

**PAGES  
MISSING**

# CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada  
THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JUNE 29th, 1917

No. 26

**E**VERY Canadian acre under cultivation—whether the crop be wheat or sugar beets—means that much more prosperity for Canadians.

Every pound of Dominion Crystal Sugar that our grocers can sell the housewives of Canada, encourages more Canadian farmers to grow beets—enables us to employ more Canadian workmen in our three huge Canadian factories.

The latest advertising help to be issued by us to aid the grocers in selling our product, is a series of beautiful color cards for window or counter. One of these cards is herewith reproduced in miniature. If you do not receive some of these cards soon, write us, and we will see that a set is sent you.



Every advertisement for Dominion Crystal Sugar points out to the women of Canada that patriotism, as well as the fine granulation and sparkling purity of Dominion Crystal Sugar, should dictate its use in every Canadian household.

One brand of sugar  
that gives you...  
certainty of success  
...in your preserving



CANADIAN GROCER

# Berry Time Coming Soon

and with it a big demand for sugar. You can help your customers' success in putting down their season's fruits by recommending and supplying

ST. LAWRENCE

# DIAMOND

GRANULATED

The Sugar that's safe. We stand behind every pound.

# KING GEORGE'S NAVY

CHEWING  
TOBACCO

makes steady customers  
of the men

Once a discriminating chewer gets KING  
GEORGE'S NAVY he will "stick" with it.

That's why grocers who value a real  
tobacco department are never without  
a good stock of KING GEORGE'S  
NAVY. Are you one of them?

Handled by the  
Wholesale  
Trade

Rock City Tobacco Co., Ltd.



# This is Borden's Banner Brand

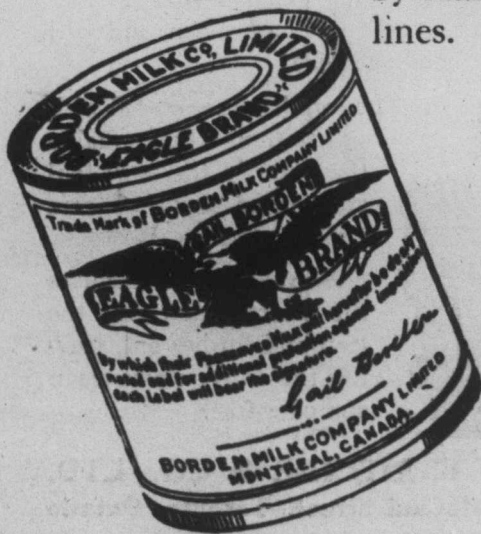


The Borden Eagle is known in every community in Canada as a symbol of all that is good in a high-grade Milk Product.

Borden's Eagle Brand guarantees the dealer the kind of sales that count—quick repeat profit-building sales and satisfied customers.

Borden's Eagle Brand is as pure and as wholesome as science can produce.

Your customers know the meaning of the Borden Eagle Trade-Mark. Our consumer advertising has familiarized them with the quality of Borden Milk Products. Turn this knowledge into good big sales by making a daily display of the Borden lines. Your wholesaler keeps them.



## Borden Milk Co., Ltd.

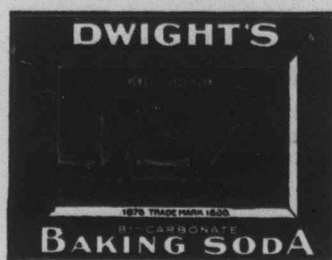
*"Leaders of Quality"*

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

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





## It's a favorite with the vast majority

The unmistakable good qualities of Cow Brand Baking Soda have won the entire confidence of the Canadian housewife.

Each and every sale is a "repeat" and builds up a neat pile of profit for the COW BRAND Dealer.

Keep Cow Brand displayed.

**Church and Dwight**  
LIMITED  
Manufacturers  
MONTREAL

## Every Day Is Pay Day

**T**HAT'S right—every day you work our plan, your pay is given you. "Pay yourself first" that's the idea of our representative plan. When you devote ten hours daily acting as our representative—your pay is sure and certain.

We need a hustling representative right in your district. A young man capable of producing good business, preferably one with salesmanship experience. The position will pay big money to one with enthusiasm, energy and ability. Do you know, or are you such a man?

If you are and are willing to exchange your spare time, representing our publications, we will show you how that same spare time, properly used, will produce for you as much cash as your regular income.

Does this interest you, if so write us TO-DAY and we will tell you all about it.

**The MacLean Publishing Co.**  
LIMITED  
143-153 University Avenue, Toronto, Ont.

## CHAMBERLAIN'S TABLETS

In selling Chamberlain's Remedies you are travelling a road made smooth by years of persistent publicity.

With a non-advertised line you must make the road as you go along.

In which way will you make the most progress?

Order now from your jobber or direct. No advance in prices.

Store advertising gladly supplied.

**Chamberlain Medicine Co., Ltd.**  
TORONTO, ONT.

## Where Only *Sani-Flush* Reaches and Cleans the Bowl



The trap of a water-closet bowl is never cleaned by ordinary methods. Scouring reaches only the exposed surfaces. A bowl may look clean and still be offensive.

The trap becomes coated with an incrustation which makes the water in the bowl foul and insanitary. Warm weather makes it worse.

*Sani-Flush* dissolves the incrustation in the trap and flushes out, leaving the entire closet clean and odor-free.

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

**Furnivall's**  
FINE  
FRUIT  
**PURE JAM**

The brand that says  
"The Quality is there"

No other jam or marmalade "takes" with the trade so well as those bearing the Furnivall Brand. And no other jam or marmalade can be so confidently recommended to the most hard-to-please customers.

The Furnivall quality standard is rigidly maintained by using only the very best fruits and purest cane sugar and by exercising the most stringent precautions regarding sanitary factory methods.

The new pack lives up to our record of the past and we would suggest your stocking up now with a plentiful supply and thus lay the foundation of really satisfactory jam selling.

Don't hesitate to recommend jams and marmalades bearing the Furnivall Brand. They are always tip-top.



**FURNIVALL-NEW, LIMITED**

HAMILTON, CANADA

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

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



# The 'Tween Times Favorite

**N**OW come the days when it is too soon for fresh fruit desserts and the folks are getting a bit tired of preserved things. Now is the time to stock up and brighten up your displays of

## Shirriff's Jelly Powders

Put them in the window and help the housewife solve her dessert problems for your mutual profit. There's a flavor for almost every taste and occasion, and nothing but highest quality flavors in the

Shirriff line. The Shirriff reputation will stir up selling. Now is the time to put some real energy into your Shirriff jelly powder campaign. If you don't sell Shirriff's, order a case now—and get busy.



Imperial Extract Company, Toronto



### It sells

Right from the day you begin to display "Gleba" Polish you will realize what a dependable seller it is. Once your customers get acquainted with Gleba service you will need to keep your stock constantly replenished.

Gleba cleans and imparts a brilliant polish to gold, silver, copper, brass, nickel, cutlery, bathroom fixtures, etc. It is excellent for windows, glassware, and auto trimmings.

Get a little trial supply to-day. Tell your customers about it and watch it sell.

*Write us for free sample cake and particulars.*

**Gleba Polish Company**  
Oshawa, Ontario

### Sell the soap with the neat red label



Build up a better business and larger profits for yourself by constantly stocking and suggesting **WONDERFUL SOAP**.

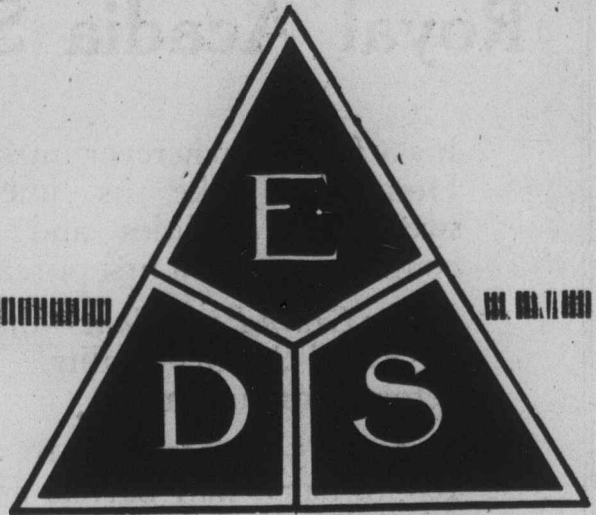
The service it gives will bring the housewife back for more.

Have you noticed the demand for "Crystal Soap Chips." How is your stock?

**Guelph Soap Company**  
GUELPH, ONTARIO

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

*"That's a Quality Brand"*



—a brand that  
means big

**Summer Grape Juice Profits**



Every time you sell a customer a bottle of Grape Juice bearing the "E.D.S." trade-mark you can rest assured its quality will so satisfy that repeat sales of this peerless Temperance Drink are assured.

Aggressive Grocers everywhere are planning for better than usual hot weather business by stocking E.D.S. Grape Juice. Our nation-wide consumer advertising has created a demand for this Pure Concord Product in every community. A window or counter display will swing this demand your way.

*Why not get one up now?*

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

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

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## You should be selling Royal Acadia Sugar

It's a favorite wherever introduced. Housewives like its unexcelled sweetening qualities and always come again after a first purchase.

*Every Grain Pure Cane*—that sums up Royal Acadia quality. Put it before your customers.

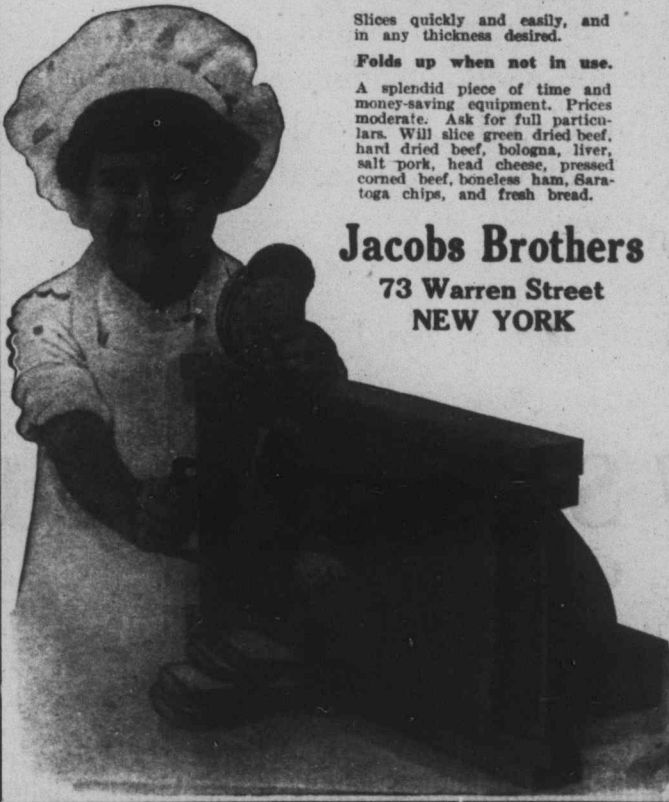
In 2 and 5-lb. cartons; 10, 20 and 100-lb. bags; half barrels and barrels.



**EVERY GRAIN  
PURE CANE**

**The Acadia Sugar Refining Co.**  
Halifax, Canada **Limited**

### Use the JB. Combination Slicing Machine



Slices quickly and easily, and in any thickness desired.

**Folds up when not in use.**

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

**Jacobs Brothers**  
73 Warren Street  
NEW YORK

### INDIAN CHIEF BRAND CLAMS

**Always Reliable**



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

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

Order from your Jobber.

Packed By

**SHAW & ELLIS**  
Pocologan, N.B.

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# CLARK'S SOUPS

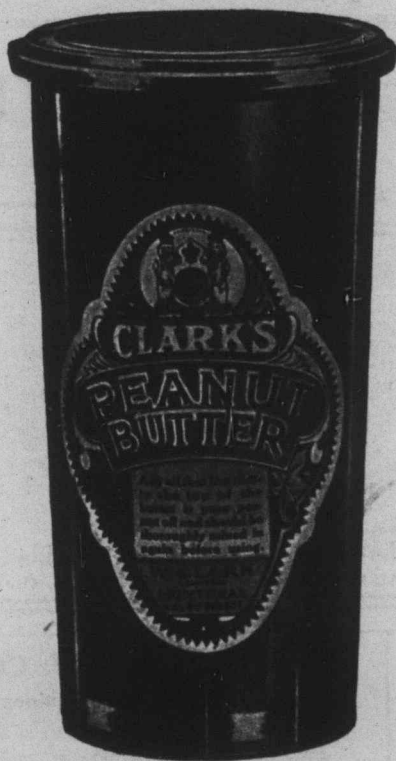
Highly Concentrated, Absolutely Pure and prepared from the Very Finest Ingredients.

The quality is superb, selling price is popular, and your margin is good.

*GET IN LINE. THE SEASON IS ON.*



## MADE IN CANADA



Dairy Butter is HIGH. Peanut Butter is more nutritive and CHEAPER, while the consumption is rapidly growing.

Don't neglect a profitable line, and remember that the best you can buy is

## CLARK'S PEANUT BUTTER

**W. CLARK LTD.**

**MONTREAL**



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



# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



## Western Representation

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

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

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

## Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East  
**WINNIPEG**

# EL ROI-TAN PERFECT CIGAR

## C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers  
and Importers

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

205 CURRY BUILDING  
WINNIPEG

## The Cost of Selling

Scarcely necessary, is it? to protest that you must spend some money, much or little, to keep yourself and your merchandise known to your customers and should-be customers.

This you admit, but—DO YOU FOLLOW CLOSE UP THE LEAD OF YOUR CONVICTION?

Are you spending the money?

Let's look at the cost of close-up work in  
THE FARMER'S MAGAZINE

A half-page 12 times will cost you \$367.20 (\$30.60 per insertion). A full page, \$714.00 (\$59.50 per insertion).

Not a heavy annual cost to canvass the choicest class of farmers in this country—farm homes of greatest prosperity, progressiveness and capacity.

But—are you keeping a salesman always on the job?

You should—and can, at so low a price. Write in about it.

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

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

## F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

## THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage      Distributing      Forwarding

## Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product**. There are added responsibility and written-printed claims to substantiate.

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

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WESTERN PROVINCES.

**GEO. W. GRIFFITHS & CO., LTD.**  
Manufacturers Agents

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

402 Chambers of Commerce, Winnipeg

THE  
**Robert Gillespie Co.**  
MALTESE CROSS BUILDING  
WINNIPEG

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

DISTRIBUTION & SERVICE  
from  
COAST to COAST.

**W. H. Escott Co.**  
Limited

Manufacturers' Agents  
Wholesale Grocery Brokers

Winnipeg, - Manitoba

BRANCHES: Regina, Saskatoon, Calgary, Edmonton

ESTABLISHED 1907

**G. B. Thompson & Co.**

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Truck.

137 Bannatyne Ave. East, WINNIPEG  
Established 1898

**WATSON & TRUESDALE**

Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage  
Storage  
Distri-  
bution

**C. H. GRANT CO.**

Wholesale Commission Brokers and Manufacturers' Agents

508 Merchants Bank, Winnipeg

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

MANITOBA      SASKATCHEWAN      ALBERTA      BRITISH COLUMBIA

## TO MANUFACTURERS AND SHIPPERS

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

# Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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



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## ONTARIO

### Live Representation ON TORONTO MARKET SECURES BUSINESS

If you are looking for new business, communicate with

**WHITE & McCART, LIMITED**  
Car Lot Distributors  
309-310 Board of Trade Bldg.  
TORONTO ONTARIO  
Reference: Dominion Bank, Toronto.

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

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

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

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

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

**Gallon Apples**  
Fancy and Choice  
Seeded Raisins

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

**The HARRY HORNE CO.**  
Toronto, Can.

BROKERS AND IMPORTERS  
Food Stuffs, Grocery Sundries, Drug  
Sundries and Confectionery.

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

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

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

### Loggie, Parsons & Co.

Merchandise Brokers and  
Manufacturers' Agents

Grocery and Drug  
Specialties.

"We cover Canada 3 times a year."

Foy Bldg., Front Street W.  
TORONTO ONTARIO

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

### ESTABLISHED 1849 BRADSTREET'S

Offices Throughout the Civilized World  
OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.
	Victoria, B.C.

Reputation gained by long years of vigorous, conscientious and successful work.

**Thomas C. Irving** General Manager  
Western Canada  
TORONTO

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

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# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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**QUEBEC**

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

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

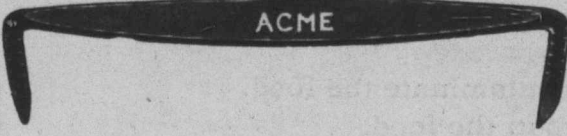
**BEANS AND PEAS**  
We buy and sell. References Bank of Montreal.  
**Universal Importing Co. BROKERS**  
St. Nicholas Bld. Montreal

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

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

Kindly mention this paper when writing to advertisers.

**ACME FLEXIBLE CLASPS**



Acme Clasps are used for fastening on pail covers and reinforcing light crates. Made of Coppered Steel and packed in boxes and barrels.

*Write for Prices to*  
**Acme Steel Goods Co. of Canada, Limited**  
Montreal, Quebec

**Lots of Your Customers Require Mathieu's Nervine Powders**



and will appreciate your suggesting this effective cure for headaches, neuralgia, etc.

Mathieu's Powders are perfectly harmless. They contain no dangerous drug, such as opium, morphine or chloral, and can be strongly recommended to everybody.

**J. L. Mathieu Co.**  
PROPRIETORS  
SHERBROOKE - QUEBEC



Mathieu's Syrup of Tar and Cod Liver Oil — a splendid body builder.

**Dole Bros. Hops & Malt Co.**  
BOSTON, MASS., U.S.A.  
"SUPERIOR" BRAND HOPS  
FOR FAMILY TRADE

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

Orders Executed Promptly, Direct or Through  
**R. E. BOYD & COMPANY**  
Agents for the Province of Quebec  
16 STE. THERESE ST. MONTREAL

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





# The Economical Way

# "Riteshape"

"Riteshapes" for economy.  
 "Riteshapes" for conservation of all resources.  
 When you dispense food in a "Riteshape" you choose the most economical container possible.  
 "Riteshapes" will not absorb waste or contaminate the food.  
 "Riteshapes" keep all the oils and juices in the food.  
 "Riteshapes" help keep the food fresh and wholesome.  
 The housewife leaves the food in the "Riteshape" until the dish is empty, then she uses the "Riteshape" for a soap dish—a handy container for left overs—for a dozen purposes which save time and expense.  
 Expensive, wasteful, costly packages have no place in a war program. Use "Riteshapes" and save all along the line  
 Practically all Canada jobbers have "Riteshapes" for sale.

**Victoria Paper & Twine Company**  
 LIMITED  
 TORONTO MONTREAL

**THE OVAL WOOD DISH COMPANY**  
 Manufacturers  
 Delta, Ohio, U.S.A.

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

# Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

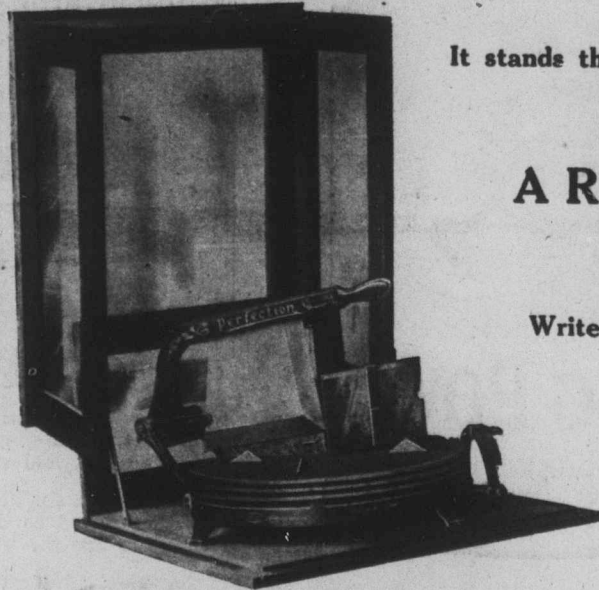
It is a Cheese Cutter worth having

## A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do.

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.



It stands the test for durability, for it lasts a lifetime.

## A REAL PROFIT SAVER

Write for Prices and Terms.

We have special combination prices with cabinets and pedestals.

**AMERICAN COMPUTING COMPANY**  
HAMILTON, ONT.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW.

# Prove your loss to a cent in case of fire

*You can do it with an International Account Register*

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

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

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



**INTERNATIONAL SAFE COMPANY, LIMITED**  
FORT ERIE, ONTARIO

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



**You should sell**

**REGINA BAKING POWDER**

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

Keep a stock displayed and note the "repeats."



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

**The New Breakfast Food**



**Dutch Tea Rusks**

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

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

Packed 36 15c packages to the case.

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



**Get a trial supply of Williamson's Lightning Healing Powders**

By way of introducing it we will forward one dozen free of charge, express prepaid, remittances to be made when goods are sold. Every sale will satisfy and you'll make a neat profit of \$2 a doz. Send for that trial supply now. *Harness dealers! Order from your jobber.*

**The Williamson Mfg. Co.,**  
Guelph, Ont.

**Quality and Prices that will interest every customer**

Here are three delicious Canadian-made table favorites:

**H-G Sauce (Worcester shire)**

**E-P Sauce (Fruit), and Ta-Bell Vinegar**

Send for samples. Get your customers acquainted with the unequalled goodness of these lines. Then you'll find the demand steady and the profits worth having. Order now and support Canadian enterprise.

**The Canada Sauce & Vinegar Co.**


519 King St. W. - Toronto



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

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

	Without Covers per doz.	Covered per doz.
¼ gal. ....	\$.57	\$1.14
½ gal. ....	.85	1.70
¾ gal. ....	1.14	2.28
1 gal. ....	1.71	2.85
1½ gal. ....	2.28	3.42
2 gal. ....	3.42	5.13
3 gal. ....	4.56	6.27
4 gal. ....	5.70	7.98
5 gal. ....	6.84	9.12



**There's a Demand for This Useful Pottery**

The Increased Production Campaign will mean increased preserving and other home economies.

Your customers need jars in which to put their preserves. We have a splendid list of pottery for preserving and other purposes—Pottery that looks good, is good, and pays a good profit.

Our big illustrated list will be forwarded you on request.

*Last opportunity to secure these goods at these prices—New advanced price list next week.*

**The Toronto Pottery Co., LIMITED**  
617-618 Dominion Bank Bldg.  
King and Yonge Sts. Toronto

**Churns with Stone Covers**

(Dashers included)

	Per dozen
2 gallon .....	\$ 5.76
3 gallon .....	7.20
4 gallon .....	8.64
5 gallon .....	10.00
6 gallon .....	11.50
8 gallon .....	15.00
10 gallon .....	22.00
12 gallon .....	24.00

Cheaper and more sanitary than wooden churns.

**The Two Big Selling Points of Babbitt's Cleanser**



are its size and its proven quality.

Here is a real 10c sized tin of the best cleanser on the market made to retail for 5c. And an additional selling point of Premiums for Trade-Marks.

Don't hesitate to feature Babbitt's. Every sale is a repeat and the profits are really good. Try it.

**Wm. H. Dunn, Limited, Montreal**  
General Representatives for Canada  
DUNN-HORTOP, LIMITED, TORONTO,  
SPECIAL AGENTS

**NORWEGIAN SARDINES (STYLED SILD)** NOTHING LIKE IT!  
NO BONES!  
ALL MEAT!



**"BRAVO!" BRAND**

NORWEGIAN CANNERS' EXPORT OFFICE  
Stavanger (Norway)  
Apply: STANDARD IMPORTS, LIMITED, Montreal

**The Megantic Broom Mfg., Co., Ltd.**  
Manufacturers of Brooms and Clothes Pins

Lake Megantic, Que.

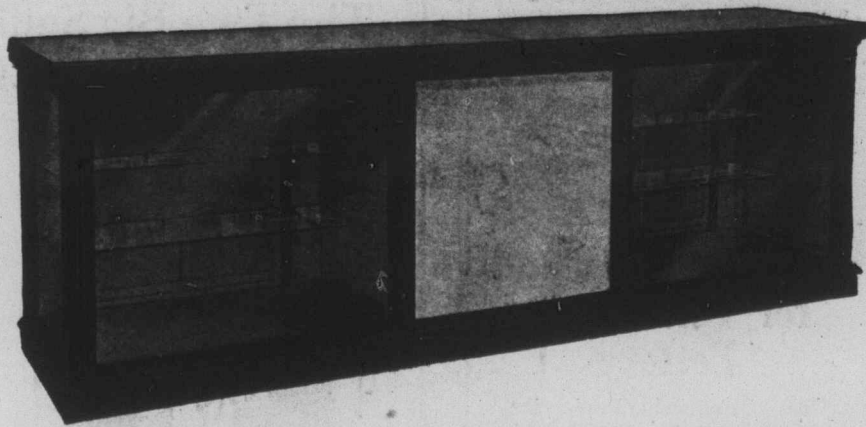


Write to us when in need of Clothes Pins.

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



Counter  
Refrigerator  
No. 9



Manufactured  
in  
Kitchener  
for  
12 Years

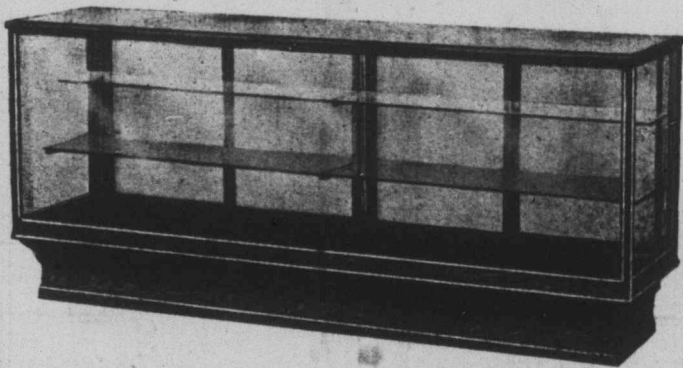
## DISPLAY YOUR GOODS

and increase your sales. Summer is here with its heat, and goods unprotected will spoil. Preserve Purity and Cleanliness by keeping your goods in a cool, well-ventilated, bright Refrigerator. Install a **Walker Bin Counter Refrigerator** and watch your customers' approval-smile and your sales going up.

Send for catalogue of the most practical fixtures introduced in fifty years.

**THE WALKER BIN & STORE FIXTURE CO., LTD.**  
KITCHENER :: ONTARIO

**An efficient, handsome show  
case at a trifling cost**




The cost is really trifling when compared with the high prices charged for the average Display Case. And this "Western" model is just as good-looking and every bit as efficient as the higher-priced fixtures.

Correctly constructed, reliable and practical, the "Western" will be a decided addition to any grocery store. Write us for full details.

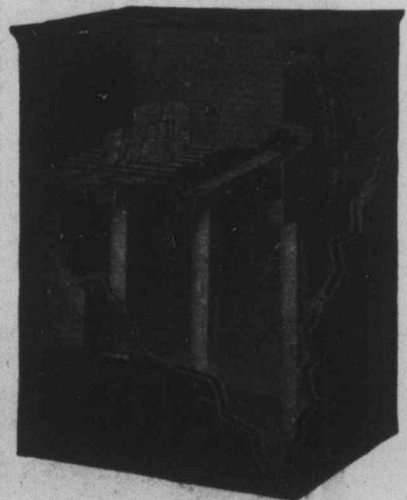
**The Western Mfg. Co. Ltd.**  
REGINA, SASK.

## Freeman's Dry Air Refrigerator

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

This Interior View 

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



Price list and catalogue free and mailed to any address

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

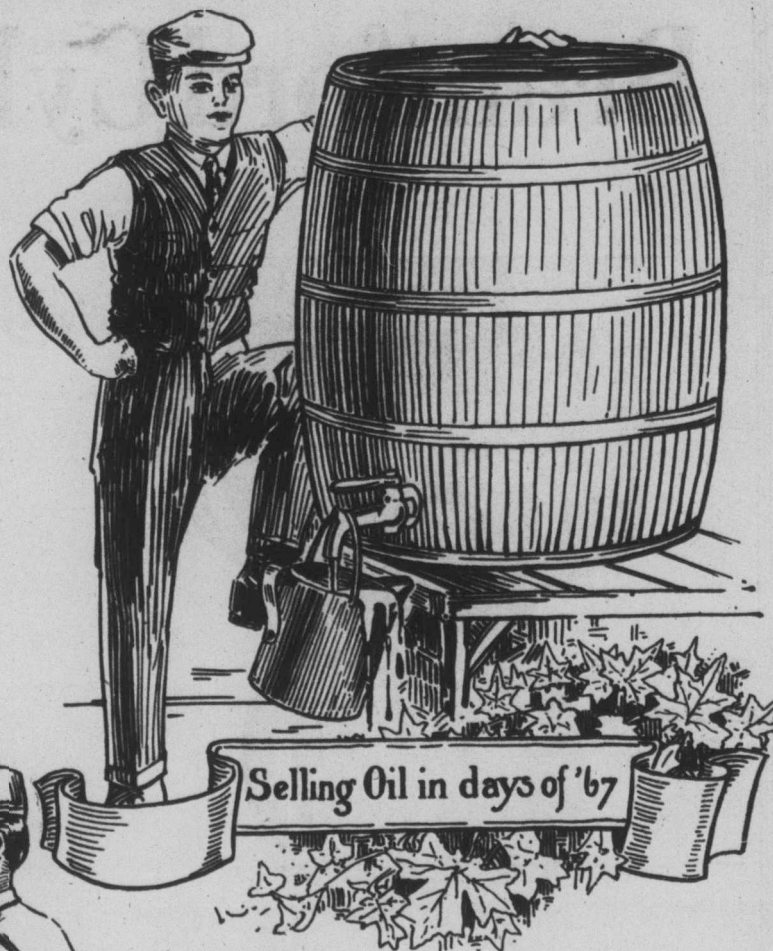
Manufactured by  
**The W. A. Freeman Co., Limited**  
HAMILTON, CANADA

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

## Are you still selling oil the way your Grandfather did?

In those days the barrel method was the only known way and the Grocer had to get the best he could out of a situation that offered but poor profit prospects because of leaky oil barrels, slopping over, and so on.

To-day, however, no grocer need longer tolerate the old floor-soiling, profit-wasting oil barrel. The *BOWSER SYSTEM* solves the



Up-to-date Grocers in 1917 sell oil the Bowser Way

problem for him and shows how much profit and customer-satisfaction there is in selling oil the right way.

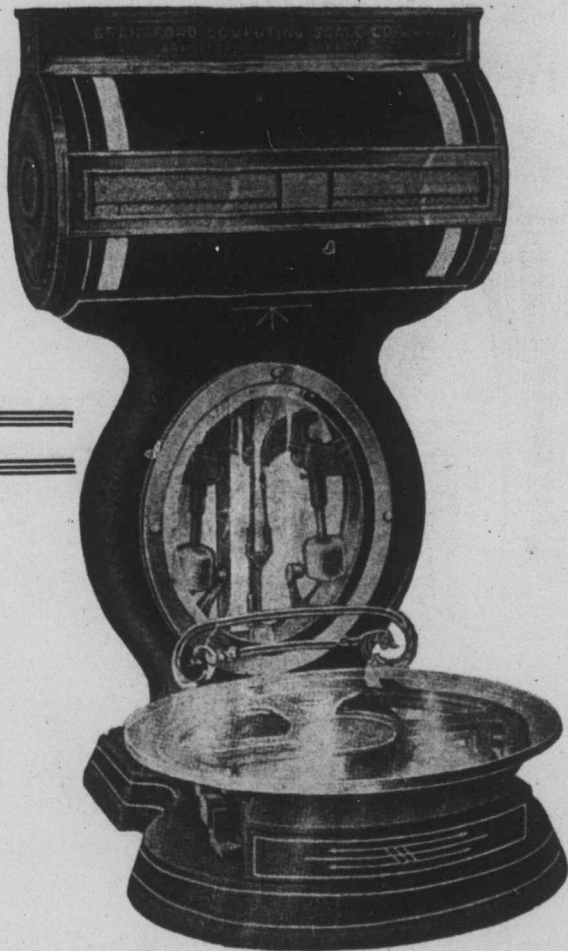
A Bowser outfit will enable you to sell more oil in less time and sell it without any muss or dirt whatever. We make outfits for handling Kerosene, lubricating and volatile oils of all kinds and a special "Red Sentry" equipment for selling gasoline.

Postcard us for full particulars. No obligations incurred.

**S. F. Bowser & Co., Inc.**  
66-68 Fraser Ave., Toronto, Can.



# Brantford Cylinder Scale



This is one of the best scales on earth.

There is no reason why you should send your money out of Canada.

When you invest in a **Brantford** you get the best—and you keep your money in Canada.

*See description on page 28 of the Howell store, Dundas Street, Toronto, which is equipped with Brantford Scales.*

**The Brantford Computing Scale Co.**  
Limited

**BRANTFORD**

- -

**ONTARIO**

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

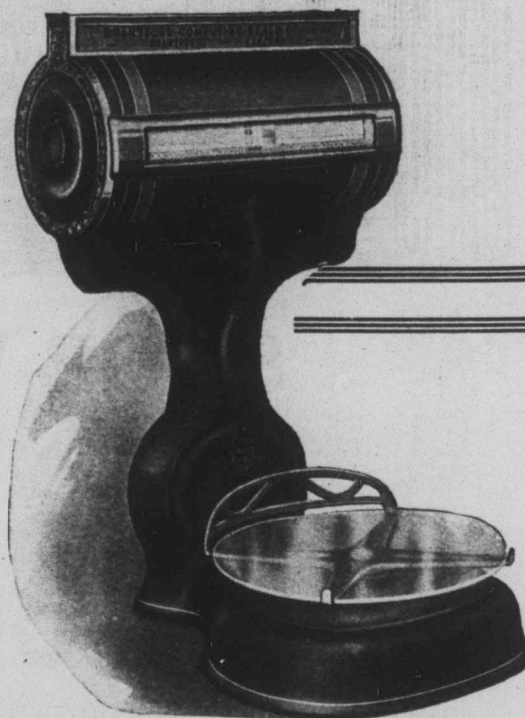
# The New Cylinder Scale

This scale is made as sanitary and dust-proof as scales can be.

It is one of the best scales on earth to weigh with.

You want the best. The **Brantford** company makes it.

We also make Meat Slicers, and Cheese Cutters and the Fan type scale from 2 lbs. to 40 lbs.



*All our customers are satisfied. Be one of them.*

## The Brantford Computing Scale Co.

Limited

BRANTFORD

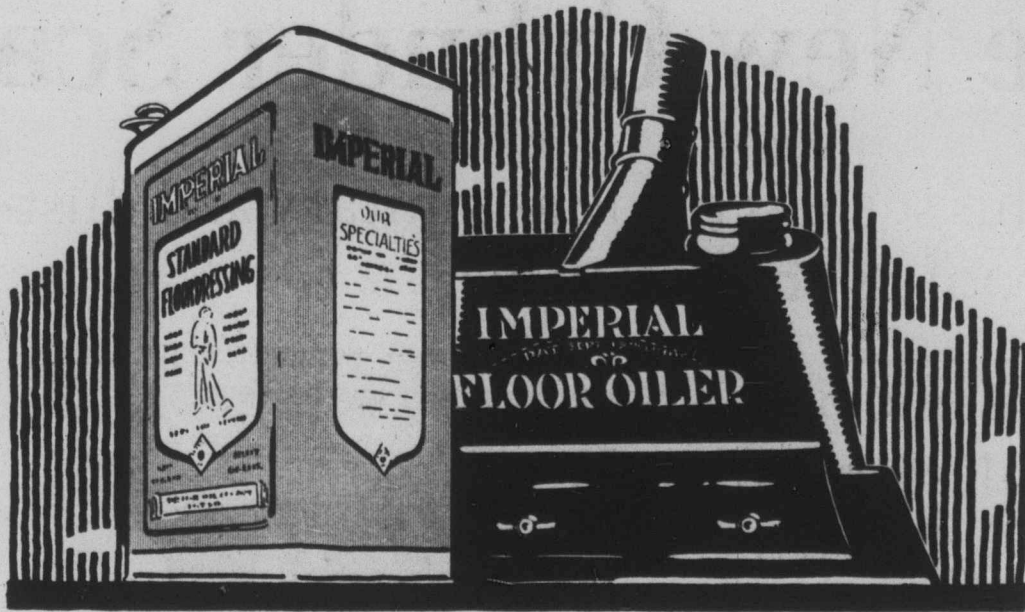
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ONTARIO

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





## SHOP-WORN

is an unwelcome word in the dealer's vocabulary. Your goods run much less chance of getting dingy and dusty when

## STANDARD Floor Dressing

is used on your floor, your shelves, or your fixtures.

It preserves woodwork, prevents cracking and warping, and makes sweeping out easy.

By laying 90% of the atmospheric dust it increases the display of your stock, keeping it in fresh, attractive condition.

A single gallon covers from 500 to 700 square feet, and lasts from three to six months.

Best results are obtained by the Imperial Floor Oiler; it assures even distribution and prevents waste.

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

## THE IMPERIAL OIL COMPANY

Limited

BRANCHES IN ALL CITIES

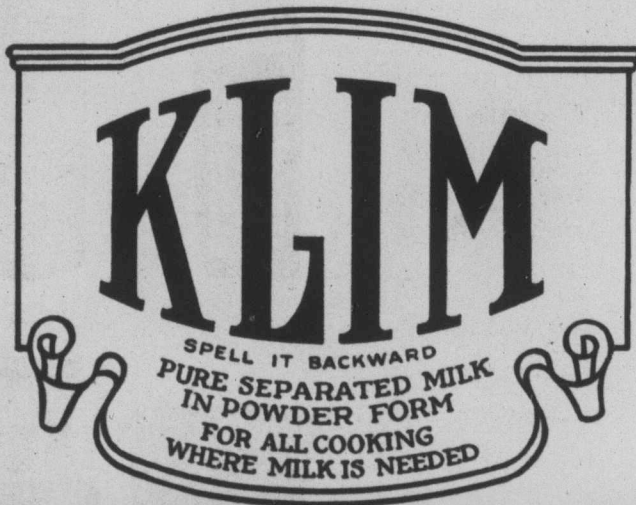
This is another of the many new Eureka Cold Storage Outfits we have installed.

**This is the Perfection of Scientific Refrigeration and Display**



Above is photograph of equipment installed by us at the store of Hicks Bros., 627 Queen West, Toronto

**EUREKA REFRIGERATOR COMPANY, Limited, Brock Ave., Noble St., Earnbridge St.**  
 Head Office and Showrooms: 27-31 Brock Avenue, Toronto. Phone: Park 51



Order a case of KLIM (household size) from your supply house to-day. It will sell fast and repeat constantly.

A Trade Mark that stands for Cheaper Milk for your Customers—more Profits for You.

Every one of your customers is vitally interested, if not concerned, in the continual increase in the price of liquid milk. It is becoming a burden on the family purse—and women are trying to get along without milk except where actually necessary.

This is your opportunity to sell KLIM—pure, separated and pasteurized milk in powder form. One pound of KLIM makes four quarts of liquid—and is cheaper, more economical, absolutely pure and remains fresh and sweet until the last grain is used.



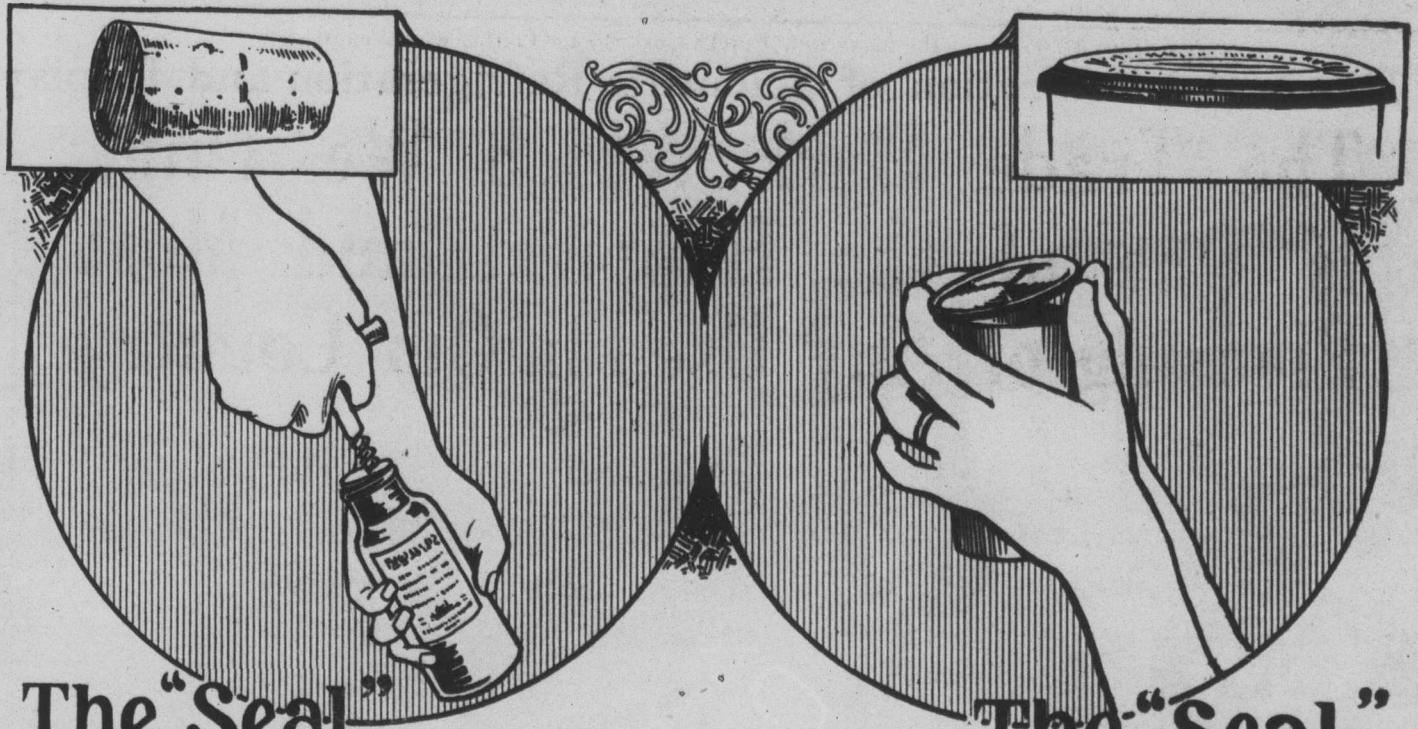
**Canadian Milk Products, Limited**  
 TORONTO

**Montreal Office: 10 Ste. Sophie Lane**

**Stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Edmonton, Calgary  
 Kirkland and Rose, Vancouver, B.C.**

**Plants: Brownsville, Belmont, Burford, Hickson, Ontario**





## The "Seal" of Yesterday

The cork as a seal for pickle bottles, jars, etc., has had its day and is being rapidly replaced with Anchor Caps.

## The "Seal" of To-day

Anchor Caps make opening easy and rid the housewife of the usual difficulty in removing corks. They appeal to customers.

**Anchor Caps will boost your sales** on all varieties of food products **because** their convenience, clean-cut, neat and attractive appearance appeals to the housewife; **because** they are absolutely air and liquid tight, which means no leaks and soiled labels; **because** they are the most perfect protection against mold and contamination that has ever been presented to the customer; **because** products packed under Anchor Caps retain their natural color and flavor from time of packing until they are consumed.

**Mr. Grocer,** insist on glass packages being packed under Anchor Caps if you will increase your business and reduce your yearly loss on returned goods to zero.



**Anchor Cap & Closure Corporation**  
OF CANADA, LIMITED

FACTORY AND  
GENERAL OFFICES



50 DORCOURT ROAD  
TORONTO, ONTARIO

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

# The Trade Mark Which We Think Is One of the Happiest and Most Pleasing of Any Used in Our Country

Everyone loves the rose, and especially the beautiful red rose, and we are sure the success of our business has in no small degree been the result of our fortunate selection of the pleasing name "Red Rose," the integral part of which is the word "Rose," as our trade mark for tea, coffee and other articles. Coupled with this our slogan "is good tea" has practically assumed the status and importance of a trade mark and this phrase, we believe, too, has been a happy and fortunate selection.

The expression Red Rose Tea "is good tea" contains no coined or manufactured words, no foreign or other words difficult to understand or remember, but is composed entirely of the simplest words in our language, pleasing and easy to remember, which in our opinion have much to do with the continued success of any trade mark or slogan.

**T. H. Estabrooks Company**  
**LIMITED**

**St. John**

**Toronto**

**Winnipeg**

**Calgary**

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





# KEEN'S OXFORD BLUE

Turn the national popularity of Keen's Oxford Blue to good advantage by constantly featuring this housewife's favorite.

There's a generous profit on every sale and repeat sales are assured.

Your wholesaler supplies Keen's.

## Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL      30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA



## Twice marked—Can't be forgotten

These "Checker-board" packages and bags are known everywhere. Known so well because all through the country they stand out prominently on the shelves of the good grocers; and because in every package is found such wholesome goodness.

Once used these nutritious whole wheat products can never be forgotten. Quality and food value make them wanted, and "Ralston" and "Purina" — names easily remembered—are emphasized by the distinctive packages and bags.

*Present Prices*—Ralston Wheat Food, 18-1½s, \$3.40; 9-1½s, \$1.80. Purina Whole Wheat Flour, 10-5s, \$4.25.

*Order through your jobber.*

**THE CHISHOLM MILLING CO., LIMITED**  
TORONTO

# CANADIAN GROCER

Vol. XXXI.

TORONTO, JUNE 29, 1917

No. 26

## Trade-Mark Values Pass On to Retailer

Guarantee and Accumulated Value of Publicity a Considerable Asset—Store Gets Value in Return For Pushing Branded Goods—The Legal End of the Question.

ONCE in a while even yet one hears a merchant debating whether he should discard the use of the Trade Marks of manufacturers in his store display and advertising and limit the individuality of all goods to the fact that they are for sale at Brown & Co's store.

Some stores insist on having all shoes with their own name; some fear to have the label of any certain manufacturer appear beside their own; even candy and castor oil must be the "Brown" brand, and pianos have been included in the category.

But so far, however, the movement to eliminate brand names from a store's merchandising seems to be weakening rather than gaining. More and more the merchant is coming to realize that branded goods are, for the most part, a guarantee of their reliability, and that the acceptance of these makes easier the ideal to which all aspire, a guarantee of every article that passes over their counter.

### Favorable Impression on Public

Nor is the old feeling "I'm not going to spend my money in advertising 'The Eagle' Brand," gaining any stronger hold. It is becoming recognized that if a merchant is wise in selecting "Eagle" brand as one of the leading lines appearing on shelves, a guarantee should go automatically with the name, and any publicity that has grown to be attached to this name will accrue to him in the handling and sale of these goods. The average merchant now goes further and contends that the fact that he carries such and such a brand of high-class goods conveys a favorable impression to the public as to the general character of the rest of his stock.

### Million Dollars a Letter

One or two instances will suffice to indicate the "selling" power of trade marks. In a motion for the dissolution of the American Tobacco Company on the ground that it was a "trust," sworn testimony placed the value of this

trade mark at \$45,000,000 and of total assets of \$227,000,000, or 20 per cent. One Canadian trade mark is valued at \$1,000,000 a letter.

### Passes on Automatically.

The real meaning of this is—as applied to retail selling—that such brands have become familiar to the public after long tests have met their approval to such an extent that sales will result from the name itself, without any preliminary education on the part of the new band. Article "B" he has to introduce, to demonstrate, article "A" sells "on sight." The million-dollar letter value implies that it sells much more easily than an unknown and untried brand, for the value to the manufacturer is a "selling" value and automatically passes on from him through the various selling agencies until it reaches the ultimate consumer.

### Using Sentiment

From the individual the belief in the efficiency of a "brand" has passed on to a community. "Sheffield" cutlery is famous. In Canada we have a "Made in Kitchener" association. We have no provincial groups, but "Made in Canada" has been and will be used as an offset to "Made in Germany." Whether "Made by the Allies" will come into existence as a preferential slogan remains to be seen. In the United States several States have adopted a brand such as "Made in Iowa," and a bill is now before Congress to compel the use of a label "Made in U.S.A." In such a case the brand gets away somewhat from the original idea, which was not only to stand as a guarantee of quality, but to secure for the maker that accumulation of value that would result from a test that had proved highly satisfactory. In the absence of a rigid system of inspection a "Made in Canada," a "Made in U.S.A." mark would be of sentimentally value chiefly, and not necessarily a guarantee of quality.

### Some Essentials in Copyright

In connection with this subject, there are articles presented here dealing

with the value of the trade mark in goods to the retailer from one of the large departmental stores in Montreal, and one that treats in detail with the origin of trade marks. A few points upon the trade mark as a feature for a copyright or registration system will be in order.

By recent statutes a trade mark must consist of or contain at least one of the following essential particulars:—

1. A name of an individual or firm printed, impressed or woven in some particular and distinctive manner.
2. A written signature or copy of a written signature of the individual or firm applying for registration thereof as a trade mark.
3. A distinctive device, mark, brand, heading, label or ticket.
4. An invented word or words.
5. A word or words having no reference to the quality of the goods, and not being a geographical name.

So far as legal action is concerned, none can be brought for the infringement of an unregistered trade mark. For an ordinary infringement the remedy consists in damages and an injunction. Fraudulent infringement, however, is a criminal offence, punishable by fine and imprisonment, and carries with it the forfeiture of the goods.

### Registration \$35 and \$40

So far as the registration of a trade mark at Ottawa is concerned, there are two kinds of registration or copyright, a "special" and a "general." The former gives a person the right to a brand name for a specific line or lines of goods, but this right does not extend beyond this. A general trade mark issued to a firm prevents any other firm using the brand for any article of manufacture, even if this particular line is not made by the firm to whom the copyright has been issued. The general trade mark is therefore a sort of "blanket" right. The cost of registering these through a patent attorney is \$35 for a specific, and \$40 for a general.



## Interesting Origin of Brands

How Manufacturers Came to Choose Their Trade-marks—One Blouse Man Found His in a Window Card—Searched States and Europe.

Inquiries among manufacturers brought out some curious facts as to the origin of trade marks, some revealing a chance meeting with an idea that struck the fancy; others had been worked out with considerable deliberation. Some showed a close similarity to an aspect of the goods, or the process of manufacture; others held closely to the name of the maker. Below are given some of the accounts that were gathered by CANADIAN GROCER on this subject, and we believe that a perusal of these will be not only entertaining, but instructive, and will give a new meaning to many of the goods that find their way across the counter.

### PURINA—A NAME SUGGESTING PURITY

The trade mark name Purina was adopted some twenty years ago to denote something pure. It is a coined word, and may, therefore, be protected in the courts, which makes it ideal for a trade mark. The Chisholm Milling Co. have also a protection on the checker-board design used in all their products. This in conjunction with the trade mark names of Ralston or Purina make a strong trade mark combination.



### CURLING—A TRADE MARK WITH A SCOTCH FLAVOR

F. W. M. Ross, secretary of the St. William Fruit Preservers, in speaking of the trade mark of the company, gives this interesting account of the reason for its adoption:—

"This trade mark was originally intended to be confined to our Seville Orange Marmalade, and since orange marmalade varies very greatly in quality it is highly advisable it should be sold under a distinctive name by which it can be easily recognized. Since the manufacture of orange marmalade originated in Scotland and that even to this day Scotch marmalade is generally considered the best, we desired a trade mark which would convey a suggestion of Scotch origin. Partly on this account and partly owing to the fact that most of the directors of this company are either Scotsmen or Scotch Canadians, we decided on the curling stone and crossed brooms, upon the suggestion of our president, Dr. MacInnes. The Scotch plaid was of course necessary, although forming no part of the trade mark. This trade mark combined with the plaid label, makes a very attractive label which is also distinctly original."

### THE KEYSTONE BRAND

The well known brand of the Stevens-Hepner Company, of Port Elgin, was derived, according to information supplied by Mr. Stevens, as follows: Soon after we started in business twenty-one years ago, we discovered that some of the wholesale dealers objected to our name being stamped upon the brushes, though very few of them objected to a trade mark, and as we were endeavoring to turn out a strictly first-class article, we did not wish to send out the goods without some distinct mark. It appeared to us that a customer going into a store to select a brush would have more confidence in an article which bore the mark of the manufacturer. In deciding upon the design which we should use, we had in mind something in the nature of a clear-cut outline which could be readily used in a steel stamp as well as a rubber stamp and would also have a good appearance on a label and the Keystone design seemed to us well suited for this purpose. For a time this mark did not mean much to us or to our customers, but to-day the Keystone stamp on a brush is recognized to stand for an idea of service and quality.



### GAZELLE BRAND TYPIFYING A SERVICE

The trade name Gazelle Brand was chosen by the firm of Hudon Hebert and Co., Montreal, to typify some of the best points of the products so branded and to relate them in a way to the management of the firm itself. They point out that delicateness joined with stamina and neatness have been the noted characteristics of the Gazelle through all time. They link this trade mark up with the firm in the following way. The Gazelle



is noted for its freedom of movement, which they claim is in a measure a reflection of the freeness and liberality of the firm. Its gracefulness has its counterpart in the courtesy that is extended by the firm to its clientele. In this way the firm have used and advertised this brand, to suggest the character of their business dealings. The Gazelle Brand

is not merely the trade mark of a brand of goods but of a firm.

### QUAKER—HOW THE NAME CAME TO APPLY TO CEREALS

The Quaker trade mark, as it relates to cereals, was originated by Mr. H. P. Crowell, at Ravenna, Ohio, in the early seventies. At first it was used in relation to rolled oats only, and the mark, of course, was adopted because of the known purity and soundness of the Quaker sect. Originally the sale of Quaker Oats started in a small way, but from the beginning the name was associated with quality of product, and it has since been developed by advertising and continued application to the improvement of all cereal products. You will see Quaker Oats in Egypt, South Africa, India, Australia, and for use in hot climates it is put up in hermetically sealed tins. The company can show photographs of Quaker Oats in this manner being conveyed across the Sahara Desert by camel.



### Y. & S. A LONG ESTABLISHED MARK

Y. & S., the well known trade mark of the National Licorice Company, of Brooklyn, N.Y., represents the long established trade mark of one of their antecedents, Young & Smylie. It has been used on



pure stick licorice for the past forty years and is probably the best known brand on the market. It signifies the best that can be purchased. This firm has also a Canadian factory at Montreal.

### KLIM?

While this name has been known for some years in the United States, it is a comparative stranger to Canada. The product was introduced to the Canadian trade by the Canadian Milk Products Company of William Street, Toronto, about two years ago.

The idea behind the name is, of course, made quite evident to those who follow the injunction to "spell it backward." This idea is not as new as it once was, though in justice to the originator of the name it must be said that when it was thought of, the idea, at least as a trade idea, was distinctly novel. Since then the number of spell-it-backward names has grown amazingly, which in itself is a form of flattery of the idea.

Mr. Levis, of the Canadian Milk Products Company, when asked about the effectiveness of the name, stated that it was open to one objection, that people mispronounced it. Just why people should mispronounce such a simple word

is hard to say, but they do. The right way, of course, is to give the letters the same value that they have in the parent word Milk.

**"CLIMAX" BALERS**

The Climax Baler Co., of Hamilton, give the following explanation: The meaning of the word "Climax" is given in the dictionary as the highest point. We chose this name because we are making a line of Baling Presses which are built by skilled workmen and of the best material that can be obtained, and the result is seen in the finished article which is positively the highest quality of its kind on the market. The word "Climax," backed by our liberal guarantee of service, has been of special value to us, not for its name only, but for what it stands for, which is shown by the repeated orders we receive from the Canadian Government and many of the largest corporations in Canada.



**NUGGET A SUGGESTION OF VALUE**

Nugget, a name used to suggest something of great value, and bearing in conjunction with the name, an illustration of a gold Nugget, the great hope and expectation of the gold miner, is the registered



Reg<sup>d</sup> N<sup>o</sup> 227378

trade mark of the Nugget Polish Company, Limited.

This polish was first put on the market about twenty years ago by Messrs. Lane and Fitte. In 1901 it was changed to a limited company under its present title. The company is reputed to be the largest one of its kind in the world. The head office of the company is in London, England. There are branch offices in Australia, New Zealand, South Africa, Canada, Holland and prior to the war a new factory was opened in Germany. This is the only factory not at present in active operation.

**O-CEDAR POLISH—THE DERIVATION OF A WELL KNOWN TRADE NAME**

C. A. Channel, of Chicago, the brother of the Canadian president of the Channel Chemical Company, was the first to see the force of the trade mark of the company. There is usually an interesting story behind the way that these names originated. It is so in this case. This interesting information is supplied by T. A. Channell.

Originally it was known as Cedar Oil, and during its infancy Mr. C. A. Channell was one of his own salesmen. Being desirous of improving his name, he was looking around for a trade mark. One time he was calling on a customer who knew him, but had forgotten the line he was carrying, and in answer to his ex-

planation of the line, replied, "Oh! Cedar is it?" The exclamation and the way it was said remained in his mind for some days afterwards, and he realized that as some of the products in the goods and some of the compound is part of Oil of Cedar the letter "O" with hyphen "Cedar" was adopted, still using the word "Oil." The Polish was added some time later as it was realized that the compound was used for polishing furniture, not oiling it.

The custom of putting the word "Polish" under the letters "dar" was adopted some time later when we were desirous of making our trade mark more attractive and more catchy; thus in reality our trade mark specifies some of the compound that is contained in the product, although not originating in part from that, namely, "O" not coming from "Oil of Cedar" and "Polish" also explains what it will do as O-Cedar Polishes.

**"VERIBEST"—THE CORDON BLEU OF THE ARMOUR PRODUCTS**

Armour & Company market their goods under three labels, the oval, the Helmet and the Diamond Brands. The oval brand that carries upon it the trade marked name "Veribest" stands head of these three grades. It is the de luxe edition of the Armour products, and the goods that bear this label must also bear an inspection that assures the honesty of their name; that assures that in this line of goods there is actually nothing better. It is the high level of the production of the company. Therefore the oval label is known as an assurance of quality backed by the opinion and experience of the firm, which believes in having a name mean something.

**RED ROSE A NAME WITH ASSOCIATIONS**

Everyone loves a rose, especially the red rose, and the T. H. Estabrooks Company give no small credit for their business success to the happy selection of the pleasing name Red Rose. Coupled with this in the eyes of the firm is the slogan, "Is good tea," which has practically assumed the status and importance of a trade mark.



Because the expression Red Rose Tea "Is good tea" contains no coined or manufactured word, nor any foreign word, or words difficult to understand or remember, but is entirely simple is the reason those charged with the firm's interests believe it is not only a well chosen but a successful trade mark.

**2 in 1—THE NAME THAT TELLS THE STORY**

The trade mark "2 in 1" had its origin from the nature of the product itself. At the time this line was first brought out, one of the most satisfactory lines of shoe polish consisted of what is known as a combination, requiring the application of liquid first and then the paste to bring up the polish. As "2 in 1" combined the work of the two, the name was very apt. Extensive advertising and energetic merchandizing have done much to make the trade mark well known.



**WHERE DID THE GROCER GET HIS NAME?**

An Interesting Evolution—How the "Engrosser" of France Became the Grocer of To-day

THE grocer has become so much a part of the life of any country, now he marches, so to speak, so near to the band in the procession, that in pondering the matter it would seem as though the grocer had always been. That is far from the fact, however. As a matter of fact, the grocery store as such is the product of comparatively modern times.

Only a few hundred years ago certain foresighted tradesmen in France went about the country buying up bargain lots of merchandise. They bought fire damaged goods, bankrupt stocks, all sorts of commodities. They bought these things "en gros" and made money out of them. The trade was carried to England, where a man who bought hardware, thread, furniture, vegetables "en gros," or in large quantities, called himself an "engrosser." This was later shortened to "grocer," but the term was still applied to the proprietor of a general business. The grocery was a sort of racket shop, like the modern 10-cent store.

Gradually, it appears, the "grocer" found it more profitable to deal in tea, coffee, spices, fruits, and non-perishable foodstuffs, and he confined his attention to these things. He took over the business of the "spicer"—and in France and in our own Province of Quebec, the shop we call a grocery is still known as an "epicerie."

So in this way the grocer found a name for himself, a name that has long since lost all of its original meaning and has come to have a very definite significance of its own.

**AUSTRALIAN WHEAT FOR BRITAIN**

W. A. Holman, Premier of New South Wales, stated recently in London that Australia had taken over the whole wheat production under Government control. He quoted figures showing that Australia had 4,500,000 tons in excess of home needs which would be shipped to Britain as soon as the transport problem was solved.





The bright and attractive interior of the Geo. F. Howell Store, Dundas Street, Toronto.

## Making the Provision End Profitable

Saving Waste, the Only Means of Handling a Drawing Line at a Profit — How This May be Done, and at the Same Time Benefit the General Service—  
Speeding up the Provision Department.

**T**HE produce end of a business may not be a very good moneymaker of itself, but it is a good business for all that. At least that is the opinion of George F. Howell of 523 Dundas Street. The way Mr. Howell figures it out is this. The person who comes in to buy cooked meats isn't likely to buy these alone, and therefore there is a very fair profit to be expected on the other purchases, while the cooked meat section provides a drawing card that it is hard to equal.

Not that Mr. Howell figures on doing this business without a profit. In the nature of the things, the profit is small, but his idea is that there is no use making it any smaller than need be. The quickest way to do that of course is to let the customer pick out just the cut of meat that she thinks will suit her best. That of course means that she will choose the choicest bits and leave the parts that are not quite so choice for the merchant to dispose of as best he can, which in a good many cases means that they are a complete loss.

### Selling All That Is Saleable

The idea of Mr. Howell is to make these slightly less attractive portions sell along with the others, and to spread them over a number of sales, so that every patron can expect to have first class service. You can't do this by the method of letting the customer choose

what they will have. Therefore Mr. Howell has adopted the plan of cutting all the meat beforehand, and putting it up in attractive packages. In that way everything is sold, and the wastage that would otherwise occur is obviated. And it is to be remembered that the wastage represented by the unsold end of one cooked ham, for instance would more than make up for the profit on the whole sale.

Not only that however, but there is the matter of promptness of sale. There are days when a few extra minutes in serving a customer is of no particular moment, but on Saturday for instance, this is a very important point. Every customer who takes an exceptional time in making up her mind as to just what she wants is keeping some other customer waiting, to the probable irritation of that customer, and consequently to the disadvantage of the store. With Mr. Howell's method, there is none of this waste time. The customer asks for cooked ham or bacon or some such thing, and it is promptly provided with her requirements already wrapped. Mr. Howell's customers have become quite used to their practice and apparently are glad of it, it cuts down the time taken by shopping, and they have found from experience that they do not suffer from this way of serving. On Friday night when trade is quiet, Mr. Howell

and his assistant cut up and package all meats of this character that they think will be required by the Saturday trade. These are placed in piles in the refrigerator that is conveniently situated at the end of the store.

### A Proof of Better Service

It does not need any proof to show that by this method there would be a great speeding up of service. If such proof were necessary, it might be stated that on a recent Saturday, which was not an unusual day, Mr. Howell and one clerk served considerably over seven hundred customers in the one day. To do that work there was need for a promptness of service that left little time for unnecessary delays, and by this method of handling one department of his store it has been found that there is a very material increase in the speed in which the serving may be done without in any way affecting the service rendered.

Mr. Howell is a believer in up to date equipment. They are the best means he believes of making a business really profitable. The cooked and cured meats in his opinion could not be handled at a profit without modern cutting appliances while modern scales and other counter equipment, and modern display refrigerators are just as important in their place.

(Continued on page 29.)

# On Taking in a Partner

Be Very Careful—Take Steps to Safeguard Yourself—No Reflection on Anybody in Safety First.

By Henry Johnson, Jr.

One writes me:

Dear Sir:—Please advise me as to agreements, etc., about taking in one of my clerks as partner.

My investment is about \$6000. He wants to put \$2000. Business established, etc. His capital would make total about \$8000 in business. Would it be a good idea to give bond to each other as safety first?

Yours very truly,

R—J—E—

You manifest great good sense in thinking about this point and planning to safeguard both parties before making the deal. Men who have worked together, as you and your clerk have done, are apt to feel such confidence in each other that they enter into vital agreements like partnership very loosely. Then trouble is liable to follow.

This is not because both may not be entirely honest and well intentioned, but because taking a partner is like taking a wife. If things are not reduced to contractual form so that agreements are very well defined, the parties are liable to misunderstanding due to faulty memories, or the varying interpretations different men are apt to put on verbal arrangements, and all that sort of thing. Misunderstanding breeds grievances, then suspicion, then positive distrust and naturally dislike. Then litigation to cause heavy losses, if not complete ruin.

But if the framework of the agreement is written with such accuracy and care as can be accomplished by a high-grade, conscientious attorney, not only is trouble likely to be avoided but much is done to insure that harmony without which few businesses can be made successful.

## Corporation Best Form of Agreement

Even so, the partner is still like the wife in that each partner endows the other with "all his worldly goods." There are, I believe, such things as limited partnerships; but, the best form is the corporation, either limited or unlimited, for then the exact powers and liability of each party are clearly defined. Error of judgment or dishonesty and deceit still may occur; but then no liability beyond the assets of the corporation is visited on the honest ones, or on the corporate body, while the punishment or correction of the erring one is a comparatively simple matter.

Again, here is a man who has built up a business—it is "established" he says. He has made it worth \$6000 in tangible assets, plus good-will value of which he says nothing. If he takes the young man in as partner with \$2000, that young man obtains equal control with himself, though he comes into a business built by the efforts of another and, for his \$2000, gets an equal say-so in a business worth not only \$8000 but the additional

value which attached to a going concern. That additional value generally is taken to be worth a sum equal to the aggregate net profits of the three years immediately preceding. Let us suppose that the net profits of this business have been only \$1000 annually. Here, then, would be \$3000 extra value; and for his \$2000 the new man would enter into control of assets worth \$11,000.

## No Bonus Called For

No bonus is mentioned, and I suppose that none is contemplated; for to get paid anything for good-will is difficult and rare. Nor does that matter so very much if a corporation is formed, for in that case the original owner will retain the control just as completely, just as absolutely, as he has it to-day. This is right and proper, too; for surely if there is to be trust in one party more than in the other, that trust should be placed by the new man in the one who contributes most to the enterprise and who, moreover, is the one who has made the enterprise valuable and worthy to be entered.

If a corporate form is adopted, the new man has entire protection against bad faith—and surely that is all he can want or reasonably ask for. He is assured of getting exactly what he is entitled to get, more so, in fact, than under a partnership agreement. Hence, he cannot object to the corporation if he is actuated by fairness and good faith himself.

For the present owner of the store there is a distinct advantage in forming a corporation at this time, because undoubtedly his assets will be inventoried and they will go in at present market values. Whatever of enhancement the present inventory contains will serve to give him a sort of bonus—just as actual, just as tangible as one definitely stated by agreement.

Altogether, therefore, taking one consideration with another, a corporation formed to-day on present values between the parties will be entirely equitable.

Many other considerations besides that of simple good faith and common honesty are better provided for in a corporation better than in a partnership.

First, wages charged to expense. An agreement may be made between partners as to just how much each is to draw as wages, or income; but as partners have equal rights, equal access to all assets and control thereof, any partner can take what he pleases. The law regards each as owning all the assets. In a corporation, wages or salaries are fixed by the directors and for anyone to draw more is a character or stealing and can be handled accordingly.

In this case, the present owner, undoubtedly has decided in his own mind that certain value will accrue to him to

have somebody working with him whose interest is as completely bound up in the business as his own. He probably has agreed with his clerk on the salary the clerk is to draw in the new deal. As controlling stockholder in a corporation, he can fix both his own and the new man's salary as conclusively as he can to-day.

Second, earnings. The new man comes into 25 per cent. interest in the concern. As partner, he would have every right his present employer has. As 25 per cent. stockholder, he would have control only over 25 per cent. of the net earnings. If a sufficiently valuable man, it might be agreed that the clerk would have as big a salary as the present proprietor. He might have a bigger salary. If the present owner wanted to retire, or spend most of his time away, the clerk might have the only salary. In this way he can be compensated for any extra service he renders to the business. At the end of each year, when earnings are ascertained, division is made 25 per cent. to the present clerk and 75 per cent. to the owner. Then, if he likes, the bigger stockholder can give the clerk an extra bonus. But the point is that everything is under control of the present proprietor, unless later on he sells, or gives, the clerk some additional stock up to 50 per cent. or 51 per cent. of the total.

Third, safeguards. A provision should be inserted in the articles of incorporation that dividends be limited to a certain percentage on the stock and extra earnings above such dividends be placed in a surplus fund. That surplus should be accumulated to a certain total before dividends are increased. Surplus should be invested in high-grade securities.

Finally, get a good lawyer. Get one that costs money. You want the best advice and most skilful service. Go into all these points with him. Now is the time to provide security. Do it now and do it right.

## MAKING THE PROVISION END PROFITABLE

(Continued from page 28.)

Mr. Howell's store is very attractively arranged. It is well lighted from two sides and presents a very bright and airy appearance. The butcher business is probably the backbone of the business, but he also conducts a grocery department than comes a very close second. In every item of the business, Mr. Howell keeps complete charge, and it is his careful personal supervision and the understanding that he has of the business and his way of making it put its best foot foremost, that has contributed so largely to its success.



# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS  
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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No. 26

### EDITORIAL BRIEFS

THE scarcity of tin plate continues to be one of the vital questions in the matter of food supply. The reason is mainly this, that tin plate is 98 per cent. steel and 2 per cent. tin, and everyone realizes why steel is scarce.

\* \* \*

NOW it is reported that Spain will join the Allies. Spain has always been a great friend of Germany, but with Germany, friendship is supposed to work only one way, and Spain has grown tired of turning the other cheek. Germany's friends grow fewer daily.

\* \* \*

C. C. WATTS, secretary of the Dominion Millers' Association in giving evidence before the Board of Grain Supervisors sitting in Winnipeg, urged the wisdom of adopting war flour similar to that used in England at present. The slight sacrifice of quality that would be entailed would result in a very large saving. He believed that circumstances justified this sacrifice.

\* \* \*

THE newspapers have been making great capital out of the statement of Mr. Hoover that the country was losing \$50,000,000 monthly owing to the operation of food speculators. The newspapers have edited his remarks, by adding the word Middlemen. Mr. Hoover did not say, nor, if other quoted remarks are to be believed, did he mean middlemen. He meant speculators, the men who serve no useful mercantile purpose, who are not distributors, but who are merely holders waiting for an advance.

IF THE newspapers propaganda against the merchants in general is so strong, there should not be any necessity to falsify the evidence.

\* \* \*

THE Weekly Bulletin of the Department of Trade and Commerce reports that the Formosan Sugar Company has secured a contract for 5,000 tons of sugar for delivery this month. This is the largest importation of Japanese sugar since 1911.

\* \* \*

NO ONE knows at this time just what is happening in Russia. Germany evidently shares this uncertainty. She is in a quandary between the possibilities of striking now when Russia is unprepared, or taking a chance of not needing to strike at all. As long as Russia can keep them thus guessing she is serving some purpose at least.

\* \* \*

IF HERBERT HOOVER can generate enough patriotism in the breasts of the Urban American to induce them to give up Cabaret shows, he will have done something. Of course it is easy enough to make the rural American throw up his hands at the enormity of such affairs. They are dear, however, to the heart of New Yorkers and other city dwellers, and even Mr. Hoover's charge that there is enough food wasted in these unnecessary fourth meals to feed four million people may not seem of particular interest to them.

\* \* \*

SPEAKING of Mr. Hoover, he is certainly putting across some charges that should be sufficient to get the public attention. Fifty million dollars a month is the amount that is being taken by speculators from the American consumer in excess of normal profits of manufacturers and distributors. Further, he declares that with proper regulation the price of flour should not have gone beyond \$9 a barrel. Mr. Hoover has large powers and it will be interesting to see how he will handle the problems he himself enunciates.

\* \* \*

### ELIMINATING DELIVERY WASTEFULNESS

WITH the idea of eliminating wastefulness in every store in the city, through each having its individual delivery rigs, the Retail Merchants' Association of Saskatoon, Sask., is considering the matter with a view to taking some joint action. It has been suggested that the retail merchants pool their interests in this connection and form a big rig company with delivery zones mapped out and times set for delivery.

The same difficulties which confronted merchants in several Ontario towns prior to the installation of a co-operative system are in evidence in Saskatoon, and the Retail Merchants' Association will have to do a good deal of educational work among the public in order to secure their co-operation. These difficulties consist of hurried last minute telephone calls with

orders to be delivered for supper, and the general tendency to leave things till the last moment and then try to make up for it by the use of the telephone. Such action to do away with the duplication of labor is fitting at the present time when national economy is a subject so much to the fore, and merchants generally are showing their interest and support to any reforms tending to relieve an otherwise tense situation.

#### *THE WHALE AND THE H. C. of L.*

**T**HE United States Bureau of Fisheries has discovered that Whale meat figures as a very satisfactory food. It sounds as though it ought to come in as a fish diet, but as an actual fact, according to experts, it tastes like beef. Seems as though it ought to be a reasonably inexpensive dish, too. Each whale that is served up contains about five tons of excellent meat, while the refuse makes oil and fertilizer, and the hide a very serviceable leather. It would seem that the way to live cheaply these days is to go out and catch a whale.

#### *DAYLIGHT SAVING*

**W**E now have a definite promise from Sir George Foster, that Daylight Saving measure will shortly be passed. While there may have been a good many arguments against the system as it was applied in various scattered locations throughout the country, for in such a measure as this uniformity is everything but now we are promised uniformity and the last objection is gone. Surely no one will be so hard headed as to prefer darkness to light. The new bill will give an hour more of daylight for people to do as they please.

#### *THE POST OFFICE AS A DELIVERY SYSTEM*

**T**HERE is a move on foot in New York City, in which all the large stores are interested with the idea of eliminating private delivery system and turning the whole work over to the postal department. When the size of the city to be served is remembered, and in conjunction with that, the fact that nowhere in the world has the delivery system with all its unnecessary overlapping and waste obtained so firm a hold as it has in Greater New York, it is easily seen what an epochal change such an arrangement would be. Yet it is understood that the New York Post Office has signified its willingness to take over this monumental task. Whether this move will actually materialize or not is hard to say, but the very suggestion is of moment. If it is a possibility in New York, it might be far more easily arranged in many Canadian cities.

#### *FIFTY YEARS OF CANADIAN LIFE*

**I**N this issue we are celebrating the half century of our greatest moment in the history of Canada. These have been the transition years, the years between youth and manhood. In looking back over these

years Canada has no need to be ashamed. They stand not only as a bright record of the past, but a fair promise for the future. In the din of these present troubled years it is well to remember that Canada has lived through other troubled times and has grown strong thereby. The story of these years is surely a hopeful portent for a greater, more free and more united country than we have yet known.

#### *CANADA'S FOOD CONTROLLER*

**T**HE appointment of the Hon. W. J. Hanna to be Canada's Food Controller, is generally acknowledged to be a wise move. There is a general feeling that he is the right man for the place, an opinion that has been heightened by the fact that he has not immediately burst into print with a general statement that now everything is all right.

Mr. Hanna has said nothing. Moreover, he immediately went to Washington to get in touch with Herbert Hoover who occupied a similar position in the United States. This seems to be an indication that the great problem will be tackled from the right angle. Just how much it is possible to accomplish in a country such as this by the activities of such an official is yet to be discovered. It is a fairly sure and certain fact that without the fullest co-operation between the two nations the result of his activities would have been nil.

It is to be remembered that the controllership that has proved itself of value in the British Isles, is facing far other conditions than exist in Canada or the United States. It is possible there for the Government actually to control all food products and to be the practical distributor. This is made easy by the fact that the bulk of their food is imported. Canada and the United States are, however, producer nations. For a Government to adopt the same system here would entail far other and far more extensive machinery. The problem is a different problem, and whatever its solution, one thing is certain that it will not be the solution that has been found in Britain.

Any attempt to set a hard and fast price would be disastrous. It would in all probability decrease production to a serious degree, it would entail the necessity of Governmental control of the trade of the whole country. It would be hopelessly ineffective unless the Government was prepared to be the purchaser of all food stocks.

On the other hand there are great questions of equitable distribution, of transportation, of conservation, of extravagant handling charges. All these and other companion problems have a vital connection with the cost of food, and are questions that may well come under the observation and direction of a food controller. The wise administration of large powers on these and kindred subjects might well be of inestimable value to Canada and the war. The choice of the Hon. Mr. Hanna seems to be a good omen.



# A Glimpse of Canada in Light of 50 Years

The Progress of the Past Half Century From a Small and Struggling Group of Colonies into Nationhood—Some Incidents of the Past Years and Their Bearing on the Present—Outstanding Items in the History of Canada's Development—How the Record of the Past is a Promise for the Future.

**T**HE passage of fifty years does not bulk very large in the retrospect of history yet this lapse of years, compassed by the lifetime of a man, means much to any country. To Canada it has meant the growth from a small and struggling colony into nationhood. The transformation of a country, cut into fragments by great stretches of uninhabited lands, and separated league after league by almost pathless wilds into a unified whole, united in interests, in feelings and in the interchange of commerce, and welded firmly together by the steel rails of progress.

There in the council chamber fifty years ago sat a group of men discussing the question of the name for this new country that was being born, and whose possibilities were beginning to steal in upon their imagination. Perhaps it was this that turned them from the old time worn and time sullied names of nation and Empire and kingdom to seek some newer fresher title unsoiled by abuses of old times. Perhaps it was the inborn vision of a country lapped by three oceans, of great rivers opened for navigation, of a trade stretching to the farthest confines of earth that called to the mind of one of those present the great words of "Holy Writ," and in the stillness the Hon. Samuel Leonard Tilley quoted "He shall have Dominion from sea to sea, and from the river to the ends of the earth." Dominion from sea to sea! Canada had found its name.

How well the years have born out the vision of the fathers of Confederation even a cursory survey will readily show.

Material growth may not be the truest sign of greatness, but it is a tangible evidence that is indicative of many things, of a new country of course, of a country where democratic principles prevail; for autocracies do not double their population in fifty years, of an energetic people reaching out for a greater advance a wider vision, both in material things and in those intangible ideals that make for a great Dominion.

Fifty years ago when the fathers of Confederation were gathered about the council board, this was a far different country from what it is to-day. To begin with it had only a population of three and a half million souls against a present population of slightly over eight million. More than three quarters of these few millions were gathered within the comparatively small confines of the provinces of Ontario and Quebec. Four out of every nine persons lived in the province of Ontario and three out of every nine in Quebec.

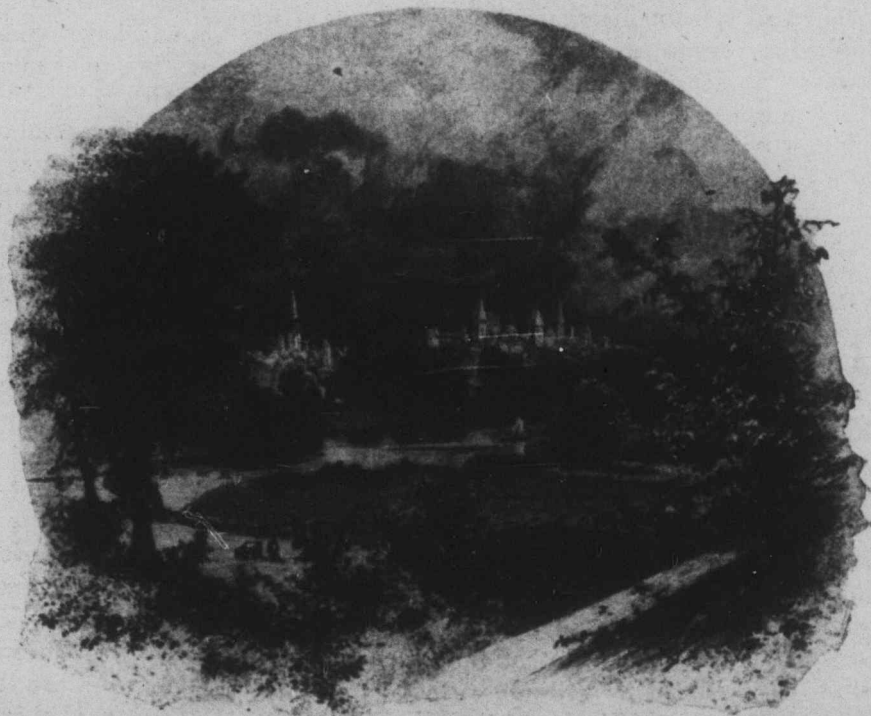
## When the West Was the Great Unknown

West of the Great Lakes was the vast unknown, a few wandering trappers a few factors of the Hudson Bay Company in isolated posts dotted that immense stretch of country. Even in Winnipeg one of the great trading posts of the company, then known as Fort Garry there were less than 300 souls, while in all the enormous stretch of mountain and prairie land there was only a total of some 100,000 people, whites and half-breeds. These were scattered over the whole sweep of that immense country, at trading posts, in fishing villages and lumber camps of the Pacific coast.

## The Ebb of the Gold Rush in British Columbia

Of all the great country west of the Lakes, British Columbia was the only portion that could be said to be settled.

west its first real impetus. For a few years the fever burned hotly, gold there was, and men drifted up and down the great streams hearing tales of a fabulous wealth, there for the finding. Gold there certainly was for in 1863 upwards of four million dollars worth of gold was taken from the Fraser and Thompson valleys. A fabulous sum in those days before the world had begun to think so readily in terms of millions and billions. But that great year was the swan song of the British Columbia gold fields, never again did they reach that total. Year by year the output dwindled; dwindled, too, the mushroom towns that had grown up on the scene of the supposed Eldorado. Gold was still to be had for the labor, but the bubble of fabulous wealth had been pricked and the hardy adventurers were off to some newer land of promise.



*A First Glimpse of the Capital—in the Early Days of the Federation.*

—From an old print.

Rough uncouth settling it was, the settlement that follows the cry of "Gold;" for it was the discovery of Gold on the Fraser that led to the influx of thousands of gold seekers, rough men, but the stuff of which pioneers is made. Into the mountain wilds of Western Canada they came following that "Will O' the Wisp" of fortune that has always had its power to draw men; to give to the Canadian

The Gold was still a great industry for those times, but the glamor of it was gone and it had settled down into its rightful perspective. As yet no one had realized that there was a new Eldorado at their very feet in the swarming life of the great rivers, teeming with fish. The British Columbia fisheries that make the hey day of the gold rush seem as nothing, were practically untouched.



### THE FATHERS OF CONFEDERATION

A reproduction from the official painting of the men who formed the conference at Quebec at which the agreement between the various provinces was reached. The original, unfortunately, was burned in the fire which destroyed the House at Ottawa last year.

1917  
1917  
1917





St. James Street,  
Montreal, Looking  
West, 1881, and  
As It Is To-day

these conditions there lay in these scattered colonies the seed of greatness, but with no immediate promise of any harvest to catch the attention. Not unnaturally therefore the tide of population was turned from their shores to the breezy, boisterous, prospering neighbor to the south.

#### A Glimpse at Canada's Early Industries

Even Canada's industries were of no great extent. A land that has become one of the premier farming nations of the world, in those days just prior to Confederation had not yet awakened to the immense possibilities of her virgin fields. Ontario, tilled more land than all the other provinces together. In New Brunswick only 1/10 of the land was cleared, and it was to be had for 50 cents an acre or in return for certain statute labor. In Nova Scotia land so'd for \$45 per hundred acres. Only in Ontario had farming become the backbone of the country. In Quebec the lumbering industry was the chief source of revenue and no mean source even in those days bringing in a total of some \$14,000,000. Other industries were few and far between. The saw mill the grist mill and the brewery were the beginning of manufacturing development and around these grew up the whole manufactory of the nation. Around these mills grew up the village that grew in size as the exigencies of conditions demanded till even at the time of Confederation Canada had some sizable towns. The population of Montreal was 100,000 of Quebec city, 60,000 Toronto came next with 50,000 while Hamilton, Halifax and St. John, N.B., each had about 25,000 inhabitants. But it is not in these cities but rather in the more slowly developing rural districts that can be traced the impetus that has sent Canada so far along the road of progress.

A good many of Canada's industries were purely fortuitous in their origin. The great tannery industry grew up because Canada was to a considerable extent a grazing country. Everyone kept a cow or two, even in the cities the cow was an almost indispensable adjunct of the household. The day, being the day, of the cow, it was natural that hides were plentiful. The abundance of hemlock and oak bark was the other condition that assured the growth of this great industry.

At the time of Confederation there were one or two whaling enterprises, and a solitary cannery on the Fraser. The coal fields of the province had been discovered and were being worked to some extent, but they were practically only tickling the soil.

British Columbia was shut off from the remainder of the country by league upon league of pathless prairie, a journey of long toilsome perilous weeks. The sundering force of distance kept the west and the east as far apart as the poles in their material and social interests.

#### Shipbuilding Industry of the Down East Coast

While British Columbia was feeling the impetus of the Gold rush, the older colonies by the Eastern Sea had progressed somewhat more solidly if in a less spectacular way. In Nova Scotia, favored by the yet almost virgin forests a great shipbuilding industry had been built up. Every creek almost had its shipbuilding yard. These vessels were sold on each side of the Atlantic. There had been, too, a spasmodic activity in the Nova Scotia coal fields for half a century. At the time of Confederation they were mining some 600,000 tons of coal about half of which was used locally and half was shipped to the United States. There was also some little smelting done of Nova Scotian Ore, though this industry had hardly developed beyond infancy.

The Maritime Provinces like the far west were also cut off from central Canada by enormous areas of uncleared untracked land. Indeed the association of these Eastern provinces was much closer

with the United States than with the other parts of Canada.

"Boston," said one Nova Scotia representative, "is only a few hours' trip, but to come to Toronto you need to mortgage the farm to pay the fare."

In this casual statement lay a great element of danger to the unity of the young country. The drift of things was naturally from Canada to the United States, which was then the land of opportunity.

#### The Lure of the Republic Draws Canada's Sons

The very name, Republic, drew like a loadstone, those immigrants from the older lands of Europe, eager and heart hungry for some spot on earth where they might find freedom. The very name of Canada's southern neighbor had a drawing force that the colonies of Canada could not have. In those early years therefore there was a marked and dangerous tendency, not only to lose the fair share of immigration from overseas, but to lose as well many of her own young men who thirsted for the opportunity that it seemed to them could only be obtained in the more advanced country to the south. This flux of young Canadians across the border was hardly compensated for by the influx of population that at this time reached very small proportions.

The country was mainly a great wilderness with areas of civilization dotted at irregular intervals, with no means of communication between the different localities. It was not a great country, but several small states each trying to work out their own salvation with very little reference to the general whole. Despite

At that time too there grew up a great woolen industry, fostered by the famine in cotton that followed on the dark days of the civil war. Moreover in this early industry Canada held a high place, and the honest worth of her tweed was widely recognized. These were the days when homespun was still the prevailing style more than half the farmers still took their wool to the carding mill, then home again for the women to spin it and back to the custom weaving shop to be finished. Such was the beginning of the clothing industry that is such a factor in Canada to-day.

**The Growth of the City from the Humble Beginning of the Crossroad Mill**

Our great manufacturing industries sprang just as naturally from the corner blacksmith shop. First only a repair shop but gradually emerging from the early stage, doing small manufacturing operations till out of this finally arose the great manufacturing establishments that have meant so much in Canada's development.

It was about fifty years ago that some of Canada's natural resources first began to be discovered. Oil was discovered in Lampton in 1862, and Petrolia in 1876 was tanking 3,000 barrels a day. The only difficulty confronting this new discovery was to make the demand for it equal the supply. About half the amount was used in Canada. Efforts were made to ship it to Liverpool, but the port authorities there refused to give "the evil, smelling product" storage room so there was no incentive to develop this great industry for some years, until in fact manufacturies had developed in Canada, and until the wider knowledge of the many uses of the product led to an almost limitless demand. In 1866 salt was discovered near Goderich, Ontario, and its 90 barrels a day constituted the whole output of Canada's salt industry.

There was very little manufacturing in those days. One sugar factory in Montreal provided one of the first instances of industries based on foreign supplies.

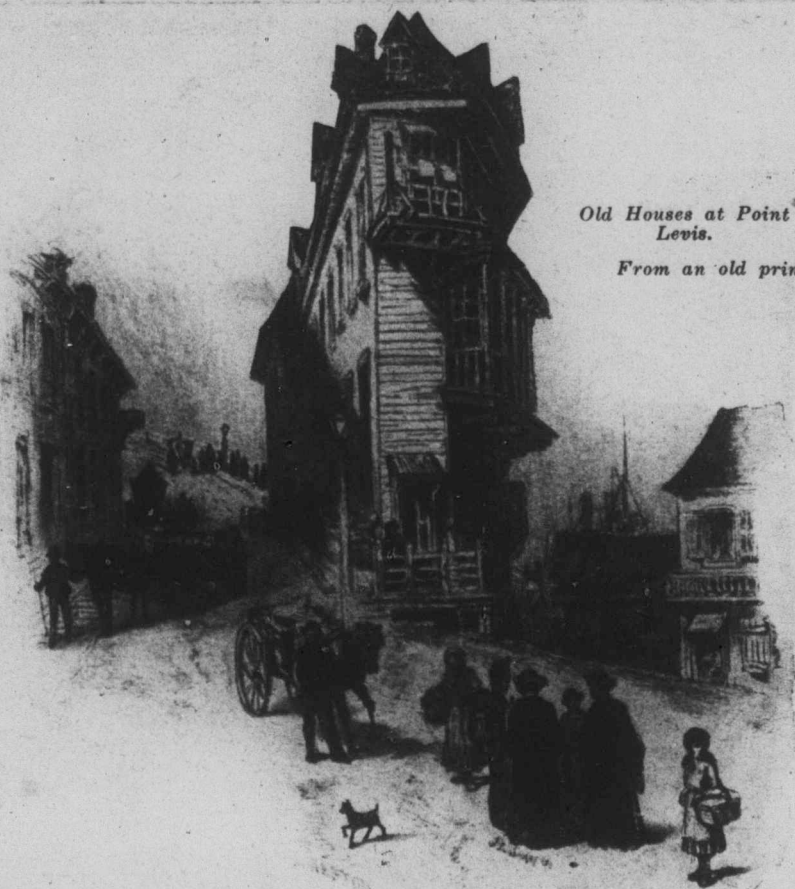
This Company The Canada Sugar Refining Company is still doing business in Montreal. The great chemical industry was also in its infancy at the time of Confederation. Drugs, soap, starch and potash were practically the only products in this field. Of Canada's great dairying resources there was hardly a trace at this time. There were in fact

only a half a dozen cheese factories. From this small beginning only half a century ago has sprung one of Canada's premier industries.

**Riveting a Continent With Steel Rails**

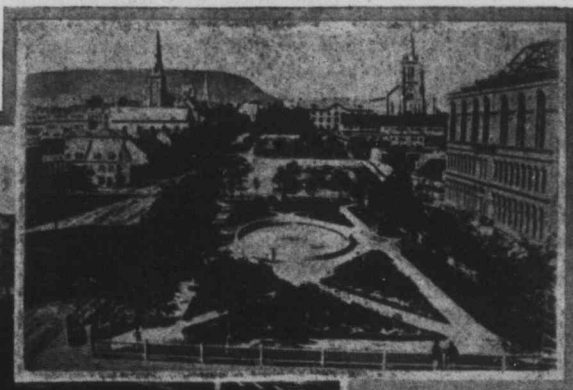
Canada was just waking into a realization of her possibilities in the year 1867. Possibly it was this spirit of the times that brought about a political Union that was to make Canada a Dominion from sea to sea, that showed also to these men who had dreamed this dream of Union the necessities that lay before them, showed them the disintegrating effect of isolation, and pointed them to the possibilities of a country united by a great highway of steel from the shores of the Atlantic to that other shore half the world away.

At any rate it was the development of Canada's railroad systems the demand for which had been part and parcel of the Confederation issue, that has been the source of almost every forward step that Canada has taken in all the years succeeding. Ontario had been built up around the Grand Trunk Railway and there was now to be another example of what



Old Houses at Pointe Levis.

From an old print.



Victoria Square, Montreal, as it appears to-day. Inset, a view from the same location in 1881.







Main Street Winnipeg in the early eighties—Showing Fort Garry in the distance.

the railroad could do as a developer. Winnipeg was a trading post on the fringe of civilization 20 days journey from its nearest neighbor. In the year 1876 Winnipeg had but 215 inhabitants and others were slow in coming. There was no particular incentive to lead men to venture out into this prairie land. True it had been discovered that this land was a veritable garden for the growth of wheat. But of what use was wheat that was twenty days journey to the nearest selling point. Manitoba wheat, good and all as it was, was worth 50 cents a bushel at Winnipeg. In 1878 the railway line between St. Paul and Winnipeg was completed cutting a twenty days journey to three. At once Manitoba wheat jumped to 75 cents. Here was the incentive that caused the great wave of immigration that has been flowing toward the west from that day to this.

The Intercolonial Railway was finally completed after forty long weary years, and the Provinces down east by the Sea, has some reason to look to their sister provinces as their greatest interest rather than to cast their eyes across the boundary line. In 1886 the C.P.R. was completed and the nation linked from sea to sea. This was the firm basis for a united country.

#### The Dark Years

But Canada was yet to suffer her dark years. In 1873 the great boom built up

on speculative activity in the United States, and in a lesser degree in Canada, burst. Canada who had been boasting herself in some of her growing industries looked into the face of calamity, and shared in the almost world wide panic. Her business was almost at a standstill. Of her grazing industry little remained in that year not a beast was shipped to the Old Country.

The shipping industry, and the lumbering industry that had been the backbone of her trade languished for lack of purchasers. She was a nation rich in material that found none to take her wares. So the dark years from 1873 to 1878 dragged on. With the latter year there dawned an era of returning prosperity which Canada was quick to feel. Demands for lumber and grain became greater every year. Foreign trade that had declined by more than a third of its volume began to recover. The cattle industry that had been practically dead, in 1880 shipped 30,000 cattle and 100,000 sheep to the United Kingdom, while from the 500 cheese factories that had sprung from the first factory in Oxford County in 1864. There went 40,000 - 000 pounds to the Old Country in this same year. The fishing industry that at tallied only 9½ million increased to 12 million.

#### Canada Comes Into Her Own

It was not until 1896 however that Canada swept into the full blaze of her

prosperity. The Canadian West was the new Eldorado. Reckless farming had exhausted the American wheat lands and new sources of supply were needed. This was Canada's opportunity. Men and money were plentiful and the hey-day for Canada began. The tide of immigration that seemed to have set away from Canadian shores, turned again. This tide of immigration from the United States alone reached in 1897 to 9,000, and by 1917 it had mounted to 133,000 while in the period covered by these two dates there had come to her shores, 221,402, the great bulk of these being of British or American origin. Here is an astonishing indication of the pulling power of opportunity backed by good advertising.

In these past fifty years Canada has the beginning of the dark years had to stepped out of her swaddling clothes into real nationhood. And standing here in the din of these troubled years Canadians can not only look back on the past half century with pride, but look forward to another half century with a confident hope and expectation. Tried in the tragic fires of war, made strong by struggling years she takes her place among the nations on an even footing. Whatever is before the world in the aftermath of war, this is certain, that Canada has a great place to fill, and it is the confident belief of all Canadians that she is able and worthy to fill it.



Main Street, Winnipeg, to-day, looking from the same standpoint, showing the changes of thirty-six short years.

## Canada's Trade Development Background

### Trading Conditions of Fifty Years Ago—Local Conditions That Made For Localized Trade—Yesterday and To-day in Canada.

**T**HE past fifty years have seen almost a complete change in the business conditions of the country. Such changes have been only partially due to the changing requirements of a people evolving from a more or less imperfect civilization, into nationhood. In the main, the changes were the outcome of the changing times, of a half century that has seen many of the great advances of the world's history.

To begin with, the interchange of commodities had not reached nearly the state of development that is the case at present. The small and scattered communities were in a great measure self supporting. They depended very little on the assistance of other communities. They carried within themselves most of the agencies for the production of actual necessities. Each town and village had its own flour and grist mill, a sawmill, a tannery, a carding and fulling mill, a carriage-factory, and more than probably a brewery of sorts. These were the indispensable adjuncts of the town and village life fifty years ago. From these

activities was gained the actual necessities of life that had not grown complex with many needs. The raw material for these industries was procurable at their own door, and if these communities were not self supporting they came very close to being so. In the nature of things, vision was more or less parochial. Their education began and ended at the little red school house. They were not disturbed or inspired save in the larger centres by the clamor of the daily press. In the bulk of the country, in all, perhaps, except the counties bordering on the St. Lawrence and Lake Ontario, and the river and sea shores of New Brunswick and Nova Scotia, conditions were distinctly primitive.

#### Business Activity Confined to Narrow Limits

It was not unnatural, then, that business activity should be confined within very narrow limits. There were many conditions that accentuated these circumstances. In the first place there was the fact that the needs of the people had not

been cultivated and stimulated by the process of advertising. The means of advertising were few and its powers little understood. The days when even the farmer has the postman and the butcher and the baker and the grocer calling at his door were still in an undreamed of future. Every so often on the farm a pig was killed and for a few days there was a revelling in fresh meat. Then a final drifting back to salted meat until the next great occasion arose. The farmer grew his own wheat, and hauled it over impossible roads to the flour mill where it was ground, and so back for the farmer's wife to bake into the necessary loaves. Instead of drawing his milk to the creameries to take part of the proceeds back in trimly papered squares of butter, the farmer's wife herself wielded a vigorous arm about the stone churn, save in some of the more progressive farms where, by means of a treadmill arrangement a shamed and reluctant dog was impressed into the work. The cheerful buzz of the cream separator had not been heard in the land, and the cool cream cellar with its rows of pans and skimming paraphernalia were an indispensable adjunct to the farm. The traveling shoemaker was an institution. He came and stayed a week and shod the whole family in return for his board and a pittance that even a bargain shoe store to-day would laugh at. The farmer also grazed a few sheep, sheared them him-





Winnipeg from St. Boniface Ferry Landing—a few years after Confederation.

self, in his odd moments, took the wool to the mill to be turned into homespun, which was made up into clothes by the ever diligent farmer's wife. What she lacked in skill she made up in energy, and the garments served, though it was said of the boy of the period that you could not tell from his trousers whether he was going to school or coming back. About the only thing that the farmer could not get on his own farm was sugar. This was one of the great staples of the grocery trade of the period. Kerosene, a new and malodorous product, was beginning to gain popularity as an illuminant. In the cities and larger towns, of course, things were considerably different. Gas had been introduced as an illuminant. In Montreal, Toronto, and Halifax, even street cars had been introduced, horse-drawn, bobbing vehicles, with a tendency to relinquish the track at frequent intervals. Still, trade in the larger centres was comparatively brisk, and a goodly number of firms which are thriving to-day had their business well and securely founded in these early days.

#### Nationwide Commerce a Development Since Confederation

But of the nationwide commerce that we know to-day, there was little or nothing. The trade was exclusively in staples. Lumbering, fishing, coal, metal and salt mines and oil wells were the staple industries of the time. The trading community was limited. Partially this was the result of the simple needs of the general community, and partially the result

of the then existent conditions. Railways were few, and a railway journey was not then a thing to be contemplated with anything but foreboding. Light cars, light rails, and an uncertain roadbed, made traveling the test of a rugged constitution. The Pullman cars of the present were still to come. It is true that the first sleeping car had been built. Had indeed been used as the funeral car of the martyred President Lincoln, but it was looked upon more as a novel type of insanity, rather than the indication of any great possibility. The railway journey between Montreal and Toronto, the best developed part of Canada's railway system, took fourteen hours to accomplish instead of the eight and a half hours of to-day.

The railway from Prescott to Ottawa, then the usual route to the capital, was a broad gauge line through an interminable swamp region, a depressing outlook, that the passenger had plenty of opportunity to observe as the little wood burning locomotive stopped for its frequent fuel requirements.

These were the most used and best equipped of the then existent railways. Back from the waterfront counties there was as yet no railway service. Lines were planned to reach some of the larger settlements such as the Peterboro, Simcoe, Grey and Bruce counties, but as yet these were only in course of survey, and the only service these districts had was by means of the stage coach.

With these systems, representing the

best that Canada had to offer in the way of distributing facilities, it is little to be wondered at that freight and express service, the backbone of extended trade, were rather more than uncertain.

The telephone, one of the greatest advances that trade has known in any age, was still a dream in the mind of its inventor, Alexander Bell, who lived quietly on his farm near Brantford. The post was uncertain and relatively expensive. Canadian postage was 5 cents. It cost ten cents to send a letter to the United States, and twelve and a half cents to England. The long and roundabout postal route to British Columbia cost twenty-five cents per letter.

The very conditions existing were antagonistic to big business as we know it to-day. The facilities for handling it were lacking, lacking, too, was the actual demand that could only be built up by the painstaking activities of many long years.

#### Development Follows Extension of Distributing Forces

The greatest incentive to extend business was the rapid growth of modern distributing forces in the years following Confederation, that replaced the 2,278 miles of wide gauge, light railed, ill equipped railway system, with 35,582 miles of narrow gauge, heavy metaled lines with an equipment equal to the best; that replaced the wooden schooner with the mammoth steel freighter; that replaced the dream in the mind of an inventor, with a spreading network

of wires that served nearly 700,000 telephones; that replaced the old dilatory, expensive postage system with a two cent rate covering the major part of the known world; that supplied a parcel post system and a rural delivery system that brings something of a metropolitan character to even the rural sections. This with the development of specialized machinery has been the backbone of Canada's industrial development. That has given her not only a Dominion-wide trading activity, but that has enabled her to reach out for other and larger markets that has meant a development from a total of \$45,543,117 of foreign trade to a total of \$1,151,375,768, a development of which no country need feel ashamed.

#### Some Old-time Activities

Many great interests and activities that still form an integral part of Canada's resources, are interesting also, because of their changing character. The lumbering industry is still one of Canada's greatest assets, but who nowadays would think of huge quantities of oak timber in the vicinity of Sarnia. Yet Sarnia was once a centre for this great activity. The logs were hauled to Hamilton, on the "Great Western," and from there were rafted down the river to Quebec, then the centre of the lumbering trade.

Even the oil trade that at the time of Confederation had some years to its credit was no better circumstanced. The oil district was only tapped at a distance by the Great Western. The oil from the Petrolea fields had to be carted over rough plank roads through the woods, a long and tedious trip.

Such were the gloomy conditions in the best developed parts of Canada, only

#### SOME POINTED CONTRASTS OF FIFTY YEARS

In articles appearing in this issue there have been many references to the changes that have been noted in Canada during the past half century. In general terms these changes are startling enough, but when put into cold figures these changes form a record that will surprise the veriest Canadian of us all.

In 1867 Canada consisted of four provinces embracing a narrow strip along the Lower Lakes and St. Lawrence, and a limited frontage on the Atlantic. In 1917 there are nine provinces embracing half a continent. From the Atlantic to the Pacific, and from the United States to the Pole.

In 1867 Canada had an area of 540,000 square miles and a population of 3,600,000. In 1917 her area measured 3,729,665 square miles with a population of 7,600,000.

A little later than Confederation in 1871 the wheat crop totalled 17,000,000 bushels. Last year's crop reached a grand total of 220,000,000 bushels. In 1868-70 the exportable surplus of Canadian Agricultural products was only \$13,000,000. In 1916-17 it was \$480,000,000.

Fisheries in 1870 were valued at \$6,577,391 in 1915 they produced \$31,264,631. The value of Canada's mines have grown from \$10,000,000 to \$137,000,000 in forty years.

Her manufactures which were few and of comparatively slight value to-day have yearly production value of \$1,300,000,000.

Canada's total assets at the time of Confederation were \$17,317,410; to-day they are well over \$321,832,000, with a revenue of \$172,148,000 as compared with the meagre \$13,687,928 of Confederation date.

In 1867 Canada boasted 2,278 miles of broad gauge railroad track. To-day there are 35,582 miles of modernly equipped railway trackage girdling the Dominion from coast to coast. Their earnings have increased from \$12,116,716 to \$199,843,072.

There were some 10,000 schools employing 11,000 teachers. To-day there are 26,000 schools employing 39,000 teachers while the number of pupils have increased from 644,000 to 1,327,000.

These figures are surely suggestive of the development of these past years.

a small space of half a century ago. Though Canada is not an old country, and though even yet across the water they are prone to think of her as a col-

ony, the developments of the last half century are of a startling extent and character. Canada has grown up into a nation.



View in Portage Avenue, one of the main retail streets of modern Winnipeg.



## Business Methods in the "Old Days"

Railroads in Ontario Were Begun in 1853 and These Facilitated Trade—Long Credit, Limited Profits, Bigger Stocks—Goods Cost More—Quality Goods.

**B**USINESS in Ontario in the days immediately preceding Confederation and at about the time of the union of the provinces, was conducted along lines radically different in many respects from those prevailing at the present time. It was not until 1853 that the construction of the Grand Trunk Railway was commenced in Ontario and the lack of railroad transportation was indelibly stamped on the methods of doing business and on the general scope of the merchant. Outside of the larger centres there were few if any exclusive grocery stores. The general store was found everywhere and merchants handled such commodities as nails, axes, flour, clothing and other necessities of life. As the traveling salesman was then practically unknown, merchants did their buying by mail or drove down to the distributing centres and teamed their goods back. There was only one specialized store in Guelph, known as Mulholland's, now the Bond Hardware Company, both north and west of that the general merchant catered to all the needs of the community.

Before the days of the railway, freight lines of teams ran from Hamilton to Guelph, Hamilton to Brantford, Hamilton to Galt, Hamilton to London, and from Toronto to outside points. By 1866 the Grand Trunk had been completed to many points in Ontario, but all the territory north of Guelph was still untraversed by steel lines and the country was served only by stage coach and freighting teams.

### Long Credit Days

Those were days of long credits, as merchants had very little capital to work on. Good character in those days was more essential than capital. If a man was well recommended and impressed the wholesaler as honest and well-intentioned, he could secure the goods, even if he had no capital of any account to back him up. Money was very scarce and if the wholesaler desired to sell his goods he had to trust to the honesty of his customers. Wholesalers were lucky in those days if they secured half their money in six months and the other half in a year's time. The retailer had to wait in turn for his money. It is very doubtful if any merchant in those days ever dreamed of doing business on the strictly cash basis. People had little money to spend. They were busy cutting their homes out of the forest and clearing up their land for cultivation. For the most part they lived with the frugality of the pioneer and bought on promises to pay. The dealer had to trust his customers just as the wholesaler trusted him.

### Stocks Were Limited

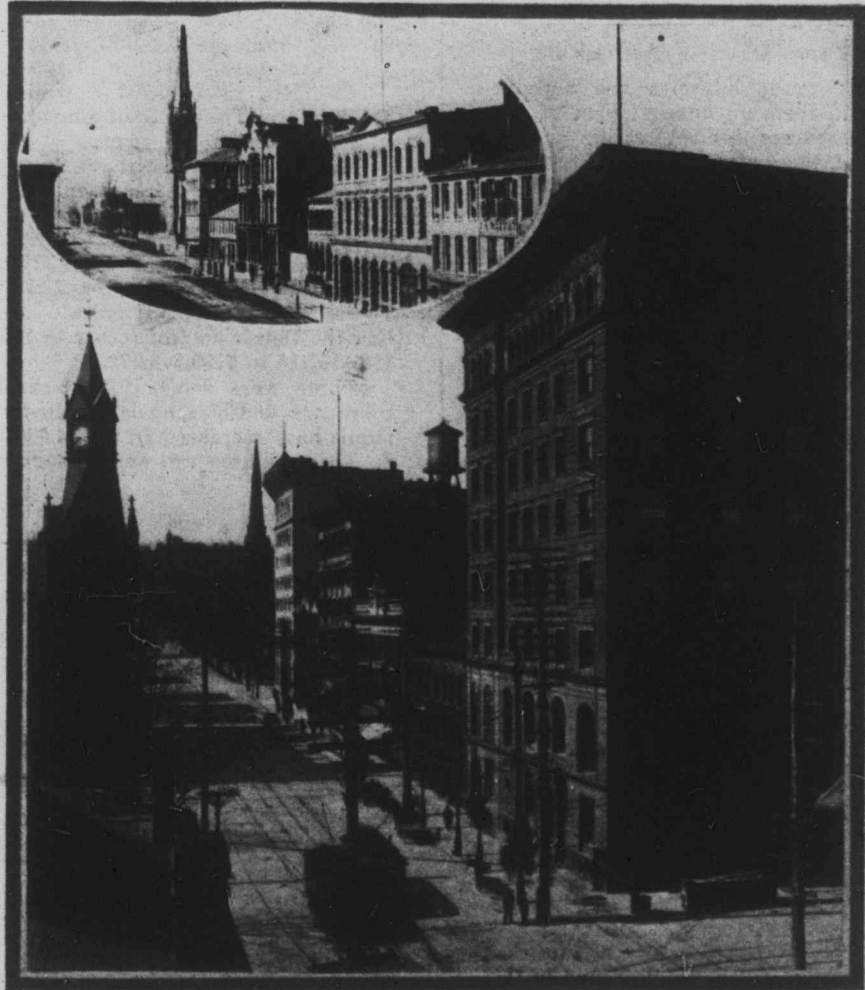
Retail stocks were necessarily very limited. The merchant carried just what

he found he could sell. Ox chains, ox bells, and shoes for oxen were big sellers. It is only in the newer regions that these lines are handled to any extent now. Horse nails of the hand-made variety were sold, and dealers generally handled large stocks of Swedish nail

Ontario stated on one occasion that the ratio of quality goods sold in those days was much larger than it is to-day. People were poor, but they believed in getting the best when they did invest in a new article. As a result of the conditions existing in the early days, profits were naturally larger. Dealers had to wait for payment so long that they had to put more profit on what they sold.

### Early Grocery Stores

The grocery store of the early 60's was quite different in appearance from the well-conducted establishment of to-



Hamilton, James St. S., 1861 and to-day.

rods. These were bought by horseshoers who in those days made their own nails. Stoves were not handled to any extent in the hardware or general stores at this time, as they were mostly sold direct by pedlars who drove into the country and canvassed for orders.

### Goods Cost More

The cost of goods was considerably higher fifty to sixty years ago. The advance in manufacturing processes and in production efficiency has made it possible for the factories to-day to produce goods much cheaper than at that time despite the fact that all expenses have advanced materially since that time. One of the pioneers of the hardware trade in

day with its plate-glass front, silent salesmen, modern shelving, display racks and other equipment. Shutters were an institution in those early days. As soon as the business of the day was done up went the shutters, sealing up the windows from burglars and the curious-minded who might happen to pass. In early days the bulk of the general store goods were imported from the old countries. Gradually American goods began to come in. Canadian manufacturing was then in the earliest stages, some of the lines made in Canada at that time being cut nails, stoves, sugar kettles, and even threshing machines.

# Keeping Accounts 66 Years Ago

## Old Books Unearthed From Cellar of Montreal Firm Give Interesting Information of Commodities That Formed Basis of Trading During Middle of Last Century.

ITEMS of trade that interested grocers and hardware merchants about the middle of last century have been brought to light through a number of old account books that have been furnished to CANADIAN GROCER by McArthur, Irwin, Limited, paint manufacturers, of Montreal and Toronto. These old account books were unearthed in the cellar of one of their buildings in Montreal. In those days the paint and glass business was evidently carried on in conjunction with the grocery business. Glass and putty and seal oil were some of the common items of trade, as shown in the accounts. Whiskey was another very important item apparently, as it appeared on almost every account in the old record books. These old account books date back as far as the year 1848. For the most part they are wonderfully well preserved to have such age to their credit. The writing for the most part is in black ink, but in a few instances they are written in lead pencil. Even those written with lead pencil are very legible.

Each day's purchases is kept on a separate page and each man's account is set down according to the order of his purchase. There is no indexing system used. Whenever the entire accounts of a certain man or firm are required it would apparently be necessary to leaf the entire account books through. These old account books have a rather musty and ancient odor and the paper covers give evidence that they may have been preserved through the evening dews and damps of dark cellars. But they are archives that give a glimpse into the dim past and the methods and commodities that formed the bulk of trade in those days. Reckoning for the most part is made in pounds, shillings, and pence. Occasionally, however, dollars and cents are the basis of reckoning. Barrel pork is usually the item that carries a price in dollars and cents. One of the accounts culled at random and which is a fair sample of the items generally found in these old account books, is given below. The price at which the commodity sold fol-

lows the item and the amount of each purchase is then set out opposite in three columns. This particular account is dated October 27, 1851. The second item on the bill, it will be observed, is for two puncheons of whiskey, which apparently sold at 2s 7d per gallon, or approximately 64c per gallon. The figures 119 and 133 following the item would

around \$2.60 per hundred pounds, the price prevailing in April, 1914. Following is one of the accounts made out on behalf of J. & T. Grange, dated October 27, 1851:—

	£	s.	d.
6 H.C. Twankey Celestial, No. 174—1/9.	35	12	3
2 puncheons whiskey, 119, 133—2/7.	34	1	1
1 puncheon molasses, 120—1/4, 1/2.	8	5	0
2 barrels sugar, 226, 248—40/.	7	15	.
50 lbs. crushed sugar—/6.	1	5	.
4 boxes Valencia raisins—/4.	1	17	.
40 lbs. currants—/6.	1	.	.
6 boxes glasses—8/9.	2	12	6
56 lbs. putty—17/6.	.	8	9
1 barrel pale seal oil—3/6.	6	16	6
1 barrel B. S. oil, 33—2/9.	4	10	.
1 box starch, 32 lbs.—/5.	.	13	4
6 lbs. pimento—/10.	.	5	.
6 lbs. cloves—1/6.	.	9	.
15 lbs. pepper—/6 1/4.	.	7	10
50 lbs. rice—19/.	.	9	6



A view of the four corners of King and Bay Sts., Toronto, 1870—on right is a Baker's Tailor Shop.

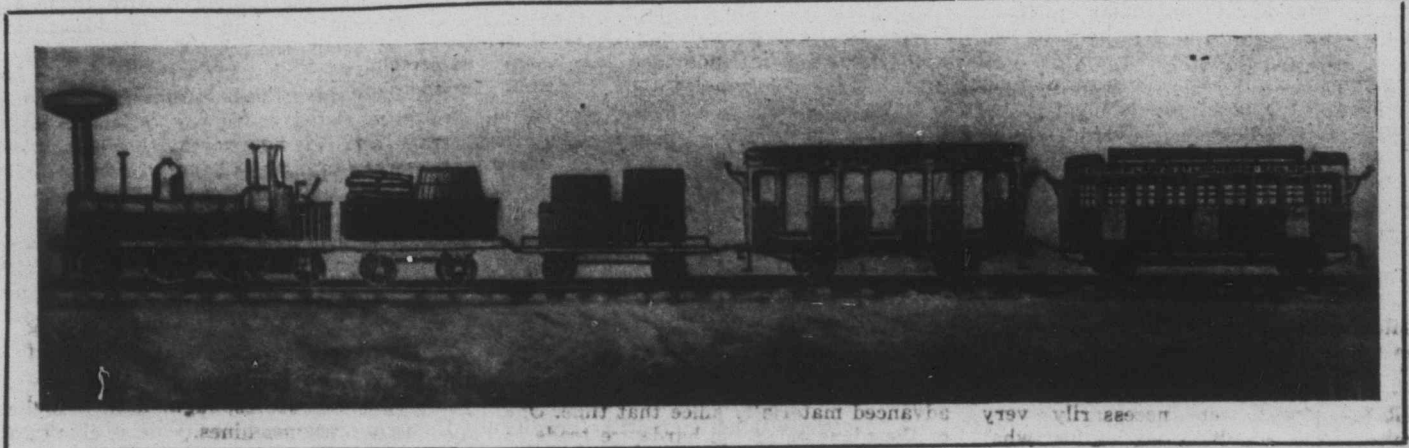
seem to indicate the number of gallons in each of the puncheons. The amount of the item was £34 1s, which is something over \$160. An item for 56 pounds of putty appears about the middle of the page, which was evidently sold on a basis of 17s. 6d. for the unit basis, the amount purchased being evidently half the usual quantity basis, apparently the cwt. of 112 lbs., as the amount of the purchase was 8s. 9d. This would make the selling price approximately 3 1/2c per pound. The selling price of putty to-day in 100-lb. drums is \$4.35, or approximately 4 1-3c per pound. There has, however, been a big advance in putty since war conditions have prevailed, as every hardwareman knows. In normal times the selling price of putty was

10 lbs. indigo—4/6.	2	5	.
4 lbs. cassia—2/.	.	8	.
2 jars mustard, 4 8—1/3.	.	10	.
20 lbs. E. salt—/3.	.	6	3
1 box tobacco, 141 lbs.—/9.	5	5	9
4 barrels herrings—20/.	4	.	.
Cartage	.	5	.
	119	8	5

By way of comparison of the prices prevailing in that far-off time and at the present time, the price per unit is given for October, 1851, and for June, 1917:—

	October, 1851	June, 1917
Whiskey, per gallon	\$0.62	\$3.50
Molasses, per gallon	0.33	0.67
Sugar, per lb.	0.12	0.08 1/2
Valencia raisins, per lb.	0.08	0.11
Currants, per lb.	0.12	0.21
Putty, per lb.	0.03 1/4	0.04 1-3

(Continued on page 47.)



Canada's Earliest Railway Equipment.



# Founding Trade on Ontario's Shores

Donoghue General Store at Deseronto, Ont., is Pioneer of Trade—Founded 59 Years Ago—Methods of Early Trading—Stocks From Montreal and Toronto by Boat—Indian and Lumber Trade Featured Early Business.

MUCH of Canada's history, in so far as trade development is concerned, has been built up around the pioneer establishments which in pre-Confederation days settled along the shores of Lake Ontario, in the district centering around Kingston. This section has figured prominently in early day Canadian history and it still contains some relics of early trading.

One of the most interesting of these historic establishments is to be found in that centre of Indian settlement, Deseronto, where Mr. F. Donoghue, though now seventy-six years of age, is still active in the general store business established under his name fifty-nine years ago. Some vivid tales of early day trading, of the trials undergone and the difficulties faced, are told by Mr. Donoghue, who presents an imposing figure, representative of the type of merchant who founded trade in this country—keen eyed, alert, and of pleasant demeanor, even though long years of responsibility have left their mark. Mr. Donoghue, in partnership with his half-brother, James Oliver, still waits on customers behind the counter amid the somewhat aged equipment, and his pleasant smile and venerable appearance are highly respected by the community, which has grown up around his business, and by the other town merchants, who regard the weather-worn building at the head of the main street as the father of the trading of the district.

## Making the Start

It was back in 1858 that Mr. Donoghue commenced in the general store business, on May 17, to be exact. He was born in Kingston and removed with his parents to Deseronto when a small boy. It was fourteen years later that he founded the present firm, when he was but seventeen years of age, and a beginning was made in a building situated about a block from the present location, which was occupied in 1877.

The district has always been recognized as more or less of an Indian settlement, but this has been no drawback to trade, and Mr. Donoghue speaks highly of the Indian principle of trading and the class of goods demanded by them. Down through the years the business from these Indians has been a strong feature of the town trade and their business is coveted equally with that of the white population. The Indians are described as a class of people who do their own construction work, as well as making an independent living, and both of these features are strong in creating a demand for general store lines.

At the time of the establishment, there were but twenty-one buildings in the district and lumbering was the chief indus-

try of the north country. It is somewhat significant that of a number of other firms doing business at the time, and others later established, there are none to-day in existence. Better times have been seen in the town than exist to-day and it is with some regret that town merchants look back to a period twenty-five years ago when the population numbered 5,000, as compared with 2,500 inhabitants to-day. This depreciation in population has to a large extent been effected through the presence on a large scale of the Indian element which has been largely responsible for driving out white people.

## New Lines Taken On

For the first eight years business in the Donoghue firm was chiefly restricted to grocery lines and dry goods, but in 1866, a growing demand had to be met from the lumbering camps of the north country, and from the increasing number of Indians in the district all doing their own building, and so it was found necessary to add hardware and boots and shoes. With the addition of these lines it was possible for the semi-annual shopping backwoods element to purchase everything from heavy clothing, heavy boots, building materials and tools, to eatables of all kinds. These purchasers would as a rule drive in from the outlying districts twice a year, and others would come by boat and paddle across the Bay of Quinte, a matter of two miles. Large purchases of the articles mentioned would be made, sufficient to last until next shopping day, and it was necessary to have large stocks on hand. Grocery lines in bulk quantities were popular, shelf lines of hardware goods were given a big turnover and large purchases of heavy boots, shirts, and other clothing were made.

Since that time the lumber trade in the district has died out and the demand to-day is considerably different to that of Confederation days. It has also been noticeable that the Indians live more to themselves and are less disposed to indulge in their own building or to take part in the prevailing industries of the district.

## Cash and Credit

The credit system of trading has enjoyed a most consistent run of popularity in the Deseronto district with few exceptions. At the time of the American war, cash was paid for all purchases, owing to the inability to portend future conditions and the inadvisability of granting credit in such cases. Almost without a break, the credit system was in vogue from that period until the commencement of the recent cheese controversy and the beginning of another period of financial uncertainty among the farmers. At the present time there is little credit being given

on this account. Some of the older districts have been marked by the reluctance of their merchants to give credit under any consideration, but in the case of Deseronto there was perhaps more justification for this action. The district is a great barley producing country, and the harvesting of a good crop was sufficient security for such credit, and invariably all debts were paid in the fall when the crop was sold. To-day the farmers do not ask for credit so that there is no opportunity for the matter bringing about an offensive situation likely to result in the loss of trade.

## Delivery a Vital Question

Much of the difficulty accompanying early trading operations was in connection with delivery. This does not mean delivery of retail goods to customers, but the delivery of goods to the store from the wholesales, for it has only been during the last fifteen years that there has been any necessity to deliver to customers. The securing of the large general stocks necessary to supply the very diversified demand was a big proposition in the earlier days, and often accompanied with great hardship. Delivery of groceries and some other lines from Kingston was done by boat in the summer time and hauled by horse conveyances in the winter season. Dry goods and hardware supplies were received chiefly from Montreal and were brought in the same way, by boat through Kingston, in the spring and fall of each year. This process of delivery was carried on for a number of years until the Grand Trunk opened a railway line through Napanee.

The unloading of the stock when it arrived presented a very different sight to that of to-day, for different containers were in use. For instance, sugar was delivered in barrels, bags being unknown. Raw sugar came in hogsheads, and was known as crushed "A" class, from Montreal. It was a soft sugar and ungranulated. Another feature which marked the early stocks as compared with those of to-day was the almost entire absence of canned goods, though a few lines of canned fish were shown on the shelves. In the early days the backbone of the business consisted of family or community trade, and it is noteworthy that some pioneers of the district have been customers for forty and fifty years. This class of trade is not only in Deseronto, but in the great majority of the old districts, has almost completely died out and its place has been taken by the more transient demand of the rising generations.

## Advertising—Trade of To-day

There have been few of the present-day business reforms introduced into the Donoghue business, for trade is chiefly a



matter of sentiment in such cases and precludes the necessity for "going out after business" in the modern sense of the word. However, the value of advertising has never been discounted by the Donoghue management, and it is noteworthy that the firm has advertised in the Deseronto daily papers since there has been a paper, or during the past fifteen years.

When asked for a word concerning the volume and class of trade in the district to-day, Mr. Donoghue had only optimistic reports. Trade in Deseronto has suffered little in recent years, and rather the reverse is the case owing to the proximity of the military aviation camps with their large number of aviators. With the flying men the chief demand in the grocery line is for teas, tobaccos, sugar, and canned goods. Other general demands are heavy for overalls, shirts and underwear. There are some new factories being established in the district and Mr. Donoghue is of the opinion that with a recent pick-up, business is as thriving now as at any time during the fifty-nine years of the firm's establishment.

#### EARLY FRUIT CANNING DAYS

**Tomatoes Canned to Find a Use for Surplus Tin-plate in the Beginnings of the Industry**

To-day when fruit and vegetable canners are wondering where to find tin-plate, and paying steep prices for supplies, it is interesting to recall that in the early days of this industry, tomatoes were actually canned by a tin merchant named Turnbull, who undertook the new line in order to find a use for his surplus tin-plate. The brand was known as the "T. T. T.," "Turnbull's Tinned Tomatoes," and L. Chaput Fils et Cie, wholesale grocers, Montreal, has control of the market for this line. The fact is recalled by L. Chaput, president of L. Chaput et Cie, whose father, also L. Chaput, founded the firm in 1842. During the early "fifties," the firm's books show the change from pounds, shillings and pence to dollar currency, and one of the first telephones used in Montreal was installed in 1882 in the home of L. Chaput, and soon afterwards the telephone took hold in business.

#### DELAYED SIX MONTHS, DOUBLED IN VALUE

**Strange Disappearance of Car of Beans Consigned to New York Wholesaler, Puzzled Railway—A Modern Miracle for the Benefit of the Wholesaler**

It isn't often that the wholesaler has to thank the railway companies for their delays. For other words than words of thanks are usually the rule. Here is an instance, however, where this same delay meant a cold profit of 100 per cent. without lifting a finger. J. S. Sills and Sons, a New York wholesale grocery firm, bought a carload of beans at 8 cents a pound, then the prevailing market price. The deal was closed, the money paid, and the car routed north. Then something happened,—that car disappeared. Just where or how it was

mis-laid no one seemed to know, and the railway company could find no trace of it. Probably sidetracked in some deserted siding, somewhere in the middle Western desert. It is a hard matter, however, for anything to remain lost forever, and in the same mysterious way that it disappeared, that car of beans again got into circulation. One day, a week ago, it turned up in the New York terminal, much to the surprise of the railway company, who had come to the conclusion that it was lost for good.

The beans were in good condition, and were worth on the New York market 16 cents a pound, just double what was paid for them when the car was originally loaded. This is the one case in the many where the wholesaler made no complaint about receiving the overdue car.

#### APPLE PROSPECTS FOR THIS YEAR

Ontario's apple crop this year will be smaller than in normal years, according to the Director of the Fruit Branch of the Department of Agriculture, but owing to the embargo placed on apples by Great Britain, there will be more for domestic use than would otherwise be the case. The crop is not seriously affected in the Lake Ontario counties where the largest commercial orchards are located, reports showing that the bloom ranged from 30 to 60 per cent. of normal.

In the Lake Erie counties bloom percentage was much lower than normal, ranging from ten to twenty-five per cent., and in other sections, including Lake Huron and Georgian Bay districts, the percentage was 5 to 25. The crop of winter apples will be very light, but summer and fall varieties are expected to be fairly plentiful and of better quality.

Prospects for tender fruits are said to be good, especially in the Niagara district.

#### CATALOGUES AND PUBLICATIONS

The June *Bowes Arrows*, monthly booklet, issued by the Bowes Company, Limited, Toronto, contains some "good buys, with accompanying price lists. The Bowes Market Review is always a strong feature of merit and value and some other special uses for grocery lines are enlarged upon.

The June issue of *No-Vary Vim* published by the No-Vary Products Company, of Minneapolis and Toronto, contains its usual brimfulness of valuable information to the trade, and much good advice on retailing is contained in such articles as "Making a Profit at the Buying End," "Cash and Carry," and "Shirley Changes to Cash." A full report of the Watertown Convention is also included in the issue.

#### AMENDMENT TO PURE FOODS ACT

The Regina Board of Trade has passed a resolution asking for an amendment to the Pure Foods Act, providing that the net weight of contents of packages be marked on the outside of the package. It was stated that wholesalers had suffered from the lack of some such legislation

which would result to the advantage of both buyer and seller. The resolution was as follows: "That the Dominion Government be requested to amend the Pure Foods Act so as to require all bottled, canned and packaged goods of all descriptions sold in Canada for food, to have the net weight of the contents marked upon them in a legible manner and to make misbranding a criminal offence."

#### A WORD OF APPRECIATION

Editor, CANADIAN GROCER:

On behalf of the officers and members of the Ontario Provincial Board, we desire to extend to the CANADIAN GROCER, and the other journals published by the MacLean Publishing Co., our sincere appreciation of the promptness in which the deliberations of our convention, held on Wednesday last, were printed and communicated to our members.

With renewed assurances of the appreciation of our Association in the co-operation of the trade press, and with kindest regards,

Sincerely yours,

The Retail Merchants' Association of Canada, Ontario Provincial Board.

W. C. MILLER,  
Secretary.

#### NOTES

Herbert C. Hoover, American Food Controller, with whom the Canadian Food Controller is to co-operate, has stated that without control flour may go to \$20 per barrel before the year is over, but that with control "The present price of flour can be reduced 40 to 50 per cent."

American consumers will have to deny themselves canned beans and canned soups of all kinds for a time under a decision of the war committee which cuts off the supply of cans to packers of those foods.

The sugar situation in Western Canada is becoming acute through the strike of men in the B. C. sugar refinery. One wholesaler states that there is not more than a ton of sugar in store in the wholesale houses in Lethbridge and Calgary.

It is thought unlikely that more than half of the canning factories in Prince Edward County will operate this season. There is said to be enough canned goods on hand from the previous season to last till the new crop comes in, and with the high price of cans there is no disposition to rush things.

#### A. M. MARSHALL DEAD

Alexander M. Marshall, manager of the A. Macdonald Co., wholesale grocers, Lethbridge, Alta., died on Friday, June 15, at the hospital, after an operation had been performed. Mr. Marshall spent much of his life in the United States, but was a Canadian by birth. He was born in Pictou, N.S., later being in the retail business in North Dakota. He joined the A. Macdonald Co. three years ago.



## Morgan, the Man who Carries a Magic Name

### Something of the Personality of the Present Head of the Great American Banking House.

**A** PRIVATE banking concern, the operations of which are so entwined with the finances and business of the United States and several European countries, that it may be regarded as both a national and international institution—such is the House of Morgan. Since the outbreak of the war, the name of Morgan has had a broad significance on both sides of the Atlantic. With the exception of the President, it is doubtful if there has been one American who has played a more important part in the shaping of the country's affairs than John Pierpont Morgan, the third of the line to head the house. And as is so often the case when son succeeds famous father, many have been the questions asked as to what manner of man he is. There are few who can answer, or at least answer with that intimate knowledge of a man who shuns the limelight and ignores public opinion displayed by B. C. Forbes, writing in Leslie's Weekly. Mr. Forbes answers a few of the questions which might be asked about the heir of the greatest financier America ever produced:—

Is Jack Morgan a second J. P.? He is not.

Is he a very able man? Able, yes; transcendently able, no.

Does he aspire to fill his father's shoes, to sit on the throne set up by his father and rule the financial world? J. P. Morgan the Second is not ambitious to become a great dominating force over the whole Kingdom of Finance. He possesses neither the will nor the qualities to become a Napoleon. He is obsessed by no lust of power. While far from being a figurehead in the activities of J. P. Morgan & Company, he is content to let his trusted associates, particularly Henry P. Davison, bear the brunt of the actual executive work, conscious that it is in capable hands. Mr. Morgan prefers to live a rational, unfevered life; for no honors or emoluments would he sacrifice his home life, forego the satisfying pleasures of his domestic hearth, or permit himself to become more of a money-making machine than a man, a husband, a father. He is infinitely more zealous that the reputation of his firm shall not be tarnished in the slightest degree than he is over winning additional millions.

What kind of a personality has he? He is the most undiplomatic man of importance in all America. He is the product of his heredity, a veritable Bourbon. He would consider it beneath his dignity, he would regard it as weak, contemptible, mugwampish to go out of his way one inch to placate the public or enable it to understand his motives—or even to remove a single false conception any of his acts may have created.

"He understands the public and can put himself in its place as little as you or I understand royalty or could put ourselves in its place," one of his associates, a staunch admirer, told me; and this unquestionably is the truth. His father did not have to reckon with the sovereignty of public opinion during the greater part of his life and his attitude towards the common people cost him, before the end, more than can be recorded. His son has not yet learned the lesson. Morgan the younger is as punctilious as any man in the land that his acts shall be honest and in every way above reproach, according to his lights; but he has woefully failed to realize that, next to doing the right thing, the most important consideration is to do it in the right way, that the public may see it is right.

He is sadly, seriously lacking in statesmanship, a fact that more than once has occasioned the financial community, especially its more

responsible members, grave concern, for Mr. Morgan typifies High Finance in the eyes of the people, and when he assumes a cavalier, I-don't-care-a-snap-of-my-fingers attitude—as he did, not without provocation, when a witness before the Walsh Industrial Relations Commission—the effect upon the public sentiment, upon citizens and voters as well as upon law makers, is incalculably injurious not merely to financiers as a class, but to the welfare of all. This hauteur of Mr. Morgan constitutes perhaps his most regrettable defect.

Is Morgan domineering? No. His apparently lordly attitude towards the public is due to a mistaken idea of his place in the financial structure. He does not look upon himself as the most dominant figure in the financial world, as powerful enough to defy anybody and everybody, as beyond the reach of criticism or control; he sees himself merely a private banker doing a large, valuable, constructive business, beneficial for the development of the nation's resources, honest and straightforward beyond cavil, scrupulously fair to his clients—and not accountable to anyone else, since it is nobody else's business.

Is he developing? Yes, responsibility has broadened him, and it may be that experience will in time teach him the necessity for cultivating some of the qualities he now scorns. More than one event of the last three years has been calculated to bring home to him the commonsense wisdom of striving honorably to gain the goodwill of his fellowmen and the shortsightedness, not to say folly, of antagonizing and irritating them by ignoring or flouting them. If J. P. Morgan would only reveal himself to the public as he reveals himself to his friends he could and would, without any sacrifice of self-respect, become one of the most popular financiers in the country. His intimates find him large-hearted, red-blooded, democratic, considerate, jovial; in short, a humane, likeable, companionable fellow.

"I would trust Jack Morgan behind my back as far as any man living" was the ringing declaration of a prominent banker not of the Morgan group. "I don't think any amount of money which would be a small consideration or any amount of prestige, which would be a strong consideration, would for a moment tempt him to do what he knew would be unfair or unjust. He may not always analyze things exactly right; in the very nature of things he could not be expected to have a broad social view, for his environment has always been that of the most powerful financiers, friends of his own and of his father. He is inexperienced in many matters, but he lives up to the highest standard he knows."

Cynics declared, after the 1907 panic, that there was only one man in Wall Street that all Wall Street felt could be trusted—that out of all the thousands of financial people in New York there was only one accepted as honest, the original J. P. Morgan. The truth is that the late Mr. Morgan was not the most brilliant banker in America or the best judge of financial propositions; his analyses and conclusions often were faulty. What enabled him to become the financial Moses of the New World? Simply and solely his unimpeachable trustworthiness, his innate fairness, his inability to take advantage of anyone. Now the son has inherited these same virtues. The strict maintenance of the reputation of the house of Morgan is with him a fetish. Rather than lower it one iota, young Mr. Morgan would wipe the dust of the financial district off his feet for ever.

#### The Banking Line.

Banking was in Jack Morgan's blood when he was born, in New York, on September 7th, 1867. "Morgan" was even then a name known the world over. Junius Spencer Morgan, the grandfather, comparatively early earned the reputation of being "the best business man in Boston," and was selected by George Peabody, the foremost American international banker of that day, as a partner. He went to London, the Peabody headquarters. When Mr. Peabody died ten years later, the firm of J. S. Morgan & Co. was

organized. Its head, who was a mathematical genius, soon became recognized as a financial giant. He startled conservative Europe by undertaking, in 1870, to float a loan of \$50,000,000 for the provisional French Government, then crumbling to defeat, its Emperor already a prisoner of the Germans. Junius Morgan boldly formed a "syndicate," then a novelty to Anglo-Saxon finance, handled the daring transaction with masterly skill and cleaned up several millions of profit in eighteen months.

Meanwhile a second Morgan, John Pierpont, after beginning his career with Mr. Peabody's New York correspondents, had become the Peabody representative and later formed the firm of Dabney, Morgan & Co. In 1871 he joined the powerful Drexels of Philadelphia, the house then becoming known as Drexel, Morgan & Co. Its chief rival was Jay Cook & Co., and when that meteoric firm failed in 1873, the Drexel-Morgan house, along with August Belmont, the Rothschilds' representative, became the Government's mainstay in underwriting and refunding its enormous war debts—using the syndicate as its chief instrument. In this work J. P. Morgan played an active part, but his greatest achievements were to come later, in organizing and financing railroad and industrial corporations more colossal than any the world had known.

The third Morgan, J. P., Jr., emerged from Harvard with an A.B. degree in 1889. By that time his father was the recognized leader of American finance. After a sound preliminary training, under paternal tuition, at the New York office of Drexel, Morgan & Co., the younger Morgan was sent to London to broaden his vision and his experience. While in London, where he kept in close touch with the Paris branch of the firm, he developed markedly as a banker. He remained there until 1905. Long before then—in 1894, in fact—he had become a partner of J. P. Morgan & Co., "Drexel" having been dropped from the firm name.

Curiously, the first notable work undertaken by J. P. the Second, within eighteen months of his father's death, was for his English and French friends.

When the Allies, thrown into confusion by the tragic events in the first stages of the war, found themselves in desperate need of hundreds of millions' worth of military supplies, they turned to J. P. Morgan & Co. as the only concern capable of enabling them to cope with the situation. The firm was appointed fiscal agents of both Britain and France and was commissioned to purchase all war materials required here, its remuneration being one per cent. on everything bought and all expenses paid.

No other banking house in history ever conducted operations of a magnitude equal to those undertaken and successfully carried through by J. P. Morgan & Co. during the last three years. Operations not confined to banking, nor raising for Europe loans approximating \$1,500,000,000, nor importing almost \$1,000,000,000 in gold metal, nor marketing for the Allies untold millions of American securities, nor to keeping the foreign exchanges on a workable basis, but operations entirely outside the environs of bankers, the placing of contracts far exceeding two billion dollars' worth of merchandise of every conceivable description, the passing upon the responsibility and ability of scores if not hundreds of concerns to turn out satisfactory munitions, the financing or extension of numerous enterprises designed to meet the dire needs of half-a-dozen European nations in the throes of a life-or-death struggle.

#### FISHERIES

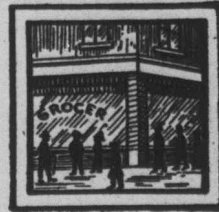
A Royal Commission to consider steps for the conservation and development of the salmon fisheries of the Pacific Coast has been appointed by the Cabinet at Ottawa. The Commission consists of Mr. Fred James, prominent fish merchant of Toronto; H. B. Thompson, of Victoria, and W. Sanford Evans, of Winnipeg, who recently has been investigating the Georgian Bay Canal project and allied transportation problems. The main question to be investigated is in connection with fishing licenses granted to canneries.





## CURRENT NEWS OF WEEK

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



### Maritime Provinces

W. F. Hatheway, of W. F. Hatheway & Co., Ltd., accompanied by Mrs. Hatheway, is enjoying a few weeks holidays on the Gaspé Coast.

Paul Cote and O'Neil P. Cote, of Seigas, New Brunswick, have formed a partnership under the name of Paul Cote & Son, general store merchants.

E. Roy Robertson, of 599 Main street, who has taken over the retail grocery business of C. S. Philips, is disposing of the stock of his own store by auction.

Private L. W. Andrews, formerly employed with the Atlantic Sugar Refinery, has been reported admitted to a hospital in France suffering from severe gunshot wounds in the chest.

R. R. Patchell, retail grocer of St. John, has welcomed home his son, Lieut. H. M. Patchell, who won his commission by good work on the other side and who is home on a short furlough.

Lieut. James D. Peters, son of Fred A. Peters, of C. H. Peters, Sons, Limited, St. John, has been invalided home. He went over with a reinforcement draft of the P.P.C.L.I. and won his commission overseas.

Negotiations are being carried on which, it is expected, will lead to the opening of the general stores in Marysville, N.B., formerly operated by Alex. Gibson, Ltd., and closed by the later management.

Gunner Walter C. White, formerly a member of the staff of Baird Peters, wholesale grocers, St. John, was reported on June 9 as having admitted to a French hospital suffering from severe gunshot wounds in the shoulder.

At a meeting of the advisory board of the N.B., R.M.A. held this week a vote of thanks was passed and ordered sent to T. H. Estabrooks for his kindness in having printed and distributed the speech of the Dominion president given at the recent convention.

While Halifax is bemoaning a shortage amounting almost to a famine in salt, St. John is well supplied with the commodity, with additional supplies on the way. Candy & Allison, one of the leading firms in this line predict higher prices, but assure the trade of steady supplies.

The shortage of fish in some lines is being compensated for by extraordinary catches of mackerel which are now arriving in large quantities. Heavy catches of herring also are being made along the New Brunswick coast. Gaspereaux are now well up to the standard and harbor salmon are being caught in fair numbers. Shad have not been plentiful and it is expected that the total catch will be short of the usual quantity.

In the effort to increase the food supply for the coming winter, the New Brunswick Government is aiding in the formation of clubs of High School girls for the purpose of canning and preserving fruits and vegetables. The movement has been received with approval by the girls and the domestic science teachers will co-operate in aiding them to secure results.

George E. Jones, Edward H. Cairns, St. John; Fred S. Williams, Moncton, and Muriel F. Baird, St. John, have been incorporated under the name of James Cairns, Limited, with capital stock of \$15,000, and head office in St. John, to take over the business of Jones & Cairns and conduct a general business as importers and merchants.

Robert Jones, one of the most prominent retail grocers in St. John, N.B., died on June 9 at the age of eighty-three years. He came to the city from his home in Petersville, Queens county, as a young man and for more than half a century has conducted a successful grocery business in Main Street. He was a man of high integrity and of kindly and generous disposition.

At a recent get-together banquet the Moncton branch of the Retail Merchants' Association unanimously passed a resolution in favor of closing all retail stores at six o'clock five nights each week. A. E. McSweeney presided and addresses were given by Mayor Masters, E. V. Richardson, the U.S. Consul, F. W. Daniel of St. John, T. R. S. Smith, provincial organizer and Robert Reid of St. John, former provincial secretary.

Legislation of particular interest to retailers is before the New Brunswick legislature and was supported in committee this week by a delegation from the provincial Retail Merchants' Association. The bills in which they are interested provide; that, upon a petition from two-thirds of the retail merchants of any place praying for an early closing by-law, such by-law must be passed; that an execution issued by a justice should be made good in any part of the province; and that the garnishee provisions, which now apply only to debts of \$80, or more be made to apply to debts of \$25, or more.

Legislation passed in the closing days of the New Brunswick Legislature gives municipalities the privilege of using up to \$25,000 for the purchase of foods and other necessities for re-sale to the rate-payers. An exception is made in the case of the city of St. John, in which the limit is fixed at \$50,000. In reply to a query from the representative of the CANADIAN GROCER, Mayor Hayes, of St.

John, said that he had received no complaints regarding the methods of the local grocers and no requests that the city should embark in the business of dealing in food supplies. If such requests should be made they would be given consideration by the Council, but he did not expect to see the city in competition with the business men of the city.

### Quebec

J. A. Dagenais' grocery firm has dissolved at Montreal, J. A. Dagenais continuing.

W. Archambault, grocer, Montreal, has sold out.

O. Perrin, grocer, Montreal, Que., is selling out.

A. Edwards, grocer and meats, Montreal, has sold out.

Robitaille & Frere, grocers, Windsor, Que., have registered.

Fecteau & Poulin, general store, Lees, Que., have dissolved.

Rousseau & Comtois, grocers, Sherbrooke, Que., have registered.

J. C. Harbec, hardware and grocer, St. John's, Que., suffered recent fire loss.

W. A. Craven, representing Messrs. Chase & Sanborn, spent a few days in the Maritime Provinces during the past week.

C. H. Thomas, of the Ingersoll Packing Co., Ltd., Ingersoll, Ont., was a business visitor in Montreal for a few days last week.

H. G. Weekes, manager for the Lake of the Woods Milling Co. in the Maritime Provinces territory, visited headquarters in Montreal during the week.

Sympathy of a wide circle of friends in business is extended to Wilfred Archambault, director and assistant general manager of Hudon, Hebert et Cie, Ltee., on the death last week of his father.

Rapid progress is being made with the erection of the D. Hatton Co.'s new cold storage on Bon Secours Street, and the premises will probably be in operation on August 1st or at latest August 15th.

J. L. Freeman, manager in Montreal for H. D. Marshall, broker, has now fully recovered from his recent attack of appendicitis, and is back at the helm of business. He is this week making a trip as far as Quebec City, visiting several provincial centres on the way. Many friends in business circles welcome him back recovered.

A visitor to friends in Montreal business circles last week was Edgar F. Howe, secretary the Fairmont Creamery Co., Omaha, Nebraska. Mr. Howe, who was travelling on business and pleasure, was accompanied by Mrs. Howe and Miss Howe. In conversation on business matters he stated that it was the experience this year of the concern he represents



(one of considerable size) that the production of eggs has this year been heavier by far than was anticipated. The season for butter was three weeks late, but heavy production of butter is expected in the next couple of weeks.

J. Alex. Gordon & Co., with Mr. Cecil T. Gordon, representing the Dominion Cannery in Montreal, and the Sales Agency in the city for the St. Lawrence Sugar Refinery, have moved into new and more commodious premises in the same building, from the sixth floor to the fifth floor, Dominion Express Building.

The W. R. Grace Co., represented in business circles in Montreal by W. J. Roberts, who has the territory in charge, is now installed in new offices in the Dominion Express Building, having moved from the Lewis Building. Mr. N. B. Stark, who is developing the company's Canadian business, is at present in New York.

C. Ritz, Montreal manager for the Robin Hood Mills, Ltd., has returned from a visit to the West. His reports of crop conditions in the wheat district are encouraging, though a ten per cent. smaller acreage is declared to be bearing this year, and there are fears of frost trouble since the growth is rather late. Alberta wheat prospects are better, as far as can be ascertained at present, than those of Saskatchewan.

#### Ontario

D. McKilop, grocer, Hamilton, has sold out.

J. Bennett, Hamilton, has sold out his grocery business.

S. R. Gibson, grocer, Ottawa, has discontinued business.

N. Mitchell, grocer, Toronto, has sold to T. H. Watson.

F. H. Currie, grocer, Toronto, has sold to J. A. Revey.

E. D. Jolley, grocer, Hamilton, has sold to Wm. Clark.

Stirling Cheese Box & Basket Co. suffered recent fire loss.

Mintcheff & Co., grocers and butchers, Hamilton, Ont., have sold out.

Teaft & Taman, grocers, have commenced business at Fort William.

A. J. Johnson, grocer, of Port Arthur, has gone to Duluth on business.

Frank Dumbrille, pioneer general store merchant of Maitland, Ont., is dead.

Messrs. Hogg & Lytle, Ltd., are erecting a new warehouse at Oshawa, Ont.

Pomeroy's grocery store was completely destroyed at Bruce Mines by fire.

J. Cuthill, Hamilton, grocery and meats, has been succeeded by G. K. Cuthill.

D. B. Tees, general store, suffered the total loss of his business and stock at Bruce Mines, Ont., recently by fire.

Quinte Produce Co., Ltd., have renovated their store at Picton, Ont., and have added a full line of groceries.

J. J. Casey, formerly of Windham, Ont. has purchased the store and grocery stock of Mr. Bole, at La Salette, Ont.

Lakeside Canning Co., of Picton, Ont., have made recent changes in their plant, re-ordering it one of the most modern in the country.

Ontario Pure Beverages, Limited, has been incorporated at Toronto with a capital stock of \$40,000 to manufacture all kinds of merchandise.

A. D. Jackson, general store merchant of Bruce Mines, was also a heavy loser in the recent fire which swept the business section of the town.

J. D. Campbell, of Campbell and Gibbon, Port Arthur, has returned home from Winnipeg, where he attended the Methodist Conference.

Atlas Cereal Company, Limited, has been incorporated at Toronto with a capital of \$40,000 to manufacture and deal in cereals, flour and all grains.

Duncan's, Limited, has been incorporated at North Bay, with a capital of \$100,000, to carry on wholesale and retail business in fruits, vegetables, groceries and produce.

Wm. Gower, grocer, London, Ont., has sold to W. J. Lang, of Melbourne.

Seaforth Oatmeal Mill, at Stratford, Ont., formerly one of the Canadian Cereal Company's plants, has been sold by Walter Thomson & Son, of Mitchell, to Morrow & Co., an American firm.

The Ontario Department of Agriculture has taken over a portion of the Toronto City Abattoir, in which to establish a butter grading station. It is proposed to have farmers send their samples to be inspected, and it is hoped thereby to tion of a better class of butter.

The Carnation Milk Company has purchased the plant of the Aylmer Condensed Milk Company at Aylmer and will continue to manufacture condensed milk under the Canada first brand.

John G. Reid, Toronto manager for Atlantic Sugar Refinery, visited the headquarters of the company at St. John, N.B., during the week.

#### Western Provinces

S. Henley, grocer, Calgary, Alta., has discontinued.

White Grocers, Ltd., Saskatoon, Sask., have sold out.

E. S. Robbins, grocery brokers, Winnipeg, suffered fire loss.

F. B. Worth is opening a general business at Lemsford, Sask.

Gordon & Jacobson, grocers, Calgary, Alta., have dissolved.

Great West Trading Co., Qu, Appelle, Sask., has discontinued.

Wm. Baxter, grocer, Edmonton, Alta., suffered recent fire loss.

Moose Jaw Bread Co., Ltd., Moose Jaw, Sask., has been incorporated.

A. Neil, grocer, Winnipeg, has been succeeded by G. S. Campbell.

E. Morin, general store, L'Amoureux, Alta., has sold to J. O. Tremblay.

A. C. Boyd, general store, Bethany, Man., has been sold to W. J. Pellen.

N. B. Honeyman, grocer, Winnipeg, Man., has sold to R. M. Parkinson.

W. H. Olsen, grocer, Winnipeg, Man., has been succeeded by Mrs. S. Kemmay.

Main Centre Trading Co., general store, Main Centre, Sask., has dissolved.

D. O. Crossley & Son, general store, Biggar, Sask., has sold to D. M. Randall.

Parks & Silverman, general store, Cowan, Man., have been succeeded by I. J. Baru.

E. W. Salmon, general store, Sidewood, Sask., has been succeeded by R. Williamson.

Lowe, Moore, & Worth, general merchants are closing their store at Avonlea, Sask.

Clift Bros., general store, Melfort, Sask., has been succeeded by F. G. Crawford.

J. G. McGowan & Co., general store, Treherne, Man., has been sold to G. T. Curry.

George C. Armstrong, for thirty years with Ogilvie Milling Co., is dead in Vancouver, B.C.

Lowery & Hamilton, grocers, Pense, Sask., have been succeeded by Hammond & Hamilton.

New Delton Grocery, Edmonton, Alta., has been succeeded by Jachnechi & J. Janishewski.

T. H. Brown & Son, general store, Colonsay, Sask., has been succeeded by Brown & Pindleton.

E. S. Robbins, grocery jobbers, 246 McDermott avenue, Winnipeg, were heavy losers in a fire last week.

General store business of D. Sampson, of Camrose, Alta., has been taken over by D. H. M. Little, of Calgary.

Fred D. Kirby will open a bakery and pastry store on Main street North, Moose Jaw, Sask., at an early date.

John O'Donnell, sales manager of the Blue Ribbon Co., Ltd., of Winnipeg, has been on a trip to the Pacific Coast.

Two general stores, one owned by Frank McSherry, Pangman, Sask., were destroyed by fire Saturday, June 16.

Mawson & Wallace, 128 Main street, Moose Jaw, Sask., have opened up a new store in which they are handling fish and meats.

C. Harman, traveler for the Garlock Packing Co., of Hamilton, recently has been appointed manager of the firm in Winnipeg.

George Adams, of Geo. Adams & Co., manufacturers' agents, Chamber of Commerce, Winnipeg, is still in the hospital. His condition last week was not very favorable.

At a recent meeting of the Retail Clerks' Association, at Lethbridge, Alta., it was decided to petition the retail merchants to recommence the weekly half-holiday during July, August and September.

#### FIRE AT BRUCE MINES

Practically the whole business section of the town of Bruce Mines, Ont., was wiped out on Thursday last by a fire which is estimated to have done damage amounting to \$150,000. The flames, starting in the rear of a moving picture theatre, spread first to the general store of D. B. Tees, which is destroyed completely, as well as much school equipment stored above. A. D. Jackson's general store business also suffered total loss with a \$4,000 stock of flour and a \$35,000 general stock. Other places to suffer included Victor Munro's general store, Willoughby's implement store, Pomeroy's confectionery and grocery, post office, customs office, and a number of other smaller merchants.



# Told 'Round the Cracker Barrel

## HOW TO KILL AN OYSTER

Don't drown him in vinegar  
Or reason him at all,  
Don't cover up his shining form  
With pepper like a pail,  
But gently lift him from his shell  
And firmly hold your breath,  
Then with your eager tongue and teeth  
Just tickle him to death.

## TOUGH ON CAROLINE

In the southern part of Arkansas, relates Mr. Overman, where the natives take life easy, a man and his wife were one day sitting on the porch when a funeral procession passed the house. The man was comfortably seated in a chair which was tilted back on its hind legs against the side of the house, and was engaged in whittling on a piece of wood. As the procession proceeded, he said: "I reckon ol' man Williams's got about the biggest funeral that's ever been held around here, Caroline."

"A purty good-sized one, is it, Bud?" queried the wife, making no effort to move. "You betcher!" Bud answered. "I certainly would like to see it," said the woman. "What a pity I ain't facin' that way!"

## UNAPPRECIATED

"Fancy bringin' a child like that to a funeral! Wot pleasure can it be to 'er?"—

## OVERHEARD IN HULL, QUE.

"Ma, tigers can't bite people when they don't see 'em, can they?"  
"What on earth do you mean, child?"  
"I heard pa tell Mr. Smith he was going to find a 'blind tiger.'"

## HE COULDN'T GO BACK

The late Gilman Marston, of New Hampshire, was arguing a complicated case, and had looked up authorities back to Julius Cæsar. At the end of an hour and a half, in the most intricate part of his plea, he was pained to see what looked like inattention. It was as he had feared. The judge was unable to appreciate the nice points of his argument.

"Your Honor," he said, "I beg your pardon, but do you follow me?"

"I have so far," answered the judge, shifting wearily about in his chair, "but I'll say frankly that if I thought I could find my way back, I'd quit right here."

## NEARLY FINISHED

A stranger entered a church during the sermon. Getting tired, he asked his neighbor, "How long has he been preaching?" "About thirty or forty years, I think," replied the man. "I'll stay, then," said the stranger; "he must be nearly done."

## HE REMEMBERED NOAH

A pompous orator of the old school—you know the kind; one of those boys who vocally wave the Flag of Freedom until some of the stars are shaken loose—got up to speak in a little town in Ohio. Part of his discourse was devoted to praise of Daniel Webster, that other great orator.

The rural Bill Bryan frequently skidded from the roadway of fact. On one occasion, he said: "Daniel Webster's wonderful command of the English language, his unflinching grasp of words, came from his tremendous knowledge of the dictionary, of which he was the author."

A well-meaning friend whispered to the

speaker: "Say, Bill, Daniel Webster didn't write the dictionary; it was Noah."

Bill surveyed the other with scorn, and announced authoritatively and loudly: "Noah—hell! Noah built the ark!"

\* \* \*

## A KINDLY SUGGESTION

A Saginaw man tells of an Eastern college graduate who got work in a Michigan lumber camp. He was told to get busy on one end of a cross-cut saw, the other end being in charge of an old and experienced lumberman. At first all went well, but at the end of the second day the young man's strength began to wane. Suddenly the old man stopped the saw and spat.

"Son," said he, not unkindly, "I don't mind, your ridin' on this saw, but if it's just the same to you I wish you'd keep your feet off the ground."

## BRING IN YOUR CATALOGUES

This is the caption that heads the advertising of Roberts Bros., Cupar, Sask. That is the way to go after the Mail Order House. The idea as suggested by the Advertisement is to use the Mail Order Catalogue to help sell the store's goods.

"You will have to hand," reads the advertisement, "Spring Catalogues on Groceries. We again remind you of the saving. Bring your order and prices—We guarantee to meet the best."

On either side of this announcement is a panel devoted to the displays that will be found in the different windows of the store.

There is an effectiveness and a novelty about this idea of using the mail order catalogue to help sell the General Stores goods that should attract attention and also trade.

## PASSING THE TIME FOR BABY

Two women from the suburbs, one of them carrying a baby, entered a Cincinnati furnishing house, and indicated their desire to look at some carpets.

It was very warm, but the salesman cheerfully showed roll after roll, until the perspiration streamed from his face. Finally the babyless woman asked the other if she did not think it was time to go.

"Not quite," was the answer. Then, in an undertone, she added: "Baby likes to see him roll them out, and we've plenty of time to catch the train."

Many ladies who knit articles of wear for soldiers in the trenches attach their names to the garments before sending. Almost invariably the fortunate recipient acknowledges the gift. One of the recent acknowledgments received by a New York department store girl read as follows:

"I got your socks, kind lady, and they sure are some fit.

I took a pair for a hammock—the other for a mit.

I'd like to meet you, lady, when I've done my little bit,

But where in h—l did you ever learn to knit?"

## KEEPING ACCOUNTS 60 YEARS AGO

(Continued from page 41.)

Starch, per lb. ....	0.10	0.09 1/4
Cloves, per lb. ....	0.36	0.35-0.45
Cassia, per pound .....	0.48	0.25-0.35

Molasses is about double now what it was in the middle of last century. Sugar is about 3 1/2c per pound cheaper at present, while Spanish Valencia raisins are approximately one-third dearer. Currants, on the other hand, are about 75 per cent. dearer at the present time than they were in 1851. This is partly due to the fact that the source of supply of currants is almost entirely shut off. Putty is at the present time approximately six-tenths of a cent per pound higher, but compared with pre-war prices, the price in 1851 was considerably higher. Starch is about 3/4c per pound lower now than it was in the middle of last century.

## SERVICE DEPARTMENT

John McCorvie and Sons,  
Chatham, Ontario,  
Gentlemen:—

In answer to your enquiry as to the makers of the vegetable stand, with fountain spray attachment. We beg to state that such a stand as you illustrate is made by the Willis Manufacturing Co., and the Galesburg Cornice Works, both of Galesbury, Illinois.

\* \* \*

CANADIAN GROCER has had a number of enquiries as to whether it is legal to advance the prices of articles that have a price marked upon them. Our answer has been as follows:—

We believe that such actions is perfectly legal. On the other hand, in our opinion, it is inadvisable. Customers getting the re-marked tea will know that you were making a good profit at the old price, and will suspect you of making an exorbitant profit on the new. There is also the possibility of some disgruntled patron sending a package to the Hon. Mr. Crothers at Ottawa, and laying you open to some awkward enquiries from the Minister of Labor on the ground that you have asked more than a fair profit. There would seem to be a possibility that you profit out of this by selling at the original prices. It is probable that you would be below other merchants and could so make a good leading line that your customers would appreciate. We believe that you would profit most by adopting this idea.

J. E. Macfarlane, general manager of the Western Canada Flour Mills, Ltd., is visiting various branch offices in the West, and has spent some time in Vancouver and Victoria. He is looking up possibilities of doing business with Canadian flour in Portland and Seattle.

\* \* \*

W. F. Ross, superintendent of Pauline Candy Company, Winnipeg, Man., and a resident of the city for thirty years, is dead.



# WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

## THE MARKETS AT A GLANCE

VARIOUS lines of produce and provisions were in an active market during the week. Both butter and eggs are reaching the distributing centres in large quantities and prices show an easier tendency. Heavy production in these commodities is now taking place at country points. Live hogs were scarcer and packers put up their prices in order to induce the farmers to bring them out. Poultry of various kinds reached the market in fairly good supply, but the demand is light and quotations were accordingly down.

Flour held in steady position, due to a corresponding situation in the wheat market. There is only a light demand for the commodity as yet. Sugar declined 15c per hundred and is in light demand, but the coming of the fruit preserving season is expected to have a stimulating effect on demand. Much depends on the quantity of strawberries marketed. Reports are conflicting as to the probable production of berries. As yet they have not been reaching the market in large quantities.

Advances were recorded in salad dressing, ice cream salt, soap chips, jams, maple syrup, black pepper. Old potatoes are nearly cleaned out and new Southern potatoes are now taking their place, prices having declined in the latter during the week. Lettuce and radishes are slow sellers owing to the backyard production which is getting under way. Canadian cabbage and beets are now reaching the market. Georgia peaches put in an appearance, being the first of the season. Business is still quiet in grocery lines, particularly in the city trade.

## QUEBEC MARKETS

MONTREAL, June 26.—Steadiness as regards flour, advances in cases of package rolled oats, and a decline in sugar, are the features of the market in the grocery lines this week. There have been declines also in provisions, and eggs are much more plentiful in supply, and consequently in weaker market. Butter is also lower. There is a period of dullness over the grocery markets in several lines, and business has been quieter, but there is every sign of firmness as to prices. English candied peels are up again, and molasses advanced four cents following loss of a cargo at sea. Hand cleaners, formerly 90c per doz., are now a dollar for the ordinary lines. There have been few changes in miscellaneous lines this week. Sultana stove polish, No. 12, has advanced to \$1.10 per doz., formerly a dollar, and may advance further later in the season.

### Sugar Has Again Declined 15 Cents

Montreal.

SUGAR.—A further decline of 15c per 100 pounds is recorded in sugar this week. The decline took place at 9 a.m. on June 26, and the refineries all brought their product to a basis of \$8.05 for extra

granulated. One refinery did not make the announcement until later, but with the market in its present condition of rather quiet demand, the lower-priced sugar secures the sales, and an even market resulted from the point of view of the wholesalers from the first announcement of the decline. The reason for the drop in sugar was not very clear. Probably slackened demand had something to do with it, but the market tone generally has been towards weakness of late. At the present time sugar is selling at almost exactly double its price just before the war broke out, and cost of manufacture is more than doubled according to accounts.

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

For deliveries in Montreal City district add 5c

to above refinery price if purchased through wholesalers.

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

### New Pack Salmon Prices After July 1

Montreal.

CANNED GOODS.—There is steady demand for canned goods, and stocks of last season's canning gradually decrease. Prices remain steady. Outlook for new season's canning is still not very clear. The shortage of tin-plate is looming up ominously, and it is very doubtful if non-perishable goods, such as beans, will be canned in any great quantity, if at all. Only a few independent canners of salmon have so far made prices for 1917 pack, and wholesalers are not announcing quotations until the B. C. packers' prices are made known after July 1. The outlook for the canned vegetables and fruits of Canadian growth is hopeful, but subject to the troubles besetting all canning industry this season. Crops are showing fair promise so far. New canned lobsters are now in the hands of the wholesalers, mostly in halves and quarters delivery, made for orders placed well in advance. The quarters are \$1.75 a dozen; halves, \$2.75; and one-lb. flats, \$5.95 doz. All the well known guaranteed brands are represented. A new size of baked beans in 10-oz. cans has been placed on the market by a firm of wholesalers in Montreal. These sell at 77½c per doz. for the plain, and 87½c per doz. for tomato sauce flavored, thus priced to retail at from 9c to 10c each can.

Salmon Sockeye—

"Clover Leaf," ¼-lb. flats	2 45
1 lb. talls, cases 4 doz., per doz.	3 00
½ flats, cases 8 doz., per doz.	1 50
Chums, 1-lb. talls	1 45
Pinks, 1-lb. talls	1 75
Cohoes, 1-lb. talls	2 65
Red Springs, 1-lb. talls	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25
Canadian sardines (case)	6 75

Canned Vegetables—

Tomatoes, 3s	2 25	2 30
Tomatoes, U.S. pack	2 25	2 25
Tomatoes, 2½s	2 15	2 20
Peas, standards	1 35	1 35
Peas, Early June	1 45	1 45
Beans, golden wax	1 60	1 60
Beans, Refuges	1 50	1 60
Corn, 2s, doz.	2 00	2 00
Corn (on cob, gal. cans, doz.)	8 50	8 50
Red raspberries, 2s	2 25	2 45
Simcoes	2 75	2 75
Red cherries, 2s	2 25	2 25
Strawberries, 2s	2 40	2 50
Blueberries, 2s, doz.	1 35	1 35
Pumpkins, 2½s	1 50	1 70
Pumpkins, 3s	1 75	1 75
Pumpkins (gallon), doz.	6 00	6 00
Apples (gallon)	3 75	4 00

Peaches, 2s (heavy syrup).....	1 75
Pears, 3s (heavy syrup).....	2 45
Pineapples, 1 1/4s.....	2 25

### English Candied Peels Again Up

Montreal.

**DRIED FRUITS.**—Still the story of the markets as regards dried fruits is one of quietness. Demand is not very strong for these at present. The outlook from California is unchanged from last week, firm prices being probable, and firming tendencies noted. Prunes are scarce in supply, and bound to be high priced. Raisins will probably be higher. Greek currants are coming forward via New York, and are being offered subject to approval of price, which cannot be fixed yet. There are fair prospects that 1917 Greek currants will be here in time for Christmas in limited quantity, but there is no certainty. English candied peels are advanced 4c to the importer, making altogether an advance of 10c in three months. These are, therefore, certain to quote higher to the retailer in course of time.

EVAPORATED FRUITS.	Per lb.
Apples, choice winter, 25-lb. bxs. ....	0 13
Apples, choice winter, 50-lb. bxs. ....	0 13 1/2
Apricots—	
Choice, 25's, faced, new crop.....	0 28
Nectarines, choice.....	0 11 1/2
Peaches, choice.....	0 13
Pears, choice.....	0 15

DRIED FRUITS.	Per lb.
Candied Peels (to arrive)—	
Citron.....	0 32
Lemon.....	0 24
Orange.....	0 27
Currants—	
Filiatras, fine, loose, new.....	0 21
Filiatras, packages, new, lb.....	0 22
(In the present condition of market prices are considered merely nominal.)	currant

Dates—	Per lb.
Dromedary, pkg. stock, old, 1-lb. pkg. ....	0 12 1/2
Fards, choicest.....	0 12 1/2
Hallowee (loose).....	0 13
Excelsior.....	0 11 1/2
Anchor.....	0 09

Figs—	Per lb.
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
7 crown, 12-lb. boxes, fancy, layer, lb.....	0 12
8 crown, 12-lb. boxes, fancy, layer, lb.....	0 11 1/2
1 lb. glove boxes, each.....	0 12
Cal. bricks, 8 oz., doz.....	0 95
Cal. bricks, 10 oz., doz.....	1 20
Cal. bricks, 16 oz., doz.....	1 40
Cal. layers, 10 lb., 5 rows, box.....	1 60
Cal. fancy, table, 10 lbs.....	1 60

Figs—	Per lb.
Spanish (new), mats, per mat.....	2 40
Comadore (Portugal), per mat 33 lbs.....	2 40

Prunes, California—	Per lb.
30 to 40, in 25-lb. boxes, faced.....	0 13 1/2
40 to 50, in 25-lb. boxes, faced.....	0 13
50 to 60, in 25-lb. boxes, faced.....	0 12 1/2
70 to 80, in 25-lb. boxes, faced.....	0 12
90 to 100, in 25-lb. boxes, faced.....	0 11

Prunes (Oregon)—	Per lb.
30s.....	0 13
40-50s.....	0 12 1/2

Raisins—	Per lb.
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown.....	3 75
Muscatels, loose, 2 crown.....	0 10 1/2
Muscatels, loose, 3-crown, lb.....	0 11
Muscatels, 4-crown, lb.....	0 11 1/2
Cal. seedless, 16 oz.....	0 12 1/2
Fancy seeded, 16 oz. pkgs.....	0 12 1/2
Choice seeded, 16 oz. pkgs.....	0 12
Valencias, selected.....	0 11
Valencias, 4-crown layers.....	0 11 1/2

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

### Molasses Advances Four Cents Per Gal.

Montreal.

**MOLASSES.**—The market for molasses is in such a precarious condition as to supply that the least mishap in transit means a difference to quotations. A cargo was lost last week, about 3,000 puncheons, according to report, and this is a considerable loss. The price has advanced 4c in Montreal as a result. Various firms lost various amounts in this wreck. Demand for corn syrup is reported the sharper because of the molasses shortage, but prices have not altered this week. The same is the case as regards cane syrups.

Barbadoes Molasses—	Prices for Foney, Choice, Island of Montreal
Puncheons.....	0 78 0 72
Barrels.....	0 81 0 75
Half barrels.....	0 83 0 77
For outside territories prices range about 3c lower.	

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

2 lb. tins, 2 doz. in case, per case.....	5 50
Barrels, per 100 lbs.....	6 50
Half barrels, per 100 lbs.....	7 00

### Peanuts Have Again Shown Advances

Montreal.

**NUTS.**—The market for nuts maintains its strength. Walnuts (shelled) are firmer in tone, though still available at prices as formerly quoted. Nuts in the shell are firm and likely to go higher. Shelled peanuts are again higher in primary market and to the jobber. No. 1 Virginias are being quoted to jobber at 16 1/2c, and No. 1 Spanish at 17c. No new No. 1 Spanish peanuts can be expected to arrive before the first week in December, and stocks in this country are running very low. These are required for peanut butter, the Oriental nuts not entirely replacing the European supplies.

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

### Beans Quoted At High Figures

Montreal.

**BEANS.**—A certain small quantity of Canadian hand-picked beans is still to be found on the market, and in some cases at the fairly moderate price (in these days) of \$10.50 per bushel. No less than \$11.50 to \$12 has been quoted for these this week in other directions. The market is still supplied mainly with import-

ed beans, and demand is not strong, but will be sharper when new Canadians can be found. There is absolute loyalty on the part of Canadian housewives towards the beans of Canadian growth, though in the present period of scarcity they have made Manchurians and Michigans fill the bill. A big harvest of beans is anticipated.

Beans—

Canadian, hand-picked.....	10 50	12 00
Canadian 3-lb. pickers, per bu.....	9 50	10 50
Canadian 5-lb. pickers.....	7 90	8 50
Yellow Eyes, per lb.....	0 15	0 15 1/2
Lima, per lb.....	0 20	
Chilean beans, per lb.....	0 14 1/2	0 15
Manchurian white beans, lb.....	0 15 1/2	0 16
South American.....	5 70	
Peas, white soup, per bush.....	5 00	
Peas, split, new crop, bag 98 lbs.....	10 00	10 10
Barley (pot), per bag 98 lbs.....	6 00	7 25
Barley, pearl, per bag 98 lbs.....	7 50	8 00

### Rice And Tapioca Dull; Sago Advanced

Montreal.

**RICE AND TAPIOCA.**—There is very little movement in rice, according to reports. It appears that large stocks were laid in previous to the last advance, and since then with demand dull prices have not altered. Tapioca, however, keeps in very firm market, and is scarcer as regards importations. Demand for this is, however, light at present. Sago has advanced half a cent to 14 1/2c per pound.

"Texas" Carolina, per 100 lbs.....	9 90
Patna (fancy).....	10 15
Real Carolina, per 100 lbs.....	11 00
Patna (good).....	9 40
Siam, No. 2.....	7 25
Siam (fancy).....	8 40
Rangoon "B".....	7 35
Tapioca, per lb.....	0 14 1/2
Tapioca (Pearl).....	0 14 1/2

### Coffee Is Quiet; Cocoa Unchanged

Montreal.

**COFFEE, COCOA.**—There are no changes of market condition to report as regards coffee. It is not thought that coffee prices will alter in any hurry either upwards or downwards—if downwards were even remotely possible. Any change would probably be for more firmness, but there is no hint of such a change. Cocoa is in similarly quiet condition. The market for cocoa in tins still finds a line or two offered at 95 cents a dozen for the small or "ten cent" tin. Bulk cocoas are not altered in price this week.

Coffee, Roasted—

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

Cocoa—

Bulk cocoa (pure).....	0 30	0 35
Bulk cocoa (sweet).....	0 18	0 25

### Tea Market Shows Renewed Firmness

Montreal.

**TEA.**—While a few arrivals of black teas have had the effect of easing the extreme anxiety under which the market



has been operating of late, the feeling of doubt as to future supplies of black teas begins to gain strength again. It is felt that there will be few return trips for more tea cargoes by ships reaching America about the time troops are to be moved, and this may be sooner than anybody expects. Japan teas are very firm for the lower grades owing to increased demand. Java teas are being brought forward to meet the opportunities offered by the state of the market at present, and are much better in quality than was the case a few years ago. Prices for future supplies of black teas are steadily advancing still.

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

### Spice Markets Show Fewer Features

**Montreal.**  
**SPICES.**—There is a period of quietness in the spice market at large, with the outlook increasingly towards difficulties of shipment from primary markets and consequent firmness. Locally conditions are unchanged from reports of the past week. Demand has had a further spell of activity, but is not as pressing as was the case a month ago. Prices are for the present unchanged. There are shortages likely in nutmegs, gingers, and seeds and herbs, indeed all the spices subject to importation are scarce and likely to be higher priced. Markets are not particularly sharp set for many lines at present, but spot stocks are being snapped up from time to time in New York, and future arrivals near at hand are always trending firmer.

	5 and 10-lb. boxes	
Allspice.....	0 16	0 18
Cassia.....	0 25	0 30
Cayenne pepper.....	0 28	0 35
Cloves.....	0 35	0 40
Cream of tartar, 60c		
Ginger, pure.....	0 25	0 35
Ginger, Cochin.....	0 25	0 35
Ginger, Jamaica.....	0 30	0 35
Mace.....	0 80	1 00
Nutmegs.....	0 40	0 60
Peppers, black.....	0 35	0 38
Peppers, white.....	0 38	0 40
Pickling spice.....	0 25	0 28
Tumeric.....	0 21	0 23
Cardamon seed, per lb., bulk.....	2 00	
Carraway, Dutch, nominal.....	0 60	0 75
Cinnamon, China, lb.....	0 22	0 25
Cinnamon, per lb.....		0 35
Mustard seed, bulk.....		0 25
Celery seed, bulk.....		0 46
Shredded coconut, in pails.....	0 21	0 23
Pimento, whole.....	0 12	0 14

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

### New California Soft Fruits Arrive

**Montreal.**  
**FRUIT AND VEGETABLES.**—The arrival of the new California soft fruits is the only feature of the market. These have at last begun to appear in quantities, and are selling at the rather higher range of prices anticipated. Cherries are \$3.25 a box, plums \$4.00, peaches, \$2.75, apricots, \$3.00, there is a good demand for these fruits, and as prices come down more demand is promised. In the vegetables while many lines remain

steady for the time being some of the older goods are firmer due to scarcity and some fall off in price due to quality having also fallen off. New root supplies are coming forward. Rhubarb is "selling at all prices" even as low as 10c for some odd lots of lower quality, but from 25c to 35c per doz. bunches is considered representative. Potatoes keep high in price, and very firm.

Bananas (fancy large), bunch...	2 75	3 50
Oranges—		
Navels, per box.....	4 50	
Floridas.....	5 00	
Valencia, ordinary and large..	4 25	5 00
Grape fruit.....	2 75	3 25
Lemons.....	4 50	5 00
Limes, box of 80.....	1 50	
Pineapples, Cuban, crate.....	3 50	4 00
Watermelons (U.S.), each.....	0 60	0 75
Apples (in boxes)—		
Winesap.....	4 00	
Ben Davis.....	4 00	
Cauliflower, per doz. bunches...	3 00	4 00
Celery, greentop, per crate.....	4 00	
Celery (U.S. washed), doz.....	1 50	
Onions, Bermuda, crate 50 lbs.....	3 25	
Onions, Texas (crystal wax), crate 50 lbs.....	2 50	
Texas onions (red), crate.....	2 50	2 75
Onions, Australian, sack 100 lbs.....	6 00	
White onions, per bag (100 lbs.).....	6 00	
Potatoes (Green Mt.), bag, 80 lbs.....	4 25	
Potatoes (new), per hamper.....	4 00	
Potatoes (new), per bbl.....	11 50	
Potatoes (N.B.), bag.....	4 25	
Potatoes (Quebec).....	4 00	
Potatoes (sweet), per hamper.....	4 00	
Carrots, per bag.....	3 50	
Carrots (new), doz. bunches.....	0 90	
Beets, per bag.....	2 00	
Beets (new), doz. bunches.....	1 00	
Parsnips.....	2 00	
Pisas (new), per hamper.....	3 00	
Turnips (new), per doz.....	1 25	
Lettuce, curly, per box.....	2 00	
Lettuce, Romaine, doz.....	1 00	
Lettuce, Boston, box of 2 doz.....	2 25	
Tomatoes (Florida), per crate..	4 00	4 25
Tomatoes, Mississippi Flats.....	2 25	
Horse radish, per lb.....	0 25	
Cabbage (new), Charleston, crate	3 25	
Cauliflowers (doz.).....	3 50	4 00
Beans, U.S. wax, basket.....	3 25	3 75
Beans, U.S. green, basket.....	3 75	
Leeks, per doz. bunches.....	2 00	
Parsley, doz.....	0 50	1 50
Mint, doz.....	0 50	
Watercress, doz.....	0 50	
Spinach, per bbl.....	4 00	
Rhubarb, per doz.....	0 25	0 35
Eggplant, per crate.....	6 50	
Cauliflower, crate.....	4 00	
Garlic (Venetian), lb.....	0 10	
Endive (Canadian), lb.....	0 25	
Strawberries (Louisiana), pints..	0 12	
Strawberries (quarts).....	0 20	
Cucumbers (Fla.), basket.....	3 25	3 50
California plums, box.....	4 00	
Do., peaches, box.....	2 75	
Do., apricots, box.....	3 00	
Cherries (Calif.), box.....	3 25	
Artichokes (Jerusalem), bag.....	1 25	

### Fish Markets Keep Steady And Moderate

**Montreal.**  
**FISH.**—Demand for fish is keeping up well, and prices as a rule remain reasonable without any indication of advances for some time to come. Due to shortage of bait in the East the supply of codfish and haddock is not expected to be as large as in the past

few weeks, and this might have an effect on prices in the coming week. There was a shortage of Gaspé salmon up to the present week, but good supplies from the Northern shore helped fill the market. Still as these fish came on to a practically depleted market there was less reaction as to price, and this only temporarily. Lobsters are on the up trend, as the fishing season for these has closed in some districts. Trade in all kinds of pickled and salted fish is pretty quiet. A few inquiries are reported for salted and boneless codfish. Trade in oysters is small and featureless.

<b>SMOKED FISH</b>		
Haddies.....	0 10	0 11
Haddies, fillet.....	0 14	0 15
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box.....	1 40	
Smoked eels.....	0 12	

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

<b>SHRIMPS, LOBSTERS</b>		
Lobsters, medium and large, lb.....	0 30	
Prawns, Imperial gal.....	3 00	
Shrimps, Imperial gal.....	2 50	
Scallops.....	2 75	

<b>FRESH FROZEN SEA FISH.</b>		
Halibut.....	16	17
Haddock, lb.....		06
Mackerel (med.), each.....		20
Mackerel (large), each.....		25
Cod steak, fancy, lb.....		8
Salmon, Western.....	18	
Salmon, Gaspé.....	16	18
Brook trout.....		30

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

<b>FRESH FISH</b>		
Haddock.....	0 05	0 06
Steak Cod.....		0 07
Market Cod.....	0 05	0 06
Carp.....	0 10	0 11
Dore.....	0 14	0 15
Lake trout.....	0 13	0 14
Pike.....	0 10	0 11
B. C. Salmon.....		0 18
Gaspé Salmon.....		0 16
Gaspereaux, each.....		0 03
Western Halibut.....	0 17	0 18
Eastern Halibut.....	0 16	0 17
Shad (Roe), each.....	0 50	0 65
Do., (Buck).....	0 40	0 45
Flounders.....	0 06	0 07
Perch.....		0 09
Bullheads.....		0 12
Whitefish.....	0 14	0 15

## ONTARIO MARKETS

**TORONTO, June 27.**—Higher prices prevailed in a number of grocery lines during the week. The greater activity was noted in produce and provisions, where declines were recorded in the price of poultry and in eggs.

Butter was in weaker position with the make mounting rapidly. Live hogs were higher in price, but pure lard was down. The latter condition is due to the slackening demand for all fats during the summer months. The feeling is

prevalent that prices will not go to very much lower levels. Some brands of jams and jellies were quoted at higher prices and maple syrup was also quoted at higher figures. Business continued somewhat quiet during the week, but reports of the country business have started to improve although trade in the city was still inactive.

### Canadian Sugars Again Decline 15c

Toronto.

**SUGAR.**—Canadian refiners reduced the price of sugar 15c per hundred on Tuesday of present week. The visible production of sugar on the Island of Cuba continues to catch up on the total of last year, now standing at 2,679,641 tons against 2,798,700 tons in 1916 and 2,293,713 tons in 1915. Early last week the weather on the Island of Cuba was generally rainy but later reports state that the rains were only over scattered areas. This latter bit of information would seem to indicate that the rainy season has not started in earnest on the Island. During the week 23 centrals finished grinding, which leaves an estimated number of 39 still grinding. In the New York market for raws during the week there was a firmness noted in the situation as evidenced by slightly higher prices being paid by refiners, the advance being from 5.89c duty paid basis to 6.02c. Holders of raw sugars are asking higher prices and the offerings generally are quite free. Authorities intimate that with the disposition of Cuban holders to sell so readily it will be difficult to maintain present prices. Holders of sugar in warehouse in New York were inclined to sell freely and importers' stocks are accordingly much reduced. In the Java market for sugar declines of approximately one cent per pound have been made within the past six weeks. This is affecting the sugar situation in the United Kingdom. The British shipping controller is very unwilling to allot any considerable volume of tonnage as it requires some twelve weeks to complete a voyage to the United Kingdom. The voyage to Cuba takes much less time. This is taken as an indication that the Cuban sugars will be drawn upon more extensively during the coming season.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 19
Acadia Sugar Refinery, extra granulated	8 19
Can. Sugar Refinery, extra granulated	8 19
Dom. Sugar Refinery, extra granulated	8 05
Yellow, No. 1	7 79
Specing icing, barrel	8 40
Powdered, barrels	8 40
Paris lumps, barrels	8 79
Assorted tea cubes, boxes	8 79

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

### Salad Dressing, Jams And Maple Syrup Higher

Toronto.

**SALAD DRESSING, JAMS, MAPLE SYRUP.**—Royal salad dressing has been increased in price 75c per dozen during the week, which now makes the selling price \$6 per dozen for 16-oz. size. For the 8-oz. size the increase is 35c per dozen, making the selling price \$3.60 per dozen. The season for preserving eggs is now on and waterglass is in demand, the price being \$1.35 per dozen for 1-lb. tins. Ice cream salt has been advanced 10c pr sack and is now quoted at \$1.45. Dingman's soap chips have been advanced 2c per pound, the price in barrels now being 14c per pound, while the 50-lb. boxes have advanced \$1 and are now quoted at \$7.50. Procter & Gamble have announced that they will again take orders for Lenox soap, this line having been withdrawn owing to their inability to keep up with orders. They are now in a better position with respect to deliveries. Aylmer brand jams and jellies have been advanced in some quarters, 12-oz., raspberry and black currant jams now selling at \$2.35 per dozen, an increase of 25c. 12-oz. strawberry jam Aylmer brand to arrive is quoted at \$2.45 per dozen. 12-oz. plum jam has been advanced 20c and is now quoted at \$1.95, while peach jam in 12-oz. size has been increased 25c and is now quoted at \$2 per dozen. Crab apple jelly has been advanced 25c and is now quoted at \$1.80, and grape jelly has been advanced 5c per dozen to \$1.50. Pride of Canada maple syrup has made considerable advance, the selling price for wine gallons, six to case, being \$11.25; half gallons, 12's, \$12.70; quart tins, 24's, \$13.90; quart bottles, 24's, \$12.40; quart bottles, 12's, \$6.20; pint bottles, 36's, \$10.60; maple sugar, fifty half-pound cakes to case, \$6.30.

### Prices On New Pack Salmon Expected Soon

Toronto.

**CANNED GOODS.**—Representatives of Western salmon packers stated they expected the prices on new fall pack of salmon to be announced in the near future. They are taking orders on the basis of open prices to be announced. Wholesalers quite generally have been booked up on this basis, as they are given the option of taking only a certain percentage of their order if the new prices are too high in their estimation. Wholesalers are looking for the price of salmon to open higher than last year. One large concern stated the additional cost of the tin in their cans this year will be some \$55,000 greater than at any previous time. Conditions in the canned goods market was generally in a firm position during the week, no inclination toward lower prices in any of the various lines being noted. Alaska red salmon on the other hand were quoted up 10c from the lower levels of last week in certain quarters.

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

Salmon Sockeye—		
Alaska reds, 1-lb. talls	3 00	3 25
Alaska pinks, 1-lb. talls	2 45	2 75
Chums, 1-lb. talls	1 45	1 65
Pinks, 1-lb. talls	1 75	1 90
Cohoos, 1/2-lb. tins	1 45	1 60
Cohoos, 1-lb. tins	2 55	2 85
Springs, 1-lb. talls	2 50	2 85
Lobsters, 1/2-lb., doz.	2 65	3 00
Canned Vegetables—		
Beets, 3s	1 50	1 90
Tomatoes, 2 1/2s	2 35	2 50
Tomatoes, 3s	2 45	2 50
Peas, standard	1 42 1/2	1 50
Peas, early June	1 52 1/2	1 55
Beans, golden wax, doz.	1 45	1 50
Asparagus tips, doz.	3 00	3 25
Corn, 2's, doz.	2 10	2 25
Pumpkins, 2 1/2s	1 95	2 10
Apples, gallons, doz.	4 00	4 00
Pineapples, 2s, doz.	2 45	3 00
Pineapples, 1s, doz.	1 50	1 50

### Molasses Market Continues Very Firm

Toronto.

**MOLASSES, SYRUPS.**—Although the demand for molasses is easing off considerably with the coming of warm weather the prices have not shown any inclination toward lower levels. New Orleans molasses is in uncertain market due to the probable action of the food controller in the United States. Fancy Barbadoes is firm for the remaining molasses and shipping conditions from that district are still bad. As to what effect the appointment of a food controller will have on Canadian products is yet a problem for the future to unravel. Prices on molasses remained unchanged during the week. Cane syrups and corn syrups also held steady in price. Dominion Molasses Company has withdrawn prices on tinned molasses.

Corn Syrups—		
Barrels, per lb.	0 06 1/2	
Cases, 2-lb. tins, 2 doz. in case	4 60	
Cases, 5-lb. tins, 1 doz. in case	4 95	
Half barrels, 1/4c over bbls.; 1/4 bbls., 1/2c over bbls.		
Cane Syrups—		
Barrels, first grade	0 06 1/2	
Barrels and half barrels, second grade, lb.	0 06	
Cases, 2-lb. tins, 2 doz. in case	4 80	
Molasses—		
Fancy Barbadoes, gal.	0 78	0 82
West India, 1/2 bbls., gal.	0 46	0 50
West India, 10-gal. kegs.	0 60	0 60
Tins, 2-lb., table grade, case 2 doz.	4 25	
Tins, 3-lb., table grade, case 2 doz.	5 65	
Tins, 2-lb., baking grade, case 2 doz.	3 00	

### Candied Peel Again Quoted At High Prices

Toronto.

**DRIED FRUITS.**—Importers of American candied peel were again in the market during the week but at prices 4c in advance of the opening quotations several weeks ago. This represents an increase of 2c per pound over the prices at the time they were withdrawn. Dried fruits quite generally are in a quiet market. There are very few currants to be had except Australians and some filiatras. Intimation has been made that the embargo on Grecian currants is to be raised, which may mean that supplies of this fruit may come in, though at high prices. Dates are holding steady, there being practically nothing in the market



except package dates. Figs are drawing near the tail end of the season and wholesalers are anxious to clean out their stocks. Prunes are in an uncertain market in the primary points owing to the probable action of the United States food controller with respect to prices. The possibility of regulation in this commodity is said to be causing the Prune Association some uneasiness. In the meantime there is little interest in the future market pending some action in this respect. On raisins the association is prepared to take orders on basis of price to be named later. Some business has been done locally on this basis.

Apples, evaporated, per lb.	0 14	0 14½
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron	0 30	0 33
Currants—		
Filiatras, per lb.	0 22	
Australians, lb.	0 23	0 24
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 05¾
Malagas, lb.	0 10	
Prunes—		
30-40s, per lb., 25's, faced.	0 16	
40-50s, per lb., 25's, faced.	0 15½	
50-60s, per lb., 25's, faced.	0 15	
70-80s, per lb., 25's, faced.	0 13¾	
80-90s, per lb., 25's, unfaced.	0 12½	
90-100s, per lb., 25's, faced.	0 10½	
Peaches—		
Standard, 25-lb. box	0 13	
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

### Teas Were In Quiet Market During Week

**Toronto.**  
TEAS.—There was a rather quiet market in teas during the week, which is the condition quite general in the grocery trade. Demand for tea from the city trade has been lighter owing to the fact that many people have made their exit to their summer homes. In the country districts to where they have gone the merchants had already anticipated their needs and are consequently not buying to meet this demand. Interest in the market in the far East centres around the fact that freights of late have been advancing. There seems little prospects of any easier condition from that quarter. Prices locally remained unchanged. Some stocks of Java teas are reported to be on the way, also several shipments from Indian ports. These teas are expected to reach the local market some time in July.

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

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

### Withdrawal Of Ships Affecting Coffee Trade

**Toronto.**  
COFFEE, COCOA.—With the persistent activities of the submarines a great number of ships are being withdrawn from the South American trade and this is having a steadying effect on the coffee market by reason of the inability to ship as much coffee as under normal conditions. While Brazil has taken over a number of German steamers that were interned in her ports it will take some time to put them into commission as they are in a bad state of repair and help is difficult to obtain. Locally prices remain unchanged, following the steadiness in the primary market in New York. Demand is fairly good.

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

### Pickling Spice And Black Pepper Are Higher

**Toronto.**  
SPICES.—Pickling spice moved up from the lower level to the extent of 2c per pound during the week, making the range of prices now 22c to 25c. Black pepper showed additional strength and an advance of 1c to 3c per pound was recorded in low quotations of various dealers. Cream of tartar continued in a firm position but prices remained unchanged. The demand for spices of all kinds is reported good from some sources, while others again state trade is somewhat quiet.

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

### Light Stocks Of Shelled Walnuts On Way

**Toronto.**  
NUTS.—One importer states that he has been able to secure some light stocks of French shelled walnuts which are now on the way to this country. Shipper cut down the amount of order, however, which indicates the scarcity in that market. There is a good demand for walnuts for the soda fountain trade now that the summer season is on, but outside of this trade the market in nuts is

somewhat quiet. California walnuts are still out of the market and there is no probability of any further supplies reaching this market until new crop comes in. Importers are preparing to take fairly good quantities of these nuts this season as they found them quite acceptable to the local trade. The price was one of the attractive features.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 40	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California	0 17	0 18
Peanuts, lb.	0 17	0 18

### New Crop Rice Is Making Good Progress

**Toronto.**  
RICE, TAPIOCA.—Reports from the rice fields of the Southern United States continue to be encouraging, as the crop is making good progress. There was little interest in the rice situation during the week, the easier conditions noted last week continuing. Some wholesalers have fairly heavy stocks of rice and are eager to take business at easier prices. Demand for rice is still quite good. There was a shading down from the higher prices of last week.

Texas, fancy, per 100 lbs.	9 50	10 50
Honduras, fancy, per 100 lbs.	0 12	
Siam, fancy, per 100 lbs.	7 50	8 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

### Lima Beans Quoted Down In Some Quarters

**Toronto.**  
BEANS.—Although a number of wholesalers are out of the market entirely on lima beans lower quotations were noted in at least one quarter during the week, the price being down 2c, which now makes the range of prices 17c to 20c per pound. There is little interest in beans at the present time, interest of consumers turning more to fresh vegetables that are now on the market. Prices for the most part remained unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel	9 60	
Japanese, per bush.	9 00	
Black eyes, Cal., bushel	6 50	
Limas, per pound	0 17	0 20

### Demand For Oat Products Lighter

**Toronto.**  
PACKAGES.—The demand for rolled oats in packages is becoming somewhat lighter due to the approach of warmer weather. Less heating breakfast foods are stated to be more in demand. Prices for all package cereals held in steady position. Corn starch and starch were also in an uneventful market so far as movements in price are concerned.

Cornflakes, per case	3 00	3 40
Rolled oats, round, family size, 20s	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case, 20s	4 00	4 90
Shredded wheat, case	4 00	4 00
Cornstarch, No. 1, pound cartons	0 10%	0 10%
No. 2, pound cartons	0 09%	0 09%
Starch, in 1-lb. cartons	0 10%	0 10%
Do., in 6-lb. tins	0 12½	0 12½
Do., in 6-lb. papers	0 09½	0 09½

### Whitefish, Trout And Herring Scarcer

Toronto.

FISH.—Contrary to expectations the supplies of both whitefish and trout were shorter during the week. Fresh whitefish stocks were low and arrivals of trout were practically nil. Fresh herring is also very scarce. In spite of this condition the market held steady during the week. In the smoked fish ciscoes are now out of the running. Coho salmon of frozen variety are also out of the market. Frozen whitefish are also now cleaned out. Demand for fish has been fair.

#### SMOKED FISH.

Haddies, per lb., new cured	0 11	0 12
Haddies, fillets, per lb.	0 14	0 15
Kipped herring, per box	1 50	1 50
Digby herring, bundle 5 boxes	1 10	1 25

#### PICKLED AND DRIED FISH.

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

#### FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 16½	0 17
Halibut, frozen	0 16½	0 17
Salmon, Restigouche, lb.	0 17	0 18
Haddock, fancy, express, lb.	0 07	0 08
Steak cod, fancy, express, lb.	0 09	0 10
Mackerel, lb.	0 10	0 12
F'ounders, lb., frozen	0 09	0 10
Winkles, per bag	1 75	1 75

#### FRESH LAKE FISH.

Herring, lb.	0 10	0 12
Pike, lb.	0 08	0 08½
Whitefish, lb., fresh	0 13	0 15
Trout, lb., fresh	0 13	0 14
Herrings, frozen	0 06	0 06½
Tullibee, fresh, lb.	0 08	0 09

### Canadian Cabbage And Beets Now In

Toronto.

VEGETABLES. — Canadian cabbage from the St. Catharines' district reached the market during the week and were quoted at \$4 per case. Beets from Ontario points were in and sold from 40c to 50c per dozen bunches. Southern beets are also in the market, and are quoted at \$3.50 per crate. Florida cucumbers were higher in price, being quoted at \$3.50 to \$4 per hamper. Lettuce and radishes are in the market in good quantities but the demand for them is practically nil as people are now depending on their own backyards for supplies of this vegetable. New Carolina potatoes were on the market and in barrels were quoted from \$1 to \$1.50 per barrel below that of last week, the range being from \$11.50 to \$12. Green peas are bringing better prices at \$3.50 per hamper. Old potatoes were somewhat scarce, the only kind available in the market being Western ones, which sold from \$4 to \$4.25 per bag.

Asparagus, Can. grass, 11-qt. bkt.	1 25	2 00
Beets, frozen	3 50	3 50
Do., doz. bunches	0 40	0 50
Beans, green, string, hamper	3 50	3 75
Beans, golden wax, hamper	3 50	3 75

Cucumbers, Can., hothouse, 11-qt. basket	1 25	2 00
Cucumbers, Florida, hampers, 6 doz.	3 50	4 00
Cabbage, case	3 00	3 25
Canadian, case	4 00	4 00
Carrots, new, hamper	2 00	2 25
Celery, Florida, half case	3 00	3 00
Lettuce, leaf, doz. bunches	0 20	0 20
Canadian head lettuce, doz.	0 50	1 00
Mushrooms, 4 lbs.	1 00	1 00
Onions—		
Texas, 50-lb. box	2 25	2 50
Green, per doz. bunches	0 20	0 25
Potatoes—		
Elbertas, bag	4 00	4 25
New, barrel	11 50	12 00
Peas, green, hamper	3 50	3 50
Do., Canadian, 11-qt. bkt.	1 25	1 25
Radishes, doz. bunches	0 20	0 25
Spinach, bushel hamper	0 40	0 50
Green peppers, doz.	1 00	1 00
Tomatoes, Miss., 4-bkt. carriers	2 00	2 25
Parsley, basket	0 75	0 75
Watercress, basket	0 30	0 50
Turnips, new, hamper	1 50	1 50

### Local Strawberries Are Coming Better

Toronto.

FRUIT.—Local strawberries reached the market in better quantities during the week and were quoted from 20c to 25c per quart. Reports are conflicting as yet as to the probable yield of strawberries. Some report that fairly good

## MANITOBA MARKETS

WINNIPEG, June 27.—It is understood that paper bag manufacturers are contemplating putting advances into effect. Manufacturers are unable to fill orders on certain sizes, and difficulty will be experienced before long in securing supplies. Prices of fruit jars have been advanced by manufacturers, and supplies are likely to be scarce this year. Wagstaffe's and St. Williams Preserving Company have named prices on new pack jam, which are considerably higher than last year. The corn market is very high, and it is not unlikely that there will be a further advance in such lines as yeast, corn syrup, corn starch, corn flakes, etc. Broom corn is practically unobtainable, and it is difficult to secure prices for future delivery from manufacturers. New prices have gone into effect on Borden's evaporated and condensed milk, the increase amounting to 25c. per case. Canada First is quoted as follows: Family, \$5.50 per case; Hotel \$5.95 per case. Jobbers are offering Lake Superior pickled herrings in pails to take the place of Holland herrings at much lower prices. Holland herrings are almost impossible to secure. Lake Superior herring in pails of 10 lbs. net are quoted at 77c. per pail.

### Sugar Declines 15c Per Hundred

Winnipeg.

SUGAR.—Sugar is selling on a basis of \$8.80, and Dominion sugar at \$8.70, which represents a decline of 15c per hundred. There seems to be some doubt in the minds of most of the trade as to what sugar is likely to do, and for that reason there is little activity. One of the lead-

yields will be had while others are inclined to the opinion that there will be light crop. One of the new fruit arrivals was that of Canadian cherries, selling in baskets at 40c to 50c. Georgia peaches was also one of the new arrivals, being quoted at \$475, while Clyman plums were quoted at \$2.75 to \$3 per box. These latter are imported articles. The wholesale fruit and vegetable market was moved from Front and Church Streets to the building at the foot of Yonge Street, as in former years. This large building has been decorated with a fresh coat of whitewash and looks quite cheerful.

#### Apples—

Boxes, American	2 75	2 75
Bananas, yellow, bunch	3 00	4 00
Bananas, red, bunch	2 50	3 00
Cherries, Cal., box	2 50	2 50
Cherries, Can., basket	0 40	0 50

#### Oranges—

Cal. late Valencias	4 00	4 75
Grapefruit, Cuban, case	4 00	4 25
Florida, case	5 00	5 50
Lemons, Cal., case	5 00	5 50
Do., Verdillias, case	5 00	5 50
Pineapples, Cubans, case	3 75	4 00
Peaches, Georgia, 6-bkt. carrier	4 75	4 75
Plums, Clyman, box	2 75	3 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt., U.S.	0 20	0 22
Do., Canadian, 1-qt.	0 20	0 25
Watermelons, each	0 60	0 90

ing brokers expresses surprise that the market should have declined recently, claiming that expected future developments should have induced at least a firmness. Most of the trade are pretty well stocked up. There is little buying taking place.

### Evaporated Apples High; New Prunes Up 50%

Winnipeg.

DRIED FRUITS.—The primary market on evaporated apples is practically bare, and stocks held by jobbers in Winnipeg are getting rather low. To take the place of evaporated apples, several cars of dried apples have been brought in from the East recently, in 50-lb. boxes, which have met with a ready sale. Stocks of prunes, peaches, apricots and pears in California appear to be pretty well cleaned up. New prices of this year's crop of Oregon prunes have been named, and are 50% higher than last year. The new prices on Griffin & Skelley seedless raisins, 12 oz. are 11¼c. per package; 16 oz. seedless raisins, 14½c. per package.

Judging from prices being quoted by brokers here on Australian currants, there will be higher prices on the new crop. The price quoted f.o.b. Vancouver the other day would make price to the retailer 20c. or possibly more. The old crop sold for 18¼c. Speaking of dried fruits in a general way, a local broker stated: "Supplies are coming through pretty well, but prices are so high that they are not very attractive to jobbers, that is, for spot goods."

#### Dried Fruits—

Apples, evap., 50-lb. boxes, lb.	0 13¼	0 14
Apples, 25-lb. boxes	0 13c	0 14c



Apples, 3-lb. cartons, each....	0 44	0 52
Pears, choice, 25's .....	0 16 1/2	
Apricots—		
Choice, 25's .....	0 29	0 30
Choice, 10's .....	0 30	0 31
Peaches—		
Choice, 25-lb. boxes .....	0 12	
Choice, 10-lb. boxes .....	0 13	
Currants—		
Fresh cleaned, half cases,		
Australian, lb. ....	0 19	0 22
Dates—		
Hallowees, 68-lb. boxes .....	0 12 1/2	
Fards, box, 12 lbs. ....	2 00	
Raisins, California—		
16 oz. fancy, seeded .....	0 11 1/2	
16 oz. choice, seeded .....	0 11	
12 oz. fancy, seeded .....	0 09 1/2	
12 oz. choice, seeded .....	0 08 3/4	
Raisins, Muscatels—		
3 crown, loose, 25's .....	0 09 1/4	
3 crown, loose, 50's .....	0 09	
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes. ....	0 10	
3 crown, loose, 10-lb. boxes. ....	0 10 1/2	
Figs—		
Cooking, in mats .....	0 07 1/4	
Mediterranean, 33-lb. mats.....	0 08 1/2	
Prunes—		
90 to 100, 25s .....	0 11 1/4	0 12 1/2
40 to 50, 25s .....	0 15 1/2	0 17
Peels—		
Orange, lb., 7-lb. boxes.....	0 22 1/2	
Lemon, lb., 7-lb. boxes.....	0 21 1/4	
Citron, lb., 7-lb. boxes .....	0 25	

**Tapioca Still High;  
Siam Rice Advances**

**Winnipeg.**  
RICE AND TAPIOCA.—It looks as though we are going to see higher prices on tapioca for some time to come. Some local houses are out of stock altogether, and those who have it are asking prices as high as 13 1/2c. in some cases. It was stated last week that there were supplies of tapioca on "Empress of Russia" which had arrived at Vancouver, but apparently this was a mistake, and tapioca continues to be scarce. Siam rice has registered another advance. It will be felt by the retail trade before very long. This is the second advance in a month or more.

Japan, No. 1, lb. ....	0 06 1/2	
Japan, No. 2, lb. ....	0 05 3/4	
Siam, lb. ....	0 05 1/4	
Patna, lb. ....	0 06 3/4	
Tapioca, lb. ....	0 10	0 13
Sago, lb. ....	0 09	0 12

**Walnuts Retailing  
At High Figures**

**Winnipeg.**  
NUTS.—A number of lines have advanced very materially. Shelled almonds and walnuts have advanced 3c. per lb. in the last two weeks. Walnuts have been retailing here at 52c. per lb., whereas last year at this time they were 42c. or thereabouts. Peanuts are very steady. As regards Brazil nuts, reports are to the effect that there has been the largest crop in history, and importers suggest waiting for developments.

**Peas Splits  
Bring High Figure**

**Winnipeg.**  
DRIED VEGETABLES.—The market has been pretty well cleaned up on white beans for some time. There seems to be a pretty fair quantity of Manchurian beans here just now, however, and they are selling at extremely high prices. Jobbers are quoting \$7.50 per bushel, and in other cases even higher than that. It is stated that jobbers have paid as high

as \$7.50 for beans this year. It is expected new beans will be here in a month or six weeks, and this will no doubt affect the bean situation before very long. There is nothing to say regarding peas, except that both blue peas and splits are pretty well cleaned up in Eastern Canada. Jobbers that come into the market for spot stocks will have to pay much higher prices than they are selling at to retailers to-day.

White beans, bush.....	7 50	
California Lima Beans—		
80-lb. sacks .....	0 20	0 25
Peas—		
Split peas, sack, 98 lbs.....	7 50	9 50
Whole green peas, bush.....	5 50	
Whole yellow, bushel .....	5 00	

**Teas Firm.**

**Winnipeg.**  
TEA.—A broker of Japan tea states that advances are taking place steadily. Both India and Ceylon are also very firm.

**Transportation Will Hold  
Up Coffee Prices**

**Winnipeg.**  
COFFEE.—The market just now is normal. Prospects are for a very heavy crop. Price of coffee, apart from transportation, should be cheaper, but transportation will hold up the price.

**Canned Corn And  
Raspberries Are Scarce**

**Winnipeg.**  
CANNED GOODS.—Canned corn has become rather scarce lately, and jobbers are telling their customers to buy at present prices, as it is said there is bound to be an advance before long. It will be remembered that last year there was only 50% delivery of corn, which probably accounts for this shortage. While stocks of tomatoes and peas are not short by any means, it would not be surprising to see advances going into effect before new crop comes in. There seems to be a tendency for jobbers to advance their prices. There will probably be a shortage of canned raspberries before long. The following new prices are being quoted on Clark's goods:

Corned Beef, 1/2's, doz. ....	\$ 2 90
Corned Beef, 1's, doz. ....	4 25
Roast Beef, 1/2's, doz. ....	2 90
Roast Beef, 1's, doz. ....	4 25
Beef, Chipped, 1's, doz. ....	3 25
Beef, Chipped, 1/2's, doz. ....	2 25
Beef Steak and Onions, 1's, doz. ....	4 25
Lunch Tongue, 1/2's, doz. ....	3 25
Lunch Tongue, 1's, doz. ....	6 50
Ox Tongue, 1's, doz. ....	12 50
Ox Tongue, 2 1/4's, doz. ....	17 50
Veal, Jellied, 1/4's, doz. ....	2 90
Veal, Jellied, 1's, doz. ....	4 25
Pate Tongue Ham, Veal 1/4's doz. ....	1 95
Ox Tongue, in glass, 1 1/4's doz. ....	13 00
Ox Tongue, in glass, 2's, doz. ....	15 00

**Steadier Feeling To  
Candy Market**

**Winnipeg.**  
CANDY.—A local broker informs CANADIAN GROCER that he cannot get half enough candy to supply orders; he states that he is seven or eight cars behind in his deliveries. There has been a steadier feeling to the market since sugar began to ease up, in fact prices have been steady for six weeks.

**Tobacco Shortage  
Is Now Apparent**

**Winnipeg.**  
TOBACCO.—Brokers here state that they find it hard to get supplies, and that big advances have taken place in the last few weeks. This applies especially to Quebec tobacco crop which was rather short last season. A local jobber says that last year's crop was so much below normal that one Canadian grocer cancelled his Western trip as his stock had all been taken up by Eastern orders. The shortage is the more acutely felt because of the increasing demand for domestic leaf tobacco. Advances are not improbable. The following are current prices:

Quebec Raw Leaf, 25-lb. and 50-lb. bales, per lb. ....	0 13
Havana Raw Leaf (Quebec), 1/2-lb. hands, 25-lb. and 50-lb. bales, per lb. ....	0 17 1/2

**Tendency For Jam  
To Go Higher**

**Winnipeg.**  
JAMS.—Jobbers are drawing attention to the fact that compound jams have advanced 25% during the past week or two, and that several lines are now selling for 50c. New pack pure jams were sold by one Eastern manufacturer at 15% over the present prices, and then withdrew quotations altogether. This gives some idea of the feeling in Eastern Canada regarding jams. Tins are scarce and labels much higher. The following are typical quotations:

Strawberry, 12x4 lb. tins in case, per tin	0 68
Raspberry, 12x4 lb. tins in case; tin....	0 65
Black Currant, 12x4 lb. tins in case, tin	0 65
Peach, 12x4 lb. tins in case, tin.....	0 58
Plum, 12x4 lb. tins in case, tin.....	0 54
Cherry, 12x4 lb. tins in case, tin.....	0 61
Assorted, 12x4 lb. tins in case, tin.....	0 58

**Asparagus \$1.75 Dozen;  
New Canteloupes Arrive**

**Winnipeg.**  
FRUITS AND VEGETABLES.—Asparagus has dropped to \$1.75 per dozen. Valencia oranges are quoted at \$5. Hood River strawberries are up slightly to \$5.25 per case of 24 pints. As regards potatoes, there seems to be an easier market, and good No. 1 potatoes can be bought at \$1.80, although some houses are quoting \$2. During the last few days there has been a firmer market, but later on the market in new potatoes in the United States dropped considerably, and there is no inclination to ship from here, as potatoes begin to grow in the cars too easily. On the other hand there are said to be good supplies of potatoes in the country here, and these conditions are tending to keep the market down. Also there is no anxiety on the part of dealers to sell new potatoes as long as the old potatoes are plentiful. New lines of fruits on the market this week are canteloupes, 4 flats, apricots, \$3.25. plums, \$3 to \$4, peaches, \$2.30 per crate.

Asparagus, doz. ....	1 75
Beans, wax, hamper .....	4 50
Beans, cream .....	3 50
Manitoba potatoes, bushel.....	1 80
Celery, Florida, crate .....	4 00
Cucumbers, box .....	4 50
Cucumbers, hamper .....	5 00
Carrots, new, bag .....	6 00
Turnips, new, bag .....	5 00

(Continued on page 56.)

# FLOUR AND CEREALS

## Flour In Dull, Quiet Market; Feeds Steady

**Montreal.**

**FLOUR AND FEEDS.**—Since the last decline the market for flour has been most uneventful. Buying has been neither markedly dull or over-active. The opportunity of the lower prices is taken advantage of where need for supplies exists, but the main demand still hesitates and hand-to-mouth buying continues. News from the North-West is that the acreage is about ten per cent. less than that last year, and that Saskatchewan crops have suffered more from the backward season than Alberta wheat seems to have suffered. There are pessimistic suggestions that frost may be feared at the critical stage of the growth owing to the lateness of the season. In the main, however, the prospect is reasonably good. That flour has already touched bed-rock, and may not go to much lower levels, or if it does go down, that it will not stay down for long, is an expression of opinion heard on the market. In present conditions there is little to guide even those in daily touch with the market, and wheat rules the flour market absolutely. Further declines in wheat will certainly affect flour. Winter wheat flour is in dull market still and with quotations unchanged. There is only hand-to-mouth buying in this at present. Feeds are in fair demand, but weaker market prevails owing to the advance of the season. There is still quite a call for shorts, considering the season, but bran is in less demand at present.

	Car lots	Small lots
<b>Manitoba Wheat Flour—</b>		
First patents	13 50	13 70
Second patents	13 00	13 20
Strong bakers	12 80	13 00
<b>Winter Wheat Flour—</b>		
Fancy patents	13 75	14 00
90% in wood	13 00	13 25
90% in bags	6 25	6 40
Bran, per ton	32 00	34 00
Shorts	38 00	40 00
Special middlings	50 00	51 00
Feed flour	61 00	62 00
Feed oats, per bushel	0 83	0 85

## Cereals Show Some Package Changes

**Montreal.**

**CEREALS.**—While some variation in price exists as to rolled oats, and at one time last week rolled oats were sold as low as \$4.10 per bag, the general trend of market is firmer, and the package goods have advanced again. "Quaker" have advanced to \$4.80 for 20's with coupon, and \$1.75 for 18's. Tillson's 20's with premium are \$5 a case. Robin Hood are advancing to \$4.80, and the smaller package will be \$1.75 per case. A good demand exists for rolled oats at present.

Some pearl barley at as low as \$7.50 was on the market during the week, but this was considered low. Similarly with split peas, there being a few lots lower than quotations below, but regarded as exceptional. The wheat based cereals were quiescent with the flour market.

Barley, pearl, 98 lbs.	8 00	9 00
Barley, pot, 98 lbs.	6 25	7 25
Corn flour, 98 lbs.	6 00	6 25
Cornmeal, yellow, 98 lbs.	5 25	6 00
Graham flour, 98 lbs.	6 50	6 50
Hominy, grits, 98 lbs.	6 50	7 50
Hominy, pearl, 98 lbs.	6 50	7 50
Oatmeal, standard, 98 lbs.	5 25	5 50
Oatmeal, granulated, 98 lbs.	5 25	5 50
Peas, Canadian, boiling, bush.	11 00	11 25
Split peas	4 25	4 50
Rolled oats, 90-lb. bags	4 25	4 50
Whole wheat flour, 98 lbs.	6 50	6 50
Rye flour, 98 lbs.	5 25	5 50
Wheatlets, 98 lbs.	6 75	6 75

## Flour Market Was Uneventful

**Toronto.**

**FLOUR.**—Flour held in a steady position during the week, due to a similar position in the wheat market. There was very little variation in the latter market during the period since last issue, as the cash market at Winnipeg started at \$2.41 per bushel on Wednesday of last week and closed on Tuesday of this week at \$2.43. The October option showed a net increase slightly higher. At a recent conference of managers of milling concerns, with headquarters at Winnipeg, it was asserted that a flat rate for grain established by the Board of Canadian Grain Supervisors would necessitate a fixed price for flour. Locally the demand for flour is still light. Ontario winter wheat flour was down 20c to 30c per barrel during the week, being quoted from \$12.30 to \$13.30. Some millers of Ontario wheat flour are holding well to the price, which is but little under Manitoba first patents.

	Car lots per bbl.	Small lots per bbl.
<b>Manitoba Wheat Flour—</b>		
First patents	\$13 40	\$13 60
Second patents	12 90	13 10
Strong bakers	12 70	12 90
<b>Ontario Winter Wheat Flour—</b>		
High patents	12.30-13.30	12.10-13.10
Second patents	11.90-12.90	11.70-12.70

## Rolled Oats Quoted Down In Some Quarters

**Toronto**

**CEREALS.**—There was an easier tendency in the market for rolled oats during the week; in one instance at least quotations were being made at \$4.25 per bag. Other quotations ranged \$4.50 and \$4.65. Demand for rolled oats is not quite as heavy as it has been during the winter months. With the approach of summer weather there is a disposition to curtail the consumption of this commod-

ity. Demand for bulk cereals on the whole is showing a slackening tendency. Prices in other lines remained unchanged during the week.

	Less than car lots	
Barley, pearl, 98 lbs.	7 00	8 50
Barley, pot, 98 lbs.	5 20	7 00
Buckwheat flour, 98 lbs.	5 75	6 20
Corn flour, 98 lbs.	5 10	5 50
Cornmeal, yellow, 98 lbs.	6 85	7 25
Farina, 98 lbs.	6 65	7 00
Graham flour, 98 lbs.	5 75	5 75
Hominy grits, 98 lbs.	5 15	6 25
Hominy, pearl, 98 lbs.	4 25	4 65
Oatmeal, 98 lbs.	7 00	7 15
Rolled oats, 90-lb. bags	6 50	6 65
Rolled wheat, 100-lb. bbls.	6 85	7 25
Whole wheat flour, 98 lbs.	10 20	11 00
Wheatlets, 98 lbs.	0 16	0 12
Peas, yellow, split, 98 lbs.		
Blue peas, lb.		

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

## Bran Down 50c; Shorts Decline \$2

**Toronto.**

**MILLFEEDS.**—A decline of 50c per ton was recorded in the price of bran during the week from the low level quotations and \$2 per ton from the high level quotations. Shorts went down \$2, and middlings were lower by a similar amount. Demand for bran is practically negligible for the local market, but there is a good demand for this commodity from the United States. About two weeks more and the shorts and middlings are expected to be in light requirement. Some Western mills are still having difficulty in getting shipments of the required amount of mill products they would like from the West. Railroads now require that they put 45,000 pounds in each car, as compared with 40,000 formerly. This is being done to conserve carrying space.

	Mixed cars ton	Small lots ton
<b>Mill Feeds—</b>		
Bran	\$32 00	\$33 00
Shorts	38 00	40 00
Special middlings	42 00	44 00
Feed flour, per bag		2.80-3.50

## Market Declines On Rolled Oats And Feeds

**Winnipeg.**

**FLOUR AND FEED.**—The market last week on first patents dropped to \$13. This was probably due to weakness in wheat on account of crop reports, which are very satisfactory, although there has been a lack of rain around Brandon and Souris. Flour business has been quiet. Rolled oats are now down to \$3.50 for 80's, a drop of 25c. This is due to oats having eased off somewhat following the announcement of satisfactory crop reports. There is still considerable oats in farmers' hands which has yet to be marketed. Because of the above conditions, oatmeal also declined, quotations now being \$4.75. Feeds.—The market has



eased off, the demand having dropped to some extent, especially bran, which is now quoted \$28-\$30, and shorts, \$33-\$35. Mixed chop has not undergone the same change; it is offered to-day at \$50.

Flour—		
Best patents	.....	13 00
Bakers	.....	12 50
Clears	.....	11 90
XXXX.	.....	10 90
Cereals—		
Rolled oats, 80's	.....	3 50
Rolled oats, pkgs., family size.	.....	4 00
Cornmeal, 98's	.....	5 00
Oatmeal, 98's	.....	3 75
Feeds—		
Bran, per ton	.....	28 00 30 00
Shorts, per ton	.....	33 00 35 00
Mixed chop, ton	.....	50 00

## WEEKLY MARKET REPORTS

(Continued from page 54)

Cabbage, Cal., lb.	.....	0 05
Lettuce, leaf, doz.	.....	0 40
Imported mushrooms	.....	1 00
Parsley, home grown	.....	0 40
Peas, green, lb.	.....	0 20
Tomatoes, Mississippi, case.	.....	2 00
Fruits—		
Oranges, Valencias	.....	4 50 5 00
Lemons	.....	6 00
Grape Fruit	.....	6 00
Wine saps, box	.....	2 50 3 00
Rome Beauties, box	.....	2 50 3 00
Strawberries, Hood Rivers, case.	.....	5 00 5 25
24 pints	.....	0 06
Bananas, lb.	.....	5 00
Pineapples, Cuba, case	.....	3 25
Cherries, box	.....	9 00
Watermelons, doz.	.....	4 00
Cantaloups, flats	.....	3 25
Apricots, crate	.....	3 00
Plums, crate	.....	2 30
Peaches, crate	.....	

## Poultry Inactive; No Spring Chickens Yet

Winnipeg.

**FISH AND POULTRY.**—There has been a decline in whitefish of one cent per pound, making to-day's quotation twelve cents. There appears to be a good supply of whitefish in Winnipeg now, Lake Winnipeg having been opened up June 1. Fresh salmon is down to 21c., and supplies are coming in a little more plentifully. Halibut is quoted at 15c, and it is doubtful whether it will be cheaper this week or not. Finnan haddie is being sold for 13½c. per lb. in 30-lb. lots. Smoked fillets are off the market. Nothing in the fish line seems to be very scarce. Poultry has not opened up yet, and this business will not show any activity until spring chickens arrive, which will not be for a week or two yet.

Whitefish	.....	0 12
Salmon, frozen	.....	0 15
Salmon, fresh	.....	0 21
Halibut, fresh	.....	0 15
Cod, black	.....	0 06
Cod, Ling	.....	0 05
Kippers, boxes	.....	2 00
Bloaters, boxes	.....	2 00
Lake trout	.....	0 15
Pickarel	.....	0 12
Mackerel, 20-lb. kits	.....	3 00
Finnan haddie, lb.	.....	0 13½
Salt herrings, bbl.	.....	5 50
Salt herrings, 20-lb. pails.	.....	1 50
Smelts, extra	.....	0 23
Brook trout, frozen	.....	0 35
Sea herring	.....	0 07½

## HORSERADISH MUST BE REAL

The Food Inspector of Hamilton recently stated in court that dealers who

sold horseradish compound in bottles that were marked horseradish or pure horseradish, were violating the Adulteration Act and were liable to a severe penalty. Complaints had been made that persons who had eaten horseradish mixed with white turnips or other vegetables, were sick as a result.

Silence is said to be golden, but not when a customer makes an inquiry regarding goods and the clerk is unable to answer it.

## FOODS GOING TO WASTE IN BRITAIN

An expert advises that the people of Great Britain have 260 kinds of foods which Nature produces unassisted, that are going to waste; this includes wild birds, frogs, molluscs, and insects.

That's nothing — the Chinese serve birds' nest as the piece de resistance at their banquets of state, while strings of dried beetles are also highly relished. Snails, au gratin, are served here at the Poodle Dog Cafe; mussels, bordelaise, are very popular—Whale meat is an expensive delicacy at one of our large hotels, while terrapin continues to be the attraction at many a roysterous clam-bake.

## ADVERTISING AND BUSINESS

*Advertising News.*

Advertising as an organizing force in business is beginning to be appreciated. The student of conditions—even the intelligent man who is also an observer—is beginning to understand what it means to business in general to have advertising persistently and intelligently, to spread it over its territory adequately and economically. Diffusion is regulated in two major ways: the creation and manipulation of demand, and a process of standardization of product. Both of these ways for control of diffusion and consumption are operated through advertising, and advertising methods. This idea may be visualized from the experience of any one who has been a consumer long enough to enable him to recall brands of goods he used ten, twenty, thirty years ago.

The nature, character, quality and form of commodities are being fixed by advertising—not by any arbitrary or obnoxious methods, but through gradually germinating in the minds of consumers subconscious tendencies toward advertised articles. Gradually, lines of advertised goods are gaining dominating positions in the market. Gradually, lines of unadvertised goods are disappearing.

For good or for evil, advertising is every year assuming a greater influence in the life of everybody. Even now there is scarcely an article in common use in any household that does not owe its quality, character, value, spread, utility — and price—to advertising, wholly or in part. The social, religious, political and co-operative phases of life are coming under the dominance of advertising.

Advertising cannot be escaped, cannot be avoided, cannot be hindered—it must be studied and guided and utilized.

The road to success through good advertising is open to the small business man as well as to the large business concern. There is no toll gate.

## LAKE HERRING NOW CALLED "CISCO"

*New England Grocer and Tradesman.*

The lake herring will be known hereafter as the cisco. This is a government decree. The government officials state that while the name lake herring can be applied legally to any species of the genus *Leucichthys*, varieties of

which are commonly called lake herring, bloater, cisco, long-jaw and other names, and are found in large quantities in the Great Lakes, it is not as desirable as the name cisco which the Indians gave these fish. The experts of the bureau of fisheries, of the department of commerce, in a recent communication stated that in the interests of exact terminology the name cisco is to be preferred. The name cisco is distinctive, while the name herring is applied to other fish very different from the so-called lake herring. The fish to which the name lake herring is applied are members of the same family as the salmon and trout, and are, therefore, more closely related to these fishes than to the herring family. The name herring suggests or indicates an inferior fish.

The government experts who are interested in the development of the fish industry are of the opinion that it would be to the advantage of both producer and consumer for the fish to become known under the distinctive name "cisco" rather than under the inappropriate and confusing name of lake herring.

## TEN "AD." COMMANDMENTS.

*The Grocers' Advocate.*

1. All advertising should be clear. It ought to state just what your business is, and where it is, giving your precise address.
2. Advertising should be reckoned as a part of your business; it is as necessary as the sign over your door.
3. It should be regular and constant. People trade with the firm whose name is familiar to them. The newspaper ought to be your partner.
4. The newspaper going daily into the hands of the people is the best medium for advertising.
5. Advertising should be attractive. The most attractive thing you can put in is something that appeals to the self interest of the readers.
6. Be brief; don't try to crowd all the reading matter possible into the space you pay for, so as to get your money's worth.
7. Be human. Make your advertisements alive and warm as you can. Don't be too cold and precise.
8. Tell the truth. When a customer comes into your store do a little better for them than you said you would in your announcement.
9. It is a duty of all honest concerns to advertise. That is the best way to crowd out fakers.
10. Advertising is necessary to all forms of business which appeal to the public. The newspaper is the street that runs through the minds of the community. Your name-plate ought to be on that street.

## FOOD PRICES.

*The Optimist.*

It is a curious paradox of the present situation that although there is vastly more money in the country than at the outbreak of the war, most people feel poorer than before the war. Everything has gone up except incomes and salaries, and this is for the very elemental reason that the armies are devouring the wealth of the world. Forty million producers have become consumers.

The shoemakers of Lynn predict that shoes will double their present price. Why? Because the armies of Europe are using leather faster than leather is being produced. They must have shoes and we must bid against them for the diminishing supply of leather. There is more gold and paper money in the world every day, and there is less wealth. The dollar shrinks in purchasing power while it is in one's pocket.

Legislation can be of little or no help in our present position. There are reasons, economic and political, why embargoes on exports would be clumsy tools to employ. Much is heard of governmental action looking to the lessening of the evils of food speculation, cold storage and antiquated methods of distribution. These three alleged evils are merely cartoonist material, they are popular bugaboos set up by the newspapers for the purpose of knocking down, or used as scapegoats by politicians who are dodging the public wrath.

# WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, 26 June.—Wholesale business generally last week was good but this week there has been a very noticeable slackening up due, some say, to the inevitable approach of the end of the month, and others to the reports from Ottawa that the food controller, long a mysterious bugaboo, is going to materialize into a something to be reckoned with. Flour continues to ease up. Sugar shows no change. The strike is still on at the B.C. Sugar Refinery, but the refinery is working. A steamer with raw sugar is due this week and unloading of it is likely to precipitate trouble. Rice is easier, but offerings are not of first grade quality. The old potato market is firm and good potatoes are scarce. The new potato market has been running amuck and any old marble with a skin on it was commanding from \$11. to \$12. a sack a few days ago. Now it is down to \$5. to \$6. and nobody rushing much after them now that the excitement is past. Butter, eggs and cheese are easier. Strawberries are coming in freely and if sugar remains stable a good preserving season is looked for.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	14 10
Salmon, Sockeye, 1-lb. tall's, per case 4 doz.	
Rice, Siam, No. 1	135 00
Do., Siam, No. 2	115 00
Beans, Japanese, per lb.	
Potatoes, per ton	90 00 100 00
Lard, pure, in 400-lb. tierces, lb.	0 26 1/2
Butter, fresh made creamery, lb.	0 44
Eggs, new-laid, in cartons doz.	0 41
Cheese, new, large, per lb.	0 23 1/2

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, June 26.—The only changes in flour is a forty cent drop in Ontario which is now \$13.65. Sugar also off with fifteen cent decline. Standard \$8.25 to \$8.30, No. 1 yellow, \$7.75 to \$7.80, bright yellow is off the market. Another advance brings molasses to the unheard of price of seventy cents. As advance in freights only amount to 5c a gallon transportation cannot be blamed entirely. Cheese is easier, at 22 1/2 to 23 cents. Eggs are lower, new laid 38c, case 35 to 36c; breakfast bacon 33 to 35

cents, roll bacon is practically out. Cream of tartar to 53 to 56 cents. Prunes are up 14 to 14 1/2c. Messina lemons \$6.50 to \$7.00; California oranges \$5.00 to \$5.50 and Bermuda onions lower at \$2.50 to \$3.00.

Flour, No. 1 patents, bbls., Man.	14 80
Ontario	13 65
Cornmeal, gran., bbls.	11 00
Cornmeal, ordinary, bags	3 50
Molasses, extra fancy, gal.	0 70
Rolled oats, bbl.	10 00
Beans, white, bush.	9 25 9 30
Beans, yellow-eyed	8 75 8 80
Rice, Siam, cwt.	7 50 8 00
Sago and tapioca, lb.	0 13 1/2 0 14
Sugar—	
Standard granulated	8 25 8 30
No. 1 yellow	7 75 7 80
Paris lumps	9 50 10 00
Cheese, N.B., twins	0 22 1/2 0 23
Eggs, new-laid	0 38
Eggs, case	0 35 0 36
Breakfast bacon	0 33 0 35
Butter, dairy, per lb.	0 37 0 38
Lard, pure, lb.	0 29 1/2 0 29 3/4
Lard, compound	0 22 3/4
American clear pork	52 00 55 00
Beef, corned, 1s	4 25
Tomatoes, 3s, standard, case	4 70
Corn, 2s, standard case	3 60
Peas, 2s, standard case	2 80
Apples, gals., N.B., doz.	3 50
Strawberries, 2s, Ont., case	5 00
Raspberries, 2s, Ont., case	5 40
Peaches, 2s, Ontario, case	4 30
Salmon, red spring, tall's, case	10 00 10 50
Salmon, pink, tall's, case	6 50 7 00
Salmon, Cohoes, case	9 50 9 75
Salmon, Chums	5 75 6 00
Sardines, domestic, case	6 00
Cream tartar	0 53 0 56
Currants, lb.	0 20 0 21
Raisins, choice, lb.	0 12 1/2
Raisins, fancy, lb.	0 12 1/2
Raisins, seedless, lb.	0 15
Prunes, 90-100, lb.	0 14 0 14 1/2
Candied peel, citron	0 35 0 37
Candied peel, orange and lemon	0 28 0 30
Evaporated apples, lb.	0 12 1/2 0 13
Evaporated apricots, lb.	0 21
Pork and beans, case	4 00 5 50
Fresh Fruits and Vegetables—	
Apples, Oregon, box	4 00 4 25
Lemons, Messina, box	6 50 7 00
Lemons, Cal., box	5 50
Oranges, Cal., box	5 09 5 50
Grapefruit, per case	5 50 6 00
Potatoes, bbl.	6 00
Onions, Bermudas, 50-lb. crate	2 50 3 00
Tomatoes, Florida, 30-lb. crate	4 00 4 50
Cucumbers, doz.	1 50

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, June 26.—Ontario large cheese has dropped to from twenty-five to twenty-six cents. Creamery butter is weak and a drop seems likely; dairy butter plentiful. Rolled oats, eighties, are three seventy-five; quarter oats in tubes advanced seventy-five cents a case. Mostly all cereals in packages show advances. Domestic sardines are now six forty a case; Acadia codfish advanced fifteen cents a case; sago and tapioca offered at eleven to twelve and a half cents; small white beans twelve

and a half to fifteen, in some case quantities are being limited by jobbers. British Columbia strawberries are arriving in fine condition; a crate of twenty-four boxes is three seventy-five.

## CALGARY:

Beans, small white, Japan, lb.	0 12 1/2 0 15
Flour, No. 1 patents, 98s, per bbl.	13 30
Molasses, extra fancy, gal.	0 82
Rolled oats, 80s	3 75
Rice, Siam, cwt.	5 15 5 35
Sago and Tapioca, lb.	0 10 0 12 1/2
Sugar, pure cane, granulated, cwt.	9 55
Cheese, No. 1 Ontario, large	0 25 0 26
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	16 80
Eggs, new-laid, case	9 50 10 50
Tomatoes, 2 1/2s, standard case	4 50 4 80
Corn, 3s, standard case	3 70 4 00
Peas, 2s, standard case	2 95
Apples, gals., Ontario, case	2 50
Strawberries, 2s, Ontario, case	5 25 5 60
Raspberries, 2s, Ontario, case	5 40 5 85
Peaches, 2s, Ontario, case	4 40
Salmon, pink, tall, case	7 25

## Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, June 26.—Trade conditions are reported good and business brisk in all parts of the province. Crops are making very satisfactory progress following copious rains in most districts. Regina markets are remarkable this week in that all changes of any importance show declines, breaking the monotony of the upward trend which has been in vogue since the outbreak of the war with but few exceptions. Flour which was \$13.70 has declined to \$13.40 per barrel; beans have dropped to \$7.15 per bushel; cheese is lower at 24 1/2c; butter has dropped to forty cents and eggs are lower at thirty.

## REGINA—

Beans, small white Japan, bu.	7 15
Beans, Lima, per lb.	0 20
Flour, No. 1 patents, 98s, per bbl.	13 40
Molasses, extra fancy, gal.	0 71
Rolled oats, bails	4 25
Rice, Siam, cwt.	5 85
Sago and tapioca, lb.	0 11 1/2
Bacon, smoked backs, lb.	0 30 1/2
Bacon, smoked, sides, lb.	0 30
Sugar, pure cane, gran., cwt.	9 24
Cheese, No. 1 Ontario, large	0 24 1/2
Butter, creamery, lb.	0 40
Lard, pure, 3s, per case	16 50
Bacon, smoked sides, lb.	0 32
Bacon, smoked backs, lb.	0 30
Eggs, new-laid	0 30
Pineapples, case	4 75 5 15
Tomatoes, 3s, standard case	4 65
Corn, 2s, standard, case	3 75
Peas, 2s, standard, case	2 95
Apples, gals., Ontario	2 35
Strawberries, 2s, Ont., case	5 15
Raspberries, 2s, Ont., case	5 45
Peaches, 2s, Ontario, case	3 75
Salmon, finest sockeye, tall, case	13 50
Salmon, pink, tall, case	7 75
Pork, American clear, per bbl.	40 75 41 00
Bacon, breakfast	0 27 0 29
Bacon, roll	0 22 0 24



# PRODUCE AND PROVISIONS

## Hogs Higher, But Meats Unchanged

**Montreal.**  
**PROVISIONS.**—While there have been since last report, no noticeable changes in the prices of the meats, prices for live hogs have gone a little firmer this week. From \$16.25 to \$16.40 per hundred pounds were the quotations for live hogs. Dressed hogs were quoted at \$23.00 to \$23.50. These latter quotations also indicate a firmer trend. The market for the meat products is, however, rather unsettled at present, and may not respond to the present firmer trend in live and dressed hogs as prices quoted are based on higher priced animals. A good deal of demand exists, but the deliveries of hogs have been unsatisfactory.

<b>Hams—</b>		
Medium, per lb. ....	0 31	0 32
Large, per lb. ....	0 29	0 29½
<b>Bacon—</b>		
Plain .....	0 34	0 37
Boneless, per lb. ....	0 35	0 39
<b>Bacon—</b>		
Breakfast, per lb. ....	0 34	0 35
Roll, per lb. ....	0 27	0 28
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots....	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb. ....	0 23	0 24
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 43	
Hams, roast, per lb. ....	0 47	
Shoulders, boiled, per lb. ....	0 37½	0 38½
Shoulders, roast, per lb. ....	0 38	0 38½
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 27½	
Tubs, 60 lbs. ....	0 23	0 27½
Pails .....	0 28	
Bricks, 1 lb., per lb. ....	0 29	
<b>Shortening—</b>		
Tierces, 400 lbs., per lb. ....	0 22¾	0 23
Tubs, 50 lbs. ....	0 23	0 23¾
Pails, 20 lbs., per lb. ....	0 23¾	0 24
Bricks, 1 lb., per lb. ....	0 24	0 24¾

## Poultry Both Live And Storage, In Demand

**Montreal.**  
**POULTRY.**—Considerable quantities of live poultry are being marketed now, principally fowls, broilers, and ducklings. These are generally being sold to Jews, and so far the supplies offered have met with a ready sale. Enquiry for storage poultry is better, and it is evidently expected that stocks of storage poultry will be all used up as prices are reasonable, and this product which is always an appetising food, is cheap as compared to other meat products at the present time.

<b>Poultry—</b>		
Old fowls .....	Dressed	Live
Chickens, milk-fed, crate, fattened lb. ....	0 30	0 25
Old roosters .....	0 20	0 17
Roasting chickens .....	0 25	0 25
Young ducks .....	0 25	0 25
Turkeys (old toms), lb. ....	0 32	0 25

## Egg Market Is Amply Supplied

**Montreal.**  
**EGGS.**—The egg market continues to sag. Prices in the country to stores are anywhere from 27 to 28 cents per doz. These lower prices are due to continued heavy production, lack of export demand, and lower markets in New York and Chicago. A number of dealers have ceased storing eggs as it is inadvisable to store hot weather eggs, and as storage space in Montreal is pretty well filled up. Quite a number of cars of eggs have been offered from the West, and some sales have been put through at 26 and 27 cents a dozen "loss off." With continued production as at present the outlook is for still lower eggs. Receipts in Montreal for week ending June 23 were 13,346 cases as compared with 13,353 for the previous week, and 16,626 for the corresponding period last year.

<b>Eggs—</b>		
New laid, specials .....	0 40	
Selects .....	0 36	0 37
No. 1's .....	0 34	0 35
No. 2's .....	0 32	0 33

## Butter Market Is Sagging A Little

**Montreal.**  
**BUTTER.**—There is a weaker tendency to butter at present. While prices at St. Hyacinthe remained steady, Cowansville showed a decline of half a cent and a shade more. Prices there were 35½, to 35%, and at St. Hyacinthe 34½c was the market price. It is probable that with production increasing prices may sag still further, but there is a qualifying possibility that farmers may divert their production towards cheese rather than butter as butter prices are low in relation to present ruling cheese prices in the country. Receipts of butter in Montreal for the week ending June 23 were 23,332 packages an increase of 6,448 pkgs. over the receipts last week, and 471 pkgs. more than receipts of the corresponding week last year. A shortage of dairy butter is reported in some directions.

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

## Cheese Market Is Steady And Settling

**Montreal.**  
**CHEESE.**—Since the matter of cheese prices was settled by the commission, and farmers are getting at least 21 cents a pound for their product, conditions in this direction have been very

uneventful. The price is considered good, and though here and there may be differences of opinion, the situation is in the main steady and satisfactory. Exporters are buying freely though the outlook for ship-space is none too rosy. Some slight advances over the 21 cents figure have been found in the country 21 5-16ths and 21¼ cents being paid at certain points. Receipts of cheese in Montreal for the week ending June 23 were 85,798 boxes, an increase of 1,285 boxes over the preceding week, and a decrease of 9,705 boxes as compared with the corresponding period last year. Prices to retailers are unaltered this week.

<b>Cheese—</b>		
Large (new), per lb. ....	0 23	0 23½
New twins, per lb. ....	0 23	0 23½
Triplets, per lb. ....	0 23	0 23½
Stilton, per lb. ....	0 25	
Fancy, old cheese, per lb. ....	0 30	

## Clover Crop Suffered; Honey May Be Less

**Montreal.**  
**HONEY AND MAPLE.**—Reports of the Dominion Apiarist as to the prospective production of honey this season indicate a late season up to the present. The clover crop seems to have suffered seriously from frost, in some districts being all but killed out. Nevertheless there is believed to be enough bloom for the bees to gather a good harvest of honey, and owing to the increasing demand for honey a heavy crop of both clover and buckwheat honey is hoped for. Maple products are in steadily firm market at present with every indication of demand in excess of supply, but there may be more production than was at first indicated.

<b>Honey—</b>		
Buckwheat, 5-10 lb. tins, lb. ....	0 13	0 13½
Buckwheat, 60-lb. tins, lb. ....	0 13	
Clover, 5-10 lb. tins, per lb. ....	0 15½	
Clover, 60-lb. tins. ....	0 14½	
Comb, per section .....	0 18	0 19
<b>Maple Product—</b>		
Syrup, 13 lbs. Imp. meas., per gal. ....	1 45	1 50
11-lb. tins .....	1 20	1 25
Sugar, in blocks, per lb. ....	0 15	0 16

## Live Hogs Up: Lard Down ¼c

**Toronto**  
**PROVISIONS.**—Due to the slackening demand for lard and all fats with the approach of the summer months there has been a decline in pure lard during the week of ¼c per pound. Commission men are of the opinion that the market will not go very much lower; in fact, do not look for it to go any lower. Compound lard held steady in price during the week,

# Your Customers. May Have the Wrong Idea



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

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

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

## ATLANTIC SUGAR REFINERIES, LIMITED

Power Building, Montreal

# Mutual Purchasing Company, Limited

## Purchasing Agents and Importers

Groceries and Green Fruits

Buying Agents for the Undermentioned

Wholesale Grocery and Fruit Houses

### WHOLESALE GROCERY HOUSES

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

### WHOLESALE FRUIT HOUSES

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

We invite Correspondence from **Manufacturers and Shippers**

**Mutual Purchasing Company, Limited** 401 ROSS AVENUE WINNIPEG, MANITOBA

E. NICHOLSON, General Manager

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



due in large measure to the firm position on cottonseed oil. Live hogs were scarcer during the week and prices went up 75c per hundred. Farmers appear to be holding their hogs; packers are in need of them, and with this condition higher prices were inevitable. In the Chicago market the opinion is expressed that July will see still higher prices for hogs. Meats showed an easier tendency in some quarters during the week, although conditions in the hog market did not warrant it. Demand for cooked meats is light, and this is having its effect on prices. There is a better inquiry for hams, however. Live hogs, fed and watered, are quoted on the basis of \$15.75 per hundred and off cars 25c higher.

<b>Hams—</b>		
Medium, per lb.	0 29½	0 31
Large, per lb.	0 25	0 28
<b>Bacon—</b>		
Plain	0 31	0 37
Boneless, per lb.	0 39	0 40
<b>Bacon—</b>		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 25	0 27½
Wiltshire (smoked), per lb.	0 30	0 31
<b>Drv Salt Meats—</b>		
Long clear bacon	0 25	0 27
Fat backs, lb.	0 25	0 27
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 38	0 42
Hams, roast, per lb.	0 40	0 42
Shoulders, roast, per lb.	0 37	0 39
<b>Barrel Pork—</b>		
Mess pork, 200 lbs.	46 00	47 00
Short cut backs, bbl., 200 lbs.	48 50	49 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
<b>Lard—</b>		
Pure tierces, 400 lbs., per lb.	0 26	0 26½
Compound tierces, 400 lbs., lb.	0 21¾	0 22
In 60-lb. tubs, ¼c higher than tierces; pails, ½c higher than tierces, and 1-lb. prints, 1¼c higher than tierces.		
<b>Hogs—</b>		
Dressed, abattoir killed	23 00	25 00
Live, off cars		16 00
Live, fed and watered		15 75
Live, f.o.b.		14 85

**Receipts of Butter**

**Heavy: Prices Down**

**Toronto**  
**BUTTER.**—Receipts of butter during the week were heavy and prices were accordingly lower by 2c per pound, making the price of fresh made creamery 38c to 39c per pound. With favorable conditions for heavy production in the shape of abundant grass, commission men are of the opinion that prices will go still lower. Demand is fairly good locally, but the prospect for an export demand is not encouraging in the least. Stocks are reported to be accumulating. During the first part of the week butter in the Montreal market dropped 2½c per pound and local commission men were at a loss to understand the rapid movement at this distance.

Creamery prints, fresh made	0 38	0 39
Creamery solids	0 37	0 38
Dairy prints, choice, lb.	0 34	0 35
Dairy prints, lb.	0 28	0 30

**Eggs May Be Near**

**Low Level for Season**

**Toronto**  
**EGGS.**—Commission men are of the opinion that the zenith of egg production in Ontario has been reached, and that consequently the low point for the time being has been struck. There is still a lot of eggs reaching this market, and consumption demand is somewhat light. At the first of the season it looked as though production would not be up to normal

years, but with the good work of the producers during the past month this prospect has been changed, and things are entirely normal. There was a tendency to slightly easier prices from the high quotations of last week, as ex-cartons in finest grades were quoted at 36c, as compared with 36c last week. During the week there was a falling off in deliveries noted. Considerable quantities of eggs are going into storage; more, in fact, than last year, according to one authority on the matter.

<b>Eggs—</b>		
New laid, cartons	0 38	0 39
New laid, ex-cartons	0 35	0 36

**Heaviest Producing Season for Cheese Near**

**Toronto**  
**CHEESE.**—The opinion is expressed that the heaviest producing period for cheese is approaching, and that it will be reached in about two weeks' time. Conditions are very favorable to heavy production, with the abundance of grass feed for the cows. Locally there is not very much stir in the market, as things have settled down to a rhythmic movement now that the Government has established the buying price of 21¼c per pound. At the factories in Ontario prices at which cheese were sold did not leave very much margin for the commission man, as the buying figure was in the neighborhood of 21¼c for the most part. Locally prices ruled uniformly steady. New Stilton are selling from 24c to 25c per pound. Old cheese is a very scarce commodity.

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

**Roosters and Hens**

**Down 2c Per Pound**

**Toronto**  
**POULTRY.**—With arrivals of hens and roosters fairly heavy during the week, and with demand rather light, there was an easier tone to the market, prices that commission men were being down 2c per pound. Live roosters are quoted from 14c to 16c, live hens from 18c to 20c, and fresh dressed hens from 20c to 22c. Gobblers continue to come along in fairly large quantities, but the demand is very light from consumers. Spring chickens are not in good demand this year, as people seem to shy from this class of meat. Prices were down considerably during the week. Frozen poultry is moving fairly free.

Roosters, live, per lb.	0 14	0 16
Hens, live, per lb.	0 18	0 20
Hens, fresh, dressed, per lb.	0 20	0 22
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 20	0 25
Do., dressed, 2 lbs. and over.	0 25	0 30

Prices are those paid at Toronto by commission men.

**New Honey Crop**

**Is Now in Offing**

**Toronto**  
**HONEY, MAPLE SYRUP.**—With the coming of the clover season the possibility of new crop honey is now coming to be considered. As to the prospects for

a good yield the time is a little early yet to judge. With abundant rains, however, conditions have been favorable to a good growth of clover, the main reliance of the honey-gatherers. There is practically no old honey in the market, with the exception of some comb. In some instances there is a small quantity of honey in tins. Maple syrup is in light demand, and stocks are low, with prices unchanged.

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

**Hog Markets**

**Are Now Firmer**

**Winnipeg.**  
**PRODUCE AND PROVISIONS.**—The run of hogs has dropped off somewhat over last week, and with firmer markets prevailing in Eastern Canada, and with continued strengthening of the American markets with the better export situation, our markets have advanced from \$14.25 to \$15. This advance was registered in one day. Packers are looking for comparatively light runs for the balance of the summer, and consequently are anticipating a steady market around present levels. Provision prices are not changed. The trade has been more or less inactive in provisions, which is usually the case during the month of June. With comparatively cool weather, the usual demand for cooked and jellied meats has been below normal. **LARD.**—There is no change here and stocks are reported as being well cleaned up. **Eggs.**—Receipts are small, and the quality has depreciated, and with lack of buying orders, both local and outside sources, values have receded to 28c. **Butter.**—Packers say that the butter market in Winnipeg has been too high in relation to outside markets, and with the better pasture situation resulting in increased receipts in milk and cream. The market is demoralized due to light export demand and accumulation of stocks and prices have dropped to 34c. Dairy butter prices have acted in sympathy with the cream situation.

<b>Hams—</b>		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 25	0 27
<b>Bacon—</b>		
Breakfast, per lb.	0 33	0 34
Breakfast, select, lb.	0 33	0 36
Backs, regular		0 32
Backs, select, per lb.		0 34
<b>Drv Salt Meats—</b>		
Long clear bacon, light	0 25	
Backs	0 26	
<b>Barrelled Pork—</b>		
Mess pork, bbl.		45 00
<b>Lard, Pure—</b>		
Tierces		0 27
20s		5 70
Cases, 5s		16 72
Cases, 3s		16 80
<b>Lard, Compound—</b>		
Tierces		0 21½
Tubs, 50s, net		10 78
Pails, 20s, net		4 50
<b>Fresh Eggs—</b>		
New laid	0 31	
Dairy	0 30	
<b>Cheese—</b>		
Ontario, large fresh	0 26	
Manitoba, large, fresh	0 24	
<b>Butter—</b>		
Fresh made creamery, No. 1 cartons		0 34



# O-Cedar Polish

## In Confederation Days Cleaning and Polishing were indeed arduous labors

Fifty years ago when our grandmothers set about brightening up the home—it involved laborious rubbing and scrubbing; very often the results were more disappointing than satisfactory.

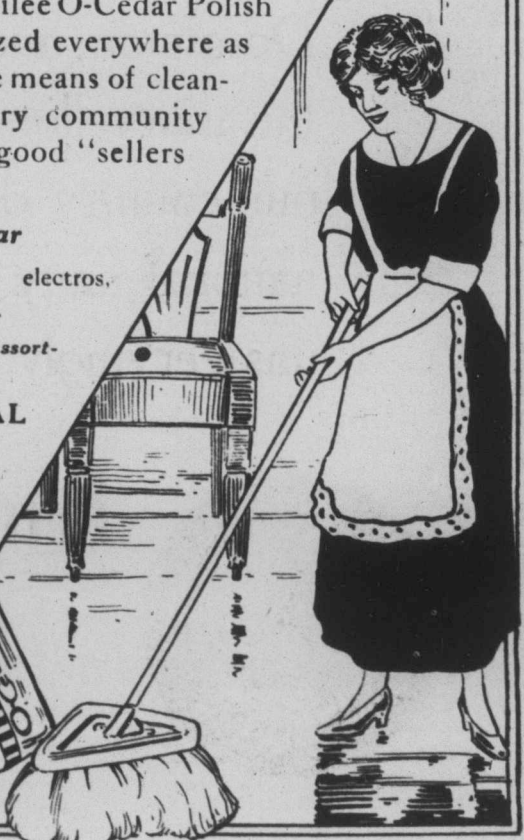
To-day at the celebration of Canada's Jubilee O-Cedar Polish and O-Cedar Polish Mops are recognized everywhere as the quickest, easiest and most effective means of cleaning and polishing. Dealers in every community find O-Cedar Products are always good "sellers and repeaters."

*We help you sell O-Cedar*

Striking store and window displays, electros, circulars, etc., furnished upon request.

*Ask your Jobber about our Special Assortments and Profit Deals.*

**CHANNELL CHEMICAL  
COMPANY, LIMITED  
TORONTO, CANADA**





1839



1917

## Seventy Eight Years Of Steady Progress

In this, the fiftieth anniversary of our Dominion, we claim our modest share of the marvellous economic achievements of our country during that eventful period of national unity, and we hope to maintain unswervingly the ascendancy of our Firm.



**Hudon Hebert  
& Cie**  
Limited  
**MONTREAL**



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



THE EVIDENCE OF QUALITY

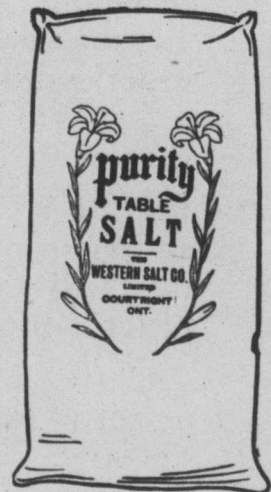


We stand back of these trade marks on the Western Market



Our facilities for handling and storage are the very best and we spare no effort to give proper representation to the lines we handle.

A wide-spread chain of up-to-date branch houses and an army of well-trained, keen salesmen enable us to guarantee the best possible results.



Write us if you are looking for representation in the West.

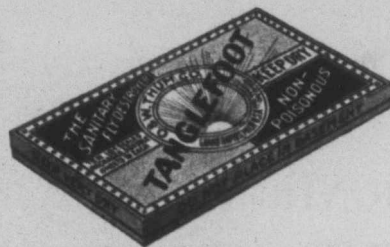
# TEES & PERSSE LIMITED

ESTABLISHED 1884

MANUFACTURERS' AGENTS AND WAREHOUSEMEN

WINNIPEG

PORT ARTHUR FORT WILLIAM MOOSE JAW REGINA SASKATOON CALGARY EDMONTON



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



# CONSCRIPTION

Conscription of men for the war will soon take away from stores all over Canada **HUNDREDS OF CLERKS.** These experienced salesmen will have to be replaced with new clerks who will need a great deal of training on salesmanship and store practice.

*Let CANADIAN GROCER post them*

As a subscriber to Canadian Grocer you know how useful it is in giving information on salesmanship, store methods, window trimming, interior display, show-card writing, markets, etc. Let the new clerks you will have to take on to replace those experienced clerks who will be taken away by Conscription have a chance to read Canadian Grocer every month. You will benefit greatly by the increased efficiency it will help them to acquire.

**PRESENT EACH of YOUR CLERKS** with a year's subscription to Canadian Grocer and the practical information they will get from reading it regularly will soon show in the better work they will do. You will benefit as well as they.

The price for each subscription is only \$3.00 per year—less than 6c per week. Send in the coupon below and we will send you bill later.

-----

CANADIAN GROCER,  
143-153 University Ave., Toronto, Ont.

Send Canadian Grocer for one year to:—

- 1. Clerk's name ..... Address.....
- 2. Clerk's name ..... Address.....

And send bill for these subscriptions to:—

Name .....

Address .....







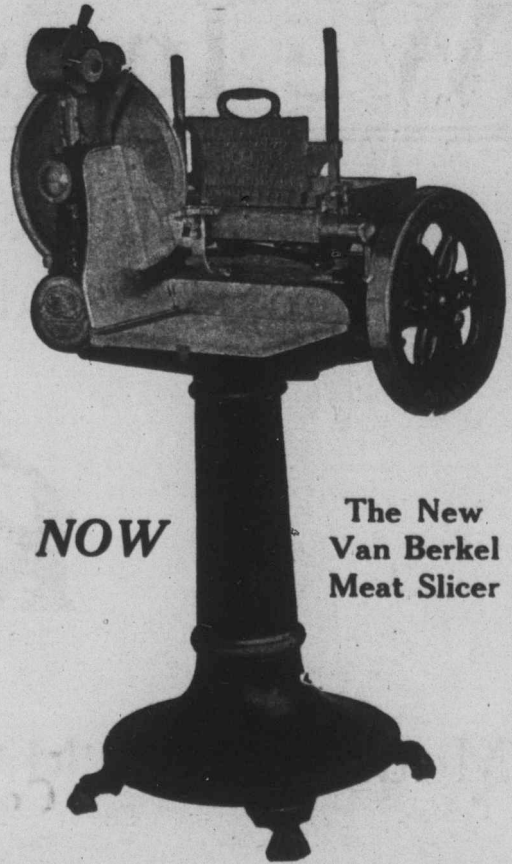
## -50 Years Ago

the process of meat cutting in the grocery store was a slow, time and money-wasting work. Customers were dissatisfied more often than not and the meat department was regarded by many dealers as anything but a source of profit.

Up-to-date grocers to-day use the **NEW VAN BERKEL SLICER**, thus guaranteeing to themselves quick customer-satisfying meat sales and good profits. You cannot serve

the public to-day with methods used 50 years ago and compete with the merchant using a Van Berkel.

Learn how to sell bacon and cooked meats at a bigger profit. Our salesman will show you.



**NOW**

**The New  
Van Berkel  
Meat Slicer**

**The  
Hobart Manufacturing Co.  
149 Church St., Toronto**

## A Salesman Always on the Job

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

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

### The FARMER'S MAGAZINE

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

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

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

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

Published by

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

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

## Baker's Cocoa and Chocolate



Registered Trade-Mark

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

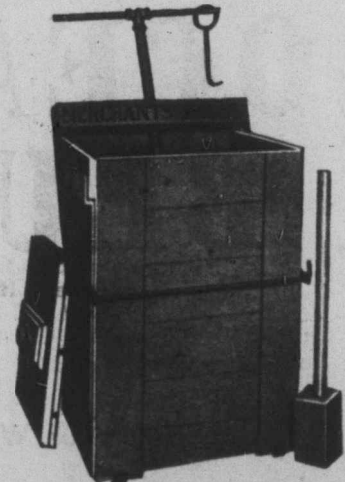
**ALWAYS SATISFACTORY**

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

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

## Merchants Baler

MADE IN CANADA



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

"f.o.b. Toronto."

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

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

## Order a couple dozen bottles of Royal Salad Dressing and Royal Mayonnaise



Prove beyond doubt that these two favorites are unusually worth concentrating on for quick profitable "come back" sales.

*Royal Salad Dressing and Royal Mayonnaise* have a quality that appeals to particular people. And every sale leaves the dealer a handsome margin of profit and wins for him increased customer confidence.

Send that trial order to-day.

**Horton-Cato Mfg. Co.**  
WINDSOR, ONTARIO

## A Real Food at Low Cost

Shredded Wheat is a real food that satisfies and nourishes, because it is whole wheat presented in an appetizing and digestible form.



## Shredded Wheat

The universal food, will sell more rapidly than ever, from now on, because of the high cost of meat, eggs, potatoes and many other articles of diet. Our advertising this year calls the consumer's attention to the low cost and economy of Shredded Wheat.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

"MADE IN CANADA"

**The Canadian Shredded Wheat Co., Limited**  
Niagara Falls, Ontario  
Toronto Office: 49 Wellington St., East 909.

## No Advance Yet in the Price of

## G. Washington's REFINED Coffee

Here is something that will interest you!

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

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

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

### CANADIAN SALES AGENTS:

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

## Where do your customers buy candy ?

Down town at your competitor's, perhaps, and the reason is because that dealer is wise to the importance of a continuous candy display, he appreciates the profits arising from the sale of good candies.

Why not procure this trade for your store? You can do it by putting in a stock of *Moirs XXX Chocolates* and displaying them in a corner of your show-case. Once your customers get acquainted with Moir quality you can count on good sound candy profits.

Moirs Chocolates may be had in bulk (5 lb. boxes) and complete line of fancy packages. Quick delivery our specialty.

**MOIRS, LIMITED**  
HALIFAX, CANADA

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



Cleans  
Scours  
and  
Polishes  
Baths  
Sinks  
and  
All  
Enamel  
Ware.



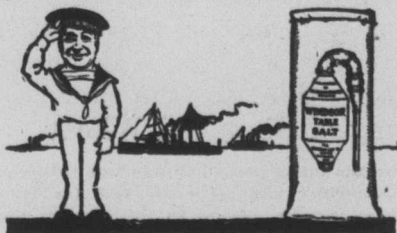
Mr. Merchant:



Note the name and  
the package.

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

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



**The World's  
Best**

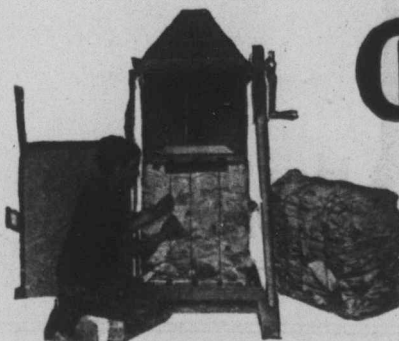
Of all the pure foods made or sold in  
Canada, there is none that holds a  
higher place in the Grocer's esteem,  
than

**Windsor  
Table  
Salt**  
*Made in Canada*

It has been his standard of purity  
for years—and has always maintain-  
ed its well-earned reputation as the  
"Canadian Salt without a fault."

**THE CANADIAN SALT CO. LIMITED**

**PAPER BALERS**



ALL STEEL  
**CLIMAX**  
FIREPROOF

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

Write us to-day.

**Climax Baler Co.**  
Hamilton, Ont.

Hundreds are now making their own genuine but  
strictly Temperance Lager Beer at home with

**Hop Malt Beer  
Extract**

Big Sale—Good Profit—Repeat Orders.

Agents wanted everywhere. No license neces-  
sary. Get the sole agency for your locality.  
Particulars and terms on request. Write at once

**HOP MALT COMPANY**  
Dept. S. Beamsville, Ont.

It grows—and grows—and grows—does the demand for **H.P. SAUCE**

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., "the other fellow" will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

*The moral is very simple—and very sound*

**H.P.**

**SAUCE**

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





# FOUR WINNERS

MALCOLM'S BRANDS are known from Coast to Coast for their PURITY and CONVENIENCE.

Remember the brands of Quality—*St. George, Princess* and *Banner*—when you are buying and selling condensed or evaporated milk or coffee.

*Regular Displays will pay you.*

THE MALCOLM CONDENSING CO., LIMITED  
ST. GEORGE, ONTARIO

**FINEST CRYSTAL  
GELATINES**

Powdered and Sheet

**FINE LEAF GELATINE**

**BRITISH MANUFACTURE**

# GELATINES

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

SOLE AGENTS FOR CANADA

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

**Imperial Rice Milling  
Co., Ltd.**

VANCOUVER, B.C.



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

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



# ROLLED BACON

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

*Let us have a sample order from you.*

**F. W. FEARMAN CO.**  
LIMITED  
HAMILTON

## Let it prove our claims



Get a trial supply of that most delightful summer beverage

### BARNES GRAPE JUICE

and prove to your own satisfaction what a dandy seller it is.

Summer will see the demand increasing. Will you be one of those to profit thereby?

**The Ontario Grape Growing and Wine Mfg. Co.**  
ST. CATHARINES, ONT.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER ROYAL BAKING POWDER

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

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

### BAKING POWDER WHITE SWAN SPICES AND CEREALS, LTD.

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

### DOMINION CANNERS, LTD. JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant.	2 55

### DOMINION CANNERS, LTD. CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

### THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

#### ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.	
2-lb. tins, 2 doz. case	\$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, 1/2 doz. in case	4.40
20-lb. tins, 1/4 doz. in case	4.25
Perfect seal glass jars in the case	3.40
Delivered in Winnipeg in carload lots.	

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

	Per doz.
Individual Baked Beans, Plain 25c, or with Sauce, 4 doz. to case	.95

1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1.75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2.00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2.00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

### "AYLMER" PURE ORANGE MARMALADE

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

### BLUE

Keen's Oxford, per lb.	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

### CEREALS

#### WHITE SWAN Per case

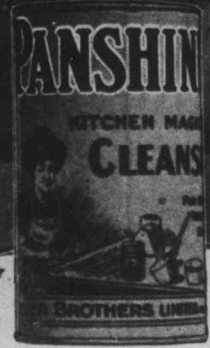
Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4 75
Wheat Kernels, 2 doz. to case	3.00

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

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/2-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36

Canadian-made,  
British materials.

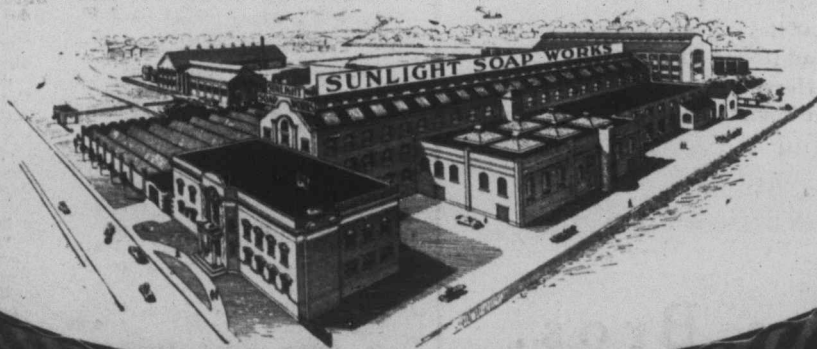
Keep your money  
in the Empire



## Five Winners

They linger on no man's shelves. They are in keen demand all the time, everywhere. There's the ceaseless surge of big Canada-wide publicity behind them—there's the leadership that high quality and purity gives them—they are the "Big Five", the complete line. You are safe in stocking them at any and all times.

Largest  
Soap  
Works  
in  
Canada



This  
Plant  
Covers  
Over  
5 acres

# LEVER BROTHERS LIMITED TORONTO



# Get out those slow moving lines right now

Have your jobber stock you up  
with a good supply of

## Brunswick Brand Sea Foods

the quick-moving, "come back"  
lines that never become dust col-  
lectors.



The extreme care we exercise in  
selecting and processing only the  
very choicest fish has made  
Brunswick Brand the choice of the  
most discriminating people.

Look over this list :

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

and put in a good window display  
to-day. You'll like how they sell.

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

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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoa- nut, cream, in ½-lb. pack- ages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divi- sions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90

### CALIFORNIA FRUIT CANNERS ASSOCIATION

#### CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

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

#### YUBA BRAND

2½-quart Tall Cylinder Can...	No. 1 Pint Cylinder Can....
No. 10 Can	Picnic Can

### BORDEN MILK CO., LTD.

#### CONDENSED MILK

Terms net 30 days

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

#### EVAPORATED MILK

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

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

#### CONDENSED COFFEE

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

#### COFFEE

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

#### WHITE SWAN

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

#### ENGLISH BREAKFAST COFFEE

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

#### MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 32
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

#### PRESENTATION COFFEE

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

#### FLAVORING EXTRACTS

#### WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

#### GELATINE

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

#### W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	\$4.25.
Compressed Corn Beef—¼s.	\$2.90.
1s.	\$4.25; 2s.
3s.	\$34.75; 14s.
	\$75.
Lunch Ham—1s.	\$4.25; 2s.
Ready Lunch Beef—1s.	\$4.25; 2s.
	\$9.
English Brawn—2s.	\$8.
Boneless Pigs' Feet—1s.	\$8.
Roast Beef—¼s.	\$2.90; 1s.
2s.	\$9; 6s.
\$34.75.	
Bolled Beef—1s.	\$4.25; 2s.
3s.	\$9; 6s.
	\$34.75.
Jellied Veal—¼s.	\$2.90; 1s.
2s.	\$9.
Corned Beef Hash—¼s.	\$2.
Beefsteak and Onions—¼s.	\$2.90;
1s.	\$4.25; 2s.
	\$9.

The best  
**Orange Marmalade**

is

**Wethey's**

Are you selling it?

**Count on  
Marsh's for  
Good Summer  
Profits**

Marsh's Grape Juice is an ideal line to feature during the hot weeks.

Keep your stock well up and you'll reap many dollars of good extra profit—for Marsh's repeats.

**The Marsh Grape Juice Company**  
Niagara Falls - Ontario  
**The MacLaren Imperial Cheese Co., Limited**  
Ontario Agents



**S. DAVIS & SONS, LTD.**  
**CIGAR MAKERS**  
**MONTREAL**

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	2 for 25c, equal to most 20c cigars.
“ New Noblemen Superiores	2 for 25c, equal to most 20c cigars.
“ La Plaza	2 for 25c, equal to most 20c cigars.
“ Promoter Blunts	3 for 25c, equal to most 15c cigars.
“ Perfection	3 for 25c, equal to most 15c cigars.
“ Grand Master Blunts	4 for 25c, equal to most 2 for 25c cigars.
“ Lord Tennyson	5 cent, equal to most 10c cigars.

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

**S. DAVIS & SONS, LIMITED - MONTREAL**

The Largest Cigar Manufacturers in Canada

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





# The best way to answer the telephone

is to announce yourself. The old method of saying "Hello!" wastes your own and your customer's time because of the inquiries that must naturally follow.

By giving your name right at the start you enable the customer to place order promptly, at the same time speeding up your own service and freeing your line for the next caller.

Impress upon your clerks the value of prompt and polite telephone service. The increased business will more than cover the cost of your service.



## The Bell Telephone Co. of Canada

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

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

LAPORTE, MARTIN, LIMITEE  
Montreal. Agencies

BASIN DE VICHY WATERS

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

VICHY LEMONADE

- La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

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

BLACK TEAS

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

JAPAN TEAS

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

COFFEES

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

MUSTARD

COLMAN'S OR KEEN'S

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

JELLO

GENESEE PURE FOOD CO.

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

JELLO ICE CREAM POWDERS

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

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

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

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

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

# CALIFORNIA

Late Valencia Oranges

Lemons

Cherries, Plums and

Apricots

Canadian Strawberries

on the market this week.

**HUGH WALKER & SON**  
GUELPH, ONT.

*Established 1861*

# CALIFORNIA

**Peaches, Plums, Apricots  
and Cantaloupes**

**NOW ARRIVING.**

American Berries are over for the season. Our local Berries start Monday.

The Fruit Market opens Monday morning, 25th inst.

*Headquarters of all Foreign and Local Fruits and Vegetables.*

**WHITE & CO., LIMITED**  
Front and Church Streets  
TORONTO

## New Crop

**"St. Nicholas"**

**"Queen City"**

**"Kicking"**

are shipped. Get these brands for the best Lemons.

**J. J. McCabe**  
Agent  
TORONTO

## Let us handle your fruit requirements

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

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

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

Write us to-day.

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

*Wholesale  
Fruit and  
Produce  
Merchants*

*Established  
1876*

*McWilliam & Everist, Limited*

Apples,  
Bananas,  
Citrus  
Fruits  
Cranberries,  
etc.

25 CHURCH ST.  
TORONTO

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





## Make this one of your Summer Leaders

There is always a good demand for Sterling Tomato Catsup. It has made good everywhere and has lived up to the high quality standard set by other Sterling Products.

Sterling Tomato Catsup is absolutely pure and can be recommended to every customer without fear of disappointment. Have you a stock on hand?

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

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

# MacLean's Magazine

## FOR JULY

### The Smugglers were Caught

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

# Confederation

the dominant theme of July MACLEAN'S

**T**HE Jubilee of Confederation has led the Editor to make the July MACLEAN'S retrospective and interpretive of Confederation in the character of its main contents—this to meet the certain need and desire of the Canadian people. Note the fine provision of special Confederation article and features:

**"THE MEETING OF MACDONALD AND BROWN."**

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

**"THE STORY OF CONFEDERATION."**

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

**"FIFTY YEARS OF BUSINESS EXPANSION."**

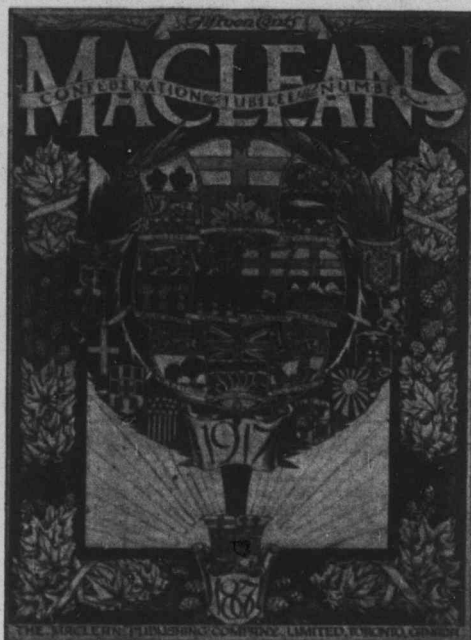
By W. A. Craick, covering all phases of business—banking, insurance, manufacturing, agriculture, transportation, etc.

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

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

**"CONFEDERATION AND AFTERWARDS."**

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



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

**"SOME CANADIAN CONTRASTS."**

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

**"THE DRAFT."**

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

**MESSAGES ON CONFEDERATION**

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

**Billy Sunday Contributes:**

**"WHAT I THINK OF CANADA."**

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

**The Fiction Features:**

**"THE GUN BRAND."**

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

**"THE OUTLAW BOAR."**

By Clark E. Locke. A short story.

**"PUTTING IT OVER."**

By Hastings Webling. A golf story.

**"THE CAPTAIN OF THE SUSAN DREW."**

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

## The Best Number of MACLEAN'S

**T**HAT has ever been put out is this July issue. It will be bigger, the articles are stronger, the stories more entertaining, and the illustrations more varied. Stephen Leacock's "Sunshine in Mariposa" is continued in this issue; also the regular Departments, Records of Success, Review of Reviews, The Business Outlook, and Information for Investors.

**At All News-Dealers**  
**15c.**

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



# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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

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.

### WANTED

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

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

**WANTED—SIDE LINES. WE ARE OPEN TO** handle a number of side lines for manufacturers and jobbers. Good references.—Cleary Bros., P.O. Box 436, Sydney, C.B.

**GROCERY MANAGER DESIRES POSITION** as manager or head clerk with progressive firm. Expert window trimmer and card writer, age 32, married. Highest references. Address Box, 233, Canadian Grocer.

### FOR SALE

**GOOD GROCERY BUSINESS FOR SALE** — established 20 years; good reasons for selling, dwelling attached; manufacturing city. Apply Box 230, Canadian Grocer.

**GROCERY BUSINESS FOR SALE AND THE** premises to let with option of buying. Located in the Cedarville district of Toronto. Doing good business now but owner wishes to sell for personal reasons. Apply to owner at 45 Mulberry Ave. Bracondale, Toronto

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

**60-62 JARVIS ST.**

**TORONTO SALT WORKS**

**GEO. J. CLIFF**

### SUCHARD'S COCOA

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

**FRANK L. BENEDICT & CO.**

Agents Montreal



Try **MANN & CO.** for


**FANCY POULTRY**

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

**C. A. MANN & CO.**

78 KING ST. LONDON, ONT.

 **TANGLEFOOT**   
**The Non-Poisonous Fly Destroyer**  
Safe, Sanitary, Sure. Catches 50,000,000 Flies Each Year

**OAKLEY'S**  
**KNIFE POLISH**  
20102-57102  
  
**JOHN OAKLEY & SONS, LIMITED**  
LONDON, ENGLAND.

AGENTS:

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

### Toronto Butchers' Supply Co. LIMITED

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

49 DUNDAS STREET, . . . TORONTO

LARGEST CANADIAN DEALER

**ADEL 760**  
**WASTE PAPER**  
**E. PULLAN TORONTO**

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

**Perfect PAPER Baler**

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal.

WRITE TO-DAY

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

**THE TRENT MFG. CO., LTD.**  
TRENTON ONTARIO

### BARRELS

(The best shipping package.)

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

**THE SARNIA BARREL WORKS, SARNIA, ONT.**

## Pure Sugar Colouring

Permanently Brilliant in

Syrups  
Vinegar

Mineral Waters  
Spirit, etc., etc.

When ordering state purpose for which required.  
Shipped in barrels, half barrels, kegs and cans.

MANUFACTURED BY

**Dominion Caramel Company**

21 WALNUT AVENUE

MONTREAL, QUE.

# PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,  
or the USE of LEAD in any manufactures other than

## MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

## BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

### BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

In your Locality  
are many

### Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

## SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—  
MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.  
Direct Correspondence invited:—  
SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.

Ask Us For

## Wrapping Papers

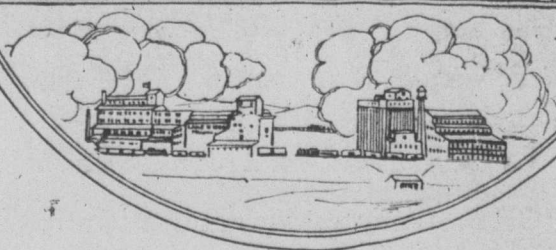
10,000 Rolls and Reams  
and

## Twines

Very large assortment.

Walter Woods & Co.  
Hamilton and Winnipeg





# A Tale of Two Grocers

## How it happened to Brown

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. It is sent on the 4 o'clock delivery.

5:00 P.M.—Customer 'phones for a cake of chocolate she had forgotten to order earlier. Delivered next morning at 8.

9:45 A.M. (Next Day)—Customer now 'phones for lard. Had started *baking* and ran short. Is promised immediate delivery.

11:00 A.M.—Brown called up (and down) by irate housewife still awaiting the lard. Has to send boy out with it.

\* \* \*

Three separate deliveries that devour the profit. No goodwill.

## And how Smith handled it

3:30 P.M.—Customer calls and orders a bag of FIVE ROSES flour. So Smith logically suggests possible need of vanilla, icing sugar, raisins and other *baking ingredients*.

Customer had *forgotten* she required extract. Also ordered shortening and a few spices.

3:45 P.M.—Customer leaves store after buying considerably *more* than she had intended. Appreciative as well for Smith's helpful suggestions.

8 A.M. (Next Day)—Smith delivers complete order in ample time for the baking.

\* \* \*

One single delivery. Profitable sale and goodwill.

**W**HEN a woman orders a bag of FIVE ROSES flour, she suggests to YOU the ready sale of other baking ingredients. It is an opportunity that a good salesman never misses. When she mentions a baking ingredient, why not suggest FIVE ROSES and every other single article that goes into the oven with flour?

LAKE OF THE WOODS MILLING CO., LIMITED  
 Montreal "The House of Character" Winnipeg  
 Offices in 16 Canadian Cities