

SELLING CAMPAIGN ON FANCY BISCUITS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

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No. 28

CHEWING TOBACCO SAVED LIVES

Helped Soldiers to Overcome Effects of Gases.

Special Cable from The Montreal Gazette's Resident Staff Correspondent.

London, June 4.—That chewing tobacco has literally saved lives at the front is the statement made in a letter from a corporal of the Canadian artillery to a Suffolk clergyman. "What hurt us most," he writes, "was the poisonous gas, which made the air green and yellow, choking and poisoning men where they stood. Tobacco saved many lives in that battle. We began to feel choky, but put big chews in our mouths, and this caused us to expectorate the gas. Now whenever we notice the gas, we chew tobacco, which greatly helps."

Black Watch

CHEWING TOBACCO

is as famous as the regiment of the same name.

Besides saving lives, BLACK WATCH will also save many a tobacco store, for there is never a cessation in its sales; on the contrary, it is getting more popular every day.

The Soldier's Favorite.
The Civilian's Favorite.
The Tobacconist's Favorite.

Keep a good stock.



Handled by All the
Wholesale Trade

There is much more profit in
selling

Chase & Sanborn's Coffees

than in trying to explain to a
customer why you don't handle
them.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES.

TUCKETT'S ORINOCO



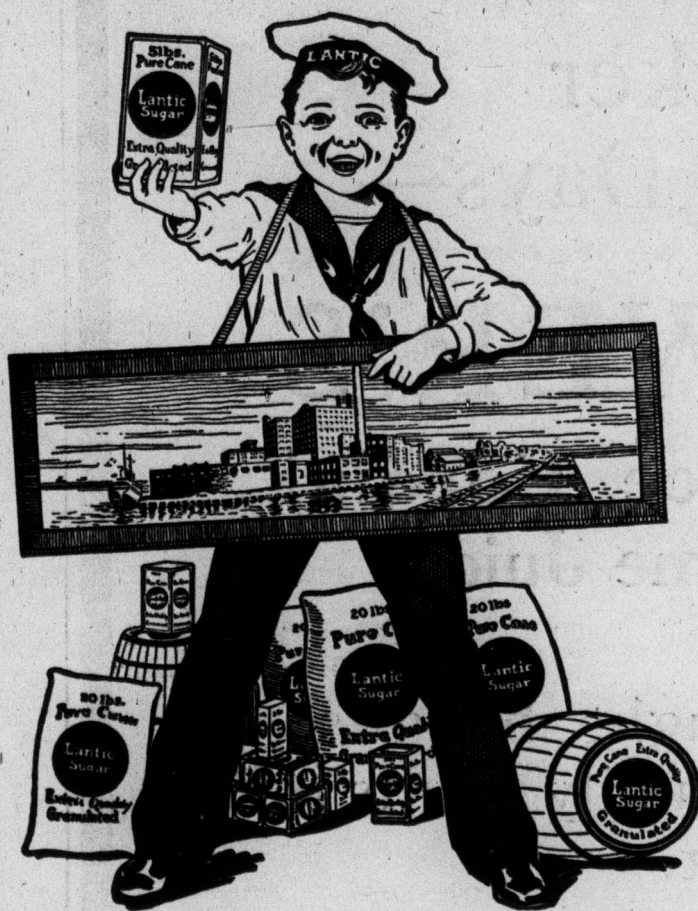
is the finest Old Virginia—not the tasteless,
harsh weed that is often sold for real
“Virginia” tobacco.

“Orinoco” is a really delightful blend that has
a rich, mellow flavor and a fragrance that
bespeaks tobacco goodness.

It is the kind that brings the man to your store for his tobacco
supply. Cultivate this trade.

Order from your wholesaler.

TUCKETT, LIMITED
HAMILTON, ONTARIO



Here is the new
Sugar that your
customers are
asking for.

Lantic Sugar

THE SUGAR OF EXTRA SWEETNESS

Make your profit on all the business we are sending to your store through our splendid newspaper, magazine and poster advertising. Stock the full line of LANTIC SUGAR—the 10, 20 and 100-pound bags, as well as the 2 and 5-pound cartons and the barrels. We are creating the sales for you. You have but to satisfy the demand.

ATLANTIC SUGAR REFINERIES LIMITED
MONTREAL AND ST. JOHN, N.B.



A Big Profit-Maker
During the Hot Days—

STOWER'S

Lime Juice Cordial and Lime Juice

Usually bought because
the whole family wants it
and enjoys it.

Keeps the blood and digestive
organs in a healthy condition.

A display of "Stower's" and a supply
in the refrigerator will immediately
draw sales.

Stower's Lime Juice Cordial is sup-
plied to His Majesty the King and
to the British House of Commons.

Get your wholesaler to supply
you at once.



Arthur P. Tippet & Compan
Agents, Montreal, Que.

Why Wait Till the Summer is in Full Swing?

Why wait till summer heat and picnics and camp parties are at their height before you make a definite bid for the heavy trade they create for Borden Milk Products?

Most people figure they simply cannot do without Borden's, especially during the warm summer months.

Let an attractive window display be the link between this need and your sales. Make SURE they know you handle Borden Milk Products.

Put that window display through to-day.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



The Responsibility back of SUN-KIST Fruits makes it a dependable brand to buy.

SUN-KIST

DRIED FRUIT TALKS

There's No Guess Work

All SUN-KIST Dried Fruits are packed to schedule—there's no guess work like there was in olden times.

Then, peaches were peaches and prunes were prunes, as folks were not so particular. To-day, they recognize and appreciate the difference between ordinary dried fruits and the SUN-KIST Kind.

SUN-KIST Dried Fruits and Raisins are not only packed in the districts of California where the best quality and finest fruits are grown, but are a selection of the best produced in these localities.

Furthermore—they are packed by people who know what good fruits are and how to pack them—No wonder, they have been 50 years learning how.

Connect with SUN-KIST if you wish to give your customers the kind that will bring them back.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW

SUN-KIST

Canned Fruits
Canned Vegetables
Dried Fruits and Raisins

Make Your Store a SUN-KIST Store

No. 5

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

TOMATOES AS FLOWERS

"Do you know, lad, the first tomatoes grown in Canada were used as a decoration, or rather as a curiosity in the flower gardens? - The first I ever saw were growing in a flower bed at Niagara Falls—that's a good many years ago though; and it was a long time after that before people commenced using the fruit on their tables.

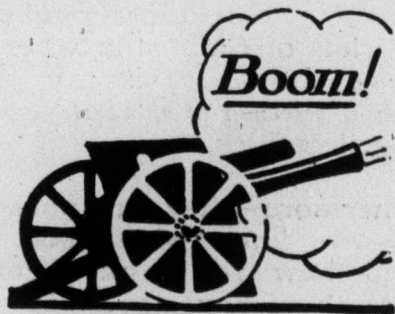
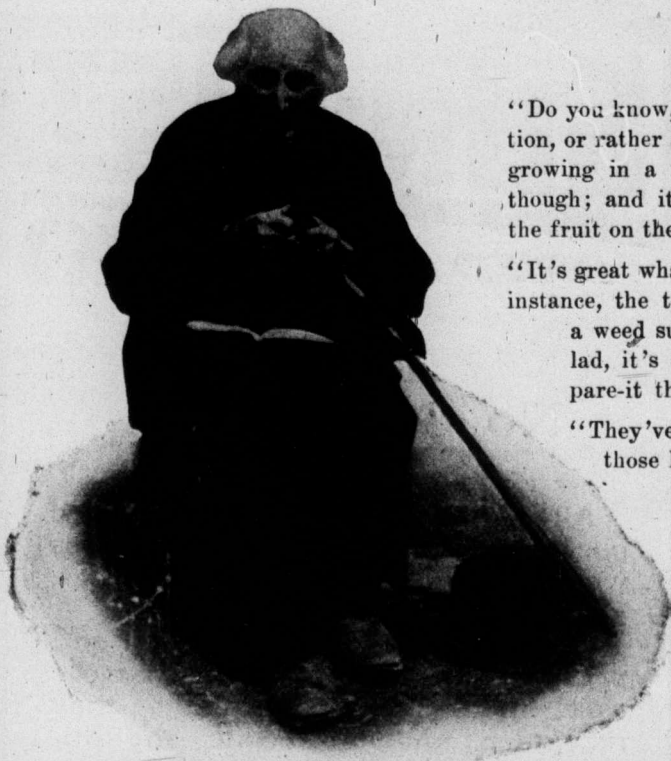
"It's great what we find out to be good which we at first thought useless; for instance, the tobacco plant. Who'd have thought we would enjoy chewing a weed such as the tobacco plant? But, lad, it's all in the knowing how-to-prepare-it that makes for a good chew.

"They've got the know-how down pat, those Rock City Tobacco people."

Stock King George Navy.
Get the Grocery order
trade.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg



We boom "WINDSOR" AND "REGAL" Salt, summer and winter. We advertise them from one end of Canada to the other, and have done so for years. As a result, "WINDSOR" AND "REGAL" are asked for and used in practically every home in the Dominion.

You don't have to struggle for a turnover, with these steady sellers. You don't have to overcome a preference for other brands.

The market has been made for you, by advertising and quality. We bring the business to you, through advertising, and hold it for you, by quality.

There are no "cut prices" on "WINDSOR" OR "REGAL" SALT.

Any manufacturer who has to give special commissions or rebates to sell his goods, confesses they are inferior.

All Retail Grocers get the same terms and treatment—because they all buy from jobbers.

The Canadian Salt Co., Limited
WINDSOR, ONT.

"Windsor" : "Regal" Salt

**More Than Ever in a Class
by Itself**

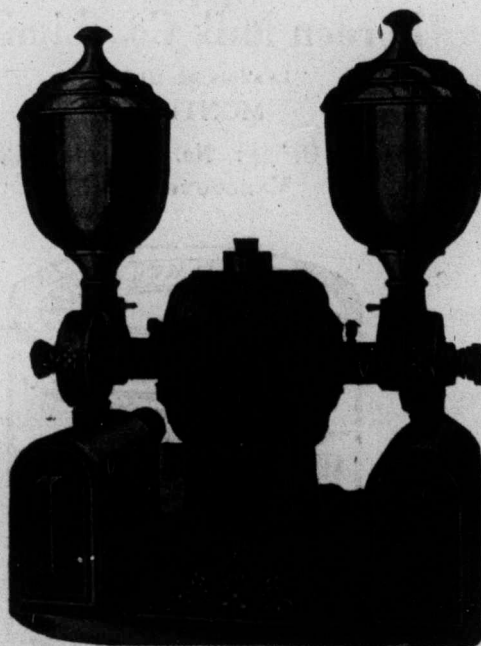
One of our
12 new
models.

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

It ranks
with the
best and
meets your
price.

26 models
of electric
machines.

Makers of
Hand Coffee
Mills for
twenty-five
years.



COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

Canada's Choicest Catsup **AYLMER BRAND**

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

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



*The
Evidence of
Quality*

Why hide your perishable goods, when you really want to sell them?

Show butter, lard, cheese, cooked meats, lettuce, celery, berries, etc., in an ice-cold

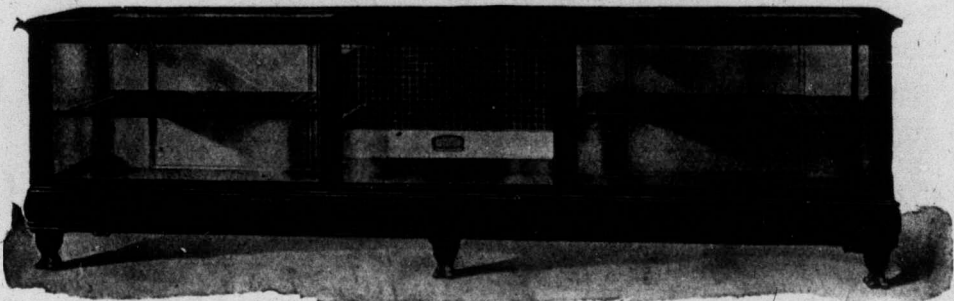
ARCTIC

SILENT SALESMAN
REFRIGERATOR

It has the dry cold circulating air system—made in 6 and 8-ft. lengths, handsomely finished; smallest ice consumption possible.

Write for Catalog and Prices.

John Hillock & Co., Limited
TORONTO, ONT.



NOTE THIS

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

FRUIT BULLETIN

Buy your cherries now: White, Black, Red Sour, all Niagara Peninsula grown are now most plentiful. The Red Sour is the par excellence for preserving. Have your grocer secure your needs at once. Raspberries begin to arrive next week.

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

BUY

STARBRAND

"Made in Canada"

Cotton Clothes Lines and Cotton Twine

Cotton Lines are as cheap as Sisal or Manila
and much better

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

"Cow Brand" success
is never doubted



Housewives have absolute confidence in the baking results when they use **Cow Brand Soda**. For Strength, Purity and Reliability it is unsurpassed. It is the surest trade builder and holder. Fill in your stock to-day.

CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited

Purity

TABLE SALT




Sell it in the handy, free-running, Sanitary Packages. Show them in your windows, display them on your counter, and keep Canada's purest salt before your trade in an attractive form.

Purity Salt is made in the most modern vacuum salt plant by expert workmen.

It's a big seller and worth while pushing, for it satisfies every woman.

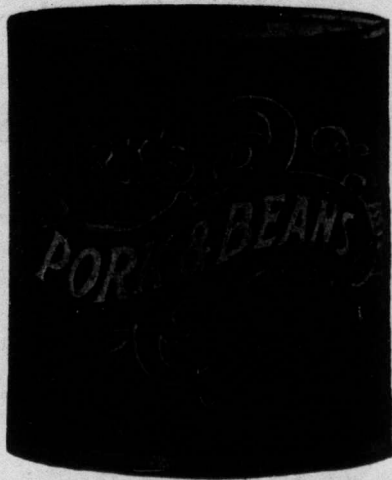


PURITY
BRAND
FREE RUNNING
TABLE
SALT
The WESTERN SALT CO. LIMITED
COURTRIGHT ONTARIO

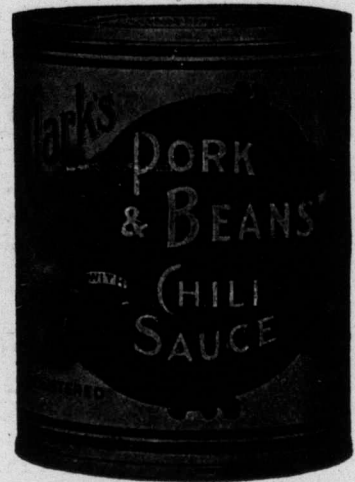
The
WESTERN SALT CO.
LIMITED
COURTRIGHT,
ONT

CANADIAN GROCER

CLARK'S PORK AND BEANS



PLAIN
CHILI
AND
TOMATO
SAUCE



MADE IN CANADA
FROM
CANADIAN PRODUCTS

Still lead all others, either domestic or imported.

DON'T LOAD YOUR SHELVES WITH
GOODS THAT STAY THERE.

BUY WHAT SELLS
W. CLARK, Limited, Montreal

Clark's

ROBINSON'S

OF BRISTOL, ENGLAND

TIN FOILS FOR TEA WRAPS

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

TEA AND COFFEE BAGS

(Parchment Lined)

VEGETABLE PARCHMENT
AND GREASEPROOFS

WRAPPING PAPERS

(Rolls or Sheets)

PAPER BAGS
OF ALL DESCRIPTIONS

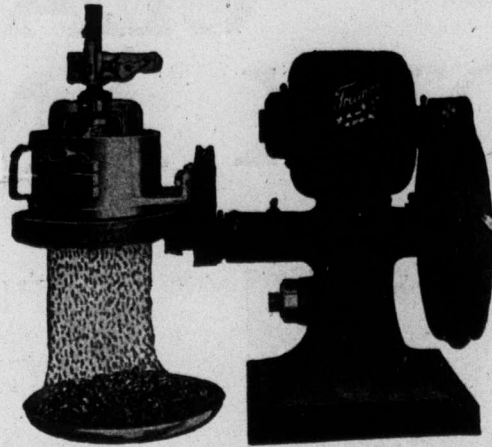
EVERYTHING IN PAPER
AND PRINTING

All inquiries to

J. W. PINKHAM

73 Boustead Ave. Toronto, Canada

Freeman's Electrical



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

The above is our Bone Grinding attachment, attached to one of our No. 40. We have meat cutting attachments and coffee grinding attachments for the above. They are fully guaranteed in every way. Send for catalogue which gives full particulars, prices and terms.

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

COIN PURSES

(Our new penny piece)

NIGHT STICKS

WHISTLES

FLEXIBLE STICKS

CIGARETTES

and a full line of attractive and quick-selling Licorice Specialties.

Order from your Wholesaler

Everything in Licorice for Grocer,
Druggist and Confectioner

MADE IN CANADA

National Licorice Company

MONTREAL

When you sell

HEINZ

57

VARIETIES

PURE FOOD PRODUCTS

You give your customers—
Goods Made in Canada—
from Canadian Materials—
by Canadian Employees.

H. J. HEINZ COMPANY

Canadian Factory:—Leamington, Ont.

Warehouse:—Toronto

GOOD BLUE

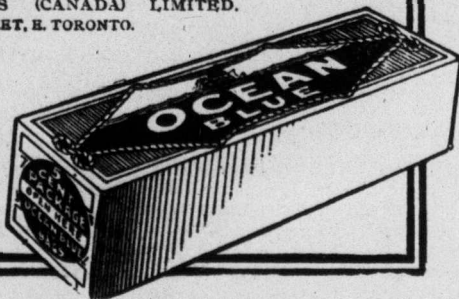
OCEAN BLUE is good Blue and people come again and again for it. It leaves linen white as snow; it leaves your shelves freely; it leaves a living profit.

Order from your Wholesaler.

OCEAN BLUE

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

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



"SOVEREIGN" SALMON



**FINEST
BRITISH
COLUMBIA
SOCKEYE**

**QUALITY
IS OUR FIRST
CONSIDERATION**

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

Indian Chief Brand CLAMS



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

Sell your customer a can and advise her to make a

CLAM CHOWDER.

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

Your Jobber will Supply You

Shaw & Ellis, Pocologan, N.B.

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

Tell your wholesaler you
must have

DA COSTA & CO.'S EXTRA FANCY BARBADOS MOLASSES

This year Molasses will be high in price, and it is all the more important that you should buy the brand which you know will be satisfactory, both to you and your customers. The price is no higher than for other brands.

**INSIST UPON HAVING
DA COSTA'S**

GOOD NEWS FOR CANADA

McVITIE & PRICE, Limited

Biscuit Manufacturers

EDINBURGH (Scotland) and LONDON (England)

have now a complete chain of Agents from the Atlantic seaboard to the Pacific Coast, who carry fresh stocks of their high-grade Biscuits.

Write to any of these Agents for samples and terms and you will receive prompt attention:

- | | |
|--|--|
| Nova Scotia. | C. E. Choat & Co., Halifax, N.S. |
| Quebec and Ontario. | C. H. Cole, 501 Read Buildings, Montreal.
C. H. Cole, 33 Front East, Toronto. |
| Manitoba and Saskatchewan. Alberta. | Richards & Brown, Ltd., James St., Winnipeg.
Campbell, Wilson & Horne, Ltd., Calgary.
Campbell, Wilson & Horne, Ltd., Lethbridge.
Campbell, Wilson & Horne, Ltd., Edmonton. |
| British Columbia and Yukon. | Kelly, Douglas & Co., Ltd., Vancouver.
Kelly, Douglas & Co., Ltd., Victoria.
Kelly, Douglas & Co., Ltd., New Westminster.
Kelly, Douglas & Co., Ltd., Prince Rupert. |

GENERAL CANADIAN REPRESENTATIVE:

Mr. Sydney Owthwaite, 501 Read Bldgs., Montreal

Cleave's
CELEBRATED
DEVONSHIRE CREAM
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

THE CHOCOLATE THE PEOPLE WANT.

Also other new and attractive
5 cent lines.

AGENTS:

- MONTREAL—F. Davy & Co., 6 St. Sacrament St.
TORONTO—Mason's Ltd., 25 Melinda St.
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.
VANCOUVER—Hamblin & Brereton, Ltd., 842 Cambie St.

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND



Every Jar a Salesman

Yes, and you too can make every jar on your shelves a salesman—by insisting on goods sealed with Anchor Caps. No goods are more *sure* to attract, please and satisfy your trade than those which Anchor Caps have made absolutely safe. Your jobber can get Anchor Caps for you on any bottled goods, so why not insist upon having them to-day?

Anchor Cap & Closure Corporation of Canada

LIMITED

Sudbury St. West, Foot of Dovercourt Road

TORONTO, CANADA

When a Woman Picks Up a Broom

one of the first things she does is look to see if the handle is smooth. The perfection and attractiveness of the handle of the

"NUGGET" BROOM

are big aids to a dealer in selling to the woman who comes into his store for a broom.

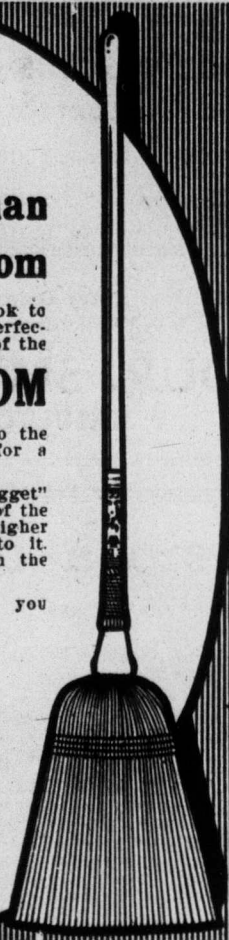
The woman who handles a "Nugget" broom will buy it. It is light, made of the best grade corn, and shows the higher grade workmanship that we put into it. It easily is the best light broom on the market.

Investigate the "Nugget" before you stock more brooms.

For prices, etc., write

**Stevens - Hepner
Company, Limited
Port Elgin, - Ontario**

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



BLACK JACK

**QUICK
CLEAN
HANDY**

½-lb. tin—
3 doz. in case



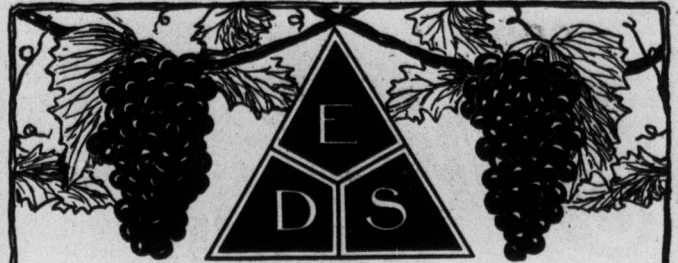
TRY IT

**SOLD BY
ALL
JOBBER**

Say You Saw It

in

Canadian Grocer



Don't Slam Up the Receiver

on a phone order without suggesting

E. D. S. GRAPE JUICE

(The pure and unadulterated juice
of Winona's luscious grapes)

Whether you're taking an order over the 'phone or over the counter, don't miss this splendid opportunity to increase your sales.

"You think that is all, Madam?—you should try a bottle of E.D.S. Grape Juice—it's very refreshing these hot days—excellent for the children as well as for the older folk. It's the pure juice of the Winona Grapes—the finest flavored in the world. You had better let me include a bottle in your order, Madam."

A sale won't result every time, but often, and every time you suggest E.D.S. Grape Juice you are recalling to the customer's mind the extensive consumer advertising and linking it up with your store. It's worth the effort. Try it.



STOCK UP TO-DAY.

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

Agents:

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

Tartan
BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

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

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

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

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

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

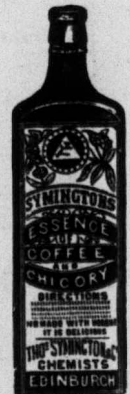
So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.



SYMINGTON'S
Reg'd Trade Mark
COFFEE ESSENCE

THOS. SYMINGTON & CO.
Edinburgh and London

Agents: Ontario—Messrs. W. B. Bayley & Co.,
Toronto. Quebec—Messrs. F. L. Benedict &
Co., Montreal. Vancouver and Winnipeg —
Messrs. Shallicross, Macaulay & Co.



Sanitary Cans

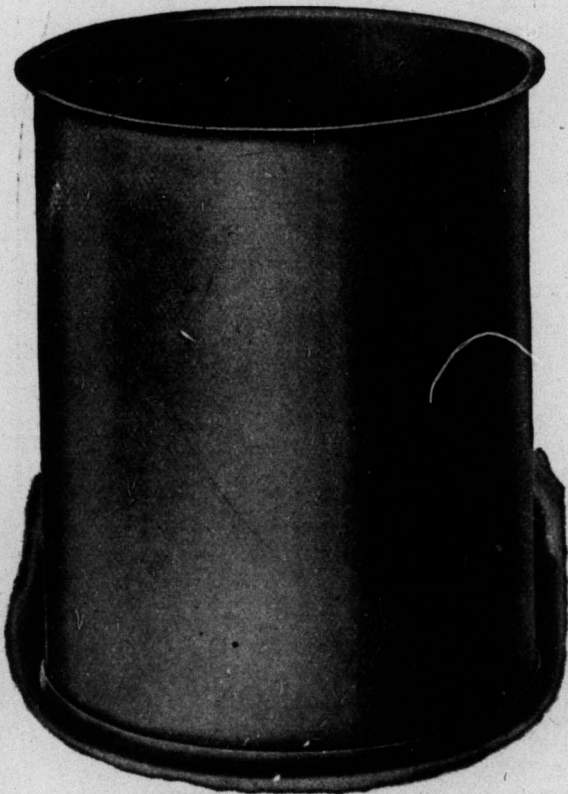
"The Can of Quality"

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

Sanitary Can Company

LIMITED

NIAGARA FALLS, ONTARIO



CANADIAN GROCER

The Canadian Standard of Quality

St. Lawrence
Granulated

100% Pure Cane Sugar. Give Your Customers the Best.



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.

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1 Wharf Road

LONDON N., ENGLAND

CANADIAN GROCER

TEA

Ceylons, Indians, Japans, Chinas, Formosas

At first hand costs.

Specially selected for the Canadian Trade. Large selection from Stock or Afloat Teas.

Import Orders a Specialty

Write for samples and quotations, or send us your samples to match. We are Tea Experts with over 40 years' successful trading with Canadian Merchants.

John Duncan & Co.

Established 1866

MONTREAL

CANADIAN AGENTS

Ruttan, Alderson & Lound, Ltd.
Winnipeg

L. A. Gastonquay,
60 Bedford Row, Halifax, N.S.

Nelson, Shakespeare,
Watkins, Ltd.
Vancouver, B.C.

**White
MALT**

**Cottell's
VINEGAR**

- ¶ Is the Vinegar to build up a permanent, increasing and profitable trade.
- ¶ Its delicious flavour and aroma distinguish it from all others.
- ¶ It is equally good for pickling, salads and table use.
- ¶ It is guaranteed full strength,

In short, it is the Vinegar which will pay you best to handle.

Write for sample and quotation.

WHITE, COTTELL & CO., - CAMBERWELL, LONDON, ENG.

Display, Suggestions and Salesmanship Create Sales

Care to Supply Good Goods in Excellent Condition is the Guarantee of Satisfied Customers and Repeat Sales—Some Suggestions for the Proper Care and Handling of Fancy Biscuits as Suggested by The Montreal Biscuit Co.

A SUCCESSFUL Canadian grocer made this very caustic statement to his head clerk in course of a discussion of ways and means to get the maximum summer fancy biscuit trade: "Jack, your newspaper advertising, your window displays, etc., will produce big results we know, but it is up to us to see that every biscuit that is sold goes out of the store absolutely fresh and in as good condition as when the box is first opened.

"If our customers find that what we have told them is true, that we can supply them with biscuits just as pure, nourishing and tasty as they themselves can make, and at just as little or less cost, they will quit cooking over hot stoves, not only in the summer time, but all year round, resulting in increased year-round biscuit sales for us."

These remarks show the wisdom of this grocer and the basis on which he had built up his business. He knew, however, that it was one thing to tell "Jack" to do this, but he also knew it was necessary to give him the benefit of his many years' experience, with some real facts and suggestions as to *how* to see that the biscuits were properly cared for. The following are a few suggestions which he put in writing in order to assist him in this purpose:

Biscuits are to a certain degree perishable, and should, so far as possible, be kept in a cool, dry place. See that no oil, salt, meat or other articles having a strong odor are stored or kept close to biscuits. Do not keep your open stock too near the door, especially in damp, rainy weather, as goods of this character quickly absorb moisture, which affects the freshness. An M.B.Co. biscuit protected in this way will always be crisp and delicious when it reaches your customer.

If you sell biscuits from a wooden box or barrel, invariably see that the box or barrel is kept covered or closed to protect contents. This is important if you expect the goods to remain fresh. If they come fresh from the barrel, an M.B.Co. biscuit is unsurpassed for richness of flavor.

Keep your Glass Front Tins clean—wipe off the tin and glass frequently and remember that customers often judge the goods by the condition of the

package that contains them. If the glass or tin is dirty, the customer assumes the contents are old and have been on hand a long time. The M.B.Co. tin is bright and attractive, showing the goods off to best advantage.

In selling biscuits from glass front tins, endeavor to preserve the facing or show on front of tin by taking biscuits from the back. It is often desirable to replace the tin, especially when one-half or three-fourths of contents have been sold; otherwise the remaining portion looks uninviting. Remember always that you can tempt your customers to buy by appealing to their palates. One purchase of the justly popular M.B.Co.'s biscuits invariably means another.

Occasionally change the arrangement of your tins and cartons. Place those that are not selling freely on top of display, where they may be seen by everyone who enters your store; in this way you will keep every kind moving; many people have many tastes, but there is an M.B. biscuit to reach them all.

At your leisure, build a pyramid or some fancy design out of your cartons; these will attract attention and result in sales.

Do not pile your cartons where the sun will shine directly upon them; the colors in the wrappers are delicate and will fade if the sun's rays strike them, especially through the glass of a window.

In following the above suggestions, do not allow your efforts to be wasted and the results disappointing because the biscuits you have stocked are not the very best quality. Years of experience and study in biscuit making and big expenditure in the most sanitary and up-to-date equipment is the reason for the unbeatable quality of every biscuit turned out by the Montreal Biscuit Co. Start right! Supply your customers with M.B.Co. biscuits and the success of your biscuit business is assured.

THE MONTREAL BISCUIT CO.,
Manufacturers of Biscuits and Confectionery,
MONTREAL.

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

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

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

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto, Ontario

Choice, faced peaches, 25's, on spot at a very low price.

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

STIRLING & YOUNG
General Brokers Phone Main 4331
27 Wellington St. E., TORONTO
Agents for the Sudbury Flour Mills Ltd., Sudbury
Reference : : : Bank of Montreal

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

WESTERN PROVINCES.

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

QUEBEC.

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

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

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

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

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

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

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

NEWFOUNDLAND.

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

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



Eminently British

Grown under ideal conditions in that gem of British possessions—Nature's favored isle—Ceylon.

Plucked and prepared by loyal British subjects. Packed in Canada by Canadian work-people with British machinery and in British-made aluminium.

Enjoyed throughout the Dominion wherever the true British appreciation of **QUALITY** is to be found.

This high standard of quality will never be allowed to lapse for one moment and may be absolutely relied upon under any market conditions.

"SALADA"

MONTREAL

TORONTO

LONDON, ENG.

FINEST COHOE SALMON

1s Tall (c/s 48 Tins)
\$.145 Doz.

ALL OTHER GRADES OF
SALMON AT LOW PRICE

Write, wire or phone at our expense
Adel. 1057, 941, 867

Warren Bros. & Co.
LIMITED

Queen and Portland Sts., TORONTO

Get the Eureka Catalogue To-day



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

WRITE NOW.

Eureka Refrigerator Company
31 Brock Ave. Limited TORONTO

The Barley that's Asked for

Robinson's "Patent" Barley is what your customers are asking for and what it pays you to sell.

The demand has been increasing for nearly a century, as

Robinson's "Patent" Barley

has always been recognized as the *Best Food* for infants.

There are hundreds of your customers who know and are using Robinson's "Patent" Barley. A neat display on your counter or other prominent position will ensure their business coming to you.

Agents for the Dominion of Canada.

MAGOR, SON & CO., LIMITED

403 ST. PAUL ST. W., MONTREAL. 30 CHURCH ST., TORONTO



Filled in Nine Seconds

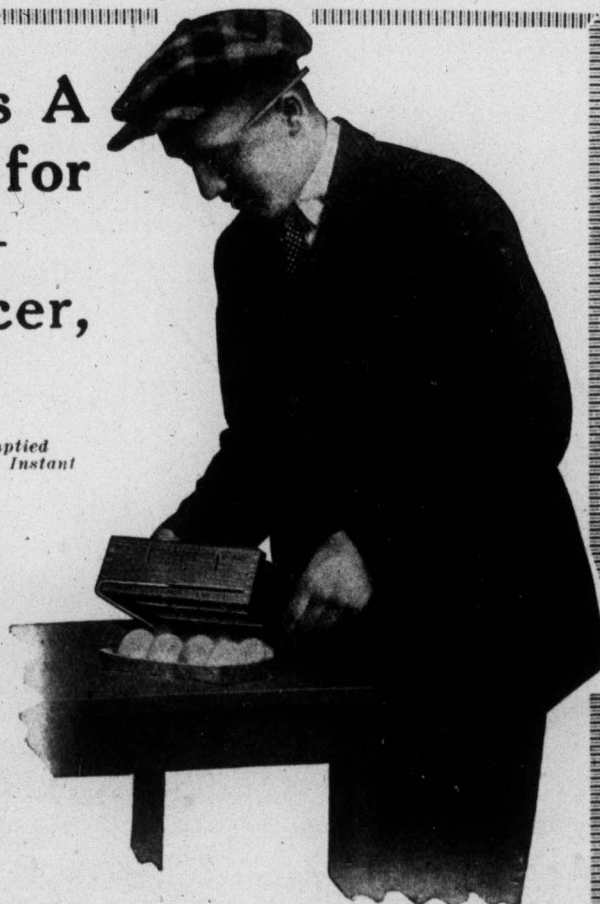
John Has A Message for You— Mr. Grocer, Listen!

*Emptied
in An Instant*

I 'LL never forget the day the fellow came into the store to sell the boss Star Egg Carriers—says John, the delivery boy. We were then using paper bags and packages, and when the fellow asked the boss if he had any broken eggs, he answered "No." And, I actually believe he meant it. Gee! he didn't know of the five broken on my wagon that very morning and how mad Mrs. Jones was when she saw them, and he didn't know of the other times, every week, that the same thing had happened on the different wagons. Perhaps fewer eggs broken, but the customer always tearing mad. We fellows simply couldn't help it. The paper bags and packages didn't protect the eggs. We didn't always tell the boss every time we broke an egg either. There was enough excitement without stirring up his ire. We simply put up enough eggs ourselves to make good the loss and took them to the customer. *Things are different now* since the boss gave us Star Egg Carriers and Trays. We haven't had a broken egg since we started using them. It surely saves me a lot of time and trouble; the boss swears it's the best investment he ever made—and his customers, I'd simply hate to have to leave them eggs in paper bags or packages again. Perhaps there's a thought here for you, Mr. Grocer. Our booklet tells all about the Star System. Write for it.

Star Egg Carrier & Tray Mfg. Co.

1500 JAY STREET, ROCHESTER, N.Y.



CANADIAN GROCER

VOL. XXIX

TORONTO, JULY 9, 1915

No. 28

Pushing Sales of Fancy Biscuits

Campaign of a Western Grocer Analyzed—Chief Talking Point That Warm Weather Was No Time for Cooking Over Hot Stove—Newspaper Space and Displays Were Features—Some Actual Arguments

Written for Canadian Grocer by J. R. MANTLE.

Sixth of The Mantle Series.

HERE is a certain retail grocer in a city in Western Canada who makes a strong bid every year for trade in fancy biscuits.

"A few years ago," he said the last time I visited his store, "the idea struck me that there ought to be a great deal of capital made by pointing out to customers ways and means that would obviate the necessity of working over a hot fire for any length of time. I tried out the idea on a few lines, among them fancy biscuits, and I certainly was astonished at the result. I am not egotistical enough to insinuate that before that time, my customers did not realize the unpleasantness of cooking every day for hours in a hot kitchen, but I do claim that the suggestions I made led them to see the folly of their ways. Of course, I went into the matter very fully, and by personal conversation, newspaper advertisement, show card and window display instilled into them the fact that there was nothing to be gained by doing so much hot cooking throughout the warm summer months. Before that, of course, they bought summer goods from time to time, but it was only as the notion struck them. To-day it is different. I am selling a great many of these lines simply because I am placing the situation before them in a manner which impresses the point clearly on their minds.

A Biscuit for Every Taste

WITH fifty or sixty varieties of fancy biscuits to choose from there is no advantage in heating up the oven and kitchen during the hot weather making cookies and cakes. There is a dainty and handsome wafer or biscuit in our store for every taste—various shapes and different prices. When you consider the discomfort of cooking in hot weather, the fuel, your time and the cost of the materials, you actually save money by using these delicious biscuits. Here are only a few suggestions:

Cocoanut Macaroon—A most delicious biscuit, per pound
Ginger Crisps—A delightful and dainty morsel, per pound
Figs Bars—Fresh-oblong "sandwich," baked brown, per pound
Arrowroot Biscuits—Healthful and nutritious. Per pound
Short-Bread—Fresh, crisp and very tasty. Per pound
Cheese Wafers—Delightful little oblong wafers. Per Pound
Chocolate Wafers—A satisfying lunch biscuit and very appetizing. Per Pound
Tea and Wine Biscuits—Both sweetened and unsweetened. Per Pound

AND DOZENS OF OTHER DAINTY AND DELICIOUS VARIETIES.

J. K. BROWN

17 Main St.

Phone 77

A suggestion for an appropriate newspaper advertisement.

"Not long ago, for instance, I devoted a selling campaign to fancy biscuits, and in a week's time, I made a big hole in my shelf and warehouse stock. In fact, although the summer is not half gone, I will soon have to get another shipment in, and already, I have sold more fancy biscuits than I used to sell the whole summer season. One of the big things, of course, is display, and I always have the boys connect up a show card or two

with the displays. Whenever I put on a campaign I simply make the store breathe of the article in which we are interesting our customers."

The Window Arrangement.

It was easy to believe the last statement of this grocer, on taking a look around his store and at the window. The window was most attractively arranged with boxes of fancy biscuits, each of which contained the name of the variety inside, while just inside the plate glass were small fancy platters containing various samples of the lines on sale. It was indeed new to me, that there were so many different varieties of fancy biscuits, but then I was not in the biscuit business and therefore should not be supposed to know. There were jam sandwiches, fruit wafers, cocoanut biscuits, ice wafers, tea biscuits, sandwich biscuits with all kinds of filling, almond wafers, chocolate wafers and 30 or 40 others. As there was plenty of room on the counter, there was a similar display of these biscuits on fancy plates. This meant that every customer coming up to the counter could not overlook seeing the various lines of biscuits on display, and if a customer did happen to overlook them, she never left the store before her attention was called to them by the clerks. "Pretty hot day," exclaimed one of these salesmen to a customer, as I was in

CANADIAN GROCER

the store. She agreed that it was, and, in fact, if one could have seen the mercury aeroplaning that morning, he would surely have thought that the top would have been knocked out of the thermometer before then. This introductory remark was followed up by another: "I suppose you aren't doing much cooking these days, Mrs. Brown?" "Not very much," was the reply, "but I find that we are out of pretty nearly everything just now in the pastry and biscuit line, so I suppose I shall have to get busy this afternoon." Here was a splendid opening for the salesman and he accepted the challenge immediately. "Home-made biscuits are certainly all right," he said, "but what's the use in working over a hot stove a day like this, when you can buy so many different flavored fancy biscuits? Here are a few lines we are selling to-day, and when you get a variety you are sure that every member of the family will like at least some of them."

This brought the customer's attention to the plates of biscuits and it was not long before she had selected three or four varieties. The price was asked and a two-pound sale made of mixed fancy biscuits.

I am citing this particular case just to show the line of argument the salesmen were using in this store to get after this trade.

Argument That Cinched a Sale.

One customer during the week, when the matter was suggested to her, thought that she could make her own cookies at home much cheaper than she could buy them, and the salesman's reply was somewhat as follows: "Probably you can, Mrs. Thompson, but did you ever figure out exactly what the flour, sugar, shortening and other materials cost as well as the fuel required and the time and energy spent over the hot stove?" This was a new way of looking at the matter and it did not take the customer long to see that with fancy biscuits at

18 and 20 cents a pound, it really did not pay her to make them in her own home, particularly during the exceedingly warm weather.

Show cards in the window and throughout the store read something as follows: "A Fancy Biscuit for Every Taste," "Made by Reputable Firms," "Delicious Biscuits Without Cooking Discomforts," "An Ideal Wafer for an Afternoon Tea," "Fancy Biscuits for the Picnic Party."

The advertisement in the local paper that week also dealt with fancy biscuits. The fact was driven home again that while the summer season was on, it was folly for the housewife to devote much of her time cooking over a hot stove in a hot kitchen. The results of this campaign can be easily seen. Practically every customer thought of fancy biscuits the moment she came into the store and it was very rare indeed that a sale was not made either over the phone or over the counter.

\$100 Extra in Drinks and Cigars

What One Day's Celebration Last Year Brought to Eastern Ontario General Merchant—Put Soft Drink Bars in the Windows—Was Well Prepared for 12th July Trade and Got It.

"A HOT day, and particularly a hot holiday, gives everyone a pretty strong thirst," remarked a general merchant in a small village in Eastern Ontario the other day. This man was explaining how he got after the summer drink trade every time any celebration was held in his town.

"Every other twelfth of July," he said, "there is a big celebration here. The town of _____ gets it the alternate year. Last year, we had a couple of thousand extra people in this town from the country and outside places for the walk, and as we had prepared ahead for a big day in summer drinks, ice cream, etc., as well as cigars, we took in a lot of money, which we could not have got had we not been prepared for it.

Soft Drink Bars in the Windows

"You see those two large windows in the front. Well, we took them out, put in a soft drink bar, made a lot of ice cream, secured an extra clerk for the day, put him in one of the windows, while my son took the other. The rest of us attended to the inside trade. The day was pretty warm and it was surprising the quantity of stuff we sold. We got in a large shipment of grape juice, another of ginger ale, lemon sour, etc., a quantity of lemonade extract and lime juice, made a few gallons of ice cream and piled them all up around the open win-

dow. We nailed a wide board along the sill for a counter and had everything ready for the coming of the first visitors."

The store of this dealer is situated on the main corner of this town and there is a large broad sidewalk running around it. This gave plenty of room for the crowd to stand on, and of course it meant more business than if there had been a narrow walk. The parade of course passed by this corner two or three times and so there was always a big audience on hand.

"We also of course had soft drinks in other parts of the store," the merchant stated, "and were ready for any of our regular trade who came in. We certainly sold a great deal of grape juice and soft drinks and cigars that day. One of the boys in one of the windows sold \$60 worth and the other about \$40 worth, making \$100 extra in the one day from the windows alone."

This goes to show the importance of getting after every bit of extra trade that is going. This store, as well as securing a good business that day in soft drinks, ice cream, cigars, etc., did its usual inside trade with regular customers and even sold a lot to visitors. The confectionery counter was well patronized and liberal stocks had been prepared already for the occasion. But the experience of this dealer is that

people on a day like this prefer to buy their drinks and their cigars outside if they can get them and that is why they patronize the open windows so enthusiastically.

There will be a good many 12th of July celebrations next Monday throughout the country and there should be considerable business in these for grocers who go after summer drinks, ice cream, cigar and confectionery trade. Of course the same thing holds true with all other summer celebrations in the town. There are usually two or three of these every season and by making preparations ahead and going in strenuously after the business, the dealer is sure to pick up considerable extra trade, which will help out greatly the turnover for the year.



The refrigerator, unless kept scrupulously clean, often is in itself a source of the production of bad flavor in milk and other goods. The refrigerator should be inspected at short intervals, at which time the outlet for the melted ice should be freed, the ice-rack cleaned and the place where the food is kept scalded with sal-soda solution. Even though the refrigerator is cold, a few drops of spilled milk or a small particle of food neglected will soon contaminate it.

Curious Location for a Store

Hidden at Rear of Boot and Shoe Establishment, Pagnuelo & Co., St. Hyacinthe, Que., do High Class Business—A Good Thing for the Boot and Shoe Dealer—Display Bins and Other Modern Grocery Equipment.

WHO ever heard of a grocery store in a cellar? There are lots of them. One of the best department stores in Montreal has located groceries in the basement, and made it one of the busiest places in the store. It does not matter much where the store is if you can get the people there and sell them the right goods. Better in the basement than on the top floor it is easier to get a crowd there.

At Rear of Shoe Store.

It is not often, though, that a retail grocer opens a store at the rear of another, so that to get there his customers have to tramp across another man's floor. That is what Pagnuelo & Co., of St. Hyacinthe, Que., did. After renting the whole front to a boot and shoe dealer, Mr. Pagnuelo found it necessary to open up for himself, and arranged with his tenant to allow customers to walk through his store.

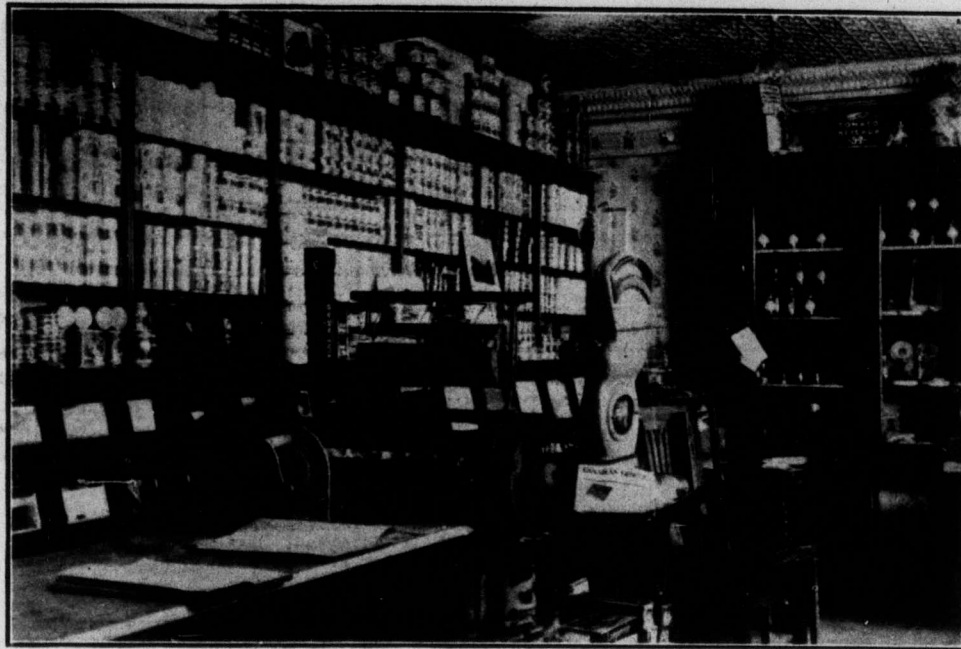
The boot and shoe man did not kick. True, in winter his floor gets soiled pretty well, but what's the odds when every woman going to the Pagnuelo store is a prospect for him.

"If I don't get them to-day, I'll get them to-morrow," he said of this constant stream of people, for whom he lays baits in the shape of tempting displays.

At the rear, it is necessary to mount three or four steps to reach Pagnuelo's. Just as though it were located right on the sidewalk, the entrance is made attractive enough to draw people inside. One thing is lacking—serious lack—and that is the display window. No amount of advertising can atone for that.

Go After Fancy Trade.

Pagnuelo's go extensively into the fancy trade, which is a good drawing card. By making neat displays, they have succeeded in transforming this



A corner of the Pagnuelo store in St. Hyacinthe, Que., showing dust-proof mirrored front bins, meat slicer, computing scale and rest chairs. Note copy of Canadian Grocer on the counter.

room at the rear into an attractive store. Much of their trade, however, comes over the telephone.

It will be noticed by close inspection of the photograph that everything has been done to make one corner of the store as cosy as possible. Two or three easy chairs are provided for ladies, and a neat table. In this it resembles the order-taking booths of the department stores, which is one of the developments of the past few years. Thus, Pagnuelo & Co., deprived of a store front and display window, are taking advantage of every method within reach of counteracting these disadvantages.

Rest chairs are being found more and more in Canadian grocers' stores. A few weeks ago there was an illustration in *The Canadian Grocer* showing a Calgary store where a separate department was devoted to a rest room with chairs, table, magazines, pictures, etc., to make the brief stays of the customers as enjoyable as possible.

Among the modern fixtures to be seen in the one corner of this store are dust-proof spice receptacles with mirror fronts, a cheese slicer, computing scale and cash register. The spice bins make the shelving behind the counter look exceedingly attractive and at the same time keep the stock in splendid condition. To the rear on the right is a large enclosed glass front case with shelving that re-

minds one of the cupboard in a well equipped kitchen. There is a phone desk here also which customers can use.

It is interesting to note on the counter just in front of the computing scale a copy of *Canadian Grocer*, of which this St. Hyacinthe dealer is a regular reader.

A Spanish-Canadian Family.

The Pagnuelo family is of Spanish extraction, but long

residence has made them distinctly Canadian. Recently a distinguished scion of this family passed away in the person of Mr. Justice Pagnuelo, of the Superior Court of Quebec Province.

TRADERS' LICENSE REDUCED.

In spite of a strong protest from the Retail Merchants' Association, the city council of Vernon, B.C., at its last session decided to reduce the six months' license of transient traders from \$500 to \$100. The case of the retailers was presented by the president of the association, L. J. Ball, W. R. Megaw and Mr. Curtis, manager of the Hudson Bay store.

TRAVELLERS MAKE FINE DONATION.

Funds sufficient to buy twenty stretchers for the use of the Canadian Ambulance Corps in France have been collected by the Commercial Travellers Association and forwarded to England. A committee of the Association, learning of the need of wheeled stretchers in removing wounded soldiers quickly and easily from the field, decided early in May to adopt this means of patriotic service, and succeeded in obtaining a satisfactory response.

Getting a Profit From Fruit

Several Canadian Retailers Tell How They Go After The Fruit Trade and How They Aim to Make It Pay—Summer a Difficult Season and Sales Must Be Pushed Strenuously To Prevent Losses.

THE fruit season is an important one from the standpoint of profit and loss. Unless fruits and vegetables are handled exceedingly carefully during the warm weather, the balance is likely to be on the wrong side. No grocer wants to lose money on any line of goods, and as a considerable part of his turnover during the hot season depends on the sale of fruit and vegetables, it is absolutely necessary that each individual line be studied carefully in order that losses may be eliminated.

A dealer in WOODSTOCK, N.B. declares that one of the chief losses in connection with the selling of fruit is the sending of decayed fruit out with a customer's order. "If, he says, "any fruit is found to be in bad condition, I pick it over and charge the loss up to the shipper." In his opinion the losses are greater on bananas and berries than on oranges, lemons, pineapples, peaches, etc. During the summer season he aims to have his bananas shipped to him a little green so as to prevent bruises and decayed fruit. All goods are counted on arrival, the freight added and a fair profit placed on them. He sets his price on oranges, lemons, grape fruit, etc., after counting them.

A dealer in RIVIERE DU LOUP, QUE., also aims to get his bananas in a

partly green condition. As soon as he receives a shipment of fruit, he makes it a point to dispose of it as early as possible by pushing sales to every customer, whom he thinks will require fruit.

Another Quebec dealer in FITCH BAY, states that he only pays for sound fruit. He examines all fruit on arrival and wherever the shipper is at fault he refuses to pay for the fruit that is spoiled.

A grocer in PETERBORO, ONT., goes after the banana trade aggressively by cutting the bananas off the bunch and placing them inside up on the counter. He always counts them closely to see at what price he requires to sell them to make a profit. On almost every bunch he claims, it is necessary to figure on getting only an average of from 10 to 15 cents for the two top hands. By putting the bananas on the counter in this way he sells three or four bunches to one formerly. He is exceedingly careful not to expose too many lemons to the atmosphere at one time, as they sometimes dry out. In order to make a success in selling fruit he claims that one must have a good display all the time. When fruit is properly arranged and looked after sales can be readily created. The best results are obtained from display

when the window is built so that a good circulation of air is made permanent. He keeps lettuce and other perishable vegetables fresh over night by sprinkling them very lightly with water and covering them with a wet paper and placing them in a cool spot.

A COLLINGWOOD, ONT. dealer, devotes usually one window display to fruits and vegetables during the summer months and whenever a customer comes into the store they are mentioned to her. He also believes where possible in securing a fresh stock every day, so that the fruits and vegetables are always in a salable condition. Over stock he claims is one of the chief reasons why there is so much loss.

"Always keep the oldest stock cleaned up," is the advice of a TORONTO retail dealer.

A retailer in EXETER, ONT. buys his fruit often and in such lots as they can be disposed of before there is any chance of decay. He uses clean counter displays and introduces his fruit judiciously to customers.

"Purchase good fruit in small quantities," is the advice of a REGINA, Sask., retailer. "Poor Fruit," he says, "is (Continued on page 28.)



A fruit window appearance of which is enhanced by palms, etc.

Sold \$60 Worth Fruits and Vegetables

The Work of One Window Display in Two Days—The Value of Attractive Arrangement—The Window Constructed so That it Has Six Different Compartments—A New Idea in Arrangement.



Window display with six different and permanent sections in the store of E. E. Fligg, Toronto. The fruit and vegetable trim here sold some \$60 worth of goods in a couple of days.

WHEN a window display results in the sale of some \$55 or \$60 worth of goods in two days, it must be taken for granted that as a silent salesman it stands pretty well up to the front. This was the result achieved by the fruit and vegetable display in a window, seen in the accompanying illustration. It was shown a week or two ago in the store of E. E. Fligg, 922 Bloor St. W., Toronto.

The central feature of this trim is, of course, the fruit and vegetables. How this was arranged will be seen, when it is explained that in the centre was a circular display of nice ripe tomatoes surrounded by a bed of spinach and radish and the whole thing marked off with a square of boxes of rich, red cherries. Running parallel to the sides of the cherries on one side are cucumbers, new potatoes and radish, separated by bottle goods. On the other side will be seen fresh peas, beans and radish, while along the front near the plate glass is a row of oranges. To the rear of the vegetable rows are pyramids of canned tomatoes. This display alone, during the two days it was presented, sold about \$55 or \$60 worth of goods.

The entire window is one of the most unique that has ever been shown in Canadian Grocer. It represents six displays in one. On either side will be seen two compartments, each with a separate trim. There are olives, pork and beans, pickles, fruits in glass, toffee and other confectionery, canned goods, etc., on display. Then in the centre at the top is still another compartment in which are shown tins of soup. The display is given a patriotic touch by the introduction of the flags and the bulldog statue. The sign at the rear — "Our Standard, 'Quality First'" — is frequently changed as the letters are movable. The general idea of this window puts one in mind of manufacturers' exhibits at the large industrial exhibitions. While it may require the work of a carpenter to arrange the various compartments, yet once the window is made up, it rests then with the window trimmer to make it present as an attractive appearance as possible.

Mr. Fligg points out that the window is most profitable and particularly the way he has it constructed.

"It was well worth the trouble," he said, "and has made a lot of money for us. The fruit and vegetable trim is changed twice every week, the displays on the side once a week, while the bulldog at the top is permanent at present."

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, President.
H. T. HUNTER, General Manager.

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada—Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

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New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 607, 140 So. Dearborn St., Phone Randolph 8234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50.
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PUBLISHED EVERY FRIDAY.

Vol. XXIX.

TORONTO, JULY 9, 1915

No. 28

Condensed Milk and Coffee Season

THE big season of the year for condensed milk, evaporated milk, condensed coffee, etc., is here.

Now is the time to go strenuously after this business when it can be secured most easily. People who are going out on camping and outing trips, as well as cottagers situated so that they cannot secure a supply of milk every day, are all splendid prospects for condensed and evaporated milk. Condensed coffee is another line that they are in the market for at the present time. However, these lines will not always sell themselves. They require a little aggressiveness from behind the counter. A counter display of these milks, together with the coffee and an occasional suggestion here and there will do much to start the ball rolling and to get the people who are going on holidays interested in these lines. Once they are acquainted with them, it will mean a steady trade the year round, particularly for the condensed and evaporated milks.

Among the selling points of these three lines is their ever-readiness. When it is explained, for instance that a spoonful of condensed coffee stirred in a cup of hot water makes a delicious cup of coffee, it should appeal to anyone without the facilities for making coffee from the roasted bean and where time means something.

Trade in these lines should be gone after strenuously from now on to the end of the summer season. They should be given occasional prominence in the window and should always be shown on the counter where they will be handy in the sight of every customer. Get the cottagers to order good supplies in advance. These goods will keep—and in the proper temperature an indefinite time.

Less Chinese Eggs Coming

IMPORTS of eggs into the North American Continent from China have greatly decreased since the beginning of the war. During the first three months of the present year, 410,768 dozen of Chinese eggs, valued at \$64,027, were exported from Shanghai

to this continent, landing at Pacific coast ports. During the first quarter of 1914, egg shipments from Shanghai were 1,818,737 dozen, valued at \$305,710. During the entire year of 1914, there were shipped from China to the Pacific sea ports 3,600,000 dozen, valued at \$540,000.

The reason for the decline in Chinese egg shipments to this continent is the withdrawal of so many merchant vessels from the commercial service incidental to conditions arising from the war. The majority of egg shipments have been made by way of the northern route to Vancouver and Seattle, partly on account of quick transit and also because the northern route obviates the necessity for refrigeration at least during the colder months. The freight rates to Pacific coast ports, via the regular line is \$8 per ton—17 cases of eggs to the ton. Refrigerator space costs \$16 a ton. It is only during the past couple of years that eggs from China have become a factor in the market at all.

Farmers as Automobile Owners

CORNWALL, Ont. merchants held a Dollar Day recently, and according to the retailers there it resulted in a great deal of business for them.

There was, however, one notable feature of this Dollar Day, apart from the actual advantages received by the merchants. Remarks were made on all sides about the number of automobiles in the town driven by farmers, all of whom brought in large numbers from every point of the compass. The ownership of so many automobiles by farmers indicates that the tillers of the soil are particularly well off these times and demonstrates a source of revenue for the aggressive merchant who advertises judiciously and uses other salesmanship methods to get these people into his store.

When the fact is also taken into consideration that bank deposits this year are many million dollars more than at the corresponding period of last year, the retail trade will appreciate the necessity of using aggressive methods to get after more business. The

money is in the country, the only apparent trouble being a tendency on the part of the people to hang on to it. Induce them to open their purse strings by progressive measures and great good must come to the retail trade.

Salmon Shipments to Britain

WITH imports from Canada during May of £126,034 worth of canned salmon, Great Britain increased her importation of this commodity six-fold over the same month of last year. These figures, however, do not necessarily imply any special increase in the consumption of canned salmon in the Old Country.

It is explained that what has probably happened, is that shipments have been seriously delayed. Canned salmon goes forward from British Columbia to the British market in sailing ships, which make the long run round Cape Horn. During the early months of the war, the presence of German cruisers in the Pacific kept many ships in harbor and retarded movement, both circumstances have doubtless contributed to make deliveries considerably later this year.

Western Ontario Trade

THE sales manager of a large manufacturing house at Toronto returned this week from a two weeks' trip through Western Ontario. He stated that he never saw crops in Western Ontario looking as good as they are at the present time. The retail trade in all the country towns is up to normal. Many merchants report an increase in sales, to date this year, over the corresponding period of last year. Most of the merchants state that prospects for fall trade were never better than they are at the present time. The farmers have plenty of money and they expect to secure high prices for the bumper crops they are raising at the present time. It is expected that the wheat crop in Western Ontario will be the heaviest in years. Farmers are spending their money freely and nearly all country merchants are doing business as usual.

An automobile dealer at London, Ont., who sells a large number of a popular-priced car each year states that so far this year, 75% of his sales have been made to farmers—this is further evidence that the farmers have money and are spending it. In the cities of Western Ontario it cannot be said that trade is up to normal. There has been a falling-off in the building trade, and many of the manufacturing plants in the cities have been running short time. Business, however, is fair and very few complaints are heard. Recent cool weather has had a rather deterrent effect on the sale of summer lines, but nevertheless June business has held up well.

Retail Advertising

ON several occasions Canadian Grocer has taken up the subject: "What Shall the Retail Grocer Invest in Advertising?" Figures have been quoted to show what some successful retail concerns invest each year in advertising.

The views of many merchants, regarding advertising expenditures, have been published in this paper. In some cases there have been differences of opinion regarding the amount of money a retail concern could expend in advertising, but we have always pointed out that some merchants were in an entirely

different position to others with respect to advertising, and that on account of varying conditions in the retail field, it would be extremely difficult to set any fixed figure as the proper one to represent what should be the advertising expenditure of a retail concern. At the Chicago convention of the Associated Advertising Clubs of the World last week, one of the speakers dealt at some length on the retail advertising investment, and stated in part, as follows:

"Naturally, I have some very definite ideas regarding how much a retail store should spend for advertising, just as I have regarding how that amount should be spent. But so many varying conditions surround the matter, and there are so many different conditions constantly arising in the daily conduct of a retail business, that to put *any* figure down in dollars and cents or in percentage is a most difficult matter indeed—and at best it will remain open to argument.

"However, we all do know that there must be some limit to the amount a retail store should spend for advertising and there must be a figure below which a store cannot safely go in trying to save in the matter of its advertising. By putting down any figure as an arbitrary limit either way, without very definitely outlining the conditions which must surround that retail business to make this figure practical, would be like taking a man blindfolded to a certain spot of your own selection. He may have to admit he's there, but he doesn't for the life of him know where it is or how he got there.

"I know of stores that are purported to spend but one and one-half per cent. of their entire gross receipts for advertising, their advertising charges including many items of more or less general expense, like window decorating and other general promotion costs, and each of the stores in question does a tremendous business. I know of several other stores whose yearly advertising cost amounts to four per cent. of their gross sales or thereabouts and they seem to get away with it. But I do not know of any retail store of any consequence which spends less than one-half per cent. for advertising, nor did I ever hear of any store lasting very long with an advertising burden of more than four per cent."

Editorial Notes

STRIVE TO BE original in window dressing, but do not be above making use of any suggestion you receive.

* * *

YOUR OBJECT in displaying goods of any kind is to attract, but show them in such a way that they will sell.

* * *

AVOID CRAMMING the window with anything or everything. Show a few things and show them effectively, and spend time and thought over their arrangement.

* * *

DESTROYING THE crops with too much rain is something like killing a cat by giving it too much milk. Either can be done, but it takes an awful lot to do it. The amount of moisture which the soil can absorb at this time of year reminds one of the story told by a man who said he gave a big pitcherful of milk to a hungry cat, and found after kitty had absorbed all the milk, that he could put the animal, with the milk inside, into the pitcher, and that there was still room to spare.



THRO' OTHER SPECTACLES



The People's Food

The Scottish Trader, Glasgow.

The statement was made in the House of Commons the other day, and subsequent criticism did not weaken it as a fact, that consequent upon the war the purchasing power of the sovereign has shrunk to the power only of fourteen shillings. Put it another way, the housewife who paid a sovereign for foodstuffs before the war now pays 26s. for the same quantity, and more frequently than in pre-war times for less quality. In normal times such advance in so short a period would be made the prelude of a condition of things not far removed from a social revolution. Socialists would threaten, the Labor Party fulminate, and the bloated capitalist in the guise of a baker, a butcher, a merchant, or a manufacturer, would be denounced over the length and breadth of the land. But the old order changeth, and the soaring prices are in reality borne without a murmur by those least able to bear them. Why? Because it is a time of war. This assertion will be denied by a few grumblers, but the fact remains that the surprise is that prices have not mounted much higher than they have. The war has silenced the professional agitator; he dare not make capital out of the old inflammable material which he could fan into revolt when the humor seized him. The people have at present dispensed with his services, and, like most persons who think that their services are indispensable, the agitator finds himself without a post and without sympathy. His clients have forsaken him, and who can say but one of the results of the war will be that the disturber who battens on the poverty of the defeated in life may go back to honest work again and leave the people to regulate their affairs as seems best to them.

Business Efficiency

The Inland Storekeeper, Chicago.

The merchant of to-day wishes to be up to date in all his business dealings. However, there is one matter which a great number are neglecting, and that is the correspondence question. Very few of us can now write in that beautiful long hand of long ago, and few of us have the time to do so. The typewriter has become a universal fixture of all business offices, and for the general

merchant to use a typewriter to write letters means a better standing with the people with whom he deals and assures him of the best of attention and service. It is a business asset which should not be overlooked. It is now possible for you to buy a typewriter for a very reasonable price—less than half the original cost—and on a credit plan which would be worth your while to investigate.

• • •

Aniline Dyes

Journal of Commerce, Montreal.

Since the outbreak of the war much has been written regarding the monopoly possessed by Germany in regard to aniline dyes. A century ago coal tar, from which aniline dyes are made, was regarded as a waste product. To-day it is equally important in an economic and commercial sense to the material from which it is derived.

A century ago, when gas was being introduced, Frederick Accum wrote a book on gas lighting, and made the suggestion that coal tar be boiled in a still and the products condensed and collected. His experiments yielded two oils, one of which was heavy and the other light. The heavier oil was found to possess a value as a wood preservative, and soon became extensively used in preserving piers and wharves. The light oil was neglected for a time, but finally Macintosh, a Scotch chemist, used it as a waterproofing for clothing, thereby giving his name to the waterproofs in use at the present time. This lighter oil was also used as a solvent in varnish making and as a coal naphtha for lighting.

Further experiments with naphtha resulted in benzine being produced, which in turn gave a great variety of colors. In time the manufacture of benzine was put on a commercial basis and the cost reduced. A chemist, while experimenting in an effort to artificially produce quinine, used a base known as aniline, and obtained a coloring matter therefrom which laid the foundation for the coal tar industry and the aniline dye trade. The aniline dye industry was only one of a series of chemical discoveries connected with the coal tar industry. Sulphuric acid is another by-product resulting from these chemical discoveries.

Formerly colors were produced in France and Holland from the madder

fields, and in India from the indigo plant. Chemistry destroyed the field formerly held by nature or agriculture, and to-day aniline dyes are practically the only form of coloring matter used in commerce and industry. It is to be hoped that the experiments now being carried on in Great Britain will succeed, and that Germany's monopoly of the aniline dye industry will be a thing of the past.

• • •

How Caviare is Made

Rochester Post-Express.

The thought that enters one's mind at the name Cossack is a fierce fighter galloping over the Russian steppes. That is but a fancy picture, for a majority of the Cossacks are engaged in the peaceful pursuit of fishing and making caviare.

This delicacy is made from the roe of the great sturgeon, which sometimes attains a length of twenty-five feet. The most commonly eaten caviare is made, and the best is manufactured from fish that are caught during the depths of winter. From the table of the rich Russian caviare is seldom absent, and never from that of the Czar, where every meal sees caviare served.

The caviare supplied for imperial eating is the enforced tribute of the Cossack fishers, who, before they may reap the profit of their own industry, are obliged to supply the autocrat of all the Russians with eleven tons of the very best. This tribute is ironically called "the fish present." To secure this amount of caviare no fewer than 5,000 sturgeons must be caught. When the waters freeze over and the fishing is to begin, the chief of every Cossack community lines up the fishermen on the frozen shore. At a given signal they march down the bank and out on the ice. Then, with a wild song, they chop through the ice and start the season's fishing.



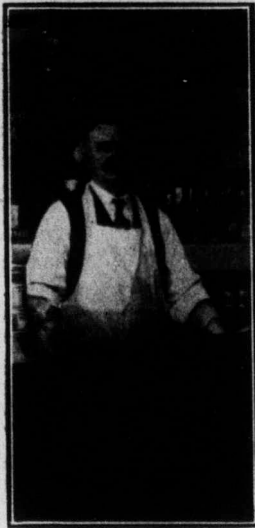
Pat was standing in the aisle of a crowded street car when the car suddenly stopped and he was thrown into the lap of a woman passenger, who exclaimed indignantly: "Well, what do you think you are?"

"Begorra, I t'ought I was an Airishman, but I guess I'm a Laplander," replied Pat, smilingly.

Thirty Years in Business

A. O. Galarneau, Point St. Charles, Montreal, Celebrates His Coming of Age as a Reader of Canadian Grocer—Compares Methods of Doing Business To-day With Those of Years Ago—Built Up a Big Fruit Trade—The Customer Always Satisfied.

Written by C. B. WALTON for Canadian Grocer.



A. O. Galarneau

EVERY-ONE admires a person who has come to this country totally ignorant of the language, who by perseverance has mastered it sufficiently to build up a splendid business. A. O. Galarneau, Montreal, although a Canadian, is worthy of

the same admiration. For he was schooled in a grocery store where nothing but French was spoken, and yet having learned his trade, he opened a store in an English-speaking section and against great odds has built up a splendid connection.

Canadian Grocer Reader for 21 Years.

He is just now celebrating his coming of age as a reader of Canadian Grocer. Despite the fact that his English was at that time not all he desired, he subscribed to this paper twenty-one years ago, and has never been without it since.

After visiting Mr. Galarneau's store I called upon another Montreal grocer. He was out at the time, and I said to his clerk, who was weighing up bacon, "Does the proprietor take The Canadian Grocer?" "Does he?" he replied; "why he runs his business on that paper." A few minutes later the proprietor arrived, and what he said about The Canadian Grocer was sufficient to make the least egotistical editor blush with pride.

I would not suggest for one minute that Mr. Galarneau attributes his entire position as a successful merchant to this paper, but his record as a reader for twenty-one years proves that he holds on to a good thing when he sees it. During that period he has kept a scrap book of the most interesting articles, a peep at which gives one an idea of the vast changes which have taken place

since he started in business at Point St. Charles.

I said that Mr. Galarneau's English was not "as she is spoke" in England when he launched out first. He told me an amusing story in this regard. A lady asked him one day if his butter was good. He knew the French term "meilleur" for "better," and replied, "a little more," meaning, of course, a little better than the average.

Changes From Former Days.

Despite the early handicap of language, Mr. Galarneau has made steady progress, taking advantage of every opportunity for advancement that came along. He was twenty-three years of age when he went to Point St. Charles. It has always been one of the old sections of Montreal, but at that time it was a much quieter place than it is to-day, being more of a residential district for Grand Trunk employees, many of whom owned their homes. Since then, there has been a general exodus in the direction of Outremont, leaving the Point a different place entirely.

Mr. Galarneau claims to have been the first man to introduce fruit into the Point, and his store has been noted for this feature ever since. Harking back over the past quarter of a century, he told me some interesting things about the changes that have taken place in this end of the grocery business.

"Fruit was much cheaper then," he said. "I bought 11 quart baskets of peaches for 12½¢, and sold them for a quarter. Last year I sold the same amount of peaches for a dollar. The year before last, I sold over five thousand baskets of fruit inside of three months, and this end of the business is as strong to-day as ever it was; in fact, it is increasing every year."

Thinking that with his long experience Mr. Galarneau had probably learned things about the retail fruit business that might interest other grocers, I asked him for a few pointers on the way to handle fruit. He replied:

"The best way is to get good fruit, and to sell it as reasonably as possible. I have always made a point of guaranteeing it, and am always willing to take it back if not satisfactory. It is very seldom that I get stuck with fruit. It happens once in a while on Saturday in

which case I let it go at cost, but rarely at a loss.

"I have found berries one of the hardest lines to handle. Our Canadian fruit goes bad very quickly, and it is partly the fault of the railways, who often convey fruit in heated cars, so that, when it arrives here late in a morning, it is more or less cooked. We make a profit on berries, but not as large as on other fruits."

Progress Made by Canned Goods.

Speaking of the changes which have taken place in the grocery business, he drew attention to the importance of canned goods to-day. In the olden days, there was not the same variety, and one or two cases was sufficient to last some stores a whole year. Corn, thirty years ago, was brought in from Maine, and retailed, the same size as to-day, for a quarter. Tomatoes sold two for a quarter. Lobsters were very cheap, two-pound tins selling for a quarter, whereas the same tins retail to-day at 60¢ apiece.

There was a look of regret in Mr. Galarneau's eyes as he glanced back at the "good old days." "Expenses were not so heavy then," he said. "As long as we served customers right, there was no need of things like automatic scales, cash registers, slicing machines, two hundred dollar refrigerators, etc. We used to make a refrigerator out of a box in the back yard, putting the ice in the bottom, and produce on top. Profits were bigger, and we did not carry nearly as big a stock. Where there were ten kinds of biscuits then, there are a hundred to-day."

The Customer Always Right.

He drew attention to a question in a recent issue of The Canadian Grocer, whether it was best to return money to a dissatisfied customer. That has always been his policy. He argues that if she thinks a thing is bad, it is no use trying to convince her that it isn't. His groceries are guaranteed, and he has coined a phrase, "If you get it at Galarneau's it's good." By circulating this message on stickers, he has succeeded in associating the name of his store with quality. Where a customer is buying fruit, and it is known that a basket contains several bad ones, a reduction is made, and the customer informed of the fact; so that there can be no complaint.

It speaks well for the store and for

the proprietor that in thirty years he has not had more than a dozen different clerks. One who remained in the store for nine years is now head clerk for Dionne & Dionne, St. Catherine street, west, Montreal. Mr. Galarneau has now three sons in the business with him, so that he is not much dependent on outside assistance.

One of the most interesting things that came out in our conversation was that throughout his business career he has tried to follow one of the precepts of the Canadian Grocer, that is, to keep the best goods, and to look only for fair profits.

SERVICE DEPARTMENT

Editor Canadian Grocer.—Where can I procure "Window phoning," and adhesive for attaching to the window giving the appearance of stained glass?

I want to tell you that I appreciate very much your effort in putting out such valuable papers as the "Canadian Grocer" and the "Dry Goods Review." They have certainly helped me considerably.

June 24th, 1915.

G. W. S. E., Woodrow, Sask.

Editorial Note.—The Empire Wall Paper Co., of Toronto, with office at 318 Donald street, Winnipeg, Man., make a paper which is intended to serve the purpose you evidently desire.

NOT ADVISABLE TO SUPPLY CO-OPERATIVE SOCIETIES.

The co-operation of the Canadian Credit Men's Trust Association with the retail associations in an endeavor to secure small debts courts in the various provinces was strongly endorsed at the recent sessions in Winnipeg, and this matter will be taken up energetically in the various provinces.

The feeling was expressed that it was inadvisable for wholesale houses to supply co-operative societies which are not selling to the consumer through regular channels.

The question of appointing traveling representatives who shall continuously cover the country from end to end, seeking information and making investigations for the wholesale trade, came in for considerable discussion, and the delegates will go home to their various branches to investigate the necessity or otherwise of doing this.

Mention was made at last National council of the establishment of a branch office in London, England. Steps to-

DID NOT CANCEL CANADIAN GROCER.

Gentlemen:—

Re subscription to CANADIAN GROCER. I do not want my subscription cancelled, nor to my knowledge did I ever ask to have the service discontinued.

One morning recently while busy in the store the postman arrived and hastily glancing through my mail, noticed what I supposed to be a copy of the———, I asked the postman to return it, which I suppose he did. No doubt it was my regular copy of Canadian Grocer which you may be sure I do not want to be without, as I consider it an important part of my business and have during these last few months, through information received therein, paid for it many times, for which please accept my thanks.

Regret very much to have you think that I do not appreciate the efforts of Canadian Grocer, to keep the trade in touch with the general conditions pertaining thereto. Personally, I have, during the past winter and spring, benefited, largely through information received from Canadian Grocer.

As I usually pay my subscription to Mr.———, of the——— Co., I will so continue and will remit on his next trip to Niagara Falls.

Trusting that this will meet with your approval, and fully explain why I had my subscription cancelled, I am,

Yours for more business,

Corner St. Clair and Ellis Streets,
Niagara Falls, Ontario.

J. C. BRADLEY,

ward this end, however, have been stopped on account of the war, but the association looks forward at no very distant date to being represented there.

LETHBRIDGE 30 YEARS OLD.

On June 29th, 1885, thirty years ago, the first store was opened in Lethbridge. On the site now occupied by the modern three-storey brick building known as the Bentley Company's departmental store, Harry Bentley, one of the real pioneers of Lethbridge, pitched a tent and hung out his shingle "General Store." He had hauled his stock by team from Medicine Hat, the end of steel, and when he opened the flap of his tent and hung out his sign the first store in Lethbridge business and the foundation was laid for the present metropolis. In August of 1885 the A. R. & I. turkey trail entered Lethbridge and the development of the bald-headed prairie to a thriving village began in earnest. Mr. Bentley began to build a small store soon after his arrival here. The Lethbridge House was the second building to be put up in the business section, and its completion was followed by the erection of the Higinbotham Drug Store. The population of Lethbridge at the time Mr. Bentley located here was very small. It was confined to a few miners, who were engaged in the collieries at the river bottom and the office staff of the Alberta Coal and Navigation Company. These people lived on the river bottom,

but when the company surveyed the present townsite, the offices and quarters were moved up and became the nucleus of the present city of Lethbridge.—The Herald.

GETTING A PROFIT FROM FRUIT.

(Continued from page 22.)

dear at any price." He disposes of large quantities of fruit by good display and sells for the highest reasonable prices regardless of cost. His claim is that the retailer should not be afraid to make a good profit when he can to make up for the losses which are always sure to be met with at one time or another.

A WINNIPEG firm states that they are always very careful not to over-buy in purchasing fruit. They make a net profit on oranges, lemons and pineapples, but are not quite so sure of bananas. They believe in culling out the decayed fruit from a shipment as they claim a great deal of custom is lost in many stores because of this.

The selling method of a certain EDMONTON, ALTA. dealer is reminding customers on their trips to the store and over the telephone. In this way he claims to sell large quantities.

The Retail Merchants' Association of Regina, Sask., will hold their picnic this year to Regina Lake on July 14th. All the merchants will close on that date and a large attendance is anticipated.



Time is Money

I used to be on the road for my house, and take it all round I found the road a pretty good place to be—a day's work and a day's fun often used to go hand in hand. And there are few more complete satisfactions than that which follows well-planned personal effort, and they can talk as they like about goods selling themselves but on the road personality goes a long way. A merchant may never see the man who signs as "Manager" or "President," but he does see and usually knows pretty well the duck with the grin who comes round now and again and says, "Well—how are you?" Did you ever give that fellow a thought after you had left him? Did you ever think about him packing up his trunks in a dusty stuffy sample room,—late for dinner, eating a cold greasy meal, — hustling to catch the train, turning out at 4.00 a.m. and so on. He loses his sleep, he loses his grub, his temper now and again but—most of all, he loses time. And time is money.

Now for example—here's my own experience and it is not the only one I have had of it's kind. I used to make a fairly large town and having finished with my customers it was my practise to drive about eight miles to a village and get my order there from a dealer who owned a big prosperous general store. By driving over in the morning and getting promptly on the job, I figured on being back in the town in time to get on the afternoon train at 2 p.m. Mr. Dealer knew this was my arrangement because I used to phone him and let him know what I intended to do.

Well, I'd be over there by nine o'clock, drag my samples into the back of the store, and wait—and then wait. Maybe by ten o'clock he'd show up.

"Hello, Mr. Funnyface! Sorry to keep you waiting. Just a moment now and I'll be with you." We've all heard that.

At ten-thirty we would get together and at ten thirty-one in would come the parson's wife for a can of corn. Two clerks were in the store, but do you think Mr. Dealer would let either of them serve her while he could do it himself? Not he.

"And that last can wasn't good? Well

now, suppose you try some of that Medal No. 1—the best brand we can lay our hands on. What? the cases not opened—just a moment Mrs. Deacon, I'll tend to this myself." The deal in corn being put through, he would come back to me at say 11.02, and we would make a fresh start. "Yes, Mr. Funnyface, too bad to keep you but you know how it is." Sure, we all know.

After three minutes good hard work the telephone rings—there follows a quarter hours' conversation on fairly general topics, and when we resume work it is 11.20. At ten minutes to twelve, Mr. Dealer is getting restless and thinks of dinner. He has not done justice to his own requirements nor to my samples and hurriedly paws them over until noon when he concludes that "That will do." I pack up in a hurry, apologizing for doing so while he is the cause of it, drive back to town in time to see my train pulling out. An afternoon wasted, another day's hotel expenses, and an unsatisfactory order. The extra expense all adds to the cost of selling goods and "cost of selling" is a big item in making up the selling price.

I could instance many other cases where I have been held up for similar trivial reasons. "It's only a traveler—let him wait." And it's costing that man's firm \$10 to \$15 a day at the very least to have him call on you. all of which must be made up in the "cost of selling goods." Think of these little things and then say to yourself "Time is money—my money." It really is.—Gilt and Glimmer.

CLERKS ENFORCE CLOSING LAW.

In an effort to enforce the closing hour agreement, signed by practically every retail merchant in Canton, Ohio, the members of the Retail Clerks' Association, to the number of 75, are said to have recently held a parade and demonstration in front of a store which did not observe the closing agreement, with the result that the merchant agreed to close at the established time.

One of the provisions in the agreement signed by the merchants for the Wednesday afternoon closing was that

clerks see that all business places adhere strictly to the agreements.

SUGAR, AN OLD PLANT.

Sugar cane was first introduced into Sicily by the Arabs in 703, whence it was taken to Africa, to Spain, and all along the coast of the Mediterranean Sea, as well as to the islands and borders of the Indian Ocean. The Crusaders found extensive sugar-cane plantations in Tripoli, Mesopotamia, Syria, Antioch and Cyprus, and by the fourteenth century the cane was being cultivated in every part of the known world where soil and climate were propitious.

It came to South American by being introduced into Brazil by the Portuguese, who brought it from Madeira, and thence it spread to nearly all the other countries of that continent. Columbus is said to have brought it to the Island of Santo Domingo, where it spread to Mexico and Cuba. It was introduced into the other islands of the West Indies as soon as they came under European domination. The first sugar cane came to Louisiana by being sent to the Jesuits from Santo Domingo in 1751, some English authorities giving the date as 1737.

Science has never determined where the sugar cane originated, and nowhere has it been found in its wild state. It has been under cultivation for many centuries. In the sacred books of the Hindus, written long before the Christian era, there is this reference, "I have crowned thee with a shooting sugar-cane, so that thou shalt not be averse to me." In the train of Alexander the Great, during his Asiatic conquests were some individuals who desisted from the slaughter of barbarians long enough to record "a reed growing in India which produces honey without bees." Thus sugar was evidently raised in that country as early as 320 B.C.

KEEPS HIM POSTED ON PRICES.

Dear Sirs,—

Please find enclosed \$2. amount of subscription for Canadian Grocer, which I find I cannot get along without. It keeps me posted on prices back in this North Country.
Sellwood, Ontario.

June 24th, 1915.

T. B. MARSHALL.



CURRENT NEWS OF WEEK



Quebec and Maritime Provinces.

The Independent Tobacco Co., Ltd., Montreal, has obtained a charter.

H. A. Estabrooks & Sons, general merchants, Upper Gagetown, N.B., have sold to Frank H. Estabrooks.

The twentieth annual meeting of the Maritime Board of Trade will be held at Summerside, P.E.I. on August 18th.

S. W. Ewing, of S. H. Ewing & Sons, Montreal, has left on a tour of the West, and will be away for six weeks or so.

Three grocers on and near McCord St., Montreal, had their licenses cancelled last week for selling liquor to minors, while six others were fined heavily.

Jeffrey M. LeBlanc, general store keeper, Arichat, N.S., who has been in failing health for some time, died last week. He formerly was in business in Halifax, but has had a store in Arichat for the past thirty years.

Leonard Fish, of A. E. Fish & Sons, wholesale and retail flour, feed and grain, Ayer's Cliff, Que., was presented with a field glass and five pounds of tobacco on June 28, on leaving for Valcartier to join the 5th Canadian Mounted Rifles, in which he has a commission.

At the annual meeting of the St. Lawrence Sugar Refineries, Ltd., the vacancies of the board caused by the resignations of A. Baumgarten and O. W. Donner, were filled by the appointments of C. C. Ballantyne and Dr. Milton L. Hersey. The other members are J. W. McConnell, B. McNally and L. C. Webster.

At the last meeting of the Montreal branch of the Retail Merchants' Association it was decided to hold the annual picnic on Wednesday, July 7, at Lavaltrie. P. Fileon, the president, brought up the subject of the competition of street vendors. He said that he had called on Chief Campeau, and asked if there was not a by-law regulating the activities of such vendors, and if so, why it was not enforced. The chief had told him that there was such a by-law, but that he had received instructions to be as tolerant as possible and not to enforce the regulation with strictness. It was agreed that steps should be taken to urge upon the city authorities the necessity of rigidly enforcing the by-law, or to endeavor to have a more stringent by-law enacted.

Ontario.

Mrs. R. A. Clarke, grocer, Toronto, is succeeded by J. C. Steele.

McArthur & Hyde, general merchants, Ignace, Ont., have sold to H. Ginsberg.

The Twin City Co-operative Association, Berlin, Ont., has made an assignment.

John James, a grocer and provision dealer, Peterborough, Ont., died last week.

The Muskoka Co-operative Society, Ltd., Bracebridge, Ont., has made an assignment.

Tilbury, Ont. merchants are closing their stores Thursday afternoon until September 16.

James Ruddy, formerly of the Neale Bread Company, has taken over the store occupied by Joseph Henry, London, Ont.

Wm. E. Ross, grocer, Talbot street, St. Thomas, Ont., has removed his store fixtures and goods to his new store, No. 8 Elgin street.

John Kerr, of Kerr's Grocery, Dundas street, London, Ont., was kicked by a horse on the London market, and is laid up for a few days.

W. Gilbert, general merchant, Cambridge, Ont., has purchased the store he now occupies, and intends making extensive improvements in the near future.

The merchants of Rainy River, Ont., will not have their weekly half-holiday this year, because of the fact that all of them will not subscribe to the agreement.



J. F. BOLE, Regina, Sask., who has resigned as general manager of the Regina Trading Co. to take up a Government position.

Wilson & Greenwood, grocers, Sudbury, Ont., have, beginning on Wednesday, July 7, decided to close their store at one o'clock every Wednesday afternoon during the summer months and further that no orders for delivery will be taken after 9.30 Saturday evening.

The MacLaren Baking Powder Co., Ltd., who have recently established themselves at 43 Lombard street, Toronto, will devote their entire energies to the making of baking powder. The product will be put out under the brand name of "Cook's Gem." The president is A. F. MacLaren, the vice-president Mr. Hugman, and the secretary-treasurer, Mr. Whatmore.

H. A. Scott, for many years office manager for the Toledo Scale Co., Ltd., at Toronto, has been appointed district sales manager for Quebec, Maritime Provinces and Newfoundland, with offices in Montreal. R. Keeley succeeds Mr. Scott as office manager at Toronto. Mr. Scott takes up his new duties immediately after the annual convention of the Toledo sales force at Toledo, Ohio, this week.

Western Canada.

The Calgary Broom Factory has commenced business in Calgary, Alta., in a small way.

Robert Graham, Saskatoon, Sask., a traveller for the local branch of Campbell, Wilson & Adams, wholesale grocers, was instantly killed recently, and A. R. Delong, agent for the National Cash Register Co., had his legs badly injured, when the auto they were driving turned turtle after skidding in some deep sand.

T. H. Kaveney for many years special salesman for Van Camp Products Co., of Indianapolis, has severed his connections with that firm and on July 1, started out to represent W. H. Escott Co., Limited, wholesale grocers' brokers, Winnipeg. Mr. Kaveney will cover Saskatchewan, making his headquarters at Regina.

The Industrial Co-operative Co. Society, Limited, have commenced business in Calgary, Alta., dealing at present, principally in groceries. They have opened one store and it is understood are negotiating for some half-dozen other locations. They have been endeavoring to sell shares for some time back. Their operations will be watched with considerable interest by Calgary retailers.

Big Demand for Canned Goods

Canned Vegetables Being Bought Heavily—Higher Prices for Fall Anticipated—Same Applies to Salmon—Apricot Crop Will be Good—California Predicts Good Walnut Crop—Sugar Situation Firm.

Office of Publication, Toronto, July 8th, 1915.

THERE seems to be a feeling which is more or less general amongst flour and grain men that we have not seen bottom in prices yet. This is affecting the flour and cereal market as well as the wheat exchanges. There is little or no business doing in any particular line; there seems to be a disposition all round to hold off buying. That is general rather than exceptional; so much so that no purchases are being made at present. This is also true of export demand as well as domestic. It is true that Canadian stocks of grain are only about 50% of what they were at this time last year, and also true that stores of old wheat in the United States are running low. On the other hand there is likely to be some waiting in the market before Europe begins to buy heavily, because the European stocks of old wheat are fairly large and the fresh crops over there are about to be garnered. The obverse side of this medal is that the United States and Canadian farmer can more or less demand what prices they want; they do not have to sell now unless the figure is advantageous to them. They will likely, therefore, get a price more nearly what they want. This then is the reason why flour prices and grain prices generally are so low and we think that they will likely go lower still before the change comes. Winter wheat will be garnered some time early next month and until that happens it is not probable we shall see any change so far as an upward movement goes in the market for flour.

Strangely enough our prediction with regard to the influence which the influx of Western eggs would have on the market down East has, while not being verified, has been the subject of a coincidence. It was suggested in this summary last week that a rush of eggs coming from Winnipeg and the West would lower the prices in Ontario and the East. This was likely enough because they were selling out West at 15 or 16c and could be shipped here and still be selling under 18 or 19c mark which was the price down here. These eggs have now come along, but instead of lowering the price, eggs have firmed up a trifle. Synchronous with the coming of the Western eggs there has been a distinct stiffening in the market here. Ontario supplies began to get less and this coincided with the supplies coming down from the West so that levels have been maintained and actually been advanced very slightly. We think, however, that we shall still see lower prices of new-laid eggs, because storage has to a certain extent ceased and generally speaking prices have quieted down. All this is with prejudice to the fact that the supply of eggs is still large and taken in the aggregate, too large for present market levels. The only thing to do therefore is to put those levels down and it will not be long before we see eggs nearly a cent or possibly two cents lower than they are now.

Strawberries which have been unprecedentedly cheap to the consumer will probably be even cheaper before the season is through. These are now selling in the wholesale market at anything from 5c to 9c. In the opinion of some fruit men there will be a glut in the market. The stuff is good fine fruit and there has been an exceptional demand for fruit this year.

Sugar is up in Alberta and British Columbia this week, having sustained an advance of 10c. The market in Montreal too has displayed unwonted activity and Canadian Grocer has been stating for some time that Ontario levels are not as high as the price of raws would warrant. It is possible that the East will have higher prices for sugar very shortly—providing competition is not too keen.

From Vancouver comes the report that 4,000 boxes of prairie butter have been exported to Sydney, Australia. This is somewhat remarkable, as a case of "the shoe being on the other foot." Usually it is the Antipodes that do the exporting to us, but apparently the make is very large this year in the far West.

Markets in Brief

QUEBEC MARKETS.

FLOUR AND CEREALS—

Decline of 50c on winter flour.
Weaker market for spring flour.
Cutting in rolled oats market.

FISH AND OYSTERS—

Millfeed prices remain steady.
Haddock plentiful; demand off.
Brook trout scarce; prices same.
Prices easy on frogs legs.
New salted and pickled fish selling.
Dore and whitefish not plentiful.

PRODUCE AND PROVISIONS—

Decline in spring broilers.
Ducklings drop to 20-23c lb.
New lards and selects advance 2-3c.
Decline in butter market.
Lower cheese quotations.
Lard and meat prices unchanged.

FRUIT AND VEGETABLES—

Further advance in oranges.
Big drop in price of cherries.
Big demand for strawberries at 10c.
No more U.S. vegetables arriving.
Montreal cucumbers offered 50c doz.
Peas decline to \$1 per sack.
Decline in parsley prices.

GENERAL GROCERIES—

Further advance in molasses.
Cheap canned goods still available.
All peppers shade lower.
Very firm market for beans.
Change in rice quotations.
Spot prune stocks low.
Sugar business improved.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour very quiet.
Little export demand.
No business in cereals.
Millfeeds dull.

PRODUCE AND PROVISIONS—

Butter slightly easier.
Western new lards arrive.
Ease the situation.
Cheese very firm.
Ham a trifle higher.
Poultry and honey unchanged.

FISH AND OYSTERS—

Good demand for lobster.
Supplies getting scarce.
Eels and herrings selling.
Demand for Restigouche salmon.

FRUIT AND VEGETABLES—

Raspberries and blueberries coming.
All sorts of cherries.
Asparagus is lower.
Car of Maryland apples in.
New potatoes selling.
Cuban pines in demand.

GENERAL GROCERIES—

Big call for canned goods.
Salmon and vegetables selling.
Scarcity of British lines.
Sugar is firmer.
Good walnut crop.
Peculiar coffee situation.
Spices very firm.
California apricots for futures.

QUEBEC MARKETS.

Montreal, July 8.—Both wholesalers and importers find business satisfactory. Collections are said to be unusually good. As has been stated often before, retailers are buying with greater care and in smaller lots, which is a healthy sign. The trade would rather see this than see big orders being placed for

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which they might not be paid. A big demand for sugar this week has helped things out a lot. This is something new, as business has been comparatively dead for several months. While the refiners are not making big profits at present prices, it is a question whether an advance will take place just now, as their stocks are heavy and competition keen.

Important events during the past week were changes in quotations on rice and molasses. It was stated in this report a week ago that the price of molasses, even after an advance had been made, was low, considering prices being asked in Barbadoes. A further advance has now taken place, amounting to 2c per gallon, and even now it is thought in some quarters that still further advance will be necessary if wholesalers are to get a reasonable profit.

Changes in the rice market consist of an advance in certain grades of Rangoons, and declines in practically all lines of fancy rices. The only reason for the latter seems to be that business requires stimulating. There is no change in the situation as regards imported rices, few of which are offered.

The canned goods situation is unchanged. The leading wholesalers are offering tomatoes, peas and corn at low prices, which is causing those with smaller stocks to sit back and wait until something happens to bring prices up again. Few of the houses in Montreal are able to offer canned goods at prices being quoted by the big wholesalers.

SUGAR.—Business, which has been dead for several months, suddenly showed signs of vitality this week, and it looks as if the demand is going to be heavy for some time to come. One of the refineries is said to be flooded with orders, but at the prices quoted to-day it is a question whether it is making much money. A certain refiner is said to have bought raws this week at a price that will allow them little more than 25c per cwt. profit. In the United States that would be considered ample, but the turnover here is not big enough to be content with so small a profit. The demand just now, especially from the country, is said to be better than any time this season. The reason given is that the crop of small fruits has been an exceptionally good one in the Province of Quebec. Early this week it was difficult to get information on the market in New York on account of the holidays, but it ruled firm on closing Friday.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	6 65
20 lb. bags	6 75
2 and 5-lb. carton	6 95
Yellow Sugars—		
No. 3	6 50
No. 1	6 25
Extra Ground Sugars—		
Barrels	7 05
50 lb. boxes	7 25
25 lb. boxes	7 45
Powdered Sugars—		
Barrels	6 85
50 lb. boxes	7 05
25 lb. boxes	7 25

Paris Lump—		
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Crystal Diamonds—		
Barrels	7 30
100 lb. boxes	7 40
50 lb. boxes	7 50
25 lb. boxes	7 70
Cartons and half cartons	8 05
Crystal Dominoes, cartons	8 15

TEAS.—Japan will have a black tea on this market inside of two months or so. Samples have been received. Prices will be on the same basis as Japan greens, which are comparatively reasonable. Prices on India and Ceylon blacks remain about the same as for past three or four weeks, and there does not seem to be any reason for them coming down. Grocers continue to complain at the high prices, and, considering conditions, are buying fairly well. There is no inclination to speculate as there was before the budget came down. Those who speculated at that time went to the end of their tether. They were not sorry, however, because tea is probably worth more

WAR OFFICE NEEDS NOT KNOWN DEFINITELY.

Sir Thos. Shaughnessy, president of the Canadian Pacific Railway, who arrived home from Great Britain recently, stated to Canadian Grocer this week that the nature of the purchases to be made by the purchasing department of the C. P. R. will be determined upon the requirements of the War Office from time to time, and that there is no definite information as to the amount of foodstuffs to be embraced. The department will represent the British Government in Canada for general war accessories outside actual munitions.

to-day than it would have been had a tax been imposed.

DRIED FRUITS.—Despite the cry that currants are getting scarcer and dearer, Montreal wholesalers claim to have fairly good stocks of packages. They admit loose are little scarce. They state further that there will be a good currant crop this year, and that there are plenty in New York. Sultanas continue scarce, but the demand from the retail trade is not brisk. Figs in bags, based on the primary market price, should cost the retailer 7c. There is a good demand for figs in the first market. Dates, which are offered at the same price, are quiet. Spot stocks of prunes are getting small; the same applies to Valencia raisins.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 00
Apricots	0 15½ 0 17½
Nectarines, choice	0 11½
Peaches, choice	0 10 0 11
Pears, choice	0 15½
Apples, choice winter, 50-lb. boxes	0 08½

DRIED FRUITS

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

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

RICES.—The Montreal Milling Co. announced advances on their "B" and "C.C." Rangoons this week, and declines on most of their fancy rices. No reason is advanced for the latter, but the trade believe that this action was taken to meet competition. The advance on Rangoons amounts to 15c per cwt. Following are biggest changes in fancy grades:—Crystal, \$5; Ice Drips, \$5.30; Snow, \$5.20; Polished, \$4.10; and Pearl, \$4.60. There is no change in the imported rice situation, very little being offered.

Rangoon Rices—	Per cwt.
Rangoon, "B"	3 75
"C.C."	3 65
India bright	3 85
Lustre	3 95
Fancy Rices—	Per cwt.
Imperial Glace	5 20
Sparkle	5 60
Crystal	5 00
Ice drips	5 30
Snow	5 23
Polished	4 10
Pearl	4 60
Mandarin, Patna	4 30
Java Onyx	7 00

Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).

Imported Patna.	Per lb.
Bags, 22½ lb.	0 06 0 06½
Half bags, 112 lb.	0 05½ 0 06
Quarter bags, 56 lb.	0 05½ 0 06½
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 05½ 0 07
Tapioca—	
Pearl, lb.	0 05½ 0 07
Seed, lb.	0 05½ 0 07

NUTS.—Following the advance in Brazils last week, we have raised our quotations, as the wholesalers will follow the primary market. Shelled walnuts are scarce, and there are lots of inquiries, both for immediate and future shipment.

Almonds, Tara	0 15½ 0 15½
Greenolies, new	0 12 0 14
Marbots, new	0 35 0 37
Shelled almonds, 25-lb. boxes, per lb.	0 36 0 38
Siedly Alberts	0 13 0 14
Filberts, shelled	0 30 0 32
Pecans, large	0 18 0 21
Brazils, new	0 16 0 18
Peanuts, No. 1, 12½c; No. 2	0 09½
Peanuts, No. 3	0 08½

MOLASSES.—A further advance in fancy was made by the Montreal wholesalers on Saturday. In our report last week, it was suggested that the advance of a week ago was not commensurate

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with the advance which had taken place in Barbadoes. An advance of 2c per gallon has taken place since then, and it is believed that still further advances are likely. On the present basis, wholesalers claim they are only making a profit of 2c per gallon on molasses, costing them 45c laid down in Montreal. When they were paying 25c, they also made a profit of 2c and sometimes 3c. To-day they are taking twice as much risk, and it would not be surprising if quotations were advanced to 49c. The market in Barbadoes stands at 29½c, first cost, and reports are to the effect that fancy is pretty well cleaned up, although we cannot vouch for the truth of this statement. Local houses who bought when the market was down, have been selling to the wholesale trade at lower prices than those quoted in Barbadoes. They have stopped this, however, and intend to keep what they have in storage, until better prices are available. In the meantime, retailers are buying in very small quantities at the present high prices. Quotations for fancy now are 46c per gallon in the country, and 49c in the city; choice is quoted at 37c in the country, and 40c in the city.

	Price for	
	Island of Montreal.	
	Fancy.	Choice.
Barbadoes Molasses—		
Punchons	0 49	0 40
Barrels	0 52	0 43
Half barrels	0 54	0 45
For outside territories prices range about 3c lower.		
Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3¼c; ¼ bbls., 4c; ½ bbls.	0 04½	1 40
Pails, 33½ lbs., \$1.35; 25 lbs.	2 65	3 00
Cases, 2 lb. tins, 2 doz. in case	2 90	2 85
Cases, 5 lb. tins, 1 doz. in case	2 90	2 85
Cases, 10 lb. tins, ½ doz. in case	2 85	2 80
Cases, 20 lb. tins, ¼ doz. in case	2 85	2 80
Maple Syrups—		
New, pure, per 8½ lb. tin	0 75	0 80
Pure, in 15 gal. kegs, 8c per lb. or per gal.	1 15	1 15
Maple sugar, pure, per lb.	0 12	0 12

COFFEE.—Business is holding up fairly well, with no changes in quotations of any account.

Coffee, Roasted—		
Bogotas	0 26	0 30
Jamaica	0 17	0 19
Java	0 31	0 36
Maricao	0 22	0 25
Mexican	0 27	0 28
Mocha	0 33	0 36
Rio	0 15	0 17
Santos	0 21	0 23
Chicoory, per lb.	0 10	0 13

SPICES.—Cream of tartar is out of sight again, and is now quoted anywhere between 45c and 55c. There has been a demand during the past week for caraway seed for some reason or other. It is inclined to be scarce, and is quoted at 12-15c. All peppers are a shade lower—from ½c to 1c.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen.	¼-lb. tins lb.
Allspice	0 17	0 75-0 80	0 24
Cassia	0 23	0 75-1 05	0 31
Cayenne pepper	0 30	1 02-1 21	0 36
Oloves	0 41	1 21-1 31	0 48
Cream tartar—45-50c.			
Ginger, Cochin	0 19	1 00-1 15	0 31
Ginger, Jamaica	0 23	1 00-1 15	0 31
Mace	0 80	1 02-1 25	0 75
Nutmegs	0 40	0 90-1 00	0 31
Pepper, black	0 30	1 15-1 30	0 40
Pepper, white	0 31	0 85-1 20	0 31
Pastry spice	0 23	0 85-1 00	0 35
Pickling spice	0 23	0 85-1 00	0 35
Turmeric	0 21-0 23		

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

Cardamon seed, per lb., bulk	2 00	2 50
Caraway—		
Canadian	0 13	0 16
Dutch	0 15	0 16

Cinnamon, China, lb.	0 22	0 25
Mustard seed, bulk	0 19	0 23
Celery seed, bulk	0 36	0 45
Cayenne chilies	0 35	0 35
Shredded coconut, in pails	0 19½	0 17
Pimento, pure	0 17	0 17

DRIED VEGETABLES.—A big Ontario shipper, who visited Montreal this week, stated that he had only two cars of beans left, whereas at this time a year ago he had over a hundred cars. Between now and the new crop he thinks dealers will be able to get almost any price for their stocks. On the other hand, heavy sowing has been going on, and if everything turns out right, there should be a bumper crop this year. There is a big demand for peas, but many wholesalers are out of stock—that is, of good ones. There are several cars of buggy peas available, but nobody wants them.

Beans—		
Canadian, 3-lb. pickers, per bushel....	3 25	3 30
Yellow, per bushel	3 50	3 50
Yellow eyes, per bushel	3 50	3 50
Lima, per lb.	0 07½	0 14
Peas, white soup, per bushel	2 85	3 00
Peas, split, bag, 96 lbs.	5 25	5 25
Barley, pot, per bag	2 85	2 85
Barley, pearl	4 50	4 50

CANNED TOMATOES GOING TO BRITAIN.

Export trade in canned vegetables has not been of much account until recently when some 300,000 cases were purchased from Canadian packers by the British Government. One shipment alone included 30,000 cases. Authorities on the market claim that Canadian canners can, if the Baltimore market maintains its strength throughout the season, continue to sell to Great Britain under United States prices.

CANNED GOODS.—Keen competition between the leading French wholesale houses continues as lively as ever, and big sales are being made at exceedingly low prices. Representatives of independent canners, who formerly were able to land more than their share of business on account of their figures being lower than those of the other houses, are now leaning back and watching the fight, being unable and unwilling to sell at prices current to-day. Whereas they were asking 85c for tomatoes two months ago, and got the business, others are to-day selling as low as 80c. There is a disposition to wait until the situation clears, when it is confidently expected that tomatoes will bring much better prices.

ONTARIO MARKETS.

Toronto, July 8.—The situation in the new-laid egg market is important, because since writing our detailed report there has been talk of a shortage in England. It seems that the situation there is remarkably stiff. It is not diffi-

cult to see why. Russian imports are practically nil. It is too far to get them across from Archangel these days. There are some shipments arriving, of course, but they are not comparable to previous years. Then, for some inexplicable reason, Danish eggs have been short too, and inquiries all acknowledge stiffer rates.

This, then, would appear to be an export opportunity for Canada. We have been talking about the large production of eggs in this country and—up to this week—the comparatively reasonable prices which have been obtained. What is wrong with exporting our surplus to Great Britain? Canada used to do it in days gone by. Canadian Grocer had an article not long ago urging the fact that we ought to produce enough eggs in this country to export. Now is an opportunity for business. Are we ready for it?

Meanwhile, as our egg market shows, the supply from the West came in very usefully.

June turned out to be a better month than its predecessor, so far as this market was concerned and this, in spite of adverse influences. The weather was far from propitious and held back business to a marked extent. Nevertheless orders were coming in better shape than in May; collections were good, and a better feeling existed. Let's hope it continues.

From all indications there will be a scarcity on all British lines in the fall and winter. We do not see how this can be avoided. It is not so much a matter of apparently exorbitant prices, as that freights won't be available to bring the stuff across. And even if they were it is difficult to see how we could expect imports of jams and such, when the British Government has just placed an order with Canadian manufacturers for a couple of million dollars' worth of their jams. Surely this is proof positive that British jams are needed at home, for the army; else the Imperial Government would not want ours. It looks, therefore, as if pickles, mustards, preserves and such made in Great Britain will be scarce. In that event it is wisdom on the retailer's part if he buys now while he can—that is, if his customers call for that class of goods.

SUGAR.—The advances noted by correspondents in the West in this issue have not been duplicated here, but nobody would be surprised if they were. An advance is the natural thing to expect. Raws and refined are temporarily a trifle easier in New York, but this, it appears, is the condition of a moment. It should not be regarded as permanent. The demand for sugar over the border is distinctly good. Inquiries which have been coming in for some time have materialized and England has bought recently 55,000 tons of refined at 4.65c. f.o.b. More-

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over, Britain, we think, will be a steady buyer for some time yet if her position in reality is what it is on paper. France, too, is somewhere in the offing, and may be regarded as a probable purchaser. All these things, therefore, indicate a firmness which may at any moment be translated into higher prices.

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

TEA.—The market in London continues to be firm and some sort of advance took place at Tuesday's auction. Just what it amounted to we cannot tell, because a cable which came over this morning quoted an advance of 2¾—or 5½c—which is apparently an error. Nevertheless, levels have probably advanced. "Good tea firm to dearer" and "very little fine tea" were messages received Wednesday in Toronto as comments on yesterday's London auction. The situation here is unchanged for the present. There is no immediate talk of advancing prices to retailers though, as our readers will remember, many have consistently held, since the last advances took place, that the levels were too low, considering the prices paid by tea men at auction.

We have no news this week with regard to Indians, except that the unprecedented firmness which characterized the opening at Calcutta keeps up.

DRIED FRUITS.—News from the Pacific Coast states that last year's apricot crop, despite the fact that Germany was a closed market, was sold at prices 1 to 2 cents above normal. This year's crop—not yet on the market—will be somewhat below that marketed last year. Nevertheless it will be a good crop and conditions for selling will be pretty much like those of last year inasmuch as war had been declared before the marketing of the 1914 crop began. Packers will, therefore, have to find purchasers just the same this year as last. It is believed, in Frisco, that apricot levels are too low. Prices are quite firm in this market. Prunes for futures keep up strongly, though we record no advance either in them or in spot stocks. Currants are said to be short here and while we do not alter our prices, the market has firmed up a trifle, and we should not be surprised to see higher figures here. Cur-

rants are considerably firmer in the primary market. Valencia raisins are all cleaned up. Raisins generally are firm and peaches and evaporated apples show no change. Business all round is somewhat slow though here and there a demand is displayed.

Apricots—		
Standard, 25 lb. boxes	0 13	0 14
Choice, 25 lb. boxes	0 14	0 14½
Apples, evaporated, per lb.	0 08	0 08½
Candied Peels—		
Lemon	0 13	0 14
Orange	0 13	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 08	0 08½
Amalas, choicest, per lb.	0 08½	0 09
Patras, per lb.	0 08	0 09
Vostizas, choice	0 10	0 10½
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09½	0 10
Fards, choicest, 80-lb. boxes	0 09	0 09½
Package dates	0 08	0 08½
Hallowes	0 07½	0 07½
Prunes—		
30-40s, California, 25 lb. boxes	0 14½	0 15
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 12½
60-70s, 50 lb. boxes	0 10½	0 11½
70-80s, 50 lb. boxes	0 09	0 09½
80-90s, 50 lb. boxes	0 08	0 09
90-100s, 50 lb. boxes	0 07½	0 08
25 lb. boxes, ¼c more.		
Peaches—		
Choice, 50 lb. boxes	0 07	0 07½
25 lb. boxes, ¼c more.		
Raisins—		
Sultanas, choice, new	0 12	0 13
Sultanas, fancy, new	0 14	0 16
Valencia	0 10	0 10½
Seeded, fancy, 1 lb. packets	0 09	0 10½
Seeded, choice, 1 lb. packets	0 08½	0 10
Seedless, 16 oz. packets	0 10½	0 11
Seedless, 12 oz. packets	0 10	0 10

NUTS.—Brazil nuts have been gradually creeping up in price now for some weeks, and we alter our quotations to 13-15c for medium new and 17-18c for large washed. If anything, these figures are easy: we hear of better prices being obtained. Brazils seem to be coming back into their own and certainly levels will not be lower. Brazils were never better than last year and we expect to see higher prices here in the fall. Walnuts are enjoying quite a demand. Of late years walnuts have come to be regarded as a summer line as well as one for winter selling. They are bought for salads, and such. There is a marked firmness in Grenobles and we have advanced our quotations to 15c, which about meets existing conditions. It is said that this year's walnut crop in California will be larger than ever before and of excellent quality. Estimates agree on 12,500 to 12,750 tons as against only a 10,000-ton crop last year. The Californians figure they will be able to get big prices on this year's crop because whatever Europe produce will have to be harvested by women and it will be difficult to arrange transportation too. So that higher levels are not unexpected.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 18
Brazils, medium, new	0 13	0 15
Brazils, large, washed, new	0 17	0 18
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 13	0 14
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 11	0 11½
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 15	0 15
Walnuts, Bordeaux	0 11	0 12
Walnuts, Marbots	0 13	0 14
Shelled—		
Almonds	0 36	0 37
Filberts	0 35	0 35
Peanuts	0 11	0 11½
Pecans	0 55	0 60
Walnuts	0 37	0 38

SPICES.—Peppers have again got into the limelight and both white and black are very firm. We quote no advance because our quotations about meet the case but we should not be surprised to see one at any moment. Cream of tartar is very firm too, and ginger is now experiencing quite a demand. Difficulties of obtaining freights are the *raison-d'etre*.

Spices—		Compound,	Pure,
		per lb.	per lb.
Allspices, ground	0 10	0 10	0 10
Allspices, whole	0 10	0 10	0 10
Cassia, whole	0 14	0 16	0 16
Cassia, ground	0 14	0 16	0 16
Cinnamon, Batavia	0 18	0 20	0 20
Cloves, whole	0 18	0 22	0 22
Cloves, ground	0 25	0 35	0 40
Cream of tartar	0 25	0 35	0 40
Curry powder	0 15	0 17	0 17
Ginger, Cochin	0 18	0 21	0 21
Ginger, Jamaica, ground	0 18	0 21	0 21
Ginger, Jamaica, whole	0 18	0 21	0 21
Ginger, African, ground	0 14	0 16	0 16
Mace	0 20	0 22	0 22
Nutmegs, brown, 64s, 52s; 80s, 42s; 100s	0 18	0 20	0 20
Nutmegs, ground, bulk, 45s; 1 lb. tins	0 18	0 20	0 20
Pastry spice	0 14	0 16	0 16
Peppers, black, ground	0 14	0 18	0 19
Peppers, black, whole	0 19	0 24	0 24
Peppers, white, ground	0 19	0 24	0 24
Peppers, white, whole	0 19	0 24	0 24
Pickling spice	0 18	0 20	0 20
Turmeric	0 18	0 20	0 20

RICE.—There is no change in prices here, though the tone seems to be a little firmer. Speculation is rife in the primary markets as to what the new crop will be like. Weather conditions are generally very favorable.

Rice—		
Rangoon "B," per cwt.	3 48	
Rangoon, per cwt.	3 50	4 00
Rangoon, fancy, per cwt.	5 00	5 00
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 07	0 07½
Seed, per lb.	0 07	0 07½
Sago, brown, per lb.	0 05½	

CANNED GOODS.—There is to be another meeting of the canned goods men which occurs after Canadian Grocer goes to press, and until that meeting we cannot give any definite opinion with regard to the holding company. It is understood that some signatures are still lacking—but we shall know more next week. Meanwhile there is a big demand, all at once, for canned vegetables, and prices have accordingly been raised in most cases by about a nickel. Tomatoes, corn and peas and so on are all in good demand now. This buying is said to be in anticipation of higher prices which will probably obtain in the fall. Retailers are buying heavily and storing several cases against the fall. It seems reasonably certain that we shall have higher prices, so that this is good logic. Salmon, too, is selling more freely because as the season for the new pack draws near higher prices are regarded as certain. It must be remembered that present figures are very advantageous inasmuch as they have obtained for the eight or nine months which have elapsed since the last pack. It is reasonable to suppose that they will be boosted, and retailers rightly feel that present buying is good business. This heavy buying is general; most wholesalers are experiencing it.

CANADIAN GROCER

MANITOBA MARKETS.

Winnipeg, July 8.—Western weather has been cool and showery and by no means up to the July standard; growth is, however, rapid and crops generally looking well. It is evident that country retailers are favorably impressed with the outlook, as country orders are coming in in increasing volume and wholesalers and jobbers have been exceptionally busy filling the same. It must not be imagined that large orders are much in evidence. There is little inclination on the part of wholesalers to extend credits or upon the part of retailers to accumulate heavy stocks. Business generally is on a very sound and healthy basis.

City trade continues dull. It has shrunk considerably during the last three months. It has had to be adjusted to a new set of circumstances but to-day it is going along on sound business lines and there are no complaints. People are accepting war conditions in the right spirit and hoping for some revival in the fall when the wheat is moving.

SUGAR.—Sugar prices are firmer. Standard granulated as a basis is quoted in Winnipeg to-day at \$7.05 in sacks, with the advances noted in last issue applicable to Western points of shipment. There is a general impression here that sugar is bound to go up and with the period of heaviest consumption during the entire year at hand, the present looks like a good time to buy. At the same time there has been much speculative trading in raw sugars in New York and under such conditions fluctuations of wide range are always possible.

	Per cwt.	Per sack.
Sugar, Eastern—		
Standard granulated	7 05	
Extra ground or icing, boxes	7 90	
Extra ground or icing, bbls.	7 70	
Powdered, boxes	7 70	
Powdered, bbls.	7 50	
Hard lump (100-lb. cases)	8 00	
Montreal, yellow, bags	6 55	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	7 05	
Halves, 50 lbs., per cwt.	7 15	
Bales, 20 lbs., per cwt.	7 20	
Powdered, 50s	7 45	
Powdered, 25s	7 80	
Icing, barrels	7 75	
Icing, 50s	8 00	
Icing, 25s	8 05	
Cut loaf, barrels	7 85	
Cut loaf, 50s	8 10	
Cut loaf, 25s	8 35	
Sugar, British Columbia—		
Extra standard granulated	7 00	
Bar sugar, bbls.	7 15	
Bar sugar, boxes	7 40	
Icing sugar, bbls.	7 35	
Icing sugar, boxes	7 60	
H. P. lumps, 100-lb. cases	7 35	
H. P. lumps, 25-lb. boxes	8 10	
Yellow, in bags	6 60	
Corn Syrup—		
2s, per case 2 doz.	2 75	
5s, per case 1 doz.	3 15	
10s, per case 1/2 doz.	3 01	
20s, per case 1/4 doz.	3 02	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	3 15	
5-lb. tins, 1 doz. to case, per case	3 50	
10-lb. tins, 1/2 doz. to case, per case	3 30	
20-lb. tins, 3 tins to case, per case	3 25	
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)		
Molasses—		Per gal.
Barbadoes	0 53	
New Orleans	0 34	
Maple Syrups—		Per case.
Imperial quarts, case, 2 doz.	5 40	
Imperial, 1/2 gal., 1 doz.	5 55	
New, pure, 1/2 gal. case	9 00	
New, pure, 1/2 gal. quarts, case 2 doz.	9 70	
New, pure, quart bottles, case 2 doz.	9 75	
Butter, No. 1 creamery, lb.	0 25	

BRITISH COLUMBIA MARKETS.

By Wire

Vancouver, July 8.—Four thousand boxes of butter are on the Markura which sailed Wednesday for Sydney, Australia. Generally the opposite occurs as we buy considerable butter from the Antipodes. Prices here are not affected by the shipment which is mostly prairie creamery. Provincial fruits are arriving freely also Californian. Business is fairly good. Sugar is up ten cents a hundred to \$7.45; gunnies are \$7.60.

PRODUCE AND PROVISIONS.	
Butter, creamery, per lb.	0 35
New Zealand cubes	0 36 1/2
New Zealand brick	0 37
Cheese, per lb., large	0 21
EGGS—	
Local fresh	26 c
Extra selected	22 1/2 c
Vancouver Island	26 c
Lard, 3's, per case	8 75
Lard, 5's, per case	8 67
Lard, 10's, per case	8 67
Lard, 20's, each	3 06

GENERAL.	
Almonds, shelled, lb.	0 45
Beans, Ontario, per lb.	0 6 1/2 c
Beans, Lytton	0 6 1/2 c
Cream of tartar, lb.	50 c
Cocconut, lb.	1 50 c
Commeal, ball	\$3 00
Evap. apples, 50's	0 8 1/2 c
Flour, 49's, bbl.	7 75
Lemons, box	3 75
Potatoes, per ton	20 00
Rolled oats, ball of 80 lbs.	3 45
Onions, lb.	0 2 c
Oranges, box	2 75
Rice, 50's, sack	1 90
Sugar, standard gran., per cwt.	7 45
Sugar, yellow, per cwt.	6 80
Walnuts, shelled, lb., 40s; Almonds	42 c

CANNED GOODS.	
Apples, gala, 6/case	\$1 62
Beans, 2's	2 05
Corn, standard, per 2 dozen case	2 10
Peas, standard, per 2 dozen case	2 05
Plums, Lombard, 2's, case	1 90
Peaches, 2 1/2's, case	4 50
Strawberries and raspberries, 2's, case	4 80
Tomatoes, standard, per dozen, case	2 20

SALMON.	
Sockeye, 1's, 4 doz. case	\$9 00
Sockeye, 1/2's, 8 doz. case	10 75
Cohoos, 1's, 4 doz. case	4 75
Humpbacks, 1's, 4 doz. case	4 00

DRIED FRUITS.	
Apricots, per lb., 13 1/2c; Apples, lb.	0 6 1/2 c
Prunes, 70-80, 25's, lb.	0 8 1/2 c
Currents, per lb., 8 1/2c; Raisins, seeded, lb.	10 c
Peaches, per lb.	0 7 c
White figs, per lb.	0 6 c

ALBERTA MARKETS (CALGARY).

By Wire

Calgary, July 8.—Sugar has advanced 10 cents a hundred since last report as was looked for and further advances are probable. Demand is fairly heavy. Dried apricots and peaches are cheaper at 13 cents and 7 1/2 cents respectively. Lard and smoked meats are steady. Cherries are \$1.25. Preserving cherries (morellos) are \$1.60 a crate. Fresh apricots and California plums are \$2.00 a crate. Valencia raisins appear to be entirely cleaned up. No Australians are offering. Beans are getting scarcer. Exhibition week has just concluded with fine business.

FRUITS—	
Strawberries, crate, 24 pints	3 00
Raspberries, crate, 24 pints	3 00
Cherries, 8-lb. box	1 25
Cantaloupes, crate	5 00
Oranges, case	4 75
Lemons, case	5 50
General—	
Beans, small white Japan, lb.	0 06 1/2
Beans, Soya, per lb.	0 04 1/2
Flour, No. 1 patent, 80's	3 50
Rolled oats, ball	3 70
Rolled oats, 80s	3 30
Rice, Siam, cwt.	4 00
Potatoes, No. 1 white, B.C., bushel	0 75
Sugar, pure cane, granulated, cwt.	7 65
Shelled walnuts, finest halves, lb.	0 40
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, new, Ontario, large, per lb.	0 21

Butter, No. 1, dairy, lb.	0 19
Eggs, new laid, doz.	0 30
Lard, pure, 3s, per case	8 90
Lard, pure, 5s, per case	8 85
Bacon, smoked backs, per lb.	0 19
Bacon, smoked bellies, per lb.	0 21
Canned Goods—	
Tomatoes, 3s, standard, case	2 55
Corn, 2s, standard, case	2 10
Peas, 2s, standard, case	2 10
Tomatoes, gala, case	2 00
Apples, gala, Ontario, case	1 85
Strawberries, 2s, Ontario, case	4 80
Raspberries, 2s, Ontario, case	4 80
Lobster, 1/2, per doz.	2 65
Salmon, finest sockeye, talls, 48x1s, per case	10 00
Salmon, pink, talls, 48x1s, per case	4 25
Dried Fruits—	
Evaporated apples, 50s, per lb.	0 09 1/2
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 15
Pears, choice, 25s, per lb.	0 14

SASKATCHEWAN MARKETS.

(By Wire.)

REGINA, July 8.—Market conditions locally are good. Fruit is coming in well and prices are reasonable. Weather has been rather wet. Crops are progressing favorably but warm weather is required soon. Cheese is quoted at .19 1/2. New cheese shows an advance of one cent over the price quoted last week. Currents are one-half cent higher. The following prices are quoted in fruit and vegetables:—Watermelons, per dozen, \$10.50; cherries, \$1.75 to \$2; gooseberries, \$1.60; tomatoes, \$1.75; Cucumbers, per dozen, \$1.75; new potatoes, \$2; old potatoes, \$1; lemons, \$4.75; pineapples, \$4.25.

Produce and Provisions—	
Butter, creamery, per lb.	0 25
Butter, dairy, No. 1	0 17
Cheese, per lb., large	0 21 1/2
Eggs, new laid	0 12
Lard, 3's, per case	8 90
Lard, 5's, per case	8 85
Lard, 10's, per case	8 80
Lard, 20's, each	2 90
General—	
Beans, Ontario, per bushel	3 75
Coffee, whole roasted, Rio	0 17
Cream of tartar, lb.	0 45
Cocconut, lb.	0 19
Commeal, ball	2 80
Apricots, per lb.	0 12
Evap. apples, 50's	0 08 1/2
Flour, 80's	3 50
Rolled oats, ball of 80 lbs.	3 10
Rice, per cwt.	3 90
Sugar, standard, gran., per cwt.	7 44
Sugar, yellow, per cwt.	7 04
Walnuts, shelled, 41c; almonds	0 41

Canned Goods—	
Apples, gala, case	1 39
Broken beans, 2's	2 55
Beans	2 24
Corn, standard, per 2 dozen	2 25
Peas, standard, per 2 dozen	2 25
Plums, Lombard	2 15
Peaches	3 21
Strawberries, \$4.35; Strawberries	4 75
Tomatoes, standard, per case	2 15
Salmon—	
Sockeye, 1's, 4 doz. case	9 85
Sockeye, 1/2's	12 35
Cohoos, 1's	6 00
Humpbacks, 1's	4 60
Fruits and Vegetables—	
Apples, fancy, box	2 25
Grapefruit, per crate	4 50
Sweet potatoes, per crate	4 80
Lemons	4 75
Oranges, Valencias	4 25
Pineapples, case	4 25
Potatoes	1 00
Celery	0 11
Dried Fruits—	
Currents, per lb.	0 08 1/2
Prunes, 70-80, 25's, lb.	0 10 1/2

Unless you have sound theories back of the practices of your business you may be reasonably certain of going wrong.

Your clerks will not be any more polite to customers than you are to your employees.

Your business cannot prosper permanently unless you regard getting the money, collecting, as an important feature.



FRUIT AND VEGETABLES



Strawberries A-Plenty; Too Much Lettuce.

Oranges Are Up Again—New Cherries Now Selling — Mississippi Sends Tomatoes — Apples From Maryland Getting Good Business—Watermelons in Demand.

MONTREAL.

FRUITS.—Oranges are up again, to 4.50. They are getting scarce, and only late Valencias and California seedless are available. It will be late Valencias now for several months, until the new crop is available. The general opinion is that the price cannot go much higher unless they become very scarce. Cherries took a big drop early this week, selling as low as 80c for 11 qt. baskets, and 45c for 5 qt. baskets, which is a big drop for a week. Lemons remain about the same—3.00-3.50 for 300 and 360 sizes, with a fair demand. New apples are quoted the same as a week ago—2.00 per basket, these being Duchesses and Yellow Transparents. It is confidently predicted that as soon as the price drops a little, there will be a big demand for apples. Strawberries are quoted 4.75 per crate of 54 cups for Canadian berries, and 10c per quart for American berries. Cantaloupes are about the same price—4.00-4.50 — depending upon the size. Watermelons remain at 40c apiece. At present, the biggest seller in the fruit line is strawberries.

Apples—	
New apples, basket	2 00
Bananas, crate	2 25
Cocoanuts, sack	4 00
Grapefruit, case	4 00
Grapes, Belgium hothouse, lb.	1 00
Lemons—	
Messina, Verdelli, extra fancy, 300 size ..	3 80
Limes, box	1 25
Oranges—	
Valencias, Cal., late, 125-250	4 00 5 00
Pineapples, 18-24 and 30-36	2 25 2 50
Peaches, box 6 baskets	1 80
Plums, box 4 baskets	1 75
Strawberries, per qt. cup	0 10
Cherries, California, 11-qt. basket	0 80
Cantaloupes, box of 45	4 00
Apricots, box	1 50
Watermelons, each	0 40

VEGETABLES. — The market this week is crowded with Montreal stuff, and this is probably the last week for most lines of American produce. Asparagus is unchanged. Cauliflowers are cheaper, bringing 1.50 to 2.00, the former price being for smaller ones. Canadian celery is now on the market, worth 75c per doz., so that American washed celery is now off this market. Parsley took a drop to 25c per doz. bunches, and there is quite a lot coming in. Peas fell to \$1 per sack, and will probably be cheaper before many days. There is not much

change in new potatoes, which remain at \$3 per bbl. Tomatoes are slightly down —to 90c-1.00. There is a big demand for them, as the quality is very good. Hot-house tomatoes dropped to 13c per lb., and watercress is down to 30c doz.

Asparagus, Canadian, doz. bunches	2 50	3 00
Beets, new, doz. bunches	0 50	0 50
Beans, wax, basket	2 00	2 00
Beans, green, basket	2 00	2 00
Cabbage, new, crate	1 00	1 00
Carrots, bag	1 50	1 50
Carrots, new, doz.	0 40	0 50
Cauliflower, Canadian, doz.	1 50	2 00
Cucumbers, fancy, doz.	0 30	0 30
Horseradish, Canadian, lb.	0 10	0 15
Head lettuce, doz.	0 25	0 25
Curly lettuce, 4 doz.	0 25	0 25
Mushrooms, 4 lbs., basket	2 50	2 50
Onions—		
Bermuda, 50-lb. crate	1 75	1 75
White, Texas, crate	1 75	1 75
Parsnips, new, doz. bunches	0 30	0 30
Parsley, Canadian, doz. bunches	0 25	0 25
Peas, sack	1 25	1 25
Peppers, green, 3/4-qt. baskets	0 50	0 60
Potatoes—		
Montreal, bag	0 55	0 55
Green Mountain	0 65	0 65
New, bbl.	3 00	3 00
Radishes, doz.	0 05	0 15
Rhubarb, hothouse, doz.	0 20	0 25
Spinach, Canadian, box	0 40	0 40
Turnips, bag	2 50	2 50
Turnips, new, doz. bunches	9 25	9 25
Tomatoes, Mississippi, crate, 4 baskets ..	0 90	1 00
Tomatoes, hothouse, lb.	0 13	0 13
Watercress, Canadian, doz.	0 30	0 30

TORONTO.

FRUIT.—Strawberries are coming in in a very deluge these days and there is a glut. They are a good buy inasmuch as the fruit is excellent, and there has been an unprecedentedly large consumer demand. Price is anywhere from 5 to 9c a basket; poorer ones only going at the nickel price. Seven cents is a good average. Cherries are scarcer this week and our quotations are firm though actually they are lower than last week. Sweet white and choice black (Canadian) are on the market now, and moving very well. Oranges are firm at anywhere from \$4 to \$4.50, and it is Valencias, just in. that are selling. A car of apples in hampers arrived Tuesday from Maryland, and these wholesale at \$1.50 to \$2.00. Cuban pines are worth \$3 to \$3.25. Small and large gooseberries, priced accordingly, are not moving very quickly as yet. Plums are easier at \$1.25 for second quality, and \$1.75 for the best. Cantaloupes have an easier tone though demand is specially large. Peaches are down again this week to \$1.25-\$1.50. General business is brisk

and orders are larger in character than for some time. Warm weather is making most lines very saleable.

Apples, new, imported	1 50	2 00
Apricots, Cal., box	1 35	1 50
Bananas, per bunch	1 65	2 00
Cocoanuts, sack	4 00	4 25
California cherries, box	2 50	2 75
Cherries, case, imported	2 25	2 50
Cherries, Can., 11-qt. basket	0 60	0 75
Cherries, extra choice, black	0 85	0 90
Cherries, sweet, white	1 00	1 25
Cantaloupes, case	4 00	4 25
Gooseberries, small, 11-qt. basket	0 30	0 30
Gooseberries, large, 11-qt. basket	0 08	0 08
Grapefruit, Cuban, case	4 00	4 50
Oranges—		
California Valencias	4 00	4 50
Lemons, Messina	3 75	4 00
Lemons, California	3 00	3 25
Limes, per 100	1 50	1 50
Musk melons, box	4 00	4 50
Peaches, Cal., box	1 00	1 50
Pears—		
California, box	2 00	2 25
Pineapples, Porto Rico, case	3 25	3 25
Pineapples, Cuban	2 75	3 00
Plums, case	1 25	1 75
Strawberries, qt. box	0 05	0 09
Watermelons	0 65	0 65

VEGETABLES.—There are lots of tomatoes in this week. Two or three fruit and vegetable men have had cars; most of them come up from Mississippi, and are worth 85c a box. Maryland carrots came in this week and they sell for \$2.50 to \$3.00 a crate. Domestic stuff is worth 50c to 75c, and 20c to 25c. Green peas are coming in right along now, and have started fairly high at \$1.75 to \$2. Supply is not too heavy yet. Lettuce, leaf stuff, has become a glut on the market and Canadian stuff can be bought very cheaply. Beans, green and wax, are firmer. Supply is none too plentiful as yet and prices remain very firm. Cauliflower shows little change though demand is weak at present. Cucumbers are up fifteen cents, top price being now \$1.15. Potatoes, Canadian stuff, are easier a trifle but new are still at pretty high levels. Mushrooms show no change: there are lots to be had. Rhubarb is worth anywhere from 15c to 25c a dozen bunches.

Asparagus, Canadian, baskets	1 00	1 50
Beets, hamper, doz. bunches	0 10	0 15
Beans, green, hamper	1 75	2 00
Beans, wax, hamper	1 75	2 25
Cabbage, new, crate	1 00	1 50
Cauliflower, hamper	1 50	1 75
Cabbage, bush.	0 50	0 75
Carrots, new	0 20	0 25
Carrots, bag, old	0 50	0 75
Carrots, new, hamper	2 50	3 00
Cucumbers—		
Slicing, hothouse, dozen	0 85	1 15
Hampers	1 25	1 75
Celery, California, doz.	1 25	1 25
Egg plant, doz.	2 00	2 00
Mushrooms, 6 qt. basket	1 50	1 80

(Continued on page 39.)



FISH AND OYSTERS



Lobster Inclined to be Scarce

Because of Closed Season in Some Districts—Brook Trout Arriving in Small Quantities—Better Movement in Salted and Pickled Fish—Big Stocks of Haddock in the East.

MONTREAL.

FISH AND OYSTERS.—Fish trade is keeping up on the average, as far as distribution is concerned, and, considering the high cost of meat and meat products, and the comparatively reasonable prices for fish, a larger trade should be expected. Among the varieties this week which are in good supply are haddock, codfish, mackerel, eels, halibut, pike and carp, while lines which are scarce are Gaspe salmon, lake fish generally, bullheads, and lobsters. The last mentioned is inclined to be scarce because of closed season in quite a few districts, and very rough weather. Prices will likely go up from now on. Supply of haddock is very large, and the demand is not what it should be considering the quality and price of this fish. Dore, whitefish and lake trout are not so abundant, and a small rise in price is now taking place. Brook trout, as is generally the case in hot weather, is arriving in small quantities, but the demand has taken the same course, and prices are apt to go the same way. The trade appears to be getting quite indifferent to oysters, clams, etc. In prepared and smoked fish lines, the demand is about normal, but there is more movement in new salted and pickled fish. Frogs' legs are arriving in good quantity, and the demand being so small, prices are very easy.

TORONTO.

FISH AND OYSTERS.—Restigouche salmon is now getting lots of sale. Salmon came into its own somewhat later this year but trade, when it did start, kept right on. This week there has been a slight firming up in the price of salmon. Supplies seem to have dwindled somewhat. This has been holiday week, however, and fish men attribute the exorbitant demand to Dominion Day here and the Fourth over the border. Lobster is selling now at 18 to 20 cents for small, and 30c for large. There has been a lot of lobster sold this last month and there seems to be a scarcity now of supplies coming in. Lake Erie herrings find good business at 7c; this price is shaded

in some quarters. Eels are a good seller though, one dealer says, the demand is not up to the average. There is a little brook trout coming in. It sells at anything 25 to 25 cents. Filleted haddie and kippered herrings are selling better now. They were inclined to be slow the first of the season. Lake stuff, in the main, is the business getter. Trade is fairly good. Holiday demand was even better than expected.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.07½-.08	.08
Haddies, 15-lb. and 30-lb. boxes, lb.	.07-.07½	.08-.09
Haddies, fillets, per lb.	.10	.10
Haddies, Niobe, boneless, per lb.	.08½	.10
Herring, Ciscos, per lb.	.10	.12
St. John bladders, 100 in box	1.10	1.10
Yarmouth bladders, 60 in box	1.20	1.20
Smoked herrings, medium, box	.20	.20
Smoked boneless herrings, 10-lb. box	1.10	1.10
Kipperd herrings, selected, 60 in box	1.50	1.25
Smoked salmon, per lb.	.25	.12
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.14	.18
Red, steel heads, per lb.	.12	.12-13
Red, sockeyes, per lb.	.12	.11
Red, Cohoes or silvers, per lb.	.08-.08½	.11
Pale qualla, dressed, per lb.	.07-.07½	.08
Halibut, white western, large and medium, per lb.	.08½-.09	.09½
Halibut eastern, chicken, per lb.	.09-.09½	.09
Mackerel, bloater, per lb.	.07½-.08	.09
Haddock, medium and large, lb.	.03½-.04	.05
Market codfish, per lb.	.03½	.04
Steak codfish, per lb.	.04-.04½	.09
Canadian soles, per lb.	.08	.08
Blue fish, per lb.	.15-16	.15
Smelts	.09	.05
Herrings, per 100 count	3 00	3 00
Round pike	.05-.05½	.05
Grass pike	.06	.06

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	6 00	6 00
Dressed or skinned codfish, 100-lb. case	7 00	8 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10
Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1 80	1 80
Standard, bulk gal.	1 60	1 40
Selects, per gal., solid meat	2 00	2 60
Best clams, imp. gallon	1 50	1 50
Best scollops, imp. gallon	2 00	2 25
Best prawns, imp. gallon	2 25	2 25
Best shrimps, imp. gallon	2 25	2 25
Sealed, best standard, qt. cans, each	0 40	0 40
Sealed, best select, quart cans, each	0 50	0 50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per bbl.	11 00	11 00
Canadian cultivated oysters, bbl.	8 00	10 00
Clams, per bbl.	6 00	8 00
Live lobsters, small	0 15	0 18
Live lobsters, medium and large, lb.	0 18	0 30
Little necks, per 100	1 25	1 50
Soft shell crabs	2 25	2 25

FRESH SEA FISH.

	Montreal	Toronto
Halibut	11-12	9½-10
Haddock, fancy, express, lb.	4-4½	8
Mackerel, each	15-16	18
Steak cod, fancy express, lb.	5½-6	6 08
Herrings, Gasperaux	2	5
Flounders	5	0 07
Salmon, Western	15-16	18
Salmon, Eastern	16-18	22

Roe, Shad, each	1 50
Bluefish, lb.	0 10

FRESH LAKE FISH.

Carp, lb.	0 07
Pike, lb.	0 07
Brook trout	0 24
Perch, lb.	0 06
Suckers, lb.	0 05
Whitefish, lb.	0 12
Herrings, lb.	0 04
Lake trout, lb.	0 11
Dressed bullheads	9-13
Eels, lb.	0 10
Frogs, medium, lb.	0 20
Frogs, large, lb.	0 35
Dore	12-13

FROZEN—LAKE AND RIVER.

Whitefish, large, per lb.	.08½-.09	.07-.08
Whitefish, small tullibees, per lb.	.05½-.06	.06
Lake trout, large and medium, lb.	.09	.10
Dore, dress or round, lb.	.08	.09-13
Pike, dressed and headless, lb.	.06-.06½	.07
Pike, round, per lb.	.05½-.06	.06-.07

PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00
Salmon, Labrador, bbls., 200 lbs.	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 50
Salmon, B.C., bbls.	13 00
Sea trout, Baffin's Bay, bbls., 200 lbs.	12 00
Sea trout, Labrador, bbls., 200 lbs.	12 00
Sea trout, Labrador, half bbls., 200 lbs.	6 50
Mackerel, N.S., bbls., 200 lbs.	12 00
Mackerel, N.S., half bbls., 100 lbs.	7 00
Mackerel, N.S., pails, 20 lbs.	1 75
Herrings, Labrador, bbls.	6 00
Herrings, Labrador, half, bbls.	3 25
Lake trout, 100-lb. kegs	5 00
Quebec sardines, bbls.	6 00
Quebec sardines, half bbls.	3 50
Tongues and sounds, per lb.	0 07½
Scotch herrings, imported, half bbls.	8 00
Holland herrings, imp'td milkers, hf bbls	8 00
Holland herrings, imp'td milkers, kegs.	0 95
Holland herrings, mixed, half bbls.	7 00
Holland herrings, mixed, kegs	0 85
Lochfyne herrings, box	1 35
Turbot, bbl.	14 00
Green cod, No. 1, bbl.	10 00
Green cod, No. 2, bbl.	8 50

WINNIPEG.

FISH.—Trade continues active with no change in prices.

Fresh salmon, lb.	0 15
Fresh halibut, lb.	0 09
Pickered	0 10
Whitefish	0 09
Finnan haddies	0 08½
Kipperd	1 75
Lake trout, lb.	0 12
Holland herrings, kegs	0 73
Smoked gold eyes, doz.	0 30

At a meeting of the Board of Directors of the Regina Trading Company, Limited, Regina, Sask., A. F. Little was appointed to the position of general manager of the company to succeed J. F. Bole, who is now commissioner of the Government Liquor Dispensaries. Though J. F. Bole has resigned his position as general manager, he still retains the presidency of the company, and the personnel of the company still remains the same as before, with J. F. Bole, president and A. Gibbons, secretary.



PRODUCE AND PROVISIONS



Cheese Easier; Eggs Slightly Higher

Sudden Let-Up to Export Demand for Cheese—Make Very Large Still—Western Eggs Arriving—Prices a Trifle Higher—Supplies Smaller in Ontario—Butter Situation Easier.

MONTREAL.

PROVISIONS.—Lard remains in the same position as a week ago. Market on hogs is up and down, without making a material change in our quotations. Business continues fair, packers claiming they have no complaint to make at all. The tone of the market for all lines of smoked and cured meats is firm.

Hams—		
Small, per lb.	0 20
Medium, per lb.	0 19
Large, per lb.	0 18
Bacon—		
Plain, bone in	0 23
Boneless	0 25
Peameal	0 25
Bacon—		
Breakfast, per lb.	0 22
Roll	0 17
Shoulders, bone in	0 15
Shoulders, boneless	0 16
Cooked Meats—		
Hams, boiled, per lb.	0 23
Hams, roast, per lb.	0 25
Shoulders, boiled	0 25
Shoulders, roasted	0 25
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15½
Long clear bacon, 80-100 lbs.	0 14½
Flanks, bone in, not smoked	0 15½
Barrelled Pork—		
Heavy short cut mess	26 00
Heavy short cut clear	26 00
Clear fat backs	23 00
Clear pork	27 00
Lard, Pure—		
Tierces, 350 lbs. net	0 12½
Tubs, 50 lbs. net	0 13½
Boxes, 50 lbs. net	0 12½
Pails, wood, 20 lbs. gross	0 13
Pails, tin, 20 lbs. gross	0 13
Cases, 10 lbs. tins, 60 in case	0 13½
Cases, 3 and 5-lb. tins, 60 in case	0 14½
Bricks, 1 lb. each	0 15
Lard, Compound—		
Tierces, 375 lbs. net	0 09½
Tubs, 50 lbs. net	0 10½
Boxes, 50 lbs. net	0 10½
Pails, wood, 20 lbs. gross	0 10½
Pails, tin, 20 lbs. gross	0 10½
Cases, 10-lb. tins, 60 in case	0 11½
Cases, 3 and 5-lb. tins, 60 in case	0 11½
Bricks, 1 lb. each	0 12½
Hogs—		
Dressed, abattoir killed	13 50 13 75

BUTTER.—Market in the country was lower this week, 28c being quoted at St. Hyacinthe, and 28½c at Cowansville. This decline followed a decline in prices in Montreal. This has had no effect on our quotations. The market has been too high, prices to-day being 2¾c higher than they were last year at this time. Thus there is no wonder that prices are tending downwards.

Butter—		
Finest creamery	0 28
Dairy prints	0 23
Dairy solids	0 22
Separator prints	0 22
Bakers'	0 19

CHEESE.—The market is somewhat easier this week on account of liberal receipts, and the falling off in demand from Great Britain. Difficulty in getting bottoms for export is also having a de-

pressing effect on the market. Prices on some boards in the country fell as much as 2c. There is no change in our quotations on old make, but on new make we quote 17-18c.

Cheese—		
Old make	0 22
New make	0 17
Old specials, per lb.	0 22
Stilton	0 18 0 19

EGGS.—Our quotations here have been raised. On No. 1's there has been an advance of 1c per dozen, with a bigger advance on new lays and selects, receipts of which are reduced by the warm weather. There has also been an export demand, which has taken a few thousand cases off the market. On the other hand cables early this week quoted a lower market in England, and reports from there indicate that a lot of continental eggs are arriving, which is depressing the market. Thus, it is possible that the market may be down here again.

Eggs, case lots—		
Stamped	0 27
Selects	0 26
No. 1's	0 23
No. 2's	0 17 0 18

HONEY.—Market quiet and featureless, and is expected to be for the remainder of the summer.

POULTRY.—Our quotations on spring broilers are down, as receipts are much better, and the quality is poor. They are not worth more than 75c. If farmers would fatten them more they would get a much better price for them. Fowl is in fair demand, and the market was short last week. On Monday, the market was practically bare. No frozen fowl of 5 lbs. and over are offering, and those weighing 3 lbs. and over, are quoted at 14 to 16c lb. Ducklings are coming in more plentifully, and prices have dropped to 20-23c—a drop of 3c per lb.

Poultry—		
Frozen stock—		
Fowl, small	0 13 0 15
Turkeys, fancy	0 20 0 25
Ducks	0 16 0 18
Geese	0 12 0 15
Pigeons, pair	0 30 0 35
Fresh stock—		
Fowl, dressed	0 15 0 19
Spring broilers, dressed, pair	0 75 1 00
Squabs, pair	0 50 0 60
Live stock—		
Fowl, 5 lbs. and over	0 14 0 15
Fowl, small	0 20 0 25
Turkeys	0 15 0 15
Ducks, old	0 15 0 15
Geese	0 09 0 10
Ducklings, 3 lbs.	0 20 0 23

Receipts in Montreal.

Receipts of butter, cheese and eggs in Montreal are:			
	boxes	boxes	cases
Week ending July 3, 1915....	16,716	91,974	20,305
Week ending July 4, 1914....	19,228	75,345	9,405

TORONTO.

PROVISIONS.—Hams are enjoying a rather better demand. They have been weak for some little time but there is a stiffening in price and an advance of a cent this week. Cooked meats of all kinds find a ready sale. Bacon is slower just now; there was some heavy buying a while back and probably that is still being felt. Lard prices are still firmer; this applies to the pure only. Compound shows no change.

Hams—		
Light, per lb.	0 18 0 19
Medium, per lb.	0 18 0 18½
Large, per lb.	0 14½ 0 15½
Bacon—		
Plain, per lb.	0 22 0 23
Boneless, per lb.	0 24 0 25
Pea meal, per lb.	0 25 0 25
Bacon—		
Breakfast, per lb.	0 20 0 23
Roll, per lb.	0 14 0 15½
Shoulders, per lb.	0 14 0 14½
Pickled meats—1c less than smoked.	
Dry Salt Meats—		
Long clear bacon, light	0 13½ 0 14
Cooked Meats—		
Hams, boiled, per lb.	0 25 0 26
Hams, roast, per lb.	0 26 0 27
Shoulders, boiled, per lb.	0 24 0 25
Shoulders, roast, per lb.	0 24 0 25
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00 26 00
Short cut, per bbl.	26 00 27 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½ 0 12
Tubs, 60 lbs.	0 12½ 0 13
Pails	0 12½ 0 13½
Tins, 3 and 5 lbs., per lb.	0 12½ 0 13½
Bricks, 1 lb., per lb.	0 13½ 0 14½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09 0 09½
Tubs, 50 lbs., per lb.	0 10½ 0 10½
Pails, 20 lbs., per lb.	0 10½ 0 11
Hogs—		
Dressed, per cwt.	14 00
Live, per cwt., off cars	9 85

BUTTER.—Situation is a little easier now. Demand for storage seems to have eased up some, and there is not as much export going on now as there was. Supply continues to be very large, too large for the present levels to keep up. We may see a slump in prices if the storage demand has let up for good and all for some time.

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

CHEESE.—There is no price change to record but while levels are unaltered there is an easier tone. The market eased up a little at the beginning of the

CANADIAN GROCER

week on account of a lull in the export demand. This has suddenly slackened while the make is large and unabated. Nevertheless we think this condition only temporary and there is no doubt that stocks are but lightly held; compared with last year they are low. Still for any easement at all in the situation we should, in these days, be truly thankful and like Oliver Twist ask for more.

Cheese—
 Old, large, per lb. 0 22 0 23
 Old, twins, per lb. 0 22½ 0 23½
 New, large, per lb. 0 17½ 0 18
 New, twins, per lb. 0 18 0 18½

EGGS.—Strangely enough the arrival of eggs from the West coincides with a distinct stiffening as to supplies in Ontario. Readers will remember that in these columns last week we pointed out that new laids were exceptionally cheap in the West, and our own market here was so high, relatively, that westerners could afford to export their eggs to us in Ontario. This actually happened, to a very large extent, this week, but Ontario supplies suddenly got scarcer and so levels were maintained. These western eggs arrived in first class condition and look good. Their arrival saved the market from what looked like an inevitable advance and affected the market only slightly, advancing new-laid prices by a cent. Wholesalers are now paying 18 to 19c at country points and selling to the trade at 24 to 25. It is possible, at this writing, that that price may be shaded half a cent or a cent immediately.

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

POULTRY.—Old fowl has firmed up a trifle because, largely, of the demand over the holiday. Broilers show no change and the call for them is hardly as insistent. Dressed stuff makes little showing. Ducks dressed are worth 17 or 18c. Fowl, however, is the main buy just now.

Poultry—	Live.	Dressed.
Old fowl, pound	12 to 15	15 to 18
Spring broilers	17 to 20	20 to 25
Old turkeys	16 to 20	20 to 25
Turkeys	00 to 00	23 to 25
Ducks	00 to 00	17 to 18

HONEY.—This market shows no change. Prices are fairly firm because demand is better than supply but there is not much chance of higher prices.

Honey—
 Buckwheat, in bbls. 0 07 0 07½
 Buckwheat, in tins 0 07½ 0 08
 Strained clover 0 12½ 0 00
 Comb honey, No. 1, doz. 3 00 0 00
 Comb honey, No. 2, doz. 2 40 0 00

WINNIPEG.

PROVISIONS. — Cooked meats are selling fairly well, as this is their season. Eggs are easy and prices low considering those in the East. Cheese is high and Manitoba is going into its manufacture more extensively.

Hams—
 Light, per lb. 0 18 0 18½
 Medium, per lb. 0 17½ 0 18
 Large, per lb. 0 15 0 15½
 Backs, clear, per lb. 0 20 0 23

Bacon—
 Breakfast, per lb. 0 18½ 0 23
 Shoulders, per lb. 0 13½ 0 14½
Dry Salt Meats—
 Long clear bacon, light 0 13½ 0 14
Cooked Meats—
 Hams, boiled, per lb. 0 25 0 27
 Shoulders, boiled, per lb. 0 22 0 23
Barrelled Pork—
 Heavy pork, per bbl. 25 00 26 00
 Short cut, per lb. 25 00
Lard—
 Tierces 0 13½
 Tubs 6 88
 Pails 2 77
 Cases, 5s 8 47
 Cases 8 70

BUTTER.—

Creamery 0 25 0 26
Best dairy 0 18 0 20
Cooking 0 12 0 15

EGGS.—

Eggs—
 New laid 0 12½ 0 15

CHEESE.—

Cheese—
 New, large 0 20
 New, twins 0 20½ 0 21
 Manitoba 0 19

POULTRY.—

Fresh Stock—
 Turkeys, per lb. 0 13 0 15
 Chickens, per lb. 0 11 0 15
 Poultry 0 10 0 12

FRUIT AND VEGETABLES.

(Continued from page 36.)

Onions—
 Can., 75-lb. bags 1 25 1 50
 Can., 100-lb. sacks 2 25 2 50
 American 2 25 2 50
 Bermudas, crate 1 50 1 75
 Green onions, doz. 0 12½ 0 20
 Green peppers, basket 0 75
 Green peas, 12-qt. basket 1 75 2 00
 Green peas, Can. 0 40 0 50
 Potatoes, N.H. Delawares 0 65 0 70
 Potatoes, Ontario, bag 0 60 0 65
 Potatoes, Carolina, bbl. 5 00
 Potatoes, new, hamper 3 50 4 00
 Parsley, basket, 11-qt. 0 30 0 35
 Radishes, doz. 0 10 0 20
 Tomatoes, Mississippi flats, 4-bkt. carriers 0 75 0 80
 Turnips, bag 0 50 0 60
 Lettuce, leaf 0 15 0 20
 Lettuce, Boston, head, small, doz. 0 50 0 60
 Lettuce, Canadian, head, doz. 0 30 0 40
 Parsnips, Canadian, bag 0 55 0 60
 Rhubarb, outside, doz. bunches 0 20 0 25
 Spinach, bushel 0 25

WINNIPEG.

FRUITS AND VEGETABLES.—Stone fruits are rapidly coming down in price and in another week will be plentiful and cheap. Strawberries are down and raspberries are taking their place. Ontario cherries for preserving and gooseberries are attractive lines in baskets. Oranges and lemons are firm. Old potatoes are higher but new potatoes ½c per lb. cheaper. Local lines of vegetables are replacing the imported.

Apples—
 Washington 2 25 3 25
 Apricots 2 00
 Bananas, lb. 0 05
 Cherries, per box (10 lbs.) 2 00
 Lemons, Cal. case 5 00
 Oranges, Valencia 5 00
 Med. Sweets 4 25 4 50
 Peaches 2 00
 Plums, case 2 00
 Pineapples, per case 4 00
 Raspberries 3 00
 Tomatoes, Florida 1 10

VEGETABLES.—

Potatoes, car lots, bushel 0 60
 Potatoes, small lots 0 75
 Onions, Washington, sack 3 00
 Onions, Australian, sack 3 00

ALBERTA MARKETS (EDMONTON).

(By Wire.)

Edmonton, July 8.—There is a peculiar situation in canned goods here. Eastern goods are reported to be advancing, but no change is taking place in Western prices owing to heavy carrying over caused by the war. Fruit sealers are

meeting with good sale in anticipation of preserving season. Flour shows some signs of strength, some local booking being done by retailers; wholesalers are buying hand to mouth. Potatoes are 35c to 80c per bushel according to quality. Rolled oats are easier. Flour is \$3.50 to \$3.55. Sugar, granulated, is firmer at \$7.65 to \$7.75. Yellow is \$7.25.

Produce and Provisions—
 Cheese, new, lb. 0 21½
 Butter, creamery, per lb. 0 30
 Butter, dairy, No. 1, 18c; No. 2 0 14½
 Lard, pure, 3's, per case 9 00
 Lard, pure, 5's, per case 8 95
 Lard, 10's, per case 8 90
 Lard, pure, 20's, each 2 93
General—
 Beans, Ontario, per bushel 3 75 3 90
 Beans, Japan, per bush. 3 90 4 15
 Coffee, whole roasted, Rio 0 15 0 16
 Evaporated apples, 60's 0 09 0 09½
 Potatoes, per bush. 0 35 0 80
 Rolled oats, 20's, 80c; 40's 1 00
 Rolled oats, bail, \$3.55; 80's 3 15
 Flour, 98's 3 50 3 55
 Rice, per cwt. 3 85
 Sugar, standard gran., per cwt. 7 65 7 75
 Sugar, yellow, per cwt. 7 25
Canned Goods—
 Apples, gals, case 1 60
 Corn, standard, per two dozen 2 00 2 10
 Peas, standard, 2 dozen 2 10 2 20
 Plums, Lombard 2 20 2 30
 Peaches 3 25 3 35
 Strawberries, \$4.45; raspberries 4 00
 Tomatoes, standard, per dozen 2 50
 Salmon, sockeye, 4 doz. talls, case, 1s 7 50
 Cohoes, 1's, \$5.75; humpbacks, 1's 4 35
Fruits—
 Lemons 4 50

NEW BRUNSWICK MARKETS.

By Wire

St. John, July 8.—Markets show little of interest this week there being no changes of importance. Cream of tartar is almost completely out of local market, no shipments being received from Europe lately; quotations are up to 42 and 44c lb. Molasses are very firm. Advices from Barbadoes dealers indicate higher prices partly because of bad weather. There was a recent jump of 2 cents to 44½ and 45 cents. United Empire Sugar is up 10 cents. This is a local change, other grades not being affected. Pork is easier, American being now lower \$25 to \$28.25. Eggs are scarcer this week at 19 to 20 cents. Dealers don't think prices will hold. Foreign market is still taking cheese which has advanced quoting again 18½ to 19 cents. Ontario flour is easy at \$6.85.

Produce and Provisions—
 Bacon, breakfast, per lb. 0 20 0 23
 Bacon, roll, per lb. 0 17 0 21
 Beef, barrel 24 00 25 00
 Beef, corned, 1's 2 75 3 35
 Pork, American clear, per bbl. 25 00 28 25
 Pork, domestic, per bbl. 25 00 27 50
 Butter, dairy, per lb. 0 26 0 28
 Butter, creamery, per lb. 0 29 0 31
 Eggs 0 19 0 20
 Lard, compound, per lb. 0 11½ 0 11¼
 Lard, pure, per lb. 0 13½ 0 14
 Cheese, new 9 18½ 0 19
Flour and Cereals—
 Cornmeal, gran. 5 75
 Cornmeal, ordinary 1 85
 Flour, Manitoba, per bbl. 7 85
 Flour, Ontario 6 85
 Rolled oats, per bbl. 7 25
 Oatmeal, standard, per bbl. 8 00
Fresh Fruits and Vegetables—
 Lemons, Messina, box 7 00
 Oranges, Val., case 4 00 5 30
 Potatoes, bbl. 1 35 1 45
Sugar—
 Standard granulated 6 80
 United Empire 6 60
 Bright yellow 6 60
 No. 1 yellow 6 30
 Paris lumps 7 60
 Lemons, Messina, box 3 60 3 65
 Beans, hand-picked, bush. 3 70 3 75
 Beans, yellow eyes, per bush. 2 60 2 90
 Canned pork and beans, per case 0 44½ 0 45
 Molasses, Barbadoes, gal. 9 42 6 44
 Cream of tartar, per lb., bulk 0 06½ 0 09
 Currants 4 25 4 50
 Rice, per cwt. 4 25 4 50



FLOUR AND CEREALS



Winter Wheat Flour Declines

In Montreal, But Not in Toronto—Flour Export Business Quiet—Cereals Show Little of Interest—Activity in Mill Feeds Disappears.

MONTREAL.

FLOUR.—A further decline occurred in winter wheat flour during the week attributed to the continued slow demand from local buyers and the increased offerings from Ontario millers. Fancy patents are now being offered at 6.30, 90 per cent. in wood 5.90-6.00, and the latter in bags 2.75 to 2.85. This is a decline of 50c per bbl., and makes a total decline since June 1 of about 1.50. Both wholesalers and retailers appear to be pretty well off for stocks, and with such a small demand, are not buying except hand to mouth. They believe that with the arrival of the new harvest next month, that prices will slump, and are consequently holding off. No changes have taken place in the market for spring wheat flour for several weeks, but business is about as dull here as in the case of winter flour, amounting to little more than peddling.

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

CEREALS.—It is understood that considerable cutting of prices is going on, and that sales are being made to wholesalers as low as 2.90, which is considerably lower than prices paid for the past two or three weeks. A miller writes from Ontario to state that the market on oats is up five or six cents per bushel, and that he cannot ship here for less than 3.00. Thus our quotations to the retailer of 3.20 remain steady. There is no improvement in the demand, either local or export.

Cornmeal—		Per 96-lb. sack	
Gold dust	2 50	2 55
Unbolted	2 25
Rolled Oats—			
		90's in jute.	
Small lots	3 20
25 bags or more	3 15
Packages, case	4 50
Rolled oats in cotton sacks, 5 cents more.			
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.			
Rolled Wheat—		100-lb. bbls.	
		Small	lots.
Small lots	3 80
Hominy, per 96-lb. sack	2 75
Corn flour, bag	3 05
Rye flour, bag	3 00	3 20
Barley, pot	2 90

FEEDS.—There is little business being done, partly because of lack of demand, and partly on account of the small

production. The latter fact helps to keep the market fairly steady. In certain cases, where dealers are in need of money, lower prices can be secured than those quoted.

Mill Feeds—		Per ton	
Bran	26 00
Shorts	28 00
Middlings	33 00
Wheat moulee	37 00
Feed flour, bag	2 30
Mixed chops, ton	38 00
Crushed oats, ton	40 00
Barley, pot, 96 lbs.	2 85
Oats, chop, ton	40 00
Barley chop, ton	35 00
Feed oats, cleaned, Manitoba, bush.	0 69
Feed wheat, bag	2 30

TORONTO.

FLOUR.—The flour business is pretty quiet just now, and it is not likely we will see much activity until the harvest next month. Winter wheat levels are very weak, and prices may be lower than our quoting. Buyers are inclined to wait and as long as they can hold out they show no disposition to be coaxed. There is a distinct feeling that we haven't reached bottom in flour prices yet because it is predicted that we shall see lower wheat prices yet. A flurry yesterday resulted in another three-cent break in the wheat market, and there is little wheat being purchased just now. The farmer, both in the United States and Canada, can afford to hold out for better prices than he would get now and that neutralizes the effects of low wheat stocks.

There is little flour being exported at present, not so much because of prices being high as that there isn't the disposition in Europe to buy just now.

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

CEREALS.—There is little of interest to note. Rolled oats are very quiet now. Other cereals display little effort of any sort and buying of most lines is scarce. Peas display some small activity.

Barley, pearl, 96 lbs.	5 00
Buckwheat grits, 96 lbs.	4 25
Corn flour, 96 lbs.	2 55	2 75
Cornmeal, yellow, 96 lbs.	2 25	2 40

Graham flour, 96 lbs.	3 30	3 40
Hominy, granulated, 96 lbs.	3 00
Hominy, pearl, 96 lbs.	3 00
Oatmeal, standard, 96 lbs.	3 50
Oatmeal, granulated, 96 lbs.	3 50
Peas, Canadian, boiling, bush.	2 90	2 90
Peas, split, 96 lbs.	4 00	4 75
Rolled oats, 90-lb. bags	3 00	3 20
Rolled wheat, 100-lb. bbl	3 85	4 00
Rye flour, 96 lbs.	3 10	3 25
Whole wheat flour, 96 lbs.	3 30	3 40
Wheatlets, 96 lbs.	3 65	3 75

MILL FEEDS. — This market has dropped to the level of the other grain markets and the busy time enjoyed a couple of weeks ago is no more. Demand is small. To counteract this, however, supply is limited, production being comparatively little.

Mill Feeds—		Mixed cars, per ton	
Bran	25 00	26 00
Shorts	27 00	28 00
Middlings	30 00	32 00
Wheat moulee	30 00
Feed flour, per bag	1 85	1 90
Oats—			
No. 3, Ontario, outside points	0 55	0 61
No. 3, C.W., bay ports	0 67

WINNIPEG.

FLOUR.—Best patents are still on the \$7 basis. Trade, both export and domestic, is not at all brisk. Rolled oats are quiet.

Flour—		per bbl.	
Best patents	7 00
Bakers'	6 50
Clears	5 60
XXXX	4 50
Rolled oats, 80 lbs.	3 25
Cornmeal, 96 lbs.	2 25

TRAVELERS' HOLIDAYS UNIFORM.

Travelers in the Toronto and Hamilton districts will, as usual, have uniform holidays this year. These will be the first two weeks in August, and during this time wholesale grocers will have their grip men off the road. Many travelers will be attending the annual Drummers' Snack Club outing at Georgetown the last Friday and Saturday in July.

T. C. Dawson, of the W. H. Escott Co., Limited, wholesale grocery brokers, Winnipeg, is visiting friends and relations in St. Catharines, Hamilton and Woodstock, on his return from the Acadia Sugar Refining Co. convention held in Halifax recently.

TRUTH IS SUPREME

We pride ourselves in saying that no product leaves our mills that does not comply with all the claims we make for it. When you see our name on any brand you can rest assured the goods are as pure as science and skill can produce.



QUALITY—Then Price, THAT'S TILLSON'S.

We never sacrifice quality to meet the rise or fall of the markets. Whether wheat rises from \$1.00 to \$1.60 a bushel, you may be sure that you will always get the same high quality in

Rainbow and Gold Seal Flours

PROFITS LIE IN QUICK TURNOVERS

Therefore, it is best to handle the flours noted for their high quality. Every housewife knows that her reputation as a good cook depends on her flour. Sell her Rainbow Flour for bread and Gold Seal Flour for pastry. You'll retain her trade.

OUR NEW HEALTH FOODS

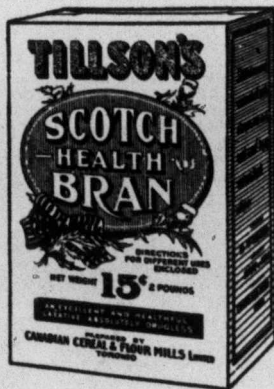
“Scotch” Fine Cut Oatmeal and “Scotch” Health Bran

are receiving a big demand.

Write us direct if you can not get supplied through your jobber.

DO YOUR SHARE.

Help keep Canadian labor employed.



**CANADIAN PRODUCTS
MADE IN CANADA
BY CANADIANS.**

**Canadian Cereal & Flour Mills, Limited
TORONTO, CANADA**





*Just takes
your
Trade by
Storm*



Raspberry Vinegar

Full of the tang that makes good sales and the flavor that fills your tills.

Once they have tried it, the memory creates a desire that is only satisfied with a re-order.

And the best of it is they cannot over-drink themselves, for Sterling Raspberry Vinegar is *wholesome* as well as refreshing.

Big margin for the dealer.

Ask us to ship you a few cases now.

T. A. Lytle & Co., Limited
Sterling Rd., Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

WHITE SWAN SPICES AND
CEREALS, LTD.

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

ROYAL BAKING POWDER.

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

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

BLUE.

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

COUPON BOOKS — ALLISON'S.

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

UN-NUMBERED.

100 books and over, each	0 03½
500 books to 1,000 books	0 03

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

CEREALS.

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

DOMINION CANNERS, LIMITED.

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

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

Aylmer Pure Jellies.

Red Currant	2 10
Black Currant	2 10
Crabapple	1 45
Raspberry and red currant	2 10
Raspberry and gooseberry	2 10
Raspberry and gooseberry	2 10
Plum Jam	1 85
Green-Gage plum stoneless	1 85
Gooseberry	1 85
Grape	1 85

Aylmer Marmalade

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

Aylmer Pure Preserves—Bulk

	5 lbs.	7 lbs.
Strawberry	.072	1 00
Black currant	.065	0 85
Raspberry	.065	0 85
Aylmer 14's and 30's per lb.		
Strawberry	0 14	
Raspberry	0 14	

COCOA AND CHOCOLATE. THE COWAN CO., LTD.

Cocoa—

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

Special quotations for Cocoa in barrels, kegs, etc.

(Unsweetened Chocolate).

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

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
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Chocolate Confections	Per lb.
Maple buds, 5-lb. boxes	0 32
Milk medallions, 5-lb. boxes	0 32
Chocolate wafers, No. 1, 5-lb. boxes	0 32
Chocolate wafers, No. 2, 5-lb. boxes	0 27

How Many of Your Customers will Want to Know—

what really delightful jam the choicest of fruits and infinite care can produce?

Furnivall's
FINE
FRUIT
PURE JAM



Made from the pick of Niagara fruits, just a few hours after they clung to the bushes or trees. Only a jam as choice as Furnivall's could win the broad popularity Furnivall's enjoys—and hold it.

Get the steady stream of good sales there is waiting for you in Furnivall's. Ask your jobber to supply you Furnivall's without delay.

Furnivall-New, Limited, Hamilton, Ont.

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



The CANADIAN Open.

The
"Canadian"
Cheese
Cutter
Increases
Your
Profits

Accuracy—Economy

Guesswork is a thing of the past. The "Canadian" not only cuts by money value, 5c, 10c, 15c, 20c, etc., but will cut a 1/4, 1/2 or one-pound slice. It is

The Only Computing Cheese Cutter

that will do this with the use of but one operating lever.

This is only one of the "Canadian's" many advantages. Let us tell you about the others.

Write us to-day—NOW.

The Computing Cheese Cutter Co., WINDSOR, ONT.

Get the Advantage of This Improvement Now



Write us to-day for first order of CANE Wash Boards with ALUMINUM instead of zinc face.

Here is an unusual opportunity for you to take advantage of war conditions, which have so greatly increased the cost of zinc as to make it almost prohibitive for wash boards.

The opportunity puts into your hand a much better board at the SAME COST AS FORMERLY—any of the Standard CANE Wash Boards with ALUMINUM instead of zinc face.

Such an improvement gives you the strong advantage of a better, more durable, more serviceable wash board, attractive in appearance and easily kept clean.

Surely this CANE Aluminum Wash Board will appeal strongly to your trade, especially when there is no advance in cost over former styles.

Other grocers are enthusiastically taking up this improvement, possibly many in your own locality. Why miss the best of the trade this improvement is sure to create? Write for your supply of CANE ALUMINUM Wash Boards to-day.

The Wm. Cane & Sons Company
Limited
Newmarket, Ont.

Dead Capital

How much interest are you getting on the money you have tied up in bad and slow accounts?

Money tied up

and earning you nothing, and losing for you splendid opportunities which would greatly increase your net profits during the year if you had the capital free to take advantage of them.

The "Barr" Register System

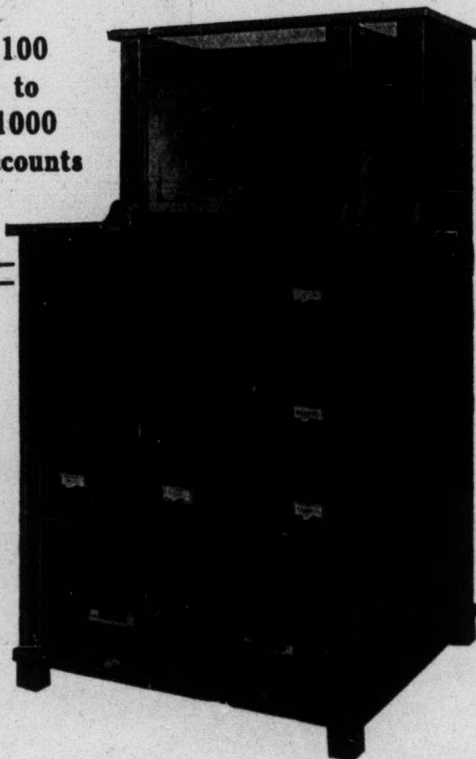
of account keeping will keep your money free and lessens loss from "bad pays." It will lighten your bookkeeping labors and worries, give you more time and capital to develop your business, stop all errors and make and keep your customers friendly to your store.

It's the automatic non-offensive collector of accounts.

ASK US FOR PARTICULARS. WE CAN PROVE OUR CLAIMS.

Barr Registers, Limited
TRENTON, ONT.

100
to
1000
Accounts



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

JOHN P. MOTT & CO'S.

Miss N. Estabrook, St. John, N. B.;	J. A. Taylor, Montreal, P.Q.;
F. M. Hannum, Ottawa, Ont.;	Jos. E. Huxley & Co., Winnipeg, Man.;
Tees & Persse, Calgary, Alta.;	Russell, Johnson, Edmonton;
D. M. Doherty & Co., Vancouver and Victoria.	
10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, 1/4's and 1/2's	0 36
No. 1 chocolate	0 30
Navy chocolate, 1/2's	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, 1/2's	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved	Per case
Eagle Brand, each, 4 doz.	\$6 25
Reindeer Brand, each, 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 75
Gold Seal Brand, each, 4 doz.	5 60
Mayflower Brand, each, 4 doz.	5 60
Purity Brand, each, 4 doz.	5 60
Challenge Brand, each, 4 doz.	4 85
Clover Brand, each, 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 30
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25
Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each, 1/2 doz.	4 75
"Reindeer" Coffee and Milk, "large" each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD. WHITE SWAN.

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

ENGLISH BREAKFAST COFFEE.

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

MOJA.

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

PRESENTATION COFFEE.

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

MINTO BROS.

MELAGAMA COFFEE.

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

MINTO COFFEE (Bulk.)

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

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

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

CRESCENT MFG. CO.

CRESCENT MAPLEINE.

Special Delivered Price for Canada.

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

GELATINE.

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

W. CLARK, LIMITED, MONTREAL.

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

Our Tiger (50 cent line) Brooms

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

We make **Factory Brooms.**

Walter Woods & Co.
HAMILTON



Folks' fancies may change with other kinds of goods, but not so with Wonderful Soap. Once a sale, always a sale. Housewives who used Wonderful Soap years ago are still using and recommending it to-day. For steady, regular sales, push Wonderful Soap.

Guelph Soap Co.
Guelph, Ont.

Hothouse Tomatoes

Are now very fine and cheap
Packed 15-lb. Baskets. Try them

MISSISSIPPI TOMATOES
4-Basket Crates. Now Arriving
CANADIAN STRAWBERRIES
Every Day

Cucumbers Cabbage Pineapples

"Royal Crest" Valencia Oranges

California and Verdelli Lemons

Everything the Pick of the World's
Markets

WHITE & CO., Limited

Branch at Hamilton TORONTO

Wholesale Fruit and Fish

In buying KETCHUP

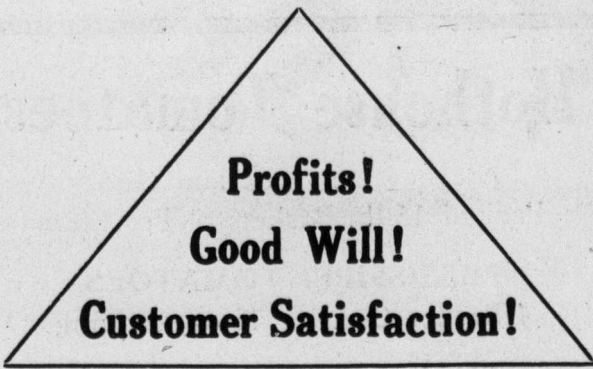
remember Upton's give 125
per cent. of ketchup value
for your dollar.

Try It and See

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

The T. Upton Co., Limited

ST. CATHARINES



It doesn't matter to the consumer whether *you* are to blame or not. When you sell an article that doesn't give entire satisfaction she doesn't consider the manufacturer.

You are the only person she is dealing with—and you must stand the consequences.

Unfortunately in the majority of cases you do not even have the opportunity of offering an explanation—Valuable customers simply begin to trade elsewhere and **you lose money!**

Doesn't it pay to handle only the best—the highest quality that is possible to produce? It may cost more—but isn't it worth it?

When it comes to Baking Powders—make it White Swan—not because we say it is “the best,” but because it gets the supreme verdict—the consumer's approval.

White Swan Baking Powder is a mighty good powder—has proven so for 18 years—and gives you a good profit—a sure profit.

It is “Good Business” to recommend White Swan Products.

White Swan Spices and Cereals, Ltd.
TORONTO, ONTARIO

Sliced Smoked Beef, glass, ¼s, \$1.25; ½s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, ¼s, \$1.20.
Ham and Veal, ¼s, \$1.
Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, ¼s, 50c; ½s, \$1.
Potted Meats, Glass — Chicken, Ham, Tongue, ¼s, \$1.25.
Ox Tongues, tins, ¼s, \$2.40; 1s, \$5.25; 1½s, \$8; 2s, \$10.
Ox Tongues, Glass, 1¼s, \$9.75; 2s, \$12.
Mincedmeat, Hermetically Sealed Tins, 1s, \$1.25; 2s, \$2.40; 3s, \$3.40; 4s, \$4.30; 5s, \$5.40.
In Pails, 25 lbs., 8c lb.
In Tubs, 45 lbs., 7¼c lb.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$2.80.
Clark's Peanut Butter — Glass Jars, ¼, 95c; ½, \$1.40; 1, \$1.85.
Clark's Peanut Butter—Pails 24 lbs., 15c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.85; 12 oz., \$1.90; 16 oz., \$2.40.
Pork & Beans, Plain Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Tomato Sc. Talls, 1, 60c; 2, \$1; 3, \$1.40; 6, \$4.50; 12, \$7.25.
Pork & Beans, Chili Flat, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Tomato Flats, 1, 60c; 2, \$1; 3, \$1.15.
Pork & Beans, Plain Flats, 1, 60c; 2, \$1; 3, \$1.15.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.15.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1 Assorted, 95c.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies.

BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Efficace 6 00
Neptune 7 00
San Rival 8 00

VICHY LEMONADE.
La Savoureuse, 50 btles., cs. 8 00

MINERVA PURE OLIVE OIL.
Case—
12 litres 8 00
12 quarts 7 00

NATURAL MINERAL WATER.
Evian, Source Cachat, 50 btles., cs. \$9 00

IMPORTED GINGER ALE AND SODA.

Ginger Ale, Trayders, cs. 6 doz. pts., doz. 1 10
Ginger Ale, Trayders, cs. 6 doz. splits, doz. 0 90
Club Soda, Trayders, cs. 6 doz. pts., doz. 1 00
Club Soda, Trayders, cs. 6 doz. splits, doz. 0 90

BLACK TEAS.
Victoria Blend, 50 and 30-lb. tins, lb. 0 37
Princess Blend, 50 and 30-lb. tins, lb. 0 33

JAPAN TEAS.
H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 30
Princess, cad. 5 lbs., lb. 0 25

COFFEES.
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34½
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT.
Miller of Milwaukee, cs. 2 doz., cs. 4 40
Miller of Milwaukee, brl. 8 doz., brl. 16 20

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.
Tierces 0 10½
Tubs, 60 lbs. 0 10½
Pails, 20 lbs. 0 10½
Tins, 20 lbs. 0 10½
Cases, 3 lbs., 20 to case .. 0 11½
Cases, 5 lbs., 12 to case .. 0 11½
Cases, 10 lbs., 6 to case .. 0 11
F.O.B. Montreal.

MUSTARD.
COLMAN'S OR KKEN'S.
Per doz. tins
D. S. F., ¼-lb. \$ 1 50
D. S. F., ½-lb. 2 00
D. S. F., 1-lb. 5 20
F. D., ¼-lb. 0 95
F. D., ½-lb. 1 63
Per jar
4-lb. jar 0 87
Durham, 1-lb. jar 0 28

JELLY POWDERS.
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price.

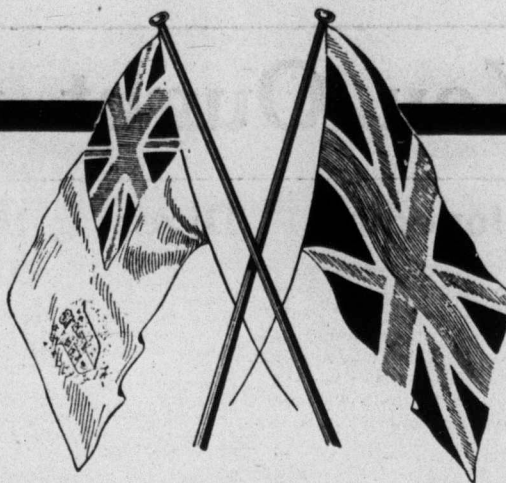
SPICES.
WHITE SWAN SPICES AND CEREALS, TORONTO.
Dredge Cannister 4 oz. Round Pkgs
Allspice \$0.90 \$0.90
Arrowroot, 4 oz. tins, 85c.
Cayenne 0.90 0.90
Celery Salt
Celery Pepper
Cinnamon 0.90 0.90
Cinnamon, 1 oz. Fag-ota, 45c.
Cloves 0.90 0.90
Curry Powder
Mace
Nutmegs 0.90
" Whole, 5c. Pkgs, 45c.
Paprika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

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

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and

BRANTFORD BRANDS.
Laundry Starches—
Boxes. Cents.
40 lbs., Canada Laundry .. 06½
40 lbs., boxes Canada white gloss, 1 lb. pkg. 06½
48 lbs. No. 1 white or blue, 4 lb. cartons 07½
48 lbs. No. 1 white or blue, 3 lb. cartons 07½
100 lbs., kegs, No. 1 white 06½
200 lbs., bbls., No. 1 white 06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkg. 07½
48 lbs. silver gloss, in 6-lb. tin canisters 06½
36 lbs., silver gloss 6-lb. draw lid boxes 06½
100 lbs., kegs, silver gloss, large crystals 07½
28 lbs., Benson's Satin, 1-lb. cartons, chrome label 07½
40 lbs., Benson's Enamel (cold water), per case ... 3 00
20 lbs., Benson's Enamel (cold water), per case ... 1 50
Celluloid—boxes containing 45 cartons, per case 3 00
Culinary Starch.
40 lbs. W. T. Benson & Co.'s prepared corn 07½
40 lbs. Canada pure corn starch 06½
(120-lb. boxes ¼c higher.)
Cascio Potato Flour, 20-lb. boxes, per lb. 10
BRANTFORD STARCH.
Ontario and Quebec.
Laundry Starches—
Canada Laundry—
Boxes about 40 lbs. 06
Acme Gloss Starch—
1-lb. cartons, boxes of 40 lbs. 06½
First Quality White Laundry—
3-lb. canisters, ca. of 48 lbs. 07½
Barrels, 200 lbs. 06½
Kegs, 100 lbs. 06½
Lily White Gloss—
1-lb. fancy carton cases 30 lbs. 07½
8 in case 06

CANADIAN GROCER



WAGSTAFFE'S

1915 Season

Pure Strawberry Jam

Prepared in
Copper Kettles



Boiled in
Silver Pans

Packed in Gold-Lined Tins and Glasses

Nothing too good for our Soldiers

One and a half million pounds ordered and half delivered
for the Imperial Army and Royal Navy

We have a staff of over 700 work people working night and
day, turning out 400,000 one pound tins per week for the
Army and Navy, besides keeping up with our regular trade.

Wagstaffe Limited

Hamilton, Ontario

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It contains suggestions for special sales, bargain sales, cash sales, etc., which should be of inestimable value to the go-ahead grocer, also ideas for catch lines or window cards, and many hints for the preparation of real, live advertising copy. In addition there is a collection of short talks, advertising ideas, and selling phrases used by the most successful grocery advertisers.

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On receipt of remittance we will forward the book desired. Look over it and examine it carefully and if you are not fully satisfied with the purchase, return the book within five days and the amount sent will be refunded.

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 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 Use and Expense of Samples.
 Arrangement of Samples in Salesroom.
 Employment and Training of Salesmen.
 Selling Points Applied to Canned Foods.
 A Model Business Organization.
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 Advantages and Disadvantages of Packers' Labels.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles.
 Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.
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This book is far beyond anything ever published in this line. It contains solid, practical, common-sense instruction—a book that is free from absurd theories and mystifying kinks, and contains 2,000 advertising phrases for Card Signs, Posters, etc.

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Confidence

in your goods inspires your customers with confidence in you. That means good-will and success.

REDPATH SUGAR

has won the confidence of Canadians by Sixty Years of consistent, unquestioned leadership. It is one of those standard "best sellers" that paves the way to repeat orders and permanently increased business.

A full range of Original Packages—2 and 5 lb. Sealed Cartons—10, 20, 50 and 100 lb. Bags.

CANADA SUGAR REFINING COMPANY, Limited
MONTREAL

The Erie Co-Operative Co. Limited of Leamington

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

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

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

Daily arrivals of
fine, fresh, frozen

Lake Trout and Herring

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

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

Lemon Bros.
Owen Sound, Ont.

For Your
Particular
Customers
Buy

"Aurora"

The Extra
Fancy California
Valencia Oranges

J. J. McCabe
Agent
TORONTO

Buyers' Guide

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

We are buyers of evaporated and
farmers' dried apples. Prices and
tags on application.

O. E. Robinson & Co.
Ingersoll Ontario

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Book-debts are monies in the other
man's pocket. Use our special collec-
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lection, no charge. Phone Adelaide 919.

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JAMS—JELLIES—MARMALADE
Are guaranteed absolutely pure and of the
highest quality.
Send us your orders.
Agents:
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Our capacity is three times the total
filler requirements of Canada.

PROMPT DELIVERIES
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TRENTON, ONTARIO, CANADA

ST. MARC COFFEE

Gives all users entire
satisfaction.

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725 Notre Dame E. Montreal

Write us for New Price List of
WINDSOR SALT
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

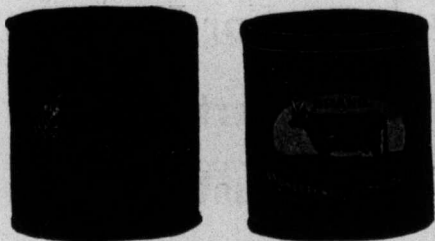


TANGLEFOOT



The Non-Poisonous Fly Destroyer

Destroys Billions of Flies every year—vastly more
than all other means combined. Absolutely Sanitary.



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

How is it Affecting You?

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

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

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

Note these prices:

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

ORDER NOW.

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

CLASSIFIED ADVERTISING

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

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

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

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

FOR SALE

FOR SALE — SAUCE MANUFACTURING business, including plant, formulae, etc. Box No. 100, Canadian Grocer, Toronto.

FOR SALE—ECONOMY TIERING MACHINE for handling and piling of heavy cases. Box 96, Canadian Grocer, Toronto.

FOR SALE—1 4-FT. REFRIGERATOR SHOW case, 1 300-acct. McCaskey register, 1 vegetable spray display stand, all in good condition. Apply Sutherland & Robertson, Brandon, Man.

FOR SALE — A GROCERY, FLOUR, AND feed business in one of the best business towns in Ontario. Stock about \$2,500. Annual turnover about \$25,000. Will sell store and dwelling also. Easy terms. Box 101, Canadian Grocer, Toronto.

WANTED

SMALL CASH REGISTER FOR CANDY counter; must be in first-class shape in every particular. Give style, make, and capacity. J. W. Burgess, Ltd., Bala, Ont.

WANTED BY AN OLD-ESTABLISHED packing house, a representative between Toronto, Ottawa and Montreal, and between Orillia and the Soo, on commission basis. Write Box 98, Canadian Grocer, Toronto.

WANTED — COMMISSION BROKERS IN grocers' sundries calling on wholesale and retail trade desire additional lines for British Columbia. Best of references furnished. Halliday & Thomson, 500 North-West Trust Bldg., Vancouver, B.C.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

MISCELLANEOUS

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

THE NATIONAL CASH REGISTER COM- pany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont. solicits your orders.

CASH FOR WASTE PAPER—YOU WILL receive the highest price if you use a Climax Steel "Fireproof" Baler. Full particulars, Climax Baler Co., Hamilton, Ont.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada.

(tf)

ACCURATE COST-KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one Limited. Office and factory, 29 Alice Street, an excellent combination — employees' time card. For small firms we recommend this as register and cost keeper. Whether you employ a few or hundreds of hands, we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Toronto.

**THEY ARE GOOD
OLD STAND-BYS**

**Baker's Cocoa
and Chocolate**



Registered Trade-Mark

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

A SEED DEPARTMENT

will add to your profits

*Kolway Langport
England*

grow and sell

SEEDS OF ALL KINDS

for Traders

Write to the actual wholesale growers for rock-bottom prices and illustrated catalogue.

Buy well ahead to secure

LOWEST PRICES.

WRITE TO-DAY

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THIS PAPER WHEN

WRITING ADVER-

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FINE FLAVOR

for summer desserts

MAPLEINE

is dainty and delicious in ices, puddings, pies.

Order from

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25 Front St. E., Toronto, Ont.

Mason & Hickey
287 Stanley St., Winnipeg, Man.

CRESCENT MFG. CO.
SEATTLE, WASH.



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
McDermed St., Winnipeg

ALLISON COUPON BOOKS

Minimize the Risk of Loss on Credit Accounts and bring in the money quicker—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

HOW THEY WORK:

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect his note or extend credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.



For sale by the jobbing trade everywhere.

Manufactured by

ALLISON COUPON COMPANY

Indianapolis, Indiana, U.S.A.

ACETAR

—the Modern Vinegar, is of the uniform strength necessary to ensure perfect pickling.

The absence of any fungus growth in Acetar, the Modern Vinegar, means better, cleaner pickles.

Our coupon advertising puts Acetar, the Modern

Vinegar, into the hands of the consumer through your store.

Although the initial sales are made for you, the profits are good.

Acetar, the Modern Vinegar, is also sold in bulk at a surprisingly low figure.

**STANDARD CHEMICAL, IRON AND LUMBER COMPANY
OF CANADA, LIMITED**

TORONTO

MONTREAL

WINNIPEG



The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

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Snappy Spices

"VICTORIA" Brand Spices are full of rich flavor and have the greatest pickling power.

They are guaranteed absolutely pure; and to comply with the present Government Pure Food Standard.

"VICTORIA" Pure Spices

In handy combination sifter and pouring top tins, to retail at 10 cts., are *The Spices for Your Trade*.

Special Offer until August the 1st:

Price per gross .. \$10.80
2 doz. Free 1.80

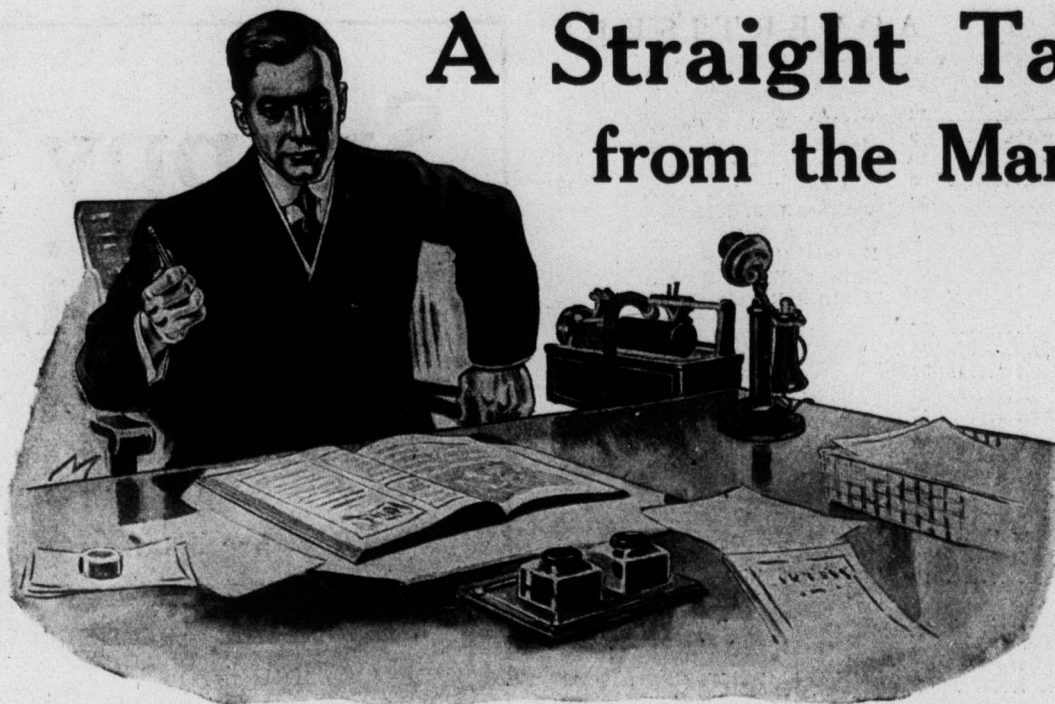
Your cost .75 doz. \$ 9.00 gross

Send for a sample and see for yourself.

**ROCK-BOTTOM PRICES
COURTEOUS SERVICE
PROMPT DELIVERY**

**Laporte, Martin, Limitée
584 St. Paul West, Montreal**

A Straight Talk from the Manager



*If it concerns
the grocery
trade ask us*

"Please tell us the name of the manufacturer of ——. We have forgotten the name of the firm and have not seen any of their advertisements recently."

THIS is a paragraph from a letter received from a large retailer in Ontario.

¶ There is a tendency on the part of some manufacturers of imagining that the trade know all about them and that advertising is unnecessary.

¶ This is a very dangerous attitude for any house to assume. The average retailer has too much on his mind to be expected to remember a house or the particular merits of a proposition not kept constantly before him.

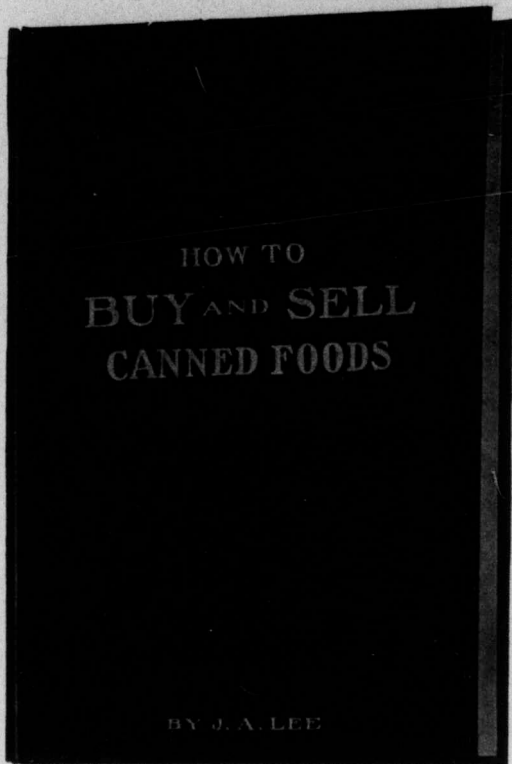
¶ Keep your goods and your service in the limelight through Canadian Grocer—the paper the live retailers find necessary.

¶ We employ advertising experts to plan and write your advertisements. The head of the Ad-Service Department has had several years' practical experience with a large retail establishment. This service is gratis and is included in all regular advertising orders.

¶ The most natural, economical and effective way of reaching the real buyers in the worth-while stores is the representative trade paper in any particular field. Ask the man who uses it.

Write to-day for rates and further information.

THE MANAGER.



A Practical Text-Book of the Canning Trade

It was written by a practical man for practical men and intended to help all distributors of canned foods.

INDEX TO CONTENTS

Origin and History of Canned Foods.
 How to Regulate Stocks and Purchases.
 Apparent and Real Costs.
 How to Handle Swells, Leaks and Rusties.
 How to Prevent Business Leaks and Stealages.
 Buying and Selling Futures in Canned Foods.
 Use and Expense of Samples.
 Arrangement of Samples in Salesroom.
 Employment and Training of Salesmen.
 Selling Points Applied to Canned Foods.
 A Model Business Organization.
 Advantages and Disadvantages of Private Labels.
 Advantages and Disadvantages of Packers' Labels.
 Window and Counter Displays; Illustrated.
 Hard Work and Hard Play.
 Established Standards of Quality; for Corn, Peas, Tomatoes and other articles. Also standard sizes and kinds of cans used.
 How to Buy, Grade and Sell Canned Apples, Asparagus, Beets, Blackberries, Blueberries, Cherries, Clams, Corn, Crabs, Gooseberries, Hominy, Kraut, Lima Beans, Lobster, Meats, Milk, Okra, Oysters, Peaches, Pears, Peas, Pineapple, Plums, Pork and Beans, Pumpkin, Raspberries, Red Kidney Beans, Salmon, Sardines, Spinach, Squash, Strawberries, Stringless Beans, Succotash, Sweet Potatoes.

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TORONTO



Make Sea Foods a Bigger Business Producer

The amount of business you do depends entirely on the quality of the goods you are handling. Inferior lines will never give you a big turnover or produce satisfied customers.

Stock only quality goods, which will boost your canned sea food business and attract the best class of trade to your store.

You run no risks whatever when you stock Brunswick Brand Sea Foods, whose delectable, wholesome qualities appeal to the most fastidious tastes.

"Brunswick Brand" is a big factor in creating year-round sales.

Connors Bros., Limited

Black's Harbor, N.B.



CANADIAN GROCER



Riteshape
ALL OVER
CANADA

Riteshape dishes are now in the hands of the best jobbers in all parts of Canada.

Riteshape dishes are now in use by the best retailers everywhere in Canada.

Riteshape dishes are carrying butter, meats, fish, lard, bulk foods of all kinds to thousands of Canadian homes.

Are you using this greatest dish? It adds distinction to every package you put out. Its use costs you per package so little that you can't figure it.

Ask your jobber or

The Oval Wood Dish Company

DELTA, OHIO, U.S.A.

(Made from genuine sugar maple)

