.	0 04¼	0 04¾
Carolina, 100-lb. sacks.	0 08¾	0 10
Ground rice, 10-lb. boxes, lb.	0 07½	
Tapioca, lb.	0 09	
Sago, lb.	0 08	

Beans at \$6.85; Few Being Offered

Winnipeg.
DRIED VEGETABLES.—For a long time the market has been going up, and stocks have been getting smaller. This condition goes on still. Very few beans can be obtained in Winnipeg. Because of the high prices being paid for beans to-day, it is very likely new crop beans will be rushed unduly, but the earliest that these can be expected is September. Lima beans continue to go up. A local wholesaler is offering hand-picked Manchurians at \$6.85. Some houses have a fair supply of split peas at \$7, and state they have at least enough to keep them going. They are asking \$5.50 per bushel for whole peas.

Beans—		
Ontario hand-picked, bush.	7 50	
Ontario, 3-lb. pickers, bush.	6 70	
California Lima Beans—		
80-lb. sacks	0 15	
Barley—		
Pot, per sack, 98 lbs.	4 75	
Pearl, per sack, 98 lbs.	6 60	
Peas—		
Split peas, sack, 98 lbs.	7 00	7 50
Whole peas, bushel	5 65	

Maple Syrup Quotations

MAPLE SYRUP.—Jobbers are quoting new prices on Pride of Canada, and in the case of quarts, which is a big seller, the price has jumped, compared with last year, from \$11.80 per case to \$13 per case. Quotations are as follows: Gallons, \$11; ½ gallons, \$11.25; quarts, \$13; quart bottles, \$12.40; pints, \$10.35.

Tried to Buy Tea In Western Canada

Winnipeg.
TEA.—Most Winnipeg wholesale houses bought heavily when it was seen that the market was going to touch high levels, consequently, the West is in pretty good shape and attempts, it is said, have been made by Eastern houses to buy tea locally.

Florida Tomatoes \$7.00; Cucumbers Are Cheaper

Winnipeg.
FRUITS AND VEGETABLES.—Old cabbage which has been soaring of late, and which was quoted last week at \$10-\$12, can now be considered practically off the market, and the dealer will be dependent now on California products. There has been a decline in cucumbers of \$1 per box; they are now quoted \$5. Head lettuce from California declined to \$1.25 per dozen, leaf lettuce dropped to 50c. per dozen. Sweet potatoes and bitter oranges are off the market. Washington rhubarb, which came on the market at \$2.50 per box, is now selling at \$2. Florida tomatoes are bringing \$7 per case, and Mexican tomatoes \$4 per case.

Manitoba potatoes, bushel.	1 40
Celery, Cal., case	8 50
Cucumbers, box	5 00
Carrots, old, bushel	2 00
Turnips, old, lb.	0 02
Cabbage, Cal., lb.	0 12
Cauliflower, Cal., small crates.	3 00
Head lettuce, Cal., doz.	1 25
Lettuce, leaf, doz.	0 50
Imported mushrooms	0 90
Parsley, imported, doz.	0 75
Peas, green, lb.	0 20
Spinach, lb.	0 15
Tomatoes, Florida, case	7 00
Tomatoes, Mexican, case	4 00

(Continued on page 43.)

FLOUR AND CEREALS

Flour Still On Firming Trend

Montreal.

FLOUR AND FEEDS.—At the time of writing while flour was still being quoted in Montreal at \$15.10 per barrel for 1st patents, a further advance seemed almost inevitable for the wheat market was still strong, and apparently strengthening. The fifteen dollar figure for flour predicted by some market watchers months ago has arrived and is apparently being passed. No one is willing to predict now the heights to which flour may rise but there are opinions to the effect that there may be a reaction to slightly lower levels before harvest. Still it is said on the market that the old moderate seeming figures under ten dollars or so will not be seen again till after the war. Without precedent to guide, however, the views expressed are at best only the shrewd opinions of men whose daily touch with the markets keeps them alive to little indications that may mean much. Winter wheat has advanced in sympathy with Manitoba, and because there is not any too much of it, and here also the outlook is firm. Feeds appear now to have reached about the top of their market, and may show some signs of shading downwards as demand slackens now that cattle are getting out grass. But there will be plenty of strength to the feed market still for the condition of the flour market does not warrant any marked reductions in feeds. Montreal markets will reflect the tone of Boston markets as to feeds now to some extent, the consumption in that direction being considerable, and a factor in the general market.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	15 10	15 30
Second patents	14 50	14 70
Strong bakers	14 40	14 60
Winter Wheat Flour—		
Fancy patents	13 50	13 80
95 per cent. in bags	6 50	6 65
Bran, per ton	43 00	45 00
Shorts	46 00	47 00
Special middlings	52 00	53 00
Feed flour	63 00	64 00
Feed oats, per bushel	0 90	0 95

Cereals Show The Firm Note Also

Montreal.

CEREALS.—The interesting feature of the cereal market is still rolled oats. These have advanced considerably, though the advance was long delayed. The situation now is that oats have risen to 2½ times their former price in pre-war days, and bulk rolled oats following closely in line with this rise have advanced considerably also. But

the widely advertised package rolled oat products have been sold for so long at the familiar 25 cent figure that millers have not seen fit to advance the price of these goods in proportion to the bulk goods prices in fact making the bulk goods carry the package lines until normal conditions return. As a consequence package rolled oats are really about as cheap to buy as bulk at present, the principal package lines being at \$4.50 now. Pearl Hominy has advanced now and quotes \$6.25 per bag. Peas are \$4.00 a bushel. Split peas \$8.25 a bag.

Barley, pearl, 98 lbs.	6 50	7 00
Barley, pot, 98 lbs.	5 25	5 75
Buckwheat flour, 98 lbs.	5 00	
Corn flour, 98 lbs.	5 25	
Cornmeal, yellow, 98 lbs.	4 00	4 25
Graham flour, 98 lbs.	7 30	
Hominy, granulated, 98 lbs.	6 15	6 20
Hominy, pearl, 98 lbs.	6 25	
Oatmeal, standard, 98 lbs.	4 30	
Oatmeal, granulated, 98 lbs.	4 30	
Peas, Canadian, boiling, bush.	4 00	
Split peas	7 50	
Roller oats, 90-lb. bags	4 50	
Whole wheat flour, 98 lbs.	7 30	
Rye flour, 98 lbs.	5 00	
Wheatlets, 98 lbs.	7 55	

Manitoba Flour Up to \$15 Barrel

Market for Cash Wheat Demoralized During Week—Very Little Sold—Ontario Flour Higher.

Toronto.

FLOUR.—Still higher prices prevailed for Manitoba and Ontario winter wheat flour. The former was increased to \$15 basis per barrel in carlots and Ontario winter wheat flour reached \$13.95 for high patents in car lots. The wheat market at Winnipeg was somewhat demoralized during the week as there was no No. 1 Northern wheat sold at all on Friday and Saturday and no quotations made on the options for May and July due to stoppage of options for those months. October options were the only ones dealt in during the two days in question. There was some No. 6 wheat sold on the days in question, but this is of low-grade quality. On Monday there were some transactions in No. 1 Northern cash wheat at Winnipeg at \$2.86 per bushel. This compared with \$2.95½ on Thursday of last week, the high point for the week in review. Under the high price for flour demand has been very light. On Tuesday of this week No. 1 Northern cash wheat sold at Winnipeg at \$2.90 per bushel. Up to the present week the demand for flour has been heavy but there is a noticeable drop in demand during the past few days owing to the very high prices. Deliveries of feed and flour from the West have much improved and Western milling concerns with Eastern connections are now

able to ship almost all they desire. They are still about three weeks behind on orders, however, due to the transportation facilities within recent weeks.

	Car lots	Small lots
Manitoba Wheat Flour—		
First patents	15 00	15 20
Second patents	14 50	14 70
Strong bakers	14 30	14 50
Ontario Winter Wheat Flour—		
High patents	13 95	14 25
Second patents	13 55	13 85

Corn Flour And Cornmeal Go Higher

Toronto

CEREALS.—An advance of 50c per sack has been recorded in the price of corn flour, hominy grits and pearl hominy during the week making the price of these commodities \$5.25 per 98 pounds. Higher prices were also quoted on rolled oats in some quarters, the range being now as high as \$5 per sack. Oatmeal has been advanced in a corresponding way. Yellow split peas have been increased from 50c to \$1.50 per bushel in certain instances. There has been a fair demand for bulk cereals but high prices are operating to curtail consumption to a certain extent.

	Less than car lots	Car lots
Barley, pearl, 98 lbs.	6 75	8 00
Barley, pot, 98 lbs.	5 10	6 00
Buckwheat flour, 98 lbs.	5 25	5 50
Corn flour, 98 lbs.	5 25	5 25
Cornmeal, yellow, 98 lbs.	4 60	5 00
Graham flour, 98 lbs.	5 75	7 25
Hominy grits, 98 lbs.	5 25	5 25
Hominy, pearl, 98 lbs.	5 25	5 25
Oatmeal, 98 lbs.	4 80	5 50
Roller oats, 90-lb. bags	4 25	5 00
Roller wheat, 100-lb. bbls.	6 25	6 75
Whole wheat flour, 98 lbs.	6 60	7 25
Wheatlets, 98 lbs.	6 80	7 50
Peas, yellow, split, bush.	9 00	10 00

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

Bran And Shorts Advance \$1 Per Ton

Toronto

MILL FEEDS.—Still higher prices prevailed for mill feeds during the week when an advance of \$1 per ton was recorded on bran and shorts by some Ontario mills. Western mills are still quoting at the prices prevailing last week. Farmers are getting good prices for their products and there seems to be no hesitancy about paying the increase in prices. There has as a result been continued heavy demand for mill feeds of all kinds.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	43 00	45 00
Shorts	46 00	48 00
Special middlings	52 00	54 00
Feed flour	63 00	65 00
Ontario oats, No. 2 (nominal)	0 74	0 76
Manitoba oats, No. 2 (nominal)		0 88

**Flour Nearly \$15.00;
Rolled Oats \$4.00 80's**

Winnipeg.
FLOUR AND CEREALS.—The past week has been the most exciting in the history of the flour business here. On Monday of last week the wheat market declined, and a drop of 50c per bbl. on first patents went into effect. The next day the market recuperated, and continued to go up at an alarming rate, with the result that on Tuesday an advance of \$1.00 per bbl. went into effect, bringing the price to \$14.40 per bbl. This makes a total advance, since we last went to press, of \$1.60 per bbl. Conditions became such that the Winnipeg Grain Exchange and the Government got their heads together to put a stop to speculation, and it is practically decided that under new arrangements, the wheat market will be on a stable basis. Price for May wheat is 2.85. It is believed that this price will be established until new crop. Thus flour will become stable and be sold on a basis somewhere in the neighborhood of \$14.40 per bbl. At the time of writing it was not known definitely what the Government and Grain Exchange were doing, but it was expected to be along these lines. During the past week rolled oats jumped to \$4.00 for 80's being an advance of 30c per bag; while there is very little demand for packages, millers are beginning to see that they are worth more than \$4.10 per case, and some are asking \$4.50. New prices are quoted on cornmeal 98's and oatmeal 98's being \$5.25 and \$5.00, respectively. These new prices are due to advances in the corn and oat markets. Feeds have taken another jump, bran now being quoted at \$38.00, shorts at \$41.00, mixed chop at \$53.00, per ton. It was really the advance in wheat which sent prices of feed up.

Flour—		
Best patents	14 40	
Bakers	13 90	
Clears	13 50	
XXXX	11 30	
Cereals—		
Rolled oats, 80's	4 00	
Rolled oats, pkgs., family size	4 50	
Cornmeal, 98's	5 25	
Oatmeal, 98's	5 00	
Feeds—		
Bran, per ton	38 00	
Shorts, ton	41 00	
Mixed chop, ton	53 00	

PRODUCE AND PROVISIONS

(Continued from page 46.)

Cheese.—Fodder cheese is coming in from the East and selling to the trade at 27c. There is also some local cheese coming on to this market, being quoted at 27-27½.

Hams—		
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Light, lb.	0 29	0 30
Bacon—		
Breakfast, per lb.	0 31	0 32
Breakfast, select, lb.	0 35	0 36
Backs, regular		0 30
Backs, select, per lb.	0 32	0 33
Dry Salt Meats—		
Long clear bacon, light		0 24
Backs	0 24	0 25
Barrelled Pork—		
Mess pork, bbl.		45 00

Lard, Pure—		
Tierces	0 25½	
20s	5 20	
Cases, 5s	15 30	
Cases, 3s	15 45	
Lard, Compound—		
Tierces	0 19¼	
Tubs, 50s, net	4 38	
Pails, 20s, net	4 05	
Butter—		
Fresh made creamery, No. 1		
cartons	0 43	
No. 1 storage	0 42	
Fresh Eggs—		
New laids	0 34	0 36
Cheese—		
Ontario, large Sept.	29 00	30 00
Ontario, large, fresh	0 27	0 27½
Manitoba, large, fresh	0 27	0 27½

WEEKLY GROCERY MARKET REPORTS

(Continued from page 41.)

Fruits—		
Oranges, navel, case	4 00	4 25
Lemons	5 00	5 50
Grape fruit		5 00
Malaga grapes, kegs	8 00	10 00
Wine saps, box	2 50	3 00
Rome Beauties, box	2 50	3 00
Cranberries, bbls.		11 00
Pears, Winter Nellis, box		4 50
Strawberries, Louisiana, case 24 pints		4 00
Bananas, lb.		0 05
Rhubarb, Washington, box		2 00
Pineapples, case		5 00

**Halibut Easier 15c;
Whitefish Down to 12c**

Winnipeg.
FISH AND POULTRY.—Prices are somewhat easier on white fish, and dealers are quoting 12c per lb. to-day, although for small pieces they are getting 12½c. Fresh halibut is coming in much more plentifully, and it can be bought to-day at 15c per lb. All fish is plentiful, including fresh halibut and salmon. There will not be much new fresh fish until the lakes open up.

Whitefish	0 12	0 12
Salmon, frozen	0 15	
Salmon, fresh	0 22	
Halibut, fresh	0 15	
Cod, Ling	0 10	
Cod, black	0 12½	
Kippers, boxes	2 00	
Bloaters, boxes	1 75	
Mackerel, 0-lb. kits	3 00	
Finnan haddie, lb.	0 13½	
Salt herrings, bbl.	5 50	
Salt herrings, 20-lb. pails	1 50	
Smelts, extra	0 23	
Brook trout	0 35	
Smoked filets	0 17	
Sea herring	0 07½	

WORTH MANY TIMES THE COST

We could not do without this paper during such times as these, when prices are continually changing. We have saved ten times the price we now enclose to you and hope to be able to do the same thing during this year.

We know you have testimonials to spare but if this one is any good to you you may use it and welcome.

Yours truly,
R. N. Cox & Co.,
(Russell Cox.)
Morell, P.E.I.

**WORKING FOR CO-OPERATION
Merchants and Business Men of Prince
Albert, Sask., Form Get-together
Club, to Boost Local Interests—
Enthusiastic Co-operation
Noted**

With the idea of getting the whole section together in one general boosting campaign, and by so doing to remove any little causes of friction that might exist between city and country districts, the business men of the town of Prince Albert, Sask., recently formed a get-together club.

Some time ago there was a luncheon given, at which many of the Reeves and municipal representatives of the surrounding rural districts were present. Some of the questions that were brought to the attention of this gathering were the improvement of the roads surrounding, the urging of the erection of an elevator in the town so that the grain from the section might be handled satisfactorily and with despatch, a railroad north of the town and a packing house were other things that were suggested as possibilities if there could be a unanimity of action of all those who were interested in the various improvements. A number of representatives discussed these projects, and there was a general feeling that the formation of this get-together club had gone a long way toward securing the bulk of the things desired.

That this get-together club might have its social as well as business side, that should assure the interest of young and old alike, there was arranged a monster dance. This dance was held in the Armoury, and was enthusiastically encouraged and aided by the officers and men of the 243rd Battalion stationed at Prince Albert.

Invitations to this great social event were sent out to all the people of Northern Saskatchewan, and the response was gratifying. There were upwards of 2,500 present, and among this number there were a very large number of persons from the outside sections present; it was estimated that fully 800 people from the surrounding country and villages took in the event.

It was generally felt that this effort on the part of the merchants of Prince Albert to encourage a good feeling between the country and city sections would unquestionably be for the vast betterment of the whole section.

A Whistle for the Grocer's Boy

A Western grocer found great trouble with his delivery, because of the long waits that were often necessitated, by the efforts of the delivery boy to attract the attention of the mistress of the house. The rap on the door is not a very effective method of attracting attention, the door bell scarcely better, for the bell may be far distant from the persons whose attention is desired. But a whistle, a good shrill whistle, will go anywhere. It is the best method yet discovered for getting a person's attention promptly. Try it yourself.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 8.—Flour has stiffened slightly, but price of loaf bread still stands at 10 cents a loaf. The price of sugar is unchanged and Manager Rogers, of the B.C. Sugar Refinery, says there is adequate stock on hand to meet demands even if strike continues for another week or so. Butter is firm and stocks are low, but prices are unchanged. Cheeses have advanced fractionally. There has been a heavy demand for lard the past week and prices after a slight advance for a day or so have dropped back to last week's quotations. Fresh eggs are very scarce despite fact there has been a spell of good weather and prices have advanced four cents the dozen. Potatoes are holding their own as regards prices. Choice seed potatoes are scarce. Apple stocks are low but there are offerings from Washington state. Oranges are selling well. Rhubarb is a glut on market. Strawberries are selling slowly.

VANCOUVER, B.C.—

Sugar, pure cane, granulated, 100 lbs.	8 95
Flour, first patents, Manitoba, per bbl., in car lots	12 00 13 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	110 00
Rice, Siam, per ton	65 00
Beans, Japanese, per pound	0 28 1/2
Lard, pure, in 40-lb. tins, per lb.	0 49
Butter, fresh made creamery, lb.	0 40
Eggs, new laid, in cartons, per dozen	0 29
Cheese, new, large, per pound	

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 8.—Since last report flour dropped one dollar per barrel but next day saw an advance of a dollar and ten cents, and sixty cents the following day. It is now \$14.70 per barrel. Rolled oats are now quoted at \$4 for 80 sacks. Sugar advanced 45c. on Thursday, jobbers bringing in Eastern sugar to help relieve the scarcity of Western caused by strike. Fels Naptha soap has advanced 50c. per case; advances on other brands are expected. All sealers have advanced 50c. per gross. Small white beans are now \$11.50 to \$12.50 per 100 lbs. Salmon sockeye, one pounds, are not quoted; half-pounds are \$14 per case. Three-pound pails of lard are now \$16.20 per case. Smoked meats are up one cent. Eggs are now \$11 per case.

CALGARY:

Beans, small white, Japan, lb.	11 50	12 50
Flour, No. 1 patents, 98s, per bbl.	14 70	
Molasses, extra fancy, gal.	0 77	
Roller oats, 80s	4 00	

Rice, Siam, cwt.	5 20	5 30
Sago and Tapioca, lb.	0 00	
Sugar, pure cane, granulated, cwt.	9 90	
Cheese, No. 1 Ontario, large	0 27	0 30
Butter, creamery, lb.	0 45	
Lard, pure, 3s, per case	16 20	
Eggs, new-laid, case	11 00	
Tomatoes, 2 1/2s, standard case	4 50	4 80
Corn, 2s, standard case	3 60	4 00
Peas, 2s, standard case	2 95	
Apples, gala, Ontario, case	2 50	
Strawberries, 2s, Ontario, case	5 25	
Raspberries, 2s, Ontario, case	5 50	
Peaches, 2s, Ontario, case	4 25	
Salmon, finest sockeye, 1/2-lb. case	14 00	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 8.—Fine summer weather has been general throughout the province during the past few days and seeding is being rushed everywhere on account of the lateness of season. Wheat in one or two instances has been reported up. Wholesale business has been brisk with interest centering in flour, which shows another advance of \$1.10 during the week. First patents are now quoted at \$14.80 per barrel. Currants are now higher at 19c. per lb. in bulk. All tins of salmon show an advance this week. Some lines of jams are higher and an advance is expected in other lines. Eggs are higher and are firm at 36 1/2c. per dozen. Butter remains stationary and cheese is quoted at 30c.

REGINA—

Beans, small white Japan, bush.	7 50
Flour, No. 1 patents, 98s, per lb.	14 80
Molasses, extra fancy, gal.	0 71
Roller oats, bails	3 70
Rice, Siam, cwt.	4 35
Sago and tapioca, lb.	0 09 1/2
Bacon, smoked backs, lb.	0 30 1/2
Bacon, smoked sides, lb.	0 30
Sugar, pure cane, granulated, cwt.	9 14
Cheese, No. 1 Ontario, large	0 40
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	15 10
Bacon, smoked sides, lb.	0 30
Bacon, smoked backs, lb.	0 28
Eggs, new-laid	0 36 1/2
Tomatoes, 3s, standard case	4 50
Corn, 2s, standard case	3 75
Peas, 2s, standard case	2 95
Apples, gala, Ontario	2 25
Strawberries, 2s, Ontario, case	4 18
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall case	12 25
Pork, American clear, per bbl.	6 75 4 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24
Currants, bulk, lb.	0 19

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 8.—Prevailing high prices have had little effect on business conditions in New Brunswick. Wholesalers report a larger spring trade than usual, not only in money total, but in volume of goods handled. The anticipated drop in flour of 60c was followed by advances of \$1.20 and 60c. during the

week, making record prices with Manitoba first patents now selling at \$16 and Ontario at \$50.05 per barrel. The wheat market indicates a further advance is imminent. Granulated cornmeal shows an advance of 50c. to \$9.75 per barrel, with ordinary up to \$3.35. Rolled oats are now \$9.75 per barrel. One line of package oats has advanced 50c. per case with the prospect that others will follow. Siam rice is now \$6 to \$6.10 per hundred pounds. Cheese is firmer at 28c. to 28 1/2c. per pound. Butter is somewhat easier at 40c. to 43c. lb. Lard is higher, pure being quoted at 29 1/2c. and compound at 22 1/4c. There has been a big advance in American clear pork, the price now being \$53 to \$55. Salmon chums are quoted at \$5.25 to \$5.50 per case. Domestic sardines have had a sharp increase of 90c., now being quoted at \$5.65 per case. Prunes are quoted at 29 1/2c. and compound at 22 1/4c. Evaporated apples are selling at 12 1/2c. to 13c. lb. Dealers deny the Government estimate that there is a large surplus of potatoes in this province and predict that a great scarcity will prevail before the new crop is marketed. They are now selling at \$7 per barrel, with very few being offered. Bermuda onions are quoted at \$4 to \$4.25 case, while Texas onions are selling at \$4 to \$4.50. Jams show an advance of 5 to 10 per cent. for pure and 10 to 15 per cent. on compound.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls, Manitoba	16 00
Ontario	15 05
Cornmeal, gran., bbls.	9 75
Cornmeal, ordinary, bags	3 35
Molasses, extra fancy, gal.	0 61 0 62
Roller oats, bbl.	9 75
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	9 00 9 10
Rice, Siam, cwt.	0 60 0 61 0
Sago and Tapioca, lb.	0 10 1/2 0 14
Sugar—	
Standard granulated	8 75 8 80
Bright yellow	8 55 8 60
No. 1 yellow	8 35 8 40
Paris lumps	10 00 10 25
Eggs, new-laid, twins	0 28 0 28 1/2
Eggs, new-laid	0 35 0 38
Roast bacon	0 28 0 28
Breakfast bacon	0 25 0 31
Butter, dairy, per lb.	0 40 0 43
Lard, pure, lb.	0 23 1/2
Lard, compound	0 22 1/2
American clear pork	53 00 55 00
Beef, corned, ls	3 00 3 50
Tomatoes, 3s, standard case	4 70
Corn, 2s, standard case	3 50
Peas, 2s, standard case	2 80
Apples, gala, N.B., doz.	3 19 3 25
Strawberries, 2s, Ontario, case	5 00
Raspberries, 2s, Ontario, case	5 40
Peaches, 2s, Ontario, case	4 00
Salmon, red spring, talls, case	10 00 10 50
Salmon, pink, talls, case	6 25 6 50
Salmon, Cohoes, case	9 00 9 25
Salmon, Chums	5 25 5 50
Sardines, domestic, case	5 65
Cream tartar	0 48 0 51
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12
Raisins, fancy, lb.	0 12 1/2
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 12 1/2 0 13
Candied peel, citrus	0 30 0 31
Candied peel, orange and lemon	0 26 0 27
Evaporated apples, lb.	0 12 1/2 0 13
Evaporated apricots, lb.	0 12 0 21
Pork and beans, case	4 50 4 80
Fresh Fruits and Vegetables—	
Apples, Oregon, box	3 50
Lemons, Messina, box	4 00 4 50
Lemons, Cal., box	4 00 4 50
Oranges, Cal., box	3 50 4 00
Grapes, Malaga, keg	5 00 7 00
Grapefruit, per case	5 50 6 00
Potatoes, bbl.	7 00
Onions, Bermudas, 50-lb. crate	4 00 4 25

PRODUCE AND PROVISIONS

Hogs Go Higher Shortening Up

MONTREAL.—In the provision market this week the tone is steadily firm, and hogs live and dressed showed an upward tendency in price. Live hogs were quoted at \$17.85 to \$18.00 per hundred pounds. Dressed were quoted at \$24.00 per hundred pounds, the lower quotation of last week being eliminated by the gathering strength of this market. The outlook is still towards firmer prices, until some news of the new production in the country is available. Lard continues scarce and firm in price. Shortening is higher due to the firmness of market for cotton seed oil. Dry salt meats this week show a slight advance over prices previously quoted.

Hams—		
Medium, per lb.	0 30	0 31
Large, per lb.	0 28	0 28½
Bacon—		
Plain	0 31	0 33
Boneless, per lb.	0 33	0 34
Bacon—		
Breakfast, per lb.	0 31	0 32
Roll, per lb.	0 25	0 26
Dry Salt Meats—		
Long clear bacon, ton lots...	0 23	0 24
Long clear bacon, small lots...	0 23½	0 24½
Fat backs, lb.	0 22	0 23
Cooked Meats—		
Hams, boiled, per lb.	0 41	
Hams, roast, per lb.	0 45	
Shoulders, boiled, per lb.	0 35½	0 36½
Shoulders, roast, per lb.	0 36	0 36½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27	
Tubs, 60 lbs.	0 27	
Pails	0 27½	
Bricks, 1 lb., per lb.	0 28½	
Shortening—		
Tierces, 400 lbs., per lb.	0 20¾	0 21
Tubs, 60 lbs.	0 21	0 21½
Pails, 20 lbs., per lb.	0 21¾	0 22
Bricks, 1 lb., per lb.	0 22	0 22½

Poultry Market Is Rather Quiet

MONTREAL.—The market for poultry is steady at about the same general tone as last week's reports indicated. There is not a great deal of live poultry coming on to the Montreal market at present. Fat hens command the same prices as were quoted last week, that is, from 25 to 28 cents per lb. There is likely to be a steady demand for storage poultry for some time now, and stocks are reported in good shape.

Poultry (dressed)—		
Chickens, milk-fed, crate, fattened, lb.	0 30	
Old roosters	0 20	
Roasting chickens	0 25	0 27
Young ducks	0 25	
Turkeys (old toms, dressed, lb.	0 32	
Turkeys (young)	0 33	

Eggs Show A New Firmness of Tone

MONTREAL.—EGGS.—Eggs have gone firmer in the country during the past week, and some dealers found prices going as high as from 37 to 38 cents a dozen on the farm. Other buyers reported at least as high as 36 cents in their directions, and the result is advanced prices to the retailer this week as will be noted. There has arisen a considerable demand for eggs for export to Britain, and business is being done in this direction. Good prices are offered, and the effect of the export call has been to firm the market. The outlook is for firmer conditions even with productions slowly improving, for domestic demand keeps pace with production, and only higher prices can check domestic demand. This check has been operating more noticeably now across the border, but from Chicago comes evidence of quite a diminution of egg stocks as compared with previous years, the figures being as follows: May 1, 1914, 46 houses had in storage 1,077,000 cases; May 1, 1915, 53 houses had stored 1,810,000 cases; May 1, 1916, 56 houses had stored 1,427,000 cases, while at May 1 this year, 1917, 56 houses in Chicago had stored 1,239,000 cases of eggs. Against this reduced figure the higher prices prevailing are set as reducing demand also. Demand is said to be down about 25 per cent. at least, while prices have advanced fully 50 per cent. as compared to last year at this time. In fact on May 7 last year eggs were quoted in Montreal at 22 cents, while this year on May 7 they were quoted at 41 cents. Arrivals of eggs for the week ending May 5, 1917, in Montreal were 14,577 cases. For the corresponding period last year the figures were, 21,103 cases. Prices to retailer are as under and may be firmer by time of publication.

Eggs—		
New laid	0 40	0 41

Butter Showing More Firmness

MONTREAL.—BUTTER.—There has been a further tone of strength to the butter market in the country, the St. Hyacinthe Board recording 42 cents which is over a cent higher than last week, in fact one and a half cents higher. The cows are still not to any great extent able to take to the new grass as the pastures have been rather soft up till very lately. Good production is however predicted by those merchants who have been in touch with the farm situation.

There is practically no more storage creamery butter in prints available now, and fresh made are showing the firmness of tone as will be noted by the quotations below. Arrivals of butter in Montreal for the week ending May 5 were 5,760 pkgs. as compared to 6,293 pkgs. for the corresponding period last year. Increased production is hoped for as demand is coming up more strongly.

Butter—		
Creamery prints (fresh made) ..	0 44	0 44½
Creamery solids (fresh made) ..	0 43	0 44
Dairy prints, choice, lb.	0 37	0 38
Dairy, in tubs	0 33	0 34
Bakers	0 30	0 31

The Firm Note Is Found In Cheese

MONTREAL.—CHEESE.—There is a period of 'watchful waiting' on now in the cheese market in the country. The decision of the Commission appointed to look after the buying of surplus make for export is awaited. It is felt, too, that the price ideas of the Food Controller in Britain in respect to cheese have a strong bearing on the situation. For the present prices as quoted last week apply still to the market of interest to the retailer in Canada. Arrivals of cheese in Montreal for the week ending May 5 were 13,223 boxes as against 16,174 boxes for the corresponding period last year. Greater production is looked for, and probable, but prices are likely to be firm.

Cheese—		
Large (new), per lb.	0 27	0 27½
New twins, per lb.	0 27	0 27½
Triplets, per lb.	0 27	0 27½
Stilton, per lb.	0 29	
Fancy, old cheese, per lb.	0 32	

Maple Product Is Not Too Plentiful

MONTREAL.—HONEY AND MAPLE.—While honey maintains its market quietly and at the same quotations as those of previous weeks, the maple product, both syrup and sugar shows every indication of firmness. This has been a peculiar season for maple products, since the farmers have continued production for longer than usual under weather conditions which have been favorable at intervals and varied at best. Depth of snow in some districts discouraged production which might have been very profitable if pursued, for the indications are towards a further scarcity of maple product this year than prevailed last year, but the product is very much better quality as a rule.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	

Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins.....	0 14½	
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 131 lbs. Imp. meas.,		
per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar in blocks, per lb.....	0 14	0 15

Shortening Up; Meats Advance

Higher Price of Cottonseed Oil Caused Advance in Compound Lard—Live Hog Arrivals Not Heavy.

Toronto
PROVISIONS.—There was a generally firmer tendency in compound lard and shortening during the week, an advance of 1½c per pound having been recorded in some instances, which makes the range from 21½c to 22¼c per pound. There has been a good demand for shortening in spite of the high prices. There has been a generally upward tendency in meat products, hams having advanced 1c, backs a like amount and bacon is also up 1c per pound. Dry salt meats are ½c pound higher. Barrel pork has shown steadily higher prices during the week, an advance of \$1 per barrel in mess pork and \$2 on short cut backs having been recorded. Demand for meats has been good. Live hogs held steady in price with quotations remaining at those of last week

Hams—		
Medium, per lb.	0 30½	0 32
Large, per lb.	0 26	0 28
Backs—		
Plain	0 35	0 37½
Boneless, per lb.	0 36	0 39
Bacon—		
Breakfast, per lb.	0 32	0 40
Roll, per lb.	0 27½	0 28
Wiltshire bacon, per lb.....	0 31	0 34
Dry Salt Meats—		
Long clear bacon	0 25	0 26½
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 41	0 42
Hams, roast, per lb.	0 41	0 44
Shoulders, roast, per lb.....	0 36½	0 41
Barrel Pork—		
Mess pork, bbl., 200 lbs.	46 00	48 50
Short cut backs, bbl., 200 lbs..	48 00	52 00
Pickled rolls, bbl., 200 lbs.....	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb..	0 26½	0 27
Compound tierces, 400 lbs., lb.	0 21½	0 22½
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 50	24 50
Live, off cars	17 25	17 40
Live, fed and watered	17 00	17 25
Live, f.o.b.	16 00	16 25

Creamery Solids Up 1c to 2c Pound

Toronto
BUTTER.—There was a firmness in the butter market during the week owing to the comparatively light supplies that have been arriving so far. Creamery solids show an advance of 1c to 2c per pound. Heavier production has not been started as the grass in the country districts is yet too short to afford much pasture. Until the cattle are able to get on the new grass the production of milk will remain normal. With the starting of quite a number of cheese factories during the past month there has been a heavier demand for milk for

cheese-making. This has helped to further decrease the amount of milk available for butter. Butter should under ordinary conditions be easier in price at this time of the year.

Creamery prints, fresh made ..	0 44	0 45
Creamery solids	0 41	0 42
Dairy prints, choice, lb.....	0 38	0 41
Dairy prints, lb.	0 36	0 37½
Bakers	0 28	0 35

Eggs Advanced 2c During Past Week

Toronto
EGGS.—Owing to the fact that commission men are putting some eggs into storage and to the fact that production is not as heavy yet as had been expected the price of eggs has been on the firm trend during the week with a 2c advance recorded. With the continued unfavorable spring weather, the hens have not been able to get out and get the proper sort of pickings and exercise. There is still an element of uncertainty in the market among commission men as to whether it is advisable to place eggs in storage in any considerable quantity. Some are refraining from entering this field while others are putting away a goodly number.

Eggs—		
New laid, cartons	0 42	
New laid, ex-cartons	0 40	

Uncertainty Prevails Over Price of Cheese

Toronto
CHEESE.—There is an atmosphere of uncertainty as to what the future holds for cheese. In some quarters it is felt that the new purchasing commission will name a lower price for cheese than that now prevailing which will really fix the market price for cheese. The opinion is expressed that these prices might be 5c to 6c per pound lower than those now prevailing. In the face of this condition commission men have been marking time. There have been some offers for sale at the cheese boards but there have been no buyers. Old cheese is practically cleaned up in the market. There has been a firmness in the market for new cheese during the week and prices were ½c higher, even in the face of the uncertainty that prevails over the future.

Cheese—		
New, large	0 27½	0 29
Old, large	0 28½	0 29
Stilton	0 28½	0 30

Live Hens Are Higher By 2 to 3c

Toronto
POULTRY.—Due to the scarcity of the number of hens now reaching the market there has been a firmness in this class with a consequent advance of 2c to 3c per pound, the price which commission men are now paying being from 22c to 25c per pound. Owners of hens are evidently holding on to them for egg production at this time of the year. There is very little poultry of any kind coming to the market. Although a few turkey gobblers reached the market some

time ago they have not been arriving in as large numbers as they are expected to later. Spring chickens have not been coming during the week as the cold weather has interfered with their development. With a stretch of a few nice days it is expected they will soon be in larger supply.

Roosters, live, per lb.	0 18	0 20
Hens, live, per lb.	0 22	0 25
Hens, fresh, dressed, per lb.....	0 20	0 24
Turkey gobblers, dressed, fresh....		0 24
Spring chickens, live, lb.....		0 45

Prices are those paid at Toronto by commission men.

Maple Sugar In With Fair Supply Syrup

Toronto
MAPLE SYRUP, HONEY.—Some maple sugar is being offered in the market this week, the price being from 17c to 18c per pound. This is high price comparative with other years, when the price was usually around 14c per pound. Supplies of maple syrup reaching the market have not been heavy, practically none having come in from the Ontario maple groves. Quebec is relied upon almost entirely for stocks this season. There was a slightly firmer tendency in the syrup during the week, the range being up as high as \$1.80 per Imperial gallon. Honey is in very quiet market with firmer prices for any stocks that still exist.

Honey—		
Clover, 5 and 10-lb. tins	0 13½	0 15
60-lb. tins	0 13	0 13½
Comb. No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins		1 25
Gallons, Imperial	1 75	1 80

Hogs Fluctuating; Eggs Still High

Winnipeg.
PRODUCE AND PROVISIONS.—Hogs jumped again to 16c last week, but declined to 15.75 at the week end. The deliveries were comparatively light, with keen local and outside demand. Packers are looking for heavier deliveries this week, when country roads will be better, and farmers will be taking out their stocks before going on to the land. Provision prices are all firm; the same can be said of lard and shortening. In comparison with prices in U.S., where stocks were accumulated at considerably lower prices than here, even Winnipeg advance list is low. Local houses are looking for still further advance. Last week pure lard jumped ¼c, making the basis for tierces 25½c; shortening went up ¾c, to 19¼c. Eggs.—Deliveries were somewhat heavier last week, but in the face of this, prices advanced. Wholesalers were paying 34-35c for straight receipts, cases returnable, delivered Winnipeg, price to city dealers was 36c. Local houses are looking for heavier deliveries during next three weeks, and anticipate lower prices. Much depends on Chicago and Eastern Canada. Butter.—Fresh made has been coming along a little more freely. Wholesalers are buying creamery at 40½-41c for No. 1 Government graded stock. Storage stocks are nil.
(Continued on page 43.)



Made in Hamilton

If "Made in Canada" means anything to you, then know that the Armour Line is made in Hamilton, Ontario. We employ Canadian labor—we are helping to build up Canadian industry.



Armour's
Veribest
TRADE MARK



"Veribest"—That word is a superlative. It means that the Oval Label, as shown above on

**HAMS, BACON,
LARD, SAUSAGE**

and a host of other products, is indicative of the very best quality and absolute purity. If the Very Best is your standard, then "Armour's Veribest" is your line.

A big collection of store signs and advertising material is at your service. Ask the Armour Salesman or write us direct.

ARMOUR AND COMPANY
HAMILTON, ONTARIO, CANADA
1431

The New Breakfast Food



**Dutch
Tea
Rusks**

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

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

Packed 36 15c packages to the case.

The Robert Gillespie Co.
WINNIPEG, MAN.

Agents for Canada

**FINEST CRYSTAL
GELATINES**

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

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

SOLE AGENTS FOR CANADA

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

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



Royal Shield Goods are the kind you want



Quick selling quality is characteristic of every product bearing the Royal Shield trade mark.

Profit and Prestige in large quantities result to the grocer who steadily features the Royal Shield brand of goods.

Dealers not already acquainted with the selling merits of these popular lines should connect with us immediately.

Our splendidly located houses enable us to give the trade the promptest and most satisfactory service possible.

A glance at our list of branches below will show you that we are located in all the largest cities of the West, so that no matter where your store may be we can supply you and give you absolute satisfaction.

Write the branch nearest your store.

We'll do the rest.

Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

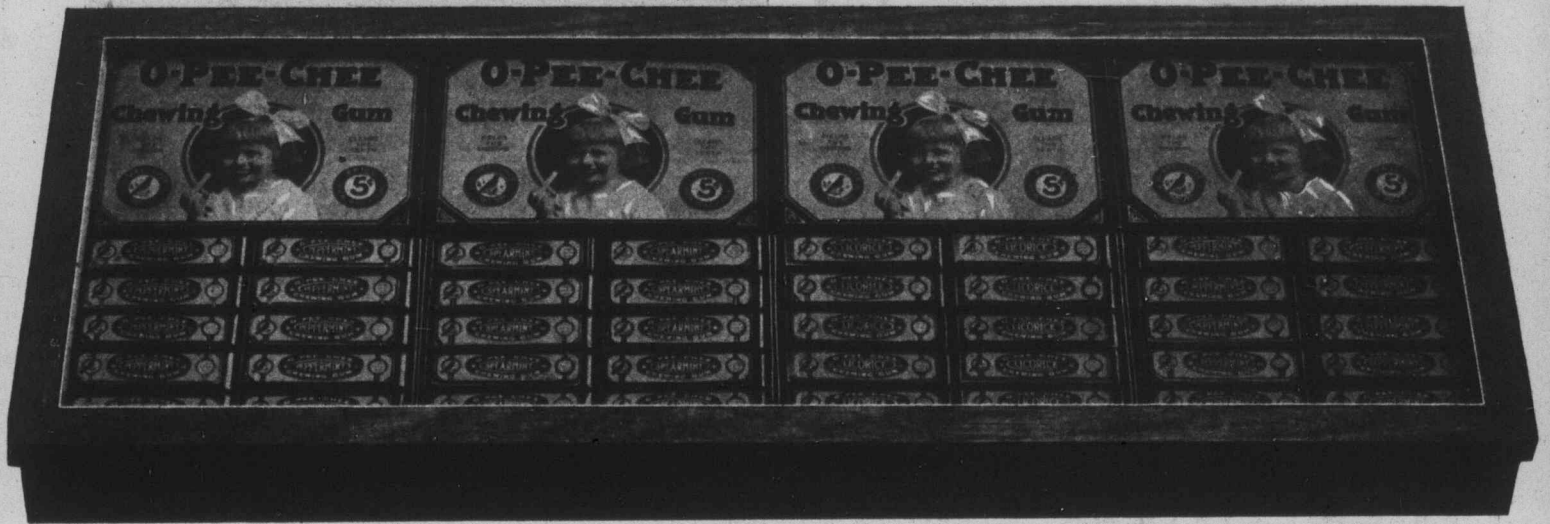
BRANCHES:

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

Campbell, Wilson & Miller, Ltd.—Saskatoon.

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

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



We give you this handsome Show Case free!

Here is an unusual offer, a money-making offer no wide-awake Grocer can afford to miss.

To make the selling merits of O-Pee-Chee Chewing Gum still better known to the Trade, we offer this good-looking display case absolutely free with every order of 15 boxes of O-Pee-Chee Gum (assorted flavors), at \$9.75.

The price of a box of gum at the regular rate is 65c. The retailer, therefore, makes a profit of \$5.25 on his investment—more than 50%—and the case free!



O-Pee-Chee Chewing Gum is a big seller and a sure profit maker

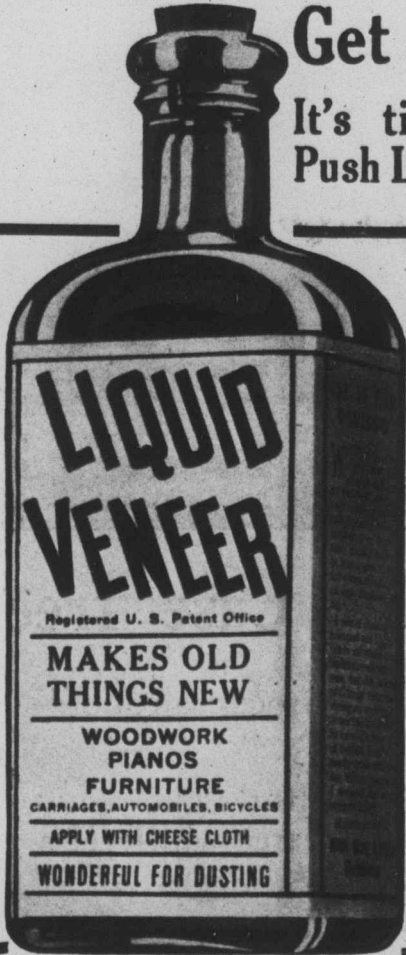
The free Show Case will enable you to display your stock attractively and get the first sale over. After that the rest is easy. O-Pee-Chee goodness will appeal to every customer—sales will be steady all day and every day.

Three Popular Flavors—Spearmint, Peppermint, Licorice.

Send that order now and get our handsome display case working for you. If your wholesaler can't supply you, send us his name with your order.

O-Pee-Chee Gum Co.
 Limited
 LONDON CANADA

Get Ready!
It's time NOW to Push Liquid Veneer



62% Profit ON Your Investment

Send for FREE Advertising Matter and give it a good display.

Buffalo Specialty Company
Buffalo, N.Y., U.S.A.
Bridgeburg, Ont. Canada

BOWES
TRADE MARK
YOUR SECURITY OF PURITY



A Reliable Seller
because —

once a customer samples the excellent flavor and superior quality of Bowes' Worcestershire Sauce, she becomes a permanent buyer of this well-known brand.

Steady sales and a good margin of profit are assured.

THE BOWES COMPANY, LTD.
TORONTO, ONT.
Winnipeg,
St. John

Write us for samples of

S.P.B. BAGS
and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confectionery Bags
Spice Bags
Peanut Bags
Jelly Bags
Lard Bags



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

Heavy Kraft Bags with Centre Seam We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.
Department C
12-14-16 JOHNSON STREET TORONTO, CAN.

KEYSTONE BRAND

A Pleasure to Sweep With

Let your customer feel the weight of the "Keystone" Nugget Broom in her hands. She will realize what a help it will be on a big day's sweeping.

Then assure her that, being a Keystone, it has got the quality, too—that is, the fine green corn will NOT come out or turn over at the ends.

Profit and satisfaction for you in this line.

Write for Prices, etc.

Stevens-Hepner Co.,
LIMITED
Port Elgin, Ont.

The "Nugget" Broom is only one of the famous Keystone Brand Brooms and Brushes.



Have you tried

WETHEY'S ORANGE MARMALADE?

It has made
a hit.

A neat little
seller
for your
window and
counter
displays

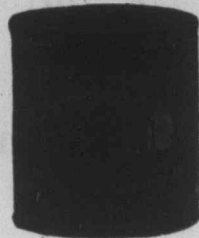


The attractive appearance of the bottle, coupled with the tastefully designed label, offer you an effective selling combination that will not fail to pull you big results.

An unsurpassed quality and deliciousness have made **Queen QUALITY PICKLES** a decided favorite everywhere. Quality grocers find this line one of their very best profit-makers, because it is a certain repeater. You should get acquainted with it at once. Write for quotations.

Taylor & Pringle Co., Limited
OWEN SOUND, ONTARIO

Feature Malcolm Milk Products regularly during the warm weather months



The outing season is coming. Camping and Picnicing will be the order of the day, and the convenience of these delicious Canadian-made Milk Products will appeal to everybody.

Keep a display constantly before your customers' notice. Suggest the suitability of Malcolm's for every outing trip. Tell your customers, too, that these are the **Only All-Canadian Milk Products on the market.**



Freight charges paid up to 50c per 100 lbs., and 5-case lots delivered to any part of Ontario, Quebec or Maritime Provinces.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO

"The Only Canadian Milk Company."

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



GOLD DUST

SELLS THE YEAR ROUND

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

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

“Let the GOLD DUST TWINS do your work.”

Without a stock of Furnivall's your jam sales are sadly handicapped. No other line appeals so tellingly to the discerning jam user because no other line possesses such apparent deliciousness and pleasing quality.

Why not test Furnivall selling value through a window display?

FURNIVALL-NEW, Limited
Hamilton, Canada

Furnivall's
FINE
FRUIT
PURE JAM

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

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

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

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

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

These Bird Products will bring new customers



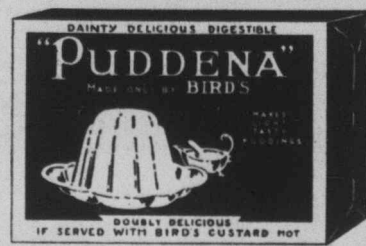
Now sold in 5c packets, as well as the regular 15c size. Bird's Custard Powder is also sold in an attractive lithographed tin, at 35c, which makes a very handsome package.

Bird's Spongie makes a very fine jelly roll (sometimes called Swiss Roll), a very beneficial article. Once your customers know Bird's Spongie they will buy it often.



Bird's Egg Powder is the original egg substitute. There are many worthless imitations. Give your customers the best. This package sells for 20c.

Bird's Puddena, like Bird's Spongie, is comparatively new in the Canadian market. Before long you will consider it a staple, for it finds instant favor.



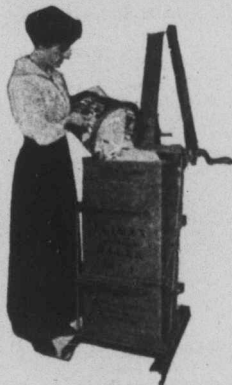
Bird's Lemonade differs greatly from the many so-called "Lemonades" on the market. The powder is the extract of pure lemons and is packed in glass jars, beneath the lithographed carton. Nothing to deteriorate or become rancid, no tin to corrode through coming in contact with acids. A pure, wholesome merchandise you will be glad to sell.



MADE BY
ALFRED BIRD & SON
Birmingham, Eng.

Sales Agents for Canada:
Harold F. Ritchie & Co.
10 McCaul Street
TORONTO

WASTE PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

Made in 12 sizes, \$22.50 up.

Bale your waste paper, cardboard, etc., it's worth far more per ton than coal, besides it helps to keep down the price of new paper.

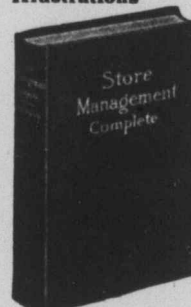
Write for Catalog and Prices.

CLIMAX BALER CO.

Burton St., Hamilton, Ont.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete \$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. TORONTO

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.



SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

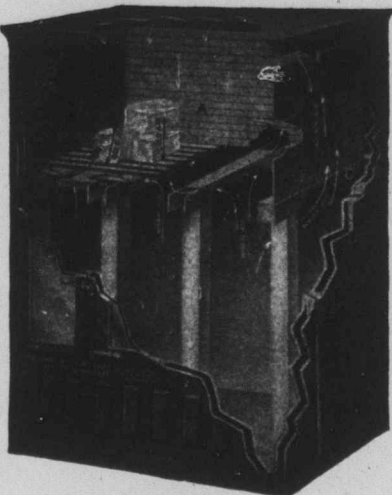
If any advertisement interests you, tear it out now and place with letters to be answered.

Freeman's Dry Air Refrigerator

We have enlarged the air circulating capacity and multiplied many times the air-drying and ice-saving efficiency of present day Butcher Refrigerators until we have produced a Refrigerator measuring inch for inch more air circulating capacity than any other made during the past or present.

This Interior View

shows our warm air flue arranged along the ceiling, where the largest volume of warm air rises to in all cold rooms. It is placed where warm air flues are most needed. These flues form a hollow recess for receiving the warm air; they discharge the air from both ends and convey it above the ice.



Price list and catalogue free and mailed to any address

Representatives:—James Rutledge, Phone St. Louis 876, 2608 Waverley St., Montreal, Que.; George J. Simonds, Phone College 8794, 334 Markham St., Toronto, Ont.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, CANADA

Bacon

"Star" Brand English Breakfast Bacon as sent out by us is the result of over sixty years of experience in the Curing of Good Bacon. It has no superior for delicious quality. Just try it yourself and you will be able to tell your customers so.

Made under Government Inspection.

Let us have your inquiries and your orders.

F. W. FEARMAN CO.
LIMITED
HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$0.95	\$0.90
4-oz.	1.40	1.35
6-oz.	1.95	1.90
8-oz.	2.55	2.50
12-oz.	3.85	3.75
16-oz.	4.90	4.80
2 1/2-lb.	11.60	11.35
3-lb.	13.60	13.35
5-lb.	22.35	21.90

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.65
6-oz. Tins, 4 doz. to case weight 25 lbs.	.90
8-oz. Tins, 4 doz. to case, weight 35 lbs.	1.30
12 oz Tins, 4 doz. to case, weight 48 lbs.	1.60
16-oz. Tins, 4 doz. to case, weight 65 lbs.	2.25
3-lb. Tins, 2 doz. to case, weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.

JAMS

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

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2.40
Currant, Black	2.50
Plum	2.50
Pear	2.30
Peach	2.30
Raspberry, Red	2.50
Raspberry and Red Currant	2.40

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1.75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2-lb. tins, 2 doz. case	\$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, 1/2 doz. in case	4.40
20-lb. tins, 1/4 doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.

Brands—Canada First, Simcoe Quaker.	Per doz.
Individual Baked Beans, Plain 80c. or with Sauce, 4 doz. to case	\$0.90

1's Baked Beans, Plain, 4 doz. to case	.95
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.15
1's Baked Beans, Chili Sauce, 4 doz. to case	1.15
2's Baked Beans, Plain, 2 doz. to case	1.60
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	1.85
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1.85
Family, Plain, \$1.85 doz.; Family, Tomato Sauce, \$2.45 doz.; Family, Chili Sauce, \$2.45 doz.; 3's, Plain, Tall, \$2.40 doz.; 3's, Tomato Sauce, \$3 doz.; 3's, Chili Sauce, \$3 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$9 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1.60
12-oz. Glass, Screw Top, 2 doz. in case	1.80
16-oz. Glass, Screw Top, 2 doz. in case	2.30
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2.30
2's Tin, 2 doz. per case	3.20
4's Tin, 12 pails in crate, per pail	.59
5's Tin, 8 pails in crate, per pail	.75
7's Tin or Wood, 6 pails in crate	.94
14's Tin or Wood, 4 pails in only, per lb.	13 1/2
30's Tin or Wood, one pail crate, per lb.	13 1/2

BLUE

Keen's Oxford, per lb.	
In 10-lb. lots in case	

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2.70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2.70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2.70
Health Flour, 5-lb. bags, per doz.	3.60
King's Food, 2 doz. to case, weight 95 lbs.	5.50
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4.50
Wheat Kernels, 2 doz. to case	2.70

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz.	\$4.50
Perfection, 1/2-lb. tins, doz.	2.40
Perfection, 1/4-lb. tins, doz.	1.25
Perfection, 10c size, doz.	.90
Perfection, 5-lb. tins, per lb.	.37
Soluble, bulk, No. 1, lb.	.23
Soluble, bulk, No. 2, lb.	.21
London Pearl, per lb.	.25

(Unsweetened Chocolate)

Supreme Chocolate, 1/2s, 12-lb. boxes, per lb.	.36
Perfection chocolate, 20c size, 2 doz. in box, doz.	1.80



AMONG the products of Canadian factories there is no article today whose trade name stands higher in the esteem of the public than "SURPRISE" soap.

And why?

The answer is very simple. It is, that for over a quarter of a century the standard of quality of "SURPRISE" has been continuously maintained. No one ever bought a cake of "SURPRISE," and found that it wasn't as good as those he had bought on previous occasions.

Isn't that a record worth having?

THE ST. CROIX SOAP MANUFACTURING CO., Limited
ST. STEPHEN, N.B.

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

WEST INDIES



Are you satisfied?

Is your stock of canned sea foods pulling the kind of results that keeps your cash drawer filled? Or do they seem to lack the qualities that mean steady, continuous sales and spell "profit" and bigger business?

BRUNSWICK BRAND SEA FOODS

give mutual satisfaction to dealer and customer. Their quality is guaranteed by the most careful selection and the most modern equipment.


Stock "Brunswick Brand" for Bigger Winter Fish Sales. Order 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., Limited
BLACK'S HARBOR, N.B.



Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz. 0 90	Jersey Brand, Family, each 48 cans 5 00
Sweet Chocolate— Per lb.	Peerless Brand, Family, each 48 cans 5 00
Queen's Dessert, 10c cakes, 2 doz. in box, per box.... 1 80	St. Charles Brand, small, each 48 cans 2 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes 0 37	Jersey Brand, small, each 48 cans 2 40
Diamond, 8's, 6 and 12-lb. boxes 0 30	Peerless Brand, small, each 48 cans 2 40
Diamond, 6's and 7's, 6 and 12-lb. boxes 0 28	
Diamond, 1/4's, 6 and 12-lb. boxes 0 28	CONDENSED COFFEE
Icings for Cake—	Reindeer Brand, "Large," each 48 cans 5 50
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz. 1 25	Reindeer Brand, "Small," each 48 cans 5 00
Chocolate Confections. Per doz.	Regal Brand, each 24 cans.. 5 20
Maple buds, 5-lb. boxes 0 39	Cocoa, Reindeer Brand, each 24 cans 5 00
Milk medallions, 5-lb. boxes 0 39	
Chocolate wafers, No. 1, 5-lb. boxes 0 38	COFFEE.
Chocolate wafers, No. 2, 5-lb. boxes 0 28	WHITE SWAN SPICES AND CEREALS, LTD.
Nonpareil wafers, No. 1, 5-lb. boxes 0 38	WHITE SWAN
Nonpareil wafers, No. 2, 5-lb. boxes 0 28	1 lb. square tins, 4 doz. to case, weight 70 lbs. 0 37
Chocolate ginger, 5-lb. bxs.,	1 lb. round tins, 4 doz. to case, weight 70 lbs. 0 38
Chocolate ginger, 5-lb. bxs. 0 40	ENGLISH BREAKFAST COFFEE.
Milk chocolate wafers, 5-lb. boxes 0 39	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 28
Coffee drops, 5-lb. boxes.... 0 39	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 21
Lunch bars, 5-lb. boxes.... 0 39	MOJA
Royal Milk Chocolate, 5c cakes, 2dos. in box, per box 0 95	1/2 lb. tins, 2 doz. to case, weight 22 lbs. 0 38
Nut milk chocolate, 1/4's 6, lb. boxes, lb. 0 39	1 lb. tins, 2 doz. to case, weight 35 lbs. 0 31
Nut milk chocolate, 1/4's, 6-lb. boxes, lb. 0 39	2 lb. tins, 1 doz. to case, weight 40 lbs. 0 31
Nut milk chocolate, 5c bars 24 bars, per box 0 90	PRESENTATION COFFEE.
Almond nut bars, 24 bars, per box 0 90	A Handsome Tumbler in Each Tin.
	1 lb. tins, 2 doz. to case, weight 45 lbs., per lb... 0 27
	FLAVORING EXTRACTS
CALIFORNIA FRUIT CANNERS ASSOCIATION	WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.
CALIFORNIA RIPE OLIVES DEL MONTE BRAND	1 oz. bottles, per doz., weight 3 lbs. \$ 1 00
Size—	2 oz. bottles, per doz., weight 4 lbs. 1 00
2 1/2-quart Tall Cylinder Can.	2 1/2 oz. bottles, per doz., weight 6 lbs. 2 25
No. 1 Pint Cylinder Can....	4 oz. bottles, per doz., weight 7 lbs. 3 00
No. 16 Jar	8 oz. bottles, per doz., weight 14 lbs. 6 00
No. 4 Jar	16 oz. bottles, per doz., weight 28 lbs. 12 00
No. 10 Can	32 oz. bottles, per doz., weight 40 lbs. 22 00
	Bulk, per gallon, weight 16 lbs. 10 00
YUBA BRAND	GELATINE
2 1/2-quart Tall Cylinder Can.	Knox Plain Sparkling Gelatine (2-qt. size), per doz. 1 75
No. 1 Pint Cylinder Can....	Knox Acidulated Gelatine (Lemon flavor), (2-qt. size), per doz. 1 85
No. 10 Can	Cox's Instant Powdered Gelatine (2-qt. size), per doz. 1 35
Picnic Can	
BORDEN MILK CO., LTD. CONDENSED MILK	W. CLARK, LIMITED, MONTREAL.
Terms net 30 days.	Compressed Corned Beef, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75; 14s, \$68.00.
Eagle Brand, each 48 cans.\$8 00	Roast Beef, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9; 6s, \$34.75.
Reindeer Brand, each 48 cans 7 70	Bolled Beef, 1s, \$3.50; 2s, \$9; 6s, \$34.75.
Silver Cow, each 48 cans .. 7 15	Jellied Veal, 1/2s, \$2.75; 1s, \$3.50; 2s, \$7.
Gold Seal, Purity, each 48 cans 7 00	Corned Beef Hash, 1/2s, \$2.
Mayflower Brand, each 48 cans 7 00	Beefsteak and Onions, 1/2s, \$2.75; 1s, \$3.50; 2s, \$9.00.
Challenge, Clover Brand, each 48 cans 6 50	
EVAPORATED MILK	
St. Charles Brand, Hotel, each, 24 cans 5 65	
Jersey Brand, Hotel, each 24 cans 5 65	
Peerless Brand, Hotel, each 24 cans 5 65	
St. Charles Brand, Tall, each 48 cans 5 75	
Jersey Brand, Tall, each 48 cans 5 75	
Peerless Brand, Tall, each 48 cans 5 75	
St. Charles Brand, Family, each 48 cans 4 90	



**ENO'S
"FRUIT SALT"**

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce of prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

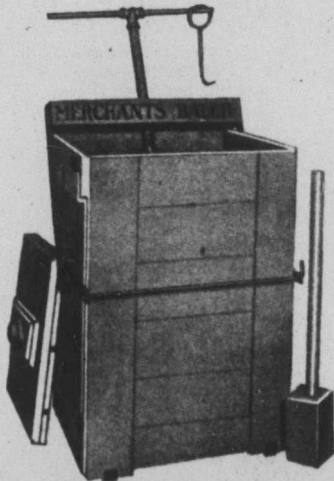
Don't stock—but sell it. Show it in your counter and window displays.

**J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND**

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

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

FIXTURES FOR SALE

Formerly owned by McNamara Co. A complete stock of fixtures for an up-to-date store, consisting of: 35 feet of counter shelving and glass show cases to run around entire fixture; original cost \$1,400. Several silent salesmen, shoe settees, cash carrier system, clothing racks, meat slicers, cheese cutter, electric fixtures, computing scale, Bowser oil tank (5 bbls.), stock tables, office safe, cash register, typewriter, adding machine. Also other fixtures required for an up-to-date store.
No reasonable offer refused.
Terms if desired.

SMITH & CHAPPLE, LIMITED
CHAPLEAU, ONTARIO

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you post-paid on receipt of

\$2.00

It Will Pay You to Send at Once.

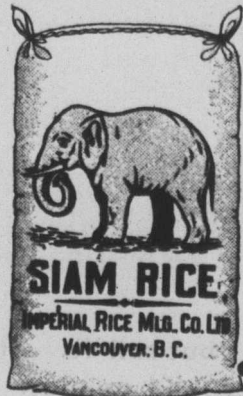
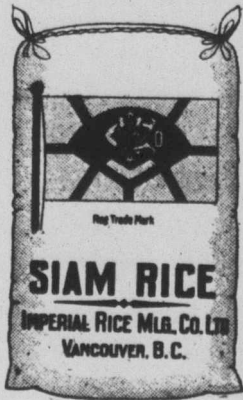
MacLean Publishing Co.

Technical Book Department
143-153 University Avenue, Toronto.

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.



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



There's good profit in Grape Juice

But to get the utmost out of the coming summer demand you should stock

BARNES

the Pure Concord Grape Juice

that pleases the cultured taste.

Get your stocks in order for the hot weather sales.

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

- Cambridge Sausage, 1s. \$3.00; 2s. \$5.50.
- Boneless Pigs' Feet, 1/2s. \$2; 1s. \$3.50; 2s. \$8.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins. 1/2s. \$2.00; 1s. \$3.00; 4s. \$20.00.
- Sliced Smoked Beef, glass. 1/2s. . . . 1/2s. \$2.25; 1s. \$3.50.
- Tongue, Ham and Veal Pate, 1/2s. \$1.50.
- Ham and Veal, 1/2s. \$2.
- Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/2s. 65c; 1/2s. \$1.30.
- Potted Meats, Glass—Chicken; Ham, Tongue, Venison.
- Ox Tongues, tins, 1/2s. \$3.50; 1s. \$6.25; 1 1/2s. \$9.50; 2s. \$13.
- Ox Tongues, Glass, 1 1/2s. \$12; 2s. \$14.
- Mincemeat in Tins, 1s. \$2.50; 2s. \$3.50; 3s. \$4.55; 4s. \$6.25; 5s. \$9.50.
- In Pails, 25 lbs., 15c lb.
- In 50 lb. Tubs, 15c lb.
- In 85 lb. Tubs, 14 1/2c lb.
- In Glass, 1s. \$3.
- Clarke's Peanut Butter — Glass Jars, 1/4. \$1.22; 1/2. \$1.70; 1. \$2.25.
- Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
- Clark's Tomato Ketchup, 16 oz., —
- Pork and Beans, Plain Talls, 1s. 95c; 2s. \$1.60; 3s. \$2.40; 6s. \$8; 12s. \$12; 3s. flat, \$2.15.
- Individuals, 80c doz.
- Pork and Beans, Tomato Sauce, Talls, 1s. \$1.15; 2s. \$1.85; 3s. \$3; 6s. \$10; 12s. \$14.50; 3s. flat, \$2.50.
- Individuals, 90c doz.
- Pork and Beans, Chili, 1s. \$1.15; 2s. tall, \$1.85; 3s. flat, \$2.50.
- Individuals, 90c doz.
- Tomato Sauce, 1 1/2s. \$1.75; Chili Sauce, 1 1/2s. \$1.75; Plain Sauce, 1 1/2s. \$1.45.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.80.
- Clark's Chateau Chicken Soup, —
- Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.15.
- Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.15.
- Sphagetti with Tomato and Cheese, 1/2s. \$1.30, 1s. \$1.75; 3s. \$2.90 doz.
- Fluid Beef Cordials, 20 oz. btl.. 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s. \$2.30 doz.; 2s. \$3 doz.

- LAPORTE, MARTIN, LIMITED
Montreal. Agencies
- BASIN DE VICHY WATERS
L'Admirable, 50 bottles,
litre. cs. 8 00
Neptune 9 00
San Rival 9 00
- VICHY LEMONADE
La Savoureuse, 50 bottles,
cs. 11 00
- IMPORTED GINGER ALE AND SODA
- Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
 - Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
 - Club Soda, Trayders, cs., 6 doz. pts., doz. 1 30
 - Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

- BLACK TEAS
- Victoria Blend, 50 and 30-lb. tins, lb. 0 48
 - Princess Blend, 50 and 20-tins, lb. 0 41
- JAPAN TEAS
- H. L., ch. 90 lbs., lb. 0 38
 - Victoria, ch. 90 lbs., lb. 0 28
- COFFEES
- Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
 - Victoria, 5, 10, 25, 50-lb. tins, lb. 0 32
 - Princess, 1-lb. tin, lb. 0 22
- MUSTARD
- COLMAN'S OR KEENE'S
- Per doz. tins
- D. S. F., 1/4-lb. \$ 1 75
 - D. S. F., 1/2-lb. 3 30
 - D. S. F., 1-lb. 6 25
 - F. D., 1/4-lb. 1 10
- Per jar
- Durham, 4-lb. jar, each . . . 1 10
 - Durham, 1-lb. jar, each . . . 0 35
- JELLO.
- GENESEE PURE FOOD CO.
- Assorted case, 4 dozen . . . \$ 3 60
 - Lemon, 2 dozen 1 50
 - Orange, 2 dozen 1 80
 - Raspberry, 2 dozen 1 80
 - Strawberry, 2 dozen 1 80
 - Chocolate, 2 dozen 1 80
 - Peach, 2 dozen 1 80
 - Cherry, 2 dozen 1 80
 - Vanilla, 2 dozen 1 80
 - Weight 4 doz. case, 15 lbs.; 2 doz case, 8 lbs. Freight rate, 2d class.
- JELL-O ICE CREAM POWDERS
- Assorted case, 2 dozen . . . \$ 2 50
 - Chocolate, 2 dozen 2 50
 - Vanilla, 2 dozen 2 50
 - Strawberry, 2 dozen 2 50
 - Lemon, 2 dozen 2 50
 - Unflavored, 2 dozen 2 50
 - Weight 11 lbs. to case. Freight rate, 2d class.
- JELLY POWDERS
- WHITE SWAN SPICES AND CEREALS, LTD.
- White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
- List Price
- SPICES
- WHITE SWAN SPICES AND CEREALS, TORONTO
- | | | |
|--|----------|----------|
| | 5c | 10c |
| | Round | Oval |
| | litho. | litho. |
| | dredge | dredge |
| | Per doz. | Per doz. |
| Allspice | \$0 48 | \$0 90 |
| Arrowroot, 4 oz. tins, 90c. | | |
| Cayenne | 0 48 | 0 90 |
| Celery salt | | |
| Celery pepper | | |
| Cinnamon | 0 48 | 0 90 |
| Cinnamon whole, 5c pkgs., window front, 45c. | | |
| Cloves | 0 48 | 0 90 |
| Cloves, whole, 5c pkgs., window front, 45c. | | |
| Curry powder | | |
| Ginger | 0 48 | 0 90 |
| Mace | 1 25 | |
| Nutmegs | 0 48 | 0 90 |
| Nutmegs, whole, 5c pkgs., window front, 45c. | | |
| Paprika | 0 48 | |
| Pepper, black | 0 48 | 0 90 |
| Pepper, white | 0 52 | 0 95 |
| Pastry spice | 0 48 | 0 90 |
| Pickling spice, window front, 90c. | | |
| Shipping weight per case | 10 lbs. | 15 lbs. |
| Dozens to case | 4 | 4 |

Strawberries

Arriving daily. Quality very fine.
24 full quart boxes to crate.
Prices Lower.

TOMATOES

Floridas, 6 basket crates Fancy
hard, ripe. Prices very reason-
able. Big Sellers.

Pineapples arriving in prime condition.
Lower prices.

**Southern Beans, Cucumbers, Carrots,
New Texas Bermuda Onions.**

Also

All Kinds Fresh Domestic Vegetables arriving daily.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

Established 1861

Fresh Fruits and Vegetables in abundance

No more short supplies

**Pineapples, Tomatoes, Cucumbers,
New Potatoes, Celery, Lettuce,
Apples, Asparagus,
Oranges, Lemons, Bananas,
Texas Onions, etc.**

Our Price List gives you prices and
and full market news each week,
mailed to any responsible dealer.

WHITE & CO., LIMITED

TORONTO and HAMILTON
*Wholesale Fruits and Fish
Largest in the line.*

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.

The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

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

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

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

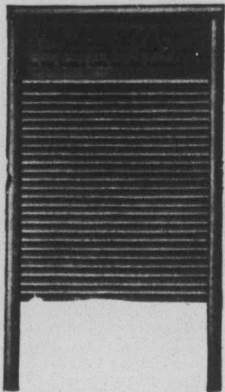
McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD



means to you
The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.
The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years.
Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

Ask Us For Wrapping Papers

10,000 Rolls and Reams
and

Twines

Very large assortment.

Walter Woods & Co.
Hamilton and Winnipeg

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After Spending millions of dollars, the N.C.R.

has decided to discontinue its gigantic direct-by-mail advertising department, and has sold its mailing equipment. It has done this in favor of open advertising in the Trade and Business Press, because, according to its own statement, it has found the press has brought better results and secured more sales than the company's direct-by-mail advertising. So in future the N.C.R.

will concentrate in the Trade and Business Press

THE advertisement reproduced to the right contains the N.C.R.'s official declaration of policy. An extract from this advertisement is as follows: "This is the big message the N.C.R. wishes to place before the greatest number of people at the earliest possible date. In order to do this it has abandoned direct-by-mail advertising of its machines to 1,600,000 probable purchasers in the United States and Canada, and has sold its mailing equipment in favor of open advertising in the trade press, financial papers, magazines and newspapers solely because the latter have brought better results and secured more sales than the former."

This deliberate utterance and decision have been made after millions have been spent in trying out the best methods of selling. No other firm in the world has surpassed the N.C.R. in its advertising and selling enterprise. It had a very hard problem to solve. It did pioneer work in its own particular field of objective and effort. It had the best minds and the best organization possible to sell its product. And always its customer was a man in business—a distributor—in the aggregate about 1% of the public. So direct methods naturally looked necessary and economical; less direct methods looked wasteful and costly. But now, after years of sternest and most enlightened striving, and after millions upon millions have been spent, the N.C.R.

has abandoned direct-by-mail advertising

and has burned its bridges by selling its mailing equipment. Not only has it done this, but it comes out openly, before all the world, and declares its decision. By so doing it leaves its former methods to competitors if haply competitors care to use them. And at the same time, the N.C.R. gives freely to all others seeking the favor of distributors the costly results of its own experience: it says that if any manufacturer or other class of firm wants the attention and favor of retailers and distributors generally, this attention and favor can be won best, quickest and cheapest by using the business and public press, and class publications.

—this must impress you

Important Decision in N.C.R. Advertising

NOTWITHSTANDING the impending war, the National Cash Register Company sees and feels that retailers throughout the entire country are face to face with a period of increased sales.

It is time right now for all store managers to plan for quicker service, greater protection and lower operating cost if they intend to get the greatest profit out of the coming expansion of trade.

This is the big message the N. C. R. Co. wants to place before the greatest possible number of people at the earliest possible date. In order to do this it has abandoned direct-by-mail advertising of its machines to 1,600,000 probable purchasers in the United States and Canada, and has sold its mailing equipment in favor of open advertising in the trade press, financial papers, magazines and newspapers solely because the latter has brought better results and secured more sales than the former.

The present Complete N. C. R. Department Store Equipment is fast being recognized as a standard outfit and will give a maximum of efficiency, speed, safety and economy—which is precisely what will be needed by retailers who intend to gather the fullest profits of the bigger business that is now directly ahead. Full details on request.

The National Cash Register Company
Dayton, Ohio, U. S. A.

Offices in all the principal cities of the world

If any advertisement interests you, teage and keep with letters to be answered.

Buyers' Guide

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.

WANTED

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

FOR SALE

GROCERY BUSINESS, ESTABLISHED 10 years—best equipped store south of Montreal. Stock and fixtures about \$3,500, including soda fountain, only one in town; annual turnover \$17,000. Business situated in richest farming district of Eastern Townships, on the border between Canada and the United States; an exceptional opportunity to add a line of fresh meats and fish; no meat or fish market in town. Will sell or lease property. Other business, reason for selling. Apply Daily Grocery Co., Stanstead, P.Q.

GENERAL STOCK — ABOUT \$8,000 — DRY goods, groceries, boots and shoes—in the Village of Thedford, County of Lambton; clean, well assorted; business established forty years; has splendid connection with best class customers; attractive opportunity for buyer wanting a good going concern, with steady, profitable trade; owner retiring; stock lists at St. Mary's and Thedford. Apply Dicksons' Limited, St. Mary's.

KLIM

SPELL IT BACKWARD
PURE SEPARATED MILK IN
POWDER FORM

FOR ALL COOKING WHERE MILK IS NEEDED
CANADIAN MILK PRODUCTS, LIMITED
TORONTO

Try **MANN & CO.** for

FANCY POULTRY

Roasting Chickens, Boiling Chickens,
Ducks, Geese, Turkeys.

C. A. MANN & CO.

78 KING ST. LONDON, ONT.

Make your genuine but strictly temperance

Lager Beer

at home with pure

Hop Malt Beer Extract

Agents wanted—no license necessary. Write for particulars and terms.

HOP-MALT COMPANY
Dept. 52. Beamsville, Ontario



TANGLEFOOT



The Non-Poisonous Fly Destroyer

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

OAKLEY'S
KNIFE
POLISH

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

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

We are Wholesale Importers of
Peanuts Canned Crab
Oriental and Australian Goods

Canadian Distributors of
"WASHCLEAN"
Gold Medal Labor Saver for
Washing Clothes Without Rubbing
2,000,000 users

Direct Supply Association
509 Belmont House Victoria, B.C.

LARGEST CANADIAN DEALER
WASTE PAPER
E. PULLAN TORONTO

Notice to Merchants:—We will adjust your bad accounts satisfactorily for you. Our system is "Direct from Debtor to Creditor." We handle none of your money. Through our system, you can put your business on a cash basis. We will underwrite any debtor's account for you.
COMMERCIAL UNDERWRITERS
36 James St. South Hamilton, Ontario

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings. Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.
49 DUNDAS STREET, - - TORONTO

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

THE TRENT MFG. CO., LTD.
TRENTON ONTARIO

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.

LARGEST MAKERS IN THE WORLD

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office :—1 Wharf Road, LONDON, N., ENGLAND

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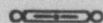
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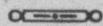
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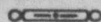
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