

**PAGES
MISSING**

In This Issue—The Proper Handling of Bacon

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada
THE MACLEAN PUBLISHING COMPANY, LIMITED

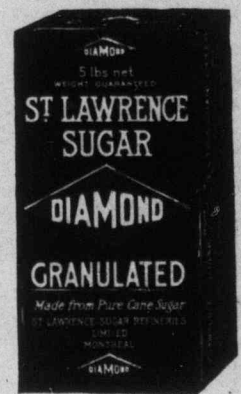
Vol. XXX

PUBLICATION OFFICE: TORONTO, AUGUST 4th, 1916

No. 31

The 100% Sugar

So the Government analysis shows. It cannot possibly be improved on in the matter of its purity and strength. Beyond this, it is made in an ideal factory in an ideal way. It is a sugar to meet the demands of the fastidious. It is put up in packages of convenient size to suit all demands.



St. Lawrence



Granulated Pure Cane Sugar

Still another feature of this sugar—it is made in three sizes of grains to meet every preference.

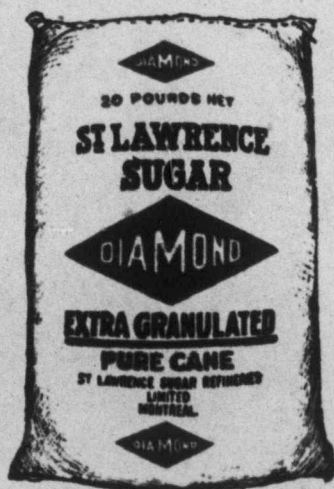
Coarse

Fine

Medium

And these grades are distinguished from one another by colored tags—green for coarse grain, blue for medium grain, and red for fine grain. So you see St. Lawrence Pure Cane Sugar is 100% perfect from the buyer's point of view, as well as being 100% pure.

At this season of preserving you will find it good business to supply your customers with the best.



St. Lawrence Sugar Refineries, Limited

MONTREAL

OUR coffees do not linger on your shelves because we spend thousands of dollars every month telling consumers of their goodness. Your profit comes from briskly moving stock and satisfied customers.

Chase & Sanborn
Montreal

Furnivall's Fits Every Taste



Why load up your shelves with a big stock of various brands when by handling a small stock of Furnivall's Jams you can meet the particular tastes and fancies of everyone.

Its price puts it within the reach of all, and this fact, together with its superior appetizing quality, makes Furnivall's a ready seller everywhere. The margin of profit, too, is worth while.

Send a post card to-day for our list. Your wholesaler can supply you with Furnivall's. Get in touch with him.

FURNIVALL-NEW, LIMITED
HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. 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. Winnipeg—W. L. Mackenzie Co., Limited. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

They
All
Come
Back



To the
Sweet-
heart
of the
Corn



*Imitations may
lure away but
appetites pine for
the favorite es-
tablished Corn
Flakes — "The
Sweetheart of the
Corn."*



The alert grocer has learned that breakfast foods come and go — a flash and out. He is not allowing his shelves to be burdened with these, but stays by the established line—the breakfast food they all come back to—Kellogg's Toasted Corn Flakes.

Your shelves will never go stale with "The Sweetheart of the Corn" and your profit is sure.

Order from your wholesaler.

Battle Creek Toasted Corn Flake Co., Ltd.
LONDON, CANADA

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

Your Customers like it

Your customers rely on you to help them with their problem of what to serve; always they want a change.

Here is a suggestion which you can pass on:

Cox's ^{Instant} ^{Powdered} Gelatine

For rich Crystalline Jelly and other Delightful Sweets and Savories.

Make Sales Now.

Always Keep up Your Turnover.



Every package contains a sheet of recipes of guaranteed excellence, giving full directions how to prepare and serve Cox's Gelatine. Look up these directions yourself and so be prepared to talk to your customers with assured knowledge. Nothing like knowing what you are selling. Knowledge is power.

How is Your Stock?

Cox's Gelatine is one of the best-known products of Scotland.

A. P. TIPPET & CO.
Montreal and Toronto

TEES & PERSSE, Ltd.
Winnipeg

MARTIN & ROBERTSON, Ltd.
Vancouver

Canadian National Exhibition

Aug. 26—TORONTO—Sept. 11

"A little bigger; a little better."

Federation of the Empire. 1,200 Performers. 400 Musicians.

Gorgeous spectacle, symbolizing and epitomizing Imperial solidarity, power and cohesion. Mammoth scenic reproduction of British Houses of Parliament, Westminster Abbey and the War Office.

WAR—on land, in the air, on and under sea.

Scenes that have thrilled the world, re-enacted by Overseas troops. Model camp; trench warfare.

Anmer, the King's horse. Acres of manufactures. Glorious agricultural exhibits. Government exhibits and practical farm demonstrations.

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

Build Business Around Borden Popularity



*A Brand of Quality
for three generations*



Borden Milk Co.
LIMITED

"Leaders of Quality"

MONTREAL

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

If you have not yet put the Borden selling possibilities to the test you will be surprised when you realize what a fruitful source of increased profits these popular lines really are. The Borden reputation for quality has long been established and to-day the very name Borden is synonymous with all that is sweet, pure and wholesome in milk products.

A window display of the Borden Lines will pull results that will make your cash register ring repeatedly with the come-back sales. The unimpeachable quality of these Canadian-made milk products will make constant users of first purchasers.

Why not let us send you a small trial supply just to convince you of Borden selling value?

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

Known every- where



The Royal Acadia Sugar Trade Mark,
The Royal Acadia Sugar Girl
and Royal Acadia Sugar.

We are advertising these three throughout the Country and the response is good in every section.

In Royal Acadia Sugar,

**EVERY GRAIN, PURE CANE,
EVERY SALE ANOTHER GAIN.**

The Acadia Sugar Refining Co., Limited



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Large quantity. Finest quality. Polishes without rubbing. Retails 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retails for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retails 10c.

"DANDY" RUSSET COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" BLACK COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size.) "ELITE" PASTE in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retails for 10c.

Ask Your
Jobber's Salesman For *Whittemore's Shoe Polishes*

WHITTEMORE BROS. CORP., BOSTON, MASS., U.S.A.

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

Raspberry Jam—1916 NOW READY

Made From the Delicious

Cuthbert Raspberry

Many grocers are taking our tip and buying "Aylmer" Brand Jam now.

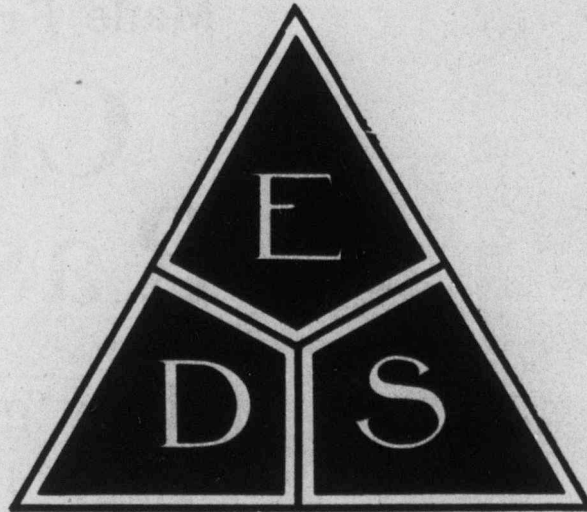
Prices are sure to be higher in the fall and the demand heavy, as the housewife is not putting down jams with high-priced sugar.

Ask your jobber to-day.

Dominion Cannery, Limited
HAMILTON - - CANADA

Raspberry Vinegar

A POPULAR SUMMER DRINK



Sales Go Up With the Thermometer

E. D. Smith's Raspberry has a big sale during these sweltering summer days. There is good profit in this line for you.

E. D. S. Raspberry Vinegar is made of luscious, rich, red raspberries grown on our famous Winona Fruit Farm.

Make a Display

Send in an order — get your share of the hot season sales.

E. D. Smith *and* Son, Limited

WINONA, ONT.

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

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

Seasonable Goods

Mr. Grocer, Are What You Want

Take a few moments to study CLARK'S LIST (if you have not got one, a post-card will bring it), and you will find the goods to fit the season.



CLARK'S Pork and Beans



and, in fact, all CLARK'S products
ARE SELLERS

They have the quality.
Their reputation is un-
impeachable.
They are thoroughly
advertised and prices
are right.

W. CLARK, LIMITED, MONTREAL



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

Brooms of Quality

may always be had by ordering our brands. We have them at \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.50, \$5.75, \$6.00 per dozen.

FACTORY and MILL Brooms \$4.00, \$4.50, \$5.00 per dozen.

Walter Woods & Co.

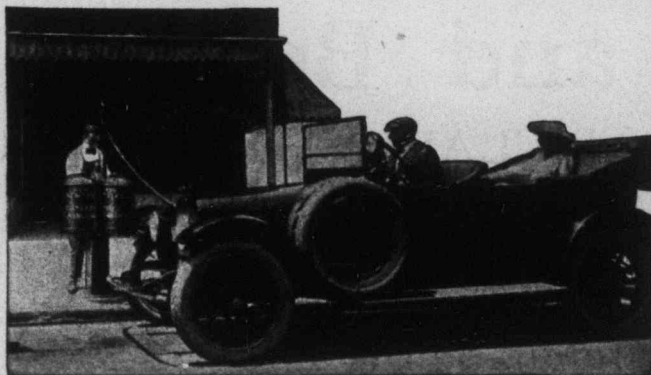
Hamilton - Winnipeg

BIG VALUE means BIG SALES and BIG PROFITS

And it is because of this, that dealers everywhere are finding it well worth while to feature **WONDERFUL SOAP**. Housewives have long ago recognized the fact that "the soap in the neat red label" is the safest, surest, and speediest obtainable.

Try out the profit-making qualities of this popular line. Order a trial supply and note result of a counter display.

Guelph Soap Company
GUELPH, ONT.



Gasolene Makes the Auto Go— It Also Makes It Stop

No animal or machine will go unless it's fed—and the modern automobile has quite an appetite. Perhaps it would be better to call it a thirst—but some people might object to that. So pretty regularly the motorist has to buy gasolene, and he always prefers to buy it at a

BOWSER "Red Sentry"
ESTABLISHED 1888 Filling Station

There's a vacant spot in front of your store which might well be occupied by the "delivery" end of the Bowser System. Get the automobilists to stop for gas, and they'll come again to buy supplies for their machines and for the things they need around the house.

S. F. BOWSER & COMPANY, Inc.
TORONTO, ONT.

Sales Offices All Centres. Representatives Everywhere.

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., 24-26, Fenchurch Street, London, England.

5 66

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



KEYSTONE BRAND

THE STAPLE LINE OF STABLE BRUSHES

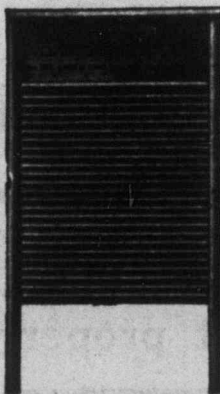
Always good, always reliable. Stablemen know this to be true of "Keystone" Brushes. You should know it in order to give your customers the stable brushes with "bite" enough to fetch out the dirt—and the durability to stand the hard service entailed.

Write for prices, etc., to

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

The New All-Canadian, All Wooden Washboard—*A service- able, long-wearing washboard re- tailing at 20c.*



A splendid new line which is proving immensely popular. Zinc and Aluminum washboards are out of the question owing to the high prices of these materials.

Cane's New All-Canadian, All-Wooden board satisfactorily fills the want thus created. This new washboard gives your customers even better service than the old zinc or aluminum lines and at much less cost.

The New All-Canadian board is built for long wear—the rubbing surface being made from specially selected Canadian hardwood. A trial order will prove worth while to you. Send it in to-day.

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

Be good to your best customers—
sell them the high quality

OCEAN BLUE

in 5c. packets. It always satisfies.
"It's not so much how much they
pay as what they get for what they
pay," and Ocean Blue is the best
that money can buy.

Order from your Wholesaler.

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

Western Agents:
For Manitoba:
O. F. Lightcap,
Winnipeg. For
British Columbia
and Yukon:
Oreeden &
Avery, Rooms 2
and 6, Jones
Block, 407 Hast-
ings Street,
West, Vancouver



Extra Dollars Count

When trade is backward, advertised specialties help to keep the balance on the right side. All your best customers will use *Sani-Flush*, it saves disagreeable work and maintains a sanitary condition in the home.

Cash in on the advertising for



Sani-Flush

Cleans Water-Closet Bowls

For
Cleaning
Closet Bowls
Only

QUICK
EASY
SANITARY

CLEANS
WITHOUT
FUSS OR FEELS

A display in your store will encourage the purchase of this preparation. Each trial will make a constant user. *Sani-Flush* supplants nothing, but affords you a new profit.

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto

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

Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

Vegetables are scarce—Push

Tartan Brand canned vegetables and you will win steady sales. Housewives don't like cooking during the hot days—put Tartan Brand canned goods to the front—feature Tartan Salmon strongly. All Tartan Brand Products have the attractive Tartan label which makes striking displays.

This is a profitable Brand to specialize on. Our line includes Fruits, Tea, Coffee, Spices, Extracts, Jelly Powders—the Quality is extra—send your order for immediate delivery.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

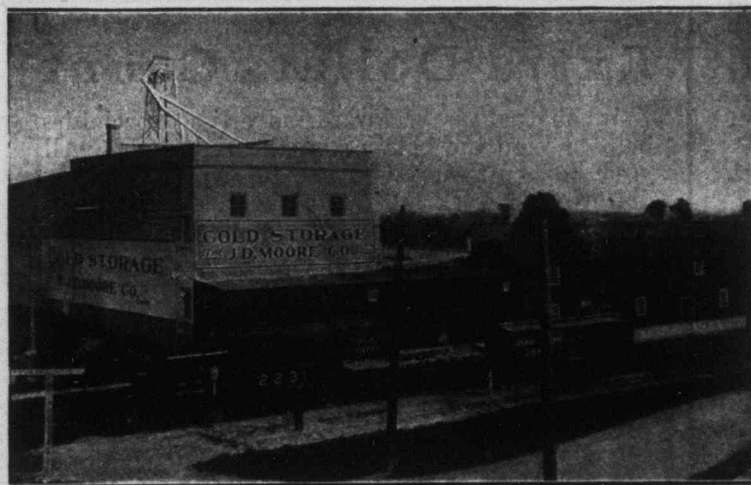
SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.



Are you buying or selling produce of any kind in quantities? We can save you money.

Our prices are right and our splendid cold storage plant keeps the goods always fresh and sweet.

We supply both local and export trade with the finest quality butter, eggs, cheese, and poultry.

Our public cold storage system is sure to interest you. Terms are very moderate. Send a card now for full particulars.

Canada's Old Reliable Produce House

The J. D. Moore Co., Limited
ST. MARY'S, ONT.

You'll sell that stock of perishable goods more readily if you display it properly

But you may ask, "How am I to display it these hot days without risk of loss through spoilage?"

Right here is where the ARCTIC SALESMAN REFRIGERATOR comes in. Butter, lard, cheese, cooked meats, lettuce, celery, berries, etc., can all be displayed in the Arctic to good advantage, and yet the dry cold circulating air system preserves them absolutely pure, sweet and cool.

Made in 6 ft. and 8 ft. lengths, handsomely finished, smallest ice consumption possible. Ask for catalogue.

John Hillock & Co.
LIMITED
TORONTO, ONTARIO



The Shirriff's Demand is Contagious

The first evidence in your community of the ever-spreading demand for Shirriff's is a request to you for the jelly powders that make such delicious, brilliant, sparkling jellies—so good that women do their neighbors a favor by recommending it. Get a case or two of

Shirriff's Jelly Powders



Stir up the demand by giving the women what they want—Shirriff's—not a substitute. Encourage it by means of the attractive Shirriff window displays which show the great range of popular flavors.

A little concentration on this favorite line is all that is needed as a starter, and then the momentum will carry you to some mighty handsome profits!

If you are not acquainted with the Shirriff line, write us for particulars.

Imperial Extract Company, Toronto

CAUGHT UP

During the past two months we found it impossible to ship orders promptly owing to increased business and difficulty in securing packers, but are now caught up and can promise better service. *Minto Tea* is here to stay. It wins out every time in draw.

Two Prices, 40 and 50 Cents.

Minto Brothers

284 CHURCH ST., TORONTO

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

ONTARIO

MACKENZIE & MORRIS
LIMITED
BROKERS
Groceries, Provisions and Produce
C.P.R. Building, TORONTO

Mann, Laurie & Co.
78 King St., London, Ont.
Quality provisions and produce.
Write or phone.

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

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

If you want the market on
NEW BRUNSWICK POTATOES
Wire or phone
HARRY WEBB, TORONTO
We specialize on potatoes, have ware-
houses at all buying points in the
potato belt. Cars always loaded. New
Brunswick, Montreal, Toronto, waiting
orders.

THE H. L. PERRY CO.
214-216 Princess Street, Winnipeg
We can make a success of your Agency.
Our STORAGE, DISTRIBUTING and
FORWARDING facilities are unexcel-
led.
Correspondence solicited.
"Always on the Job."

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

MARITIME PROVINCES.

J. N. COCHRAN
Manufacturers' Agent and Grocery
Broker
FREDERICTON, N.B.
I have a connection with both wholesale
and retail trade throughout the entire
Maritime Provinces.

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

DO you wish the services
of a live broker who has
had 25 years' connection with
the trade?
If so, communicate with me.
FRED J. WHITE
Fruit and Grocery Broker
Room 32, 27 and 29 Wellington St. E.
TORONTO :: ONTARIO

NEWFOUNDLAND

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

**W. H. Millman
& Sons**
Wholesale Grocery Brokers
Special lines to offer in
different grades of teas.
Write or wire us if in
the market.

Washington's
COFFEE
W. GEO. VARTY, Agent
29 Melinda St., Toronto. Phone M. 7089

SEE PAGE 41 OF THIS ISSUE.
IT WILL INTEREST YOU.

SALESMEN WANTED
Experienced Salesmen to sell Star
Egg Carriers and Trays to Grocers.
Line gives satisfaction. Nothing
can take its place. Good salesmen
make money. Previous experience
selling other grocery store equipment
will be useful. Permanent, year-
round employment. Apply
**STAR EGG CARRIER & TRAY
MFG. CO.**
1114 Jay St., Rochester, N.Y.

Established 1859
GEO. STANWAY & CO.
29 Wellington St. East. - TORONTO
Agents for "Horseshoe," "Tiger" and
"Sunflower" Salmon. Fred. L. Myers &
Son, West Indian Products. Furuya
& Nishimura, Japan Teas.

WESTERN PROVINCES

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

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

FOR 22 Years the demand for Red Rose Tea has been growing greater and greater—a sure proof of its uniform high quality and good value.



There's tip-top quality and customer-satisfaction in every Malcolm Milk Product



That's why up-to-date Grocers everywhere are pushing the sales of these Canadian made favorites.

You, too, will realize what real, quick, profit-making sales are like when you begin "boosting" the Malcolm lines.

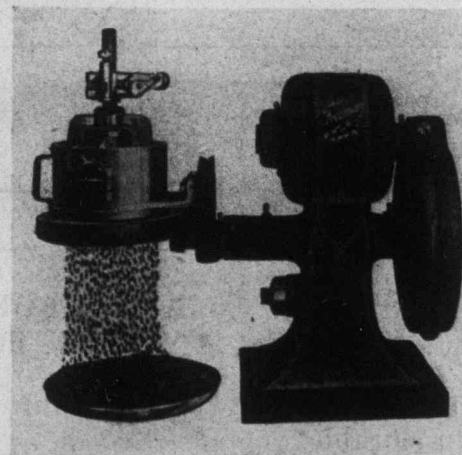
We invite comparison.

THE MALCOLM CONDENSING CO., LTD.
ST. GEORGE ONTARIO



Freeman's Electrical

Made in Canada



Driven
Meat
Chopper
Bone
Grinder
and
Coffee
Mill

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

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

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

Robinson's "Patent" Barley

The Supreme Food for Infants, Mothers,
Invalids and sufferers from impaired digestion.

Sold by the leading grocers throughout Canada.

Order from your wholesaler.

Magor, Son *and* Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

AGENTS FOR THE DOMINION OF CANADA

ORLANDO (INVINCIBLE)



**NAMED FOR A PRINCE
AND FIT FOR A KING**

The Orlando Cigar is, without doubt or question, the best three-for-a-quarter smoke procurable.

It is a long, well-seasoned, hand-made cigar, attractive to wholesaler and retailer and highly satisfactory to consumer.

Add them to your lines and get your share of the business.

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

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

CANADIAN GROCER

VOL. XXX

TORONTO, AUGUST 4, 1916

No. 31

Sells Summer Drinks in Cases

This Method of Buying Ensures Bigger Business to the Grocer—Reasons for It—People Like to Have Drinks in Their Own Cellars—Example of William Smye, of Hamilton, Who Has Made Good Along This Line—An Opportunity to Beat Out the Mail Order Houses.

Third of the "Soft Drinks" Series by E. A. Hughes.

THAT the temperance wave, which is sweeping, with ever growing momentum, over the country, is a wind which will blow good to the grocer, is the belief of William Smye, of Hamilton, Ont. Mr. Smye does not talk without his book. He has already proven that the thirst of Canada does not depend altogether upon the supply of liquor. When the latter ceases, the former will be unabated. In this situation, he says, is a unique opportunity for the grocer.

"It stands to sense," said he to Canadian Grocer recently, "that when more and more of the bars close, people will still have to drink—something. Most of our provinces are or will more or less immediately be dry. Ontario has another five weeks about, and that is one of the last big provinces to hold out. British Columbia is, too, moving towards prohibition. It has been shown already in Alberta and other dry provinces that the closing of the bars has meant the boosting, to an unimagined degree, of softer drinks and summer beverages. The theory is, therefore, a demonstrated one. It will hold good in Ontario, as it has done elsewhere, east and west of that province.

An Unfailing Sign

"A pretty good sign is to be found in the preparations of the liquor manufacturers themselves. It is a fact that liquor manufacturers in Ontario, during the last four months, have devoted money and energies to the campaign for getting people to drink more soft drinks. They have no illusions. They know that when liquor is cut off, the thirst of the public is still demanding satisfying. They did not wait very long when the prohibition measure was through the Ontario Legislature before they put their shoulders to the wheel, and started an advertising campaign for the greater consumption of soft drinks. If the liquor men themselves take that view of the matter, it stands to sense it is a pretty correct one.

They are nearest to the issue involved. They would be most likely to see the alternative most correctly and most quickly."

Mr. Smye sees in the opportunity for the grocer to sell more and more soft drinks a particularly good opening for trade in case goods. He has always done a good deal in this way himself. He set out some years ago to make soft drinks a saleable commodity, which should take a prominent place as an item in his income list, and devoted himself to the sale of case goods as being the channel through which most of his revenue from soft drinks would come. It is entirely a matter of the grocer's self as to what dimensions his business in soft drinks in the case will attain.

"If a grocer doesn't push soft drinks," Mr. Smye claims, "he can't expect them to prove a paying line. But if he does, they will be an abundantly paying line. The average grocer pushes his ordinary staples quickly enough. The customer comes in for some article of food and the go-ahead grocer tries, before she leaves, to sell her something else as well. If he wants to push canned goods, why, he pushes them. If he wants to introduce some new polish for furniture, he pushes it. If he has some particularly choice dried fruits in, he tells every customer so. Yet a great many grocers do not voluntarily push the sale of soft drinks. They are losing out on carrying them by so doing. If one line in a grocery store is worth pushing, so are they all. Why should the grocer divide his stock into sheep and goats. It is anything but good business. Soft drinks have been, heretofore, a good deal like cigars with the grocer—something to stock, and hand over the counter if and when they are asked for. But that is not salesmanship. It hasn't the essence of a sale in it. Anybody can hand things asked for over the counter. It takes a salesman to sell something not asked for by the customer."

So far as the public are concerned, the advantages of case goods are patent. The house which buys its soft drinks by the case has them always on tap, as it were. It is much easier, and particularly during these hot summer months, to run down into the cellar and bring up a bottle of grape juice or lime juice or ginger ale, off the ice, than it is to seek the nearest store and buy a bottle at a time. From time immemorial it has been customary amongst certain folk to have ale and beer by the case in the house. Few think of going and buying a bottle of beer at a time. Why not apply the same reasoning to soft drinks? The average person fond of a drink would rather run down to the cellar and get a bottle than have to go out to a store for it.

Then, again, the grocer is anxious to persuade his customers to buy as much as possible. If summer beverages are bought by the case, they can be had on the dinner table. Very often it is "too much fag"—to use a colloquialism—to send out and get two or three bottles for the meal. If it is in the house, it isn't far to go. Consequently the case is used up more quickly, and more orders are sent in to the grocer.

One very good argument for the grocer's more extensive handling of soft drinks—and this applies not only to case goods, but to over-the-counter sales—is that in soft drinks is to be found one line of stuff at which the mail order house can't get. In this country soft drinks are not sold by mail order. There are so many things which are that the grocery merchant welcomes a line that isn't. Here is a chance to beat out the mail order houses. That should be a sufficient spur to expend more and more energy on pushing soft drinks. Let the grocer consider that here is a chance to get a little of his own back, to "put one over" the mail order houses.

Trading Stamps Are a Delusion

If they Cost \$3.50 to Cover Sales of \$100 the Increased Cost of Doing Business Would Be 38 Per Cent.—Retail Business Cannot Afford Such Expenditures—Despite Law Against Their Use, Retailers Are Frequently Getting Into Trouble.

GLARING instances of direct contraventions of the Trading Stamp Act are constantly being brought to the attention of the Canadian Grocer, despite the repeated warnings which have been issued in various ways throughout the Dominion. Grocer and dry goods firms appear to be the chief offenders.

Grocers are often told by customers that the grocer down the street is giving trading stamps.

The grocer begins to wonder if the plan is not a good one to attract trade. The sound business man who does not rush headlong into every new proposition which is brought forward starts in to figure out the proposition for himself. In the first place he wants to know if the giving of trading stamps is legal. He probably recalls having read something in his trade paper regarding the illegality of giving trading stamps. If he has not filed the article, or the issue in which the article appeared he writes to his trade paper and secures without charge, complete details.

In most cases the plan he had thought of adopting was found to be strictly illegal, and if it had been introduced the merchant would, sooner or later, have been brought face to face with the necessity of having to discontinue the giving of trading stamps, or appearing in court to answer a charge of violating the Trading Stamp Act, and if found guilty, paying a fine.

Fines Imposed

During the past few years, a large number of merchants have been prosecuted, and fines have been imposed for violations of the Act.

Merchant Loses in Several Ways

To the unthinking, merely appearing in court and paying a fine of anywhere from \$10 to \$50 for giving trading stamps does not appear to be a serious matter or one that would do a business very much harm. Possibly it alone would not, but there is another side to the trading stamp question.

The merchants who have been prosecuted for violations of the Trading Stamp Act have in all cases been men who had been giving trading stamps for some time. When they were prosecuted and found guilty, they were forced to discontinue giving trading stamps. The result was that a great many customers had on hand partly filled books of trad-

ing stamps, which according to law were not redeemable. The merchants therefore, had to square matters with dozens of dissatisfied customers, and in addition, lose the trade of many more customers, who disgusted with the whole affair did not return to the store to have matters straightened out, but instead transferred their business elsewhere.

Prior to the enforcement of the provisions of the amended trading stamp act, trading stamp companies flourished in Canada, and secured large amounts of cash from merchants who did not appear to realize that the trading stamp proposition as carried on by several companies was a delusion and a snare.

How They Operate

Some idea of the methods in vogue at that time are recalled in an address by Frank R. Connolly, past president National Retail Grocers' Association of the United States. Mr. Connolly spoke before the Wholesale Grocers' National Convention on "Why the Retailer Opposes Trading Stamps." The stamp problem is a live one in many States of the U.S. where trading stamps companies are still allowed to do business. Mr. Connolly said in part:

"At one time trading stamps cost the retailer \$5 a thousand, to be given away with sales amounting to \$100—one stamp with every ten-cent purchase. In later years they have been supplied at various prices; some at \$4 a thousand, others at \$3.50, and some large dealers claim to have purchased them at a lower figure. To the injustice of the smaller merchant, who pays the higher price, the larger dealer, his competitor, is assisted by the trading stamp company in putting the little fellow at a disadvantage.

Suppose a merchant who does a business of \$10,000 a month is induced to adopt the trading stamp plan. Suppose he buys them at \$3.50 a thousand to cover sales of \$100. Suppose they increase his business \$1,000 a month; therefore, the cost of these stamps would be \$385, or 38 per cent. of his increased gross sales. If the increase were \$2,000, his stamps would be costing him \$420, or 21 per cent. of the increased gross sales.

Where Merchants Make Mistakes

The retail business cannot afford such expenditures, even though it be to increase sales. The mistake most merchants make is where they do not

figure that, in addition to the increase in sales trading stamps may bring them, they must also give stamps to their already established trade. The merchant is throwing money away when he advertises to his regular trade that they can now have trading stamps with their purchases, and he thereby immediately adds the cost of the stamps—3½ per cent.—to his cost of doing business.

There are certain articles usually sold at a loss upon which merchants may announce no trading stamps will be given. They are also supposed to give stamps to the good customer who has traded in the store for years, and who seldom complains as to the price or quality of the goods, demands trading stamps when the bill is paid on the first of the month, "just because." And the customer usually gets them, the merchant fearing the loss of this desirable trade. The student of human nature realizes that there are many people who, when receiving "something for nothing," care little as to its real value.

Premiums Have Small Value

Members of retail associations have taken a book filled with stamps to the premium parlor and received for it a glass lamp that experts claim could be purchased at 92 cents in quantities, a vase that could be duplicated in a wholesale way for 89 cents, or a set of silver salad forks that could be duplicated (same quality) for \$1.15; and yet the retail merchant must pay \$3.50, and sometimes \$4 for the stamps necessary to secure these valuable (if) premiums.

The lapses are what have made millionaires of the trading stamp people. Those at one time connected with the trading stamp business have made the positive assertion that the lapses are fully 40 per cent.

Think of it! Four out of every ten of those who begin saving stamps never finish completing the required book of 1,000, and throw them away when half-filled—filled with stamps that the merchant has paid for.

Once a merchant starts giving trading stamps, it is almost impossible for him to discontinue. Many men have failed in business and attributed their failure to the fact that they were forced to continue giving trading stamps or lose most of their business, even though they realized it eventually meant ruin to them. The competitor across the street (not to be outdone) also gives trading

stamps, so there is no advantage to either from the standpoint of a stimulator of trade; therefore, the merchant puts his head in a noose, from which it is almost impossible for him to extricate himself.

A merchant once covered the situation quite thoroughly when he said:

"I do not give trading stamps or coupons. I do not wish to give any portion of my profits to an outside agency which hasn't a cent invested in my business. The people who waste the time to gather stamps are usually 'bargain

hunters' anyway — always looking for the best of it and 'something for nothing,' besides. I am doing an excellent business through my own efforts and do not need assistance from the trading stamp people."

The Retailer Loses

View the trading stamp proposition from any angle and in 99 cases out of one hundred the retailer is the man who loses out when he enters the trading stamp game.

There were very few really sound and successful merchants who were not glad

to see the abolishment of the trading stamp companies' operations in Canada. There are, however, in every community certain merchants who are always looking for get-rich-quick schemes or schemes which will boost sales on short notice. The trading stamp idea appeals to some of these merchants. Without giving the matter the serious consideration it deserves they adopt some form of trading stamp and premium scheme which eventually lands them in the police court and causes an endless amount of trouble to customers.

Palms Add To Store Appearance

Metcalfe & Co., of Berlin, Ont., Have Studied the Problem of Store Arrangement and Have Succeeded in Utilizing Their Space in a Most Attractive and Advantageous Manner—Use Display Tables to Good Advantage—Effective Displays of Confectionery.



Interior view of Metcalfe's Grocery Store at Berlin, Ont., showing table display made attractive by use of palms. Display of bottled articles is also attractive. Mr. Metcalfe is standing to the rear of the table. On the right of the picture can be seen the candy showcases, which form a very important part of the goods of this store.

Snapshot taken by Canadian Grocer representative of the rear end of Metcalfe's Grocery Store at Berlin. While the store is not large, the space has been so utilized that there is plenty of space to get around and still have numerous display racks and show cases in the centre of the store. Back of the display of breakfast food is the space enclosed for the office.

THE store of William Metcalfe & Co., Berlin, Ont., while it does not cover large space, is utilized to splendid advantage. The arrangement of the interior is most artistic, and is an advertisement for the goods which the firm has to sell. There are two brothers in the company—G. R. Metcalfe and W. F. Metcalfe.

"We carry a complete line of commodities usually stocked in a grocery store," said W. F. Metcalfe, "such as fish, provisions, flour and cereals, fruit and vegetables, bread and pastry, confectionery, toilet soaps, canned goods and other commodities."

Palms for Decorative Purposes

One of the features of Metcalfe & Co.'s store is the tasteful arrangement of display counters and tables for goods in the centre of the store. All the space in the store has been utilized, yet there is none of that cluttered appearance. In the centre of the store immediately on

entering the door one's gaze falls on a display table which is decorated with small palm plants. This gives the whole store a touch of the artistic, which is often lacking in many stores. Display bins are arranged at the back of the counter and computing scales are in a handy position, so that customers can readily see them.

The coffee grinder, cheese cutter and meat slicer are also arranged to good advantage. A typewriter in the office further adds to the efficiency of the clerical staff. Altogether the company employs fifteen clerks, and the stock carried by the concern is in the neighborhood of \$17,000.

A great deal of care and thought has been expended by the proprietors in an endeavor to make their attractive store a selling point for their grocery stocks.

The candy display is one of the features of their stock displays, one side of the store at the front being given over

almost exclusively to this branch of the business.

COFFEE FAMINE IN GERMANY

Arthur G. Abrecht, writing from Berlin for the New-Yorker Staats-Zeitung, in discussing the food question in Germany, speaks of the recent addition of coffee and tea to the list of articles taken over by the government. This was made necessary upon discovering early in April that the supply of coffee in trade would last the civilian population barely a month and a half at the average rate of consumption, while the army and navy had only about a four-months' supply. While the amount of tea on hand would have ordinarily lasted about a year, it had to be included together with the coffee in this regulation on account of the abnormal demand that would have arisen for it had the sale of coffee alone been restricted.

Fish Now Used More Extensively

One Merchant in Toronto Asserts Sales Have Doubled Within Past Five Years—People Turning to Fresh Fish for the Sake of Variety in Their Summer Meat Diet—Sources of Supply of Many of Our Summer Fish

INLAND land-lubbers are beginning to cultivate a taste for the products of the sea, if the increase in the consumption of fish is any indication. "During the past five years the demand for fish in our store has at least doubled," said the manager of one of the large Toronto meat stores. "It was five years ago that we started to sell fish in connection with our groceries and meats, and we find the demand has steadily increased every year since that time. It is a business that requires special treatment. But we have been well satisfied with the results.

"One of the big drawbacks is to eliminate wastage in connection with the fish. There is usually a good profit to be had on the commodity of fish when it is handled properly. The essential, of course is to have proper refrigeration during the summer months. With this provision and proper care in handling, there is no reason why the fish business should not be an ever-increasing one for the merchant," said the manager in question.

People on the east and west coasts of Canada have long appreciated the value of being able to have a fish diet during the summer months. And they find their health has been better because they have been able to get a greater variety in their diet. "Fish is not such a heating substance during the summer months," said George Barron, of Robt. Barron Co., grocery and provision dealers of Toronto, who has conducted a fish department in connection with his store for the past fifteen years. "There has been an increased consumption of fish from year to year, which would seem to indicate that people are taking more and more to a fish diet during the summer months. And they are wise in doing so, for the change to a fish diet gives them greater variety. We have our own ice-manufacturing plant, and this gives us a plentiful supply of ice to keep the fish in a fresh condition. During the warm summer months we never keep our fish on the display tables for any great length of time. As soon as the morning shopping hours have passed the fish is returned to the refrigerators and are brought out only when customers ask for the fish."

Ranges of Fish Prices

As an indication of the opportunity for the sale of fish it might be stated that white fish ranges in price from 15 cents to 20 cents per pound retail;

salmon trout from 14 cents to 15 cents; halibut, 18 cents per pound; sea salmon, from 25 cents to 30 cents per pound; haddock and codfish, 15 cents per pound. One of the most popular fishes is the whitefish. These are fresh water fish from the inland lakes and sell at 15 cents to 20 cents per pound.

Where Fish Come From

One of the features that has kept the fish industry in a somewhat backward state at inland places is, of course, the great distance from the sea, both on the East and the West sides of the Dominion. People who live on the coasts have long appreciated the excellent food properties of fish. With rapid transportation and better refrigeration arrangements this knowledge has been seeping inward. Here and there merchants have observed the opportunity for the development of the fish trade, and have added stocks in many instances. "But the fish industry has not developed to anything near like the proportions that it warrants," said the manager of a Toronto wholesale fish store, who has had experience as a fish man in the Old Land. "Fish is a regular diet of the people in the older countries. Even the very small towns have a trade sufficiently large to support an exclusive fish store."

The salmon trout consumed in Ontario comes from Lake Huron, Lake Superior and the smaller lakes in the northern part of the province. It is shipped mostly from Owen Sound and Meaford. Whitefish also comes from Lake Huron and Lake Superior, some of the principal shipping points being Port Arthur and Rosport. Restigouche salmon or Gaspé salmon comes from the eastern seaboard. The season for this fish is now about over. Western salmon from the Fraser River, known as steelhead, also finds its way to the inland market. Halibut comes from the West and East, and cod from the East coast. Quantities of halibut come from the vicinity of Prince Rupert by way of the Grand Trunk Pacific.

Fish Sent by Express

Fish shipments are despatched from the East and West seaboard in express refrigerator cars. The cost of bringing fish from Halifax to Toronto is approximately 1½ cents per pound. Of this amount the Government pays a bonus of ½ cent per pound to assist the development of the fish industry. It will be seen that the Eastern fish have a big

advantage in the central markets when it is known that the express rate from Owen Sound on whitefish and salmon trout is 1¼ cents per pound. The rate on fish from Port Arthur is 2 cents per pound, while the cost of bringing fish from the West coast is 7 cents per pound. The distance from Halifax to Toronto is a day and a half, while from the West Coast it is about four days and a half.

Look for Growing Trade

Dealers in fish in a wholesale and retail way are looking forward to a growing trade in fish. They reason that people are gradually and surely coming to think of a fish diet for the summer months. Once they have the taste cultivated, they will continue to use it as an article of diet during the winter months. From present indications, as shown by the experience of merchants who have been handling fish, there will be a continued and increased demand for this commodity.

JAPAN'S GROWING SUGAR TRADE

"When Japan took over Formosa in 1895," states the American Commercial Attache at Peking, in the daily consular and trade reports of the Department of Foreign Trade and Commerce of the United States, "the island produced 75,000 tons annually of native sugar. This industry has been developed by the Japanese administration until there are now produced in Formosa 350,000 tons annually. Millions of dollars have been invested by the Japanese in sugar mills in the island. Exports of Japanese sugar during the past year were stimulated by war conditions and amounted to considerable. According to the Manchuria Daily News, contracts have now been signed for 31,000 tons for Australia, 3,000 tons for Hong Kong, 15,000 tons for Canada, and 25,000 tons for India, China, Manchuria, and Korea, making the aggregate 74,000 tons for exportation.

"The demand in China amounts to about 80,000 tons, of which it is expected that Japan will supply about 30,000 tons. There are a few modern sugar mills in China, but these are very small. The Chinese Government has given special attention to the sugar industry in the South, where large quantities of cane are grown, but of an inferior quality, and where most of the mills are of crude native construction."

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

**THE MACLEAN PUBLISHING COMPANY
LIMITED.**

JOHN BAYNE MACLEAN, President.

H. T. HUNTER, Vice-President.

H. V. TYRRELL, General Manager.

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

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

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. **Toronto**—143-153 University Ave.; Telephone Main 7324. **Winnipeg**—22 Royal Bank Building; Phone Garry 2313.

UNITED STATES—

New York—R. R. Huestis, 115 Broadway, New York; Telephone 8971 Rector. **Chicago**—A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. **Boston**—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024. **Cleveland**—R. G. Langrill, 3112 Euclid Ave., Cleveland, Ohio; Telephone Prospect 1026R.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England.

Subscription: Canada, \$3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, \$3.50 a year; other countries, \$4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY.

Vol. XXX

TORONTO, AUGUST 4, 1916

No. 31

HOW FOOD PRICES HAVE GONE UP

A COMPARATIVE study of invoices at the first of the year and at the first of July, from the files of a St. John, N.B., wholesaler, gives at a glance some idea of the effect the upward tendency in the market has had upon prices during the last six months. Sugar, for instance, which was listed at the first of the year at \$6.70 a hundred, now costs \$8.25. Canned beef, which was bought last year by the wholesaler at \$3.50, now costs \$4.50, reaching the consumer at about 40 cents a pound.

Beans, now at the record price of \$6.25 a bushel, show an advance of \$2.25 since the first of the year and are hard to procure at any price. Canned beans have followed suit until they have reached the \$1.75 per dozen mark to the wholesaler, costing the consumer 20 cents a tin, instead of two for a quarter. Jams have climbed from a \$1.15 a case to \$1.35 and marmalades show an increase for the period of 50 cents a case to the wholesaler.

Other lines of canned goods, including tomatoes, corn and peas, have advanced from an average of about \$2.10 a case to \$2.75. Pickles also show their sympathy with the movement by an advance from \$2 a case to \$2.35. Condensed milk, which has been stationary for several years, has advanced from \$5.60 a case to \$6. All lines of teas show the ten cent advance and thirty cent. package teas no longer appear on the market.

A TRIUMPH FOR CANADA

IN a recent issue of this paper, mention was made of the fact that the Government at Ottawa was watching intently the progress of a bill in the American Congress. This measure aimed distinctly to prohibit the diversion to Canada of the North Pacific halibut trade.

Since the establishment of Prince Rupert as the Western terminus of one of our transcontinental lines, about 35% of the huge North-western halibut catch has gone to the Middle and Eastern States via Canada, where it has been held in bond. This aroused the ire of Seattle fishing interests, who formerly controlled this trade and they sought to get it back by legislation at Washington, which should prohibit bonding, except from one American port to another. The Government at Ottawa has been officially informed of the failure of this bill.

This is a triumph for Canada.

In discussing our very large fisheries as a natural resource, North-western halibut is not always mentioned. It is an important item, however, and the decision of Congress kills any attempt, for the present, to filch it.

CAPITALISING COOLNESS

THESE are the hot days. Everywhere, either at one time or other, the thermometer is registering a high digit, and people are crying out for ways and means of keeping cool. The grocer can do a good deal right in his own store to engender an atmosphere of coolness.

The writer was in a store the other day and two women came in. Said one to the other "This store always looks so nice and cool."

The grocer had achieved something much worth while in presenting a store about which such a remark as that could be made. The store was cool. The walls were painted white and looked clean. All nickel and brass work was bright and shining, and its very cleanliness suggested coolness. An overhead fan was churning up the air. The floors were clean and light in appearance. The whole store was well guarded from the sun's rays by awnings. Even more important,

the grocer and his clerks were all garbed in white duck suits, and they looked the coolest of all.

In conversation the grocer admitted that a number of people remarked how cool his store was. He himself put it down to the fact that everything was scrupulously clean. "I've a passion for cleanliness," he said, "and that is half the battle of coolness, for dirt and heat are often closely associated."

This man had capitalized coolness. It was distinctly pleasant to step from a hot and sunbaked sidewalk into his cool and beshaded store. He has the reputation of having a cool store, and that counts for much. To the customer who notices these things—and her name is legion—the store which was always cool and always clean would appeal. Coolness, therefore, is an asset, if a somewhat intangible one.

LOBSTER IS NOT A LUXURY

SIR George Foster, Minister of Trade and Commerce, has for once, at least, shown himself businesslike in the conduct of his department. He has intervened in the matter of the French embargo on lobsters and cabled the Ottawa Government lately that the same had been removed.

This will mean more to the fishermen of New Brunswick than all the picturesque, verbal prestidigitation in which Sir George has indulged in England anent the dawning of a new Imperialism. It will be remembered that France some short while ago placed an embargo upon imports of lobster, declaring it to be a luxury. There has been a good deal of agitation to secure the removal of this bar, and its removal or permanency was a matter of great moment to New Brunswick and Nova Scotia, whose packers found themselves with forty thousand cases of lobster valued at \$800,000, left on their hands this year instead of being sent to France. The packers and Sir George evidently have been able to demonstrate to the French Government that lobster which retails at 50c a pound is not a luxury, but a more or less cheap food, besides being a solid and good one.

The removal of this embargo is notable for two or three reasons. First, there was indubitably some ill-feeling felt in the Maritimes towards the Government of our gallant Ally when the embargo was announced. That will disappear. Secondly, the embargo beared the market for lobster. Although home consumption, it is reported, is greater this year, it would not take care of that forty thousand extra cases at the same level as usually obtains for the amount of which Canada usually disposes. Thirdly, if the embargo had remained it was on the cards that Britain might have followed suit, also declaring lobster a luxury, and further—to use a vulgarism—"queering" the market.

The effect of the removal of the barrier will not be appreciable so far as rising prices are concerned.

Rather it will prevent further declines and should put lobster at about the figure at which it has been sold in other years. Had the embargo remained the price would gradually have declined.

THE EARLY CLOSING LAW

FROM an Ontario subscriber comes a query on the matter of early closing. Says he:—

"If we got the majority of the merchants of this town to sign a petition agreeing to close their stores at ten o'clock p.m. Saturday night, could we have a by-law passed compelling the others to close at that time?"

The answer is Yes. The Factory, Shop and Office Building Act on the Second Revised Statutes, Ontario, 1914, provides, that if an application is presented to a municipal council by a number of merchants, praying for the passing of a by-law requiring the closing of any class of shop situated within the municipality, and three-quarters of the merchants of that class (that is grocers or butchers or bakers or men's wear or booksellers or any others) signed for the closing of the shops, the by-law shall be discussed by the council and automatically become law within a month of the presentation. The thing to do therefore is to see exactly how many merchants selling one particular class of goods are in favor of the measure which is sought.

The letter which heads this article comes from a grocer and deals with the closing of grocery stores in the town. The way which he would go about it, therefore is to test out the feelings amongst other grocers in the town and if three-quarters of them are in favor of a certain closing hour, and the fact is recited in a petition to the town council and 75 per cent. or more grocers sign their names to it, then within a month it becomes law. If and when such a measure becomes a municipal law all grocers in that town must close at the time prayed for in the petition. No grocer may remain obdurate and keep his store open after the closing hour agreed upon by 75 per cent.

EDITORIAL NOTES

MISERY loves company, but a contented mind can stand alone.

* * *

GROCERS in West Toronto complain that on Monday last, the fresh milk companies fell down in supplying them with the usual quantities of milk. Some who have been taking several quarts regularly, were passed up, the companies evidently being more interested in giving an extra pint or quart to individuals. Their grievance is entirely justified. The milk concerns who depend on the grocers for a great deal of their distribution, should give the retailer fairer treatment.



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

F. E. Bolin, of the Robin Hood Mills traveling staff, has been transferred to Montreal after six years on the Calgary and Moose Jaw districts.

Ontario

The International Cooperative Co., of Steelton, Ont., has been given an Ontario charter. Capital \$15,000.

The Wednesday half-holiday is growing in popularity in Wingham, and is being pretty generally observed by the townspeople.

The Dominion Butchers' Supply Co., has been granted an Ontario charter. Head office is in Toronto, and capital stock \$40,000.

Two-thirds of the grocers of St. Catharines, are in favor of early closing. They are petitioning for it. The other third is petitioning against it.

Death recently removed one of Chatham's oldest and most highly respected colored residents in the person of Henry Weaver, grocer, of Park street east, after an illness which lasted ten days.

Brantford retail merchants to the number of about 120 made an auto tour to Waterford, Simcoe and Port Dover on Wednesday, August 2, to get in touch with that section, recently opened up by L. E. & N. Railway.

The death occurred of Arthur Bowlby, one of Waterford's most respected and highly esteemed citizens, after being confined to the house for six months. He was reeve of Waterford for 20 years. Since a young man he had been connected with the canning business in this place. Five years ago he received a position of Government factory inspector and retained that until the time of his death.

Hamilton will stick to daylight saving until Sept 30. This was decided at a recent meeting of the city council when the Daylight Saving scheme was brought up for discussion. Mayor (Capt.) Walters, who was in the city from Camp Borden to attend the meeting, cast the vote which made the balloting a tie, and as such the motion to abolish the scheme at once was lost. The first vote recorded was 9 to 8 in favor of immediate reversion to standard time, but Mayor Walters had not voted, and when asked which way he intended to vote he replied "against the motion."

Western Canada

Mayor N. Holmes, of Claresholm, Alta., has bought the general mer-

chandise and stock of G. W. Gallagher.

Western Distributors, of Saskatoon, Sask., will erect a storage warehouse in the wholesale district of Saskatoon. British capital is behind the new concern.

Harvey, Bailey, of Ashcroft, B. C., who are now carrying on business in their temporary quarters opposite their old site, are arranging for a new brick block, which will be a decided improvement on the old one. The front will be of the most convenient and attractive type. There will be two entrances, and the front will be entirely of plate glass show windows.

A destructive fire occurred recently in the Saltecoats Flour Milling Company's premises, Saltecoats, Sask., the flour mill and elevator being entirely destroyed. There were ten thousand bushels of wheat in the elevator. The mill was stocked with flour. The damage is estimated around fifty thousand dollars, covered by insurance. The origin of the fire is unknown.

The clash between grocery and fruit stores in connection with the Saturday half-holiday appears to be the chief source of worry of the grocers of New Westminster, B.C. Fruit stores are exempted under the Act, while the grocer, although carrying a similar line, is un-

able to open up. It was also pointed out that the fruit store proprietor could include for sale in his stock, butter and other dairy products, which are also exempted.

This association decided that steps should be taken in conjunction with other associations to approach the Provincial Government and have the matter placed on a more definite basis, clearly defining each clause, and drawing up hard and fast rules. The Government will also be asked to give an opinion on what constitutes a grocery and a fruit store.

In defending B. W. Grant, of 761 Pandora Avenue, Victoria, B.C., against the charge of keeping his store open on Saturday, July 8, in contravention of the Saturday Half-holiday Act, J. A. Aikman, his counsel, argued that the Provincial Legislature was non-existent at the time the statute was passed, and that the latter, therefore, was invalid. Magistrate Jay observed that, in his opinion, the onus was on the defendant to prove that his business came within those exempted. This he had failed to do, so that he would have to be convicted. He was fined \$5 and costs.

PAYING UP.

How lovely is that princely gent who never owes a man a cent that he won't gladly pay; whose glance is not severe and chill when you present your little bill upon collection day. He scans your little bill and cries, "It is a pleasure, bless your eyes, to deal with folk like you, who charge a reasonable price for shredded prunes and boneless rice and other things we chew. Just wind a smile around your neck, while I sit down and write a check with my large fountain pen; you sold me good and honest junk, and I am glad to pay the plunk, the kopeck and the yen." This man may be a homely skate, he may not wear his sideboards straight, his necktie may be red; he may have warts upon his ear, his awkward feet may interfere, and bald may be his head. But men will say he's quite in style; they'll praise the beauty of his smile, the contour of his nose; they'll overlook his features mean, and say, "We've really never seen a man with finer toes." No man is ugly when he hauls his bundle from his overalls, and blithely pays his bill, who pays the tailor for his duds, the washerwoman for her suds, the sawbones for his pills.—Walt Mason.



J. A. McFARLANE, London, Ont.

Mr. McFarlane has been a member of the London Retail Grocers' Association for 10 years. He attended the recent Manitoba R.M.A. convention in Winnipeg. In his own association he holds a reputation of being one of the hard workers.

Sugar Declines: Coffee Firmer

Advance in Latter is Expected—Canadian Sugar Markets Follow New York — Spice Market Firm: Peppers Stronger—Spanish Valencia Raisin Crop is Good: Should Equal Last Year.

Office of Publication, Toronto, August 3, 1916.

THERE have been two events of notable importance in the grocery market during the last week. The one was the rise in flour, which is pretty general the country over, and the other the decline in sugar values. So far as flour is concerned it has, for the most part, followed the trend of wheat values, which have been steadily rising for the last few days. This in its turn is largely due to the prevalence of rust in the Western States and Southern Manitoba. Had flour remained at its old levels it would have been below the wheat market, and general opinion is that millers, unable to believe that wheat firmness could be extensive, held off advancing flour levels for some time. Wheat values, however, at writing, show no tendency to crumble, and flour is therefore legitimately higher. The market is steady, with good business passing for the time of the year. Ontario flour has also advanced for pretty much the same reason.

Sugar declined sharply one day this week, and the trade at first was non-plused. Even now there is a distinct difference of opinion as to the why and the wherefore. New York declined on both raws and refined, however, and Canadian markets, following their practice, also lowered levels. What complicated the situation, however, was that just as refiners here declined their prices, the ammunition explosion in New York caught and destroyed something over 50,000 tons of sugar. This, it was inferred, would have had a strengthening effect on New York, and did so have. The situation in Canada, however, is uncertain and consequently somewhat weak. Seasonable business is passing, but nothing to write home about. So far as sugar for "putting down" is concerned, sugar men generally give it as their opinion that the high price of their commodity has hardly affected the demand from the public in an adverse way. People have—taking it by and large—been buying as much as they needed, whether it was high or no.

Hot weather plays havoc with some prices, notably the price of lemons. These have advanced about 40 per cent. in two weeks, and fruit men can talk of nothing else. To begin with, stocks on hand are slight, and the hot weather has created a tremendous run on lemons for lemonade purposes. A very sharp rise indeed occurred this week, and retailers will remember one last week. Limes too, a line that rarely changes in price, have moved up about fifty per cent. during the week.

The situation in new-laid eggs is firm. Hot weather is very trying and eggs will not keep. Moreover, deliveries are getting slighter now, and hence the advance. Over-ripe creamery butter has meant less of the really A1 grade with consequent up-grade movement in price.

Quebec Markets

Montreal, Aug. 2.—The satisfactory general condition of both the wholesale and retail grocery trade continues, although the hot weather has adversely affected sales in general. There has been a noticeable falling off in city business in the last few weeks coincident with the very hot weather that has prevailed, and the consequent migration to the

country where an active trade in excess of last year's is reported.

A feature of the week is the announcement of an advance in the freight rate from Vancouver to Mon. real of 22½¢ per 100 lbs., and 20¢ from California points. A new development that promises to have far-reaching effects is the announcement that fermented and de-alcoholized wines are to be introduced extensively on this market with a view to capturing and increasing the declining store traffic in liquors.

SUGAR.—Market has declined 20¢, and extra granulated is now \$8 per 100

MARKETS IN BRIEF

QUEBEC MARKETS.

FRUIT AND VEGETABLES—

All California fruits up.
Cabbage and peas decline.

PRODUCE AND PROVISIONS—

Compounds down ¼¢.
Smoked meats up 1¢.
Cooked meats up 1 to 2¢.
Butter and eggs firmer.

FLOUR AND FEED—

Flour up 40¢.
Bran up \$1.
All lines very strong.

FISH AND OYSTERS—

Demand curtailed.
Haddock scarce.
Lobsters up.

GENERAL MARKETS—

Sugar down 20¢.
Baked beans up 10-15¢.
Coast freight rate up 20¢.
Nuts revised upward.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Flour advanced 40¢.
Bran up \$1.
Big demand for mill feeds.

FRUIT AND VEGETABLES—

Lemons up \$2-\$3.
Raspberries, season poor.
Few Astrachans in.
Tomatoes in better supply.
Blackcap prices firm.

FISH AND OYSTERS—

Western salmon higher.
Lobsters off market.
Whitefish higher.
Salmon trout firm.

PRODUCE AND PROVISIONS—

Cooked meats firm.
Pig demand for jellied meats.
Eggs up 1¢.
Butter prices firm.

GENERAL GROCERIES—

Sugar declines 20¢.
Coffee firm.
Spanish Valencia raisins good
Spice market firm.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Rust in spring wheat.
Mills not buying flour.
Mill feeds unchanged.

PRODUCE AND PROVISIONS—

Live hogs \$11 cwt.
Lard expected higher.
Butter unchanged.
Cheese and eggs steady.

FRUIT AND VEGETABLES—

Local potatoes coming.
Plums still firm.
Peas and beans plenty.
Market well supplied.

GENERAL GROCERIES—

Sugar steady.
Corn syrup up 10¢.
Advance in molasses.
Prune prospects good.
Japanese beans selling.

lbs., except in case of one group of local interests, which continues to quote at old range of prices, although accepting all offered business at the new. Decline occurred as result of same in raws and refined in New York, where there has since occurred the destruction by fire of over 50,000 tons of refined sugar, which has caused an advance of 15c there, but which is thought in some quarters to be only of a temporary nature. The decline has alarmed trade in general, so that market is inclined to weakness, but owing to the general exhaustion of old stocks of cheap sugar there is considerable activity in spite of the weakness present.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags		8 00
20 lb. bags		8 10
2 and 5-lb. bags		8 30
Extra Ground Sugars—		
Barrels		8 35
50 lb. boxes		8 55
25 lb. boxes		8 75
Yellow Sugars—		
No. 1, 100 lb. bags		7 00
Dark yellow, 100 lb. bags		7 40
Bright yellow, bbls. only, cwt.		7 85
Powdered Sugars—		
Barrels		8 15
50 lb. boxes		8 35
25 lb. boxes		8 55
Paris Lump—		
100 lb. boxes		8 60
50 lb. boxes		8 70
25 lb. boxes		8 90
Crystal Diamonds—		
Barrels		8 60
100 lb. boxes		8 70
50 lb. boxes		8 80
25 lb. boxes		9 00
Cartons		9 25
Half cartons		9 95
Crystal Dominoes, cartons		9 45

MOLASSES AND SYRUPS.—Market for molasses is very strong, and owners of stocks in the Islands this week asked 56½c as against the going rate of 55c and that of 52c prevailing a month ago. This feeling is said to be based on a shortage of supplies that is developing there. Local supplies, although greatly below requirements, have been much more plentiful lately, otherwise the general condition and prices remain unchanged.

Trade in corn syrup continues active, and market is very strong as result of advances in corn, which if followed in case of syrup would show a 25c to 50c increase per case.

Prices for		
	Fancy.	Choice.
Barbadoes Molasses—		
Island of Montreal.		
Punchcans	0 59	0 81
Barrels	0 62	0 84
Half barrels	0 64	0 86
For outside territories prices range about 3c lower.		
Carload lots of 20 punchcans or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.		
Corn Syrups—		
Barrels, per lb., 3½c; ¼ bbls., 4c; ½ bbls.	0 64½	
Pails, 65½ lbs., \$1.85; 25 lbs.	1 40	
Cases, 2 lb. tins, 2 doz. in case	2 85	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ½ doz. in case	2 90	
Cases, 25 lb. tins, ¼ doz. in case	2 85	
Cane Syrups—		
Barrels, lb., 5½c; ¼ bbls.	0 65½	
Cases, 2 lb. tins, 2 doz. in case	4 80	

DRIED FRUITS.—No actual price changes have occurred, but market generally is in a fluid condition, with developments apparently under way. New English and American candied peels will be ready to deliver from now until August 15. There is a lack of active business reported from Coast points,

where the struggle of conflicting interests to dominate prices still constitutes the first feature of the market. Recent developments have been in favor of buyers, but prune growers are still holding out for the higher prices, which the trade as stubbornly refuses to accept. Some packers are now offering new crop goods at lower prices than the growers, and this fact is taken as indicative of the state of the market, although actual buying is at a standstill, a condition that in a lesser degree also prevails locally. Raisins are quiet, with all quotations on Sultanas and Thompson's seedless still withdrawn owing to having been sold out. Currants maintain their strength to such an extent that a recent offer of a large shipment was refused, as it was found impossible to dispose of them at the going rate.

EVAPORATED FRUITS.		Per lb.
Apples, choice winter, 25-lb. boxes	0 09½	
Apples, choice winter, 50-lb. boxes	0 09	
Apricots	0 14	
Nectarines, choice	0 11½	
Peaches, choice	0 08	
Pears, choice	0 13½	
DRIED FRUITS.		
Candied Peels—		
Citron	0 24	0 25
Lemon	0 20	0 21
Orange	0 19	0 20
Currants—		
Filiatras, fine, loose, new	0 14	
Filiatras, packages, new	0 15	
Dates—		
Dromedary, package stock, old, 1-lb. pkg.	0 10	
Fards, choicest	0 12½	
Hallowee, loose, new	0 09½	
Hallowee, 1-lb. pkgs.	0 09	
Figs—		
8 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb.	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb.	0 11½	
1 lb. glove boxes, each	0 12	
Cal. bricks, 10 oz.	0 09½	
Cal. bricks, 15 oz.	0 10	
Cal. layers	0 10	
Cal. fancy, table, 10 lbs.	1 50	
Prunes—		
30 to 40, in 25-lb. boxes, faced	0 11	0 13
40 to 50, in 25-lb. boxes, faced	0 10	0 10½
50 to 60, in 25-lb. boxes, faced	0 10	
60 to 70, in 25-lb. boxes, faced	0 09½	
70 to 80, in 25-lb. boxes, faced	0 09	
80 to 90, in 25-lb. boxes, faced	0 09	
90 to 100, in 25-lb. boxes, faced	0 08	0 08
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.80; 4-crown cluster	3 75	
Muscateles, loose, 3-crown, lb.	0 09	
Muscateles, 4-crown, lb.	0 09½	
Cal. seedless, 16 oz.	0 12½	
Fancy seeded, 16 oz. pkgs.	0 10½	0 10½
Valencia, selected	0 10½	
Valencia, 4-crown layers	0 11	
Valencia, 4-crown layers	0 11½	
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

DRIED VEGETABLES.—Prices for beans remain unchanged, purely nominal, very high, and the range of them based on the extremity of the individual need, which is in most cases very urgent. Other ruling factors remain as before, with scarcity as the chief factor in the market, and an actual absence of beans from the stocks of some large wholesalers, and first-class stocks are said to be non-existent for all practical purposes.

Beans—	
Canadian, 3-lb. pickers, per bushel	6 00
Canadian, hand-picked	5 90
Canadian, 5-lb. pickers	5 80
Yellow eyes, per bushel	5 70
Limma, per lb.	0 08
Peas, white soup, per bushel	3 25
Peas, split, bag 95 lbs.	5 00
Barley, pot, per bag	3 25
Barley, pearl, lb.	0 04½

SPICES.—Prices and other factors of importance are unchanged, with an active but irregular business reported from

New York and with pepper firming up. Trade is fairly active locally, with no signs of price weakness occurring, and primary markets reported in good shape.

	5 and 10-lb. boxes	¼-lb. pkgs. dozen	¼-lb. tins lb.
Allspice	—0 16	—0 09	—0 23
Cassia	—0 27	—0 05	—0 35
Cayenne pepper	—0 28	—0 28	—0 35
Cloves	0 30—0 32	—0 90	—0 39
Cream tartar—56 to 67c.			
Cinnamon, per lb., 36c.			
Ginger, Cochin	—0 25		—0 31
Ginger, Jamaica	—0 28	—1 16	—0 29
Mace	—0 20		—1 00
Nutmegs	0 45—0 45	—0 45	—0 80
Peppers, black	—0 25	0 85—0 90	—0 28
Peppers, white	—0 35	1 15—1 20	—0 37
Pastry spice	—0 22	0 95—1 20	—0 29
Pickling spice	0 19—0 22		
Turmeric	0 21—0 23		
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamon seed, per lb., bulk	2 00	2 50	
Caraway—			
Canadian			0 13
Dutch			0 20
Cinnamon, China, lb.		0 14½	0 16
Mustard seed, bulk		0 19	0 25
Celery seed, bulk		0 36	0 46
Shredded cocconut, in pails		0 21	0 23
Pimento, whole			12-15

NUTS.—There has been a general revision of the quotations on nuts with advances of about 1c per lb. in almonds, walnuts and filberts, and a slight decline in case of pecans as result of depleted stocks and the firmness that has developed at primary points during the past few months for September business, particularly in the case of walnuts. Japan peanut crop is reported as sold up.

Almonds, Tara, new	0 17	0 18
Grenobles	0 17	0 18
Marbots	0 13½	0 14
Shelled walnuts, new, per lb.	0 35	0 36
Shelled almonds, 25-lb. boxes, per lb.	0 40	0 42
Sicily filberts	0 15	0 17
Filberts, shelled		0 35
Pecans, large		0 20
Brazils, new		0 15
Peanuts, American, roasted	0 09	0 12½

COFFEE.—Prices and other factors of importance remain unchanged with primary prices backing and filling within the ½c range that has governed for some months past. Local prices are steady and trade normal.

Coffee, Roasted—		
Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 22	0 24
Java, lb.	0 33	0 38
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 35
Rio, lb.	0 18½	0 21
Santos, lb.	0 21	0 23
Chicory, lb.	0 12	0 14

TEA.—Local prices remain practically unchanged, but the easier tone that has developed of late continues to grow in strength, and the benefit of lower prices at primary points is now beginning to be felt in the new bookings made by local importers. There is a good market for Jap siftings and fannings in Quebec province, and prospects continue favorable. Home market on Japans is the same as last week, for price and cable advices continue to speak of good quality and such shipments as are coming forward are being accepted as satisfactory.

RICE AND TAPIOCA.—Rice prices continue to be unchanged, with no new developments of any kind to report. Business continues to be fair in this

line, and the undertone of market is very strong without, however, any active indication of this factor having any immediate effect on market. The chief feature of market continues to be a hopeful feeling on part of the trade that this line will develop the strength warranted by its position on the market to-day. Tapioca is steady and unchanged.

Rangoon Rices—		Per cwt.
Rangoon, "B"	4 30
"C.C."	4 10
India bright	4 45
Lustre	4 50
Fancy Rices—		
Mandarin, Patna	4 50
Pearl	5 00
Imperial Glace	5 70
Sparkle	6 30
Crystal	6 00
Snow	5 20
Ice drips	5 30
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).		
Imported Patna—		Per lb.
Bags, 22½ lbs.	0 06
Half bags, 11½ lbs.	0 05½
Quarter bags	0 05½
Velvet head Carolina	0 06
Sago, brown	0 05½
Tapioca—		
Pearl, lb.	0 10
Seed, lb.	0 10½

CANNED GOODS.—Market continues to develop strength in proportion as the shortage of available supplies grows more pronounced on basis of short stocks and new crop. Demand is active, particularly in case of vegetables, but definite prices cannot be had on new crop tomatoes or corn. Tomato shortage is most keenly felt, and recent sellers of stocks are having difficulty in replacing same. Baked beans in 1, 2 and 3-lb. talls have advanced from 10c to 15c per doz.; the opening price for strawberries in 2-lb. tins is from \$2.07½ to \$2.10 per doz., although American goods are cheaper at \$1.92½ to \$1.95 per doz. for 2-lb. 25 per cent. syrup and \$1.25 for 10 per cent., and there is a scarcity reported of 2, 2½ and 3-lb. Canadian canned pears on this market. Freight rate from California has advanced 20c per 100 lbs. and 22½c from Vancouver to Montreal.

Position of fish lines remains unchanged, with salmon reported increasingly scarce and high.

Ontario Markets

Toronto, Aug. 3.—The features of the week in the Ontario markets have been the advances in flour, lemons, eggs and butter. Flour has advanced 40c per barrel during the week owing to the continued rise in the price of wheat. Reports of rust in the Western United States and in Southern Manitoba have operated to send the wheat quotations gradually upward. Millers apparently held off their advance in flour until such time as they saw there was not a chance of wheat taking a slump in price in the near future. Wheat cutting in Ontario is quite general this week. Harvesting has been early. Many farmers have

found it necessary to leave off haying in order to get their wheat out. Hay, hay, hay! There has been so much of it this year that farmers are almost tired of taking it in.

SUGAR.—A decline of 20c was recorded in the sugar market on Saturday of last week and went into effect Monday of this week. All grades have accordingly been marked down. The decline was made by one of the leading Canadian refiners and the other refiners have followed their lead. At the time of writing one of the sugar companies had not yet reduced their prices, but it is understood they will follow down also. This was the first change recorded in the sugar market since May 5. The market has been stagnant, and it is asserted by reliable authorities that the market would appear to be supported about as long as it could be in the face of a disappointing demand.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	8 06
20 lb. bags	8 16
10 lb. bags	8 21
2 and 5-lb. cartons	8 35
Nova Scotia refined, 100-lb. bags	8 06
New Brunswick refined, 100-lb. bags	8 06
Extra Ground Sugars—	
Barrels	8 41
50 lb. boxes	8 61
25 lb. boxes	8 81
Powdered Sugars—	
Barrels	8 21
25 lb. boxes	8 61
Crystal Diamonds—	
Barrels	8 56
100 lb. boxes	8 81
50 lb. boxes	8 86
Paris Lump—	
100 lb. boxes	8 76
50 lb. boxes	8 86
25 lb. boxes	9 06
Yellow Sugars—	
No. 1	7 76
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

MOLASSES.—Reports from the Barbadoes are to the effect that the crop of sugar cane has come suddenly to a close and that the output for the season has been less than expected. This should tend to stiffen prices in fancy Barbadoes. Quotations of last week prevail.

Corn Syrups—	
Barrels, per lb., 4c; ½ bbls., 4½c; ¼ bbls.	0 04½
Pails, 38½ lbs., \$1.95; 25 lbs.	7 51
Cases, 2 lb. tins, 2 doz. in case	2 75
Cases, 5 lb. tins, 1 doz. in case	3 15
Cases, 10 lb. tins, ½ doz. in case	3 05
Cases, 20 lb. tins, ¼ doz. in case	3 00
Cane Syrups—	
Barrels, lb., 5½c; ½ bbls.	0 05½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy, gallon	0 64
West India	0 43

Molasses—	
Fancy, gallon	0 64
West India	0 43

TEAS.—Advices from London are to the effect that the tea market has recovered due to heavy buying in recent sales. No advances have been recorded. The Indian market is reported to have opened little easier. It is expected there will be a shortage in China blacks and consequently a higher price is looked for in these grades.

COFFEE.—The market for all coffees is very firm. Dealers are looking forward to a heavy export from America to England as soon as the least chance for peace has been manifested. An advance of 3 to 4 cents per pound is looked for by certain interests as soon as there is

a definite prospect of the cessation of hostilities. Until such times as those developments take place the prices are expected to hold firm at present levels.

Coffee, Roasted—	
Bogotas, lb.	0 27
Jamaica, lb.	0 25
Java, lb.	0 33
Maracaibo, lb.	0 26
Mexican, lb.	0 27
Mocha, lb.	0 33
Rio, lb.	0 19
Santos, Bourbon, lb.	0 24
Santos, lb.	0 21
Chicory, lb.	0 12

SPICES.—Cream of tartar for future deliveries in September and October is quoted cheaper. But the quotations for present stocks on hand hold firm at present prices. The situation in the spice market shows signs of a little more activity each week. A large consumption is looked for in August and September due to the fact that it is the pickling and preserving season.

	Pure, lb.
Allspice	0 18
Cassia	0 32
Cinnamon	0 50
Cayenne	0 35
Cloves	0 35
Ginger	0 30
Mace	0 90
Nutmegs	0 40
Pastry	0 30
Pickling spice	0 22
Pepper, black	0 37
Pepper, white	0 40
Nutmegs, selects, whole	0 28
Mustard seed, whole	0 28
Celery seed, whole	0 45
Coriander, whole	0 13
Caraway seed, whole	0 28
Spice, pickling, whole	0 20

BEANS AND PEAS.—A big demand continues for beans for use in the army and in camps. High prices prevail but it is next to impossible to get beans to fill the needs. The bean crop for the present year is in poor shape. The acreage is good but the hot weather has dried the beans up and prevented them from growing.

Beans, Japanese, hand-picked, bushel	5 60
Prime	5 00
Peas, blue, bushel	3 50
Split	5 00

DRIED FRUITS.—Reports from Spain state that the new crop of Valencia raisins is showing up well and promises to be about double that of last year, or about 15,000 tons. The British Government has restricted the amount of dried fruit that may be imported into the United Kingdom to 50 per cent of that of last year. As the crop was very small last year consequently the small shipments that will be permitted to England will leave from 10,000 to 11,000 tons available for other markets. Against this factor are lower exchanges and higher freight rates, both of which tend to enhance the sterling value in foreign markets. The new crop, while it has not yet been quoted, is expected to be about 15c to the retailer.

Apples, evaporated, per lb.	0 05½	0 09
Apricots—		
Std., 25's, faced	0 15	0 15½
Choice, 25's, faced	0 18	0 19
Extra choice, 25's, faced	0 19	0 20
Fancy, 25's, faced	0 20	0 21
Candied Peels—		
Lemon	0 20	0 22
Orange	0 18	0 20
Citron	0 25	0 27
Currants—		
Filiatas, per lb.	0 16	0 16

Patras, per lb.	0 16	0 17
Vostizas, choice	0 16	0 17½
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 10
Fards, choicest, 50-lb. boxes	0 09	0 09½
Pa. ckage dates	0 10	0 10½
Hallowees	0 08½	0 09
Prunes—		
30-40s, California, 25-lb. boxes		0 14
40-50s, 25-lb. boxes	0 10¾	0 11
50-60s, 25-lb. boxes	0 09½	0 10
60-70s, 50-lb. boxes	0 08½	0 09½
70-80s, 50-lb. boxes	0 08½	0 09½
80-90s, 50-lb. boxes	0 08½	0 08½
90-100s, 50-lb. boxes	0 08	0 08½
25-lb. boxes, ½c more.		
Peaches—		
Choice, 50-lb. boxes		0 08
Std., 50-lb. boxes	0 06	0 08½
Choice, 25 lbs., faced	0 09	0 09½
Extra choice, 25 lbs., faced	0 09½	0 10
Fancy, 25 lbs., faced	0 10	0 10½
Raisins—		
Valencia, Cal.	0 09	0 09½
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seedless, 12 oz. packets		6 13
Raspberries, black, dried, 25-lb. boxes	0 09	0 09

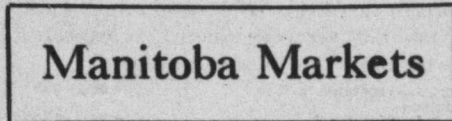
RICE AND TAPIOCA.—Tapioca prices are easier. Lower prices are being quoted for September deliveries. The rice market is not active at the present time. A large demand is expected in September. Prices for tapioca are a cent to a cent and a half lower.

Rice—		
Rangoon "B," per cwt.	4 50	
Rangoon "OC," per cwt.	4 40	
Rangoon, fancy, per cwt.	4 38	5 55
Patna, fancy	0 07½	0 09
Tapioca—		
Pearl, per lb.	0 09	0 09½
Seed, per lb.	0 09½	0 10

NUIS.—Reports on the almond crop in Spain state that in some districts it is a failure, while in others it shows an improvement. The average is expected to be about the same as last year. Scarcity of tonnage, however, may operate to make a higher price. Other nuts remain unchanged in price. There is very little demand at this season of the year.

CANNED GOODS.—All canned goods continue firm. Tomatoes are all cleaned up from the factories. Salmon is getting cleaned up rapidly, cohoes especially being scarce. With reports of a light pack on the West Coast for sockeyes, it looks like higher prices. Reliable authorities assert that retailers buying spot stocks of salmon at present prices should save money. Peas and corn hold firm.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.		
Salmon, Sockeye—		
1 lb. talls, cases 4 doz. per doz.	2 75	
½ flats, cases 8 doz., per doz.	1 75	
Five cases or more, 2½c doz. less than above.		
Chums, 1-lb. talls	0 97½	
Pinks, 1-lb. talls	1 20	
Cohoos, 1-lb. talls	1 90	
Red Springs, 1-lb. talls	2 00	
Humpback, ½-lb. tins	0 50	
Canned Vegetables—		
Tomatoes, 3's	1 40	
Peas, standards	1 00	
Early June peas	1 05	
Corn, 2's, doz.	1 00	
Corn, fancy, doz.	1 15	



Winnipeg, July 31.—The general tendency is for higher prices in all lines. It is true that sensational advances are not in order but little advances here and

there occur very week and are not set off by occasional reductions.

Wholesalers are well satisfied with sales and collections and business in the West is on a very satisfactory basis. The war has eliminated any tendency on the part of either wholesaler or retailer to engage in risky business. There is much so-called "hand to mouth trade," but it is better that such should be the case than that there should be inflated buying and selling leased on prospects rather than real conditions.

Western crop conditions though generally good are not absolutely satisfactory. Black rust has made its appearance in several large areas and hot muggy weather is not likely to check it. It is, of course, impossible to estimate the damage, but the damage exists. Features of interest are advances in corn syrup, currants and white beans. Spices are dear. The market is well supplied with nature vegetables of good quality.

SUGAR.—Prices are steady and the demand heavy with the opening of the preserving season. The trade generally looks for an advance leased on eastern conditions.

	Per cwt.	in sacks
Sugar, Eastern—		
Standard granulated	8 80	
Extra ground or icing, boxes	9 65	
Extra ground or icing, bbls.	9 35	
Powdered, boxes	9 45	
Powdered, bbls.	9 25	
Hard lump (100-lb. case)	9 75	
Montreal yellow, bags	8 40	
Sugar, Western Ontario—		
Sacks, per 100 lbs.	8 75	
Halves, 90 lbs., per cwt.	8 85	
Bales, 20 lbs., per cwt.	8 85	
Powdered, 50s	9 40	
Powdered, 5s	9 65	
Icing, barrels	9 40	
Icing, 50s	9 60	
Cut loaf, barrels	9 70	
Cut loaf, 50s	9 90	
Cut loaf, 25s	9 85	
Sugar, British Columbia—		
Extra standard granulated	8 50	
Bar sugar, bbls.	9 25	
Bar sugar, boxes, 50s	9 35	
Icing sugar, bbls.	9 35	
Icing sugar, boxes, 50s	9 65	
H. P. lumps, 100-lb. cases	9 75	
H. P. lumps, 25-lb. boxes	9 95	
Yellow, in bags	8 40	

SYRUPS.—An advance of 10 cents on corn syrup went into effect early in the past week. The high price of corn is giving a very firm tone to all corn products. An advance in molasses is, however, due to the general firmness of the sugar market. In the meantime trade in these lines is light.

Corn Syrup—		
2s, per case 2 doz.	3 08	
5s, per case, 1 doz.	3 43	
10s, per case, ½ doz.	3 31	
20s, per case, ½ doz.	3 32	
½ barrels, by the lb.	0 06	
B. C. Cane Syrups—		
2-lb. tins, 2 doz. to case, per case	4 05	
5-lb. tins, 1 doz. to case, per case	4 75	
10-lb. tins, ½ doz. to case, per case	4 65	
20-lb. tins, 3 tins to case, per case	4 35	
(These prices prevail in Winnipeg, Calgary, Regina, Edmonton, Strathcona, Moose Jaw and Lethbridge. For Saskatoon they are 3c case higher.)		
Molasses—		
Barbadoes, ½ bbls., per gal.	0 70	
New Orleans	0 37	
New Orleans, tins, 24 x 3 lb. case, \$2.20; 24 x 3 lb. case, \$3; 12 x 5 lb., \$2.00; 6 x 10 lb., \$2.55.		

DRIED FRUITS.—Prospects in California are reported good for the prime crop and it is said that growers have

also large stocks on hand. The Association has complete control of the output and any reduction in prices is improbable. At the same time the story of the Valorization Committee seems to be forgotten and the prune trust may become too greedy to its undoing. Currants are dear and difficult to procure. Other lines are steady.

Dried Fruits—		
Evaporated apples, choice, 50's	0 07½	
Evaporated apples, choice, 25's	0 08	
Evaporated apples, 3-lb. cartons	0 30	
Pears, choice, 25's	0 12½	
Apricots, choice, 25's	0 14½	
Apricots, choice, 10's	0 16½	
Peaches—		
Choice, 25-lb. boxes	0 07½	
Choice, 10-lb. boxes	0 08½	
Currants—		
Filiatras, dry cleaned	0 13½	0 15½
Vostizas, dry cleaned	0 14½	0 16½
1 lb. package Amalias	0 29	0 33
2 lb. package		
Dates—		
Hallowee, loose, per lb.	0 09	
Hallowee, 12-oz. pkgs.	0 09	0 08½
Raisins, California—		
16 oz. fancy, seeded	0 10	0 10½
16 oz. choice, seeded	0 06	0 10½
12 oz. fancy, seeded	0 06	0 08½
12 oz. choice, seeded		0 07½
Raisins, Muscatels—		
3 crown, loose, 25's		0 08½
3 crown, loose, 50's		0 09½
Raisins, Cal. Valencias—		
25-lb. boxes		0 09
50-lb. boxes		0 09½
Prunes—		
90 to 100, 25c		0 07½
90 to 90, 25c		0 07½
70 to 80, 25c		0 08½
80 to 70, 25c		0 09
60 to 60, 25c		0 09½
40 to 50, 25c		0 10½
Peels—		
Orange, lb.	0 17½	0 18½
Lemon, lb.		0 19
Citron, lb.		0 21½

SPICES.—Prices on spices are steady with a firm undertone and there is a normal. On the whole it is a featureless market.

Allspice, ground	0 11½	0 14½
Cassia, ground		0 22
Cream of tartar, 98% guaranteed	0 56	0 58
Cloves, whole		0 26
Cloves, ground		0 28
Ginger, Jamaica, ground	0 22½	0 23½
Nutmegs, ground	0 28	0 30
Pepper—		
Ground, black, 10-lb. boxes		0 27
Ground, white, 10-lb. boxes		0 31
Whole, white		0 31½

RICE AND TAPIOCA.—Hot weather has somewhat improved demand. Prices are steady and no changes anticipated.

Rice and Tapioca—		
No. 1 Japan, per lb., 100-lb. bags	0 06½	
No. 2 Japan, per lb., 100-lb. bags	0 04½	
Siam, per lb., 100-lb. bags	0 04½	
Patna, per lb., 100-lb. bag	0 07½	
Carolina, per lb., 100-lb. sacks	0 08½	
Sago, pearl, sacks, per lb.	0 08	0 08½
Tapioca, pearl	0 08½	0 09

COFFEE.—There is nothing to report.

Coffee—		
Green, choice, No. 7 Rio	0 14½	
Green, choice, No. 5 Rio	0 15½	
Green, Santos	0 18½	
Roasted Rio, in bulk, bbls.	0 18	0 20
Roasted Santos	0 23	0 25
Maracaibo, green	0 19	0 20
Chicory, lb., Canadian, 14-lb. tins		0 10½

DRIED VEGETABLES.—The only beans on the market are Japanese whites which are of good quality but high in price. There is a slow trade in them at \$5.10 per bushel.

Beans—		
Japanese white beans, bushel	5 10	
California Lima Beans—		
80-lb. sacks	0 07½	
Barley—		
Pot, per sack, 96 lbs.	3 30	
Pearl, per sack, 96 lbs.	4 30	
Peas—		
Split peas, stck., 96 lbs.	6 80	
Whole peas, bushel	3 30	

PRODUCE AND PROVISIONS

Winnipeg

All hog produce is very firm, live hogs selling around 11 cents per lb and shipments only moderate. Under these conditions all lines of cured meats are advancing. Lard is steady but must soon follow other lines. Butter, cheese and eggs are unchanged.

Hams—		
Light, per lb.	0 23	6 25
Medium, per lb.	0 22	0 23
Large, per lb.	0 19	0 20
Bacon—		
Breakfast, per lb.	0 23	0 25
Breakfast, select, lb.	0 27 1/2	
Backs, per lb.	0 25	0 27
Dry Salt Meats—		
Long clear bacon, light		0 17 1/2
Cooked Meats—		
Hams, boiled, per lb.		0 32 1/2
Shoulders, boiled, per lb.	0 23	0 24
Roast hams, lb.		0 35
Barrelled Pork—		
Mess pork, bbl.		34 00
Lard, Pure—		
Tierces		0 15
Pails		3 32 1/2
Cases, 10s		10 05
Cases, 5s		10 13
Cases, 3s		10 20
Cartons		0 17 1/2
Lard, Compound—		
Tierces		0 13 1/2
Tubs, 50s, net		6 74
Falls, 20s, net		2 80
Butter—		
Fresh made creamery, No. 1	0 28	0 29
Creamery, No. 2		0 28
Best dairy		0 22
No. 2 dairy	0 20	0 21
Cooking	0 16	0 18
Eggs—		
Fresh		0 22 1/2
Cheese—		
Ontario, large		0 19 1/2
Ontario, twins		0 30 1/2

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, Aug. 2.—Butter is now 32-34c. New B. C. cheese is 19c. Ontario Twins are up to 19 1/4c. Local fresh eggs are 35c. Hams (medium) are 23 1/2c. Bacon (light) is 25-26c. Beans (green and wax) are 13c. Green onions are 25c. Onions by the crate are \$4. New potatoes, 1 1/4c. Oranges are up to \$3.75 and \$4.75. Apples (new Gravenstein) are worth \$2.75.

Produce and Provisions—

Butter, creamery, per lb.	0 32	0 34
Butter, New Zealand, lb.		0 40
Cheese, per lb., large, 19c; twins		0 19 1/2
Cheese, Stilton, lb.		0 23
Eggs, local, fresh		0 35
Lard, 3's, per case		8 55
Lard, 5's, per case		8 45
Lard, 10's, case		8 30
Lard, 20's, each		30 20
Hams, mild		0 23 1/2
Hams, picnic		0 14 1/2
Bacon, light	0 25	0 26
General—		
Apples (Gravenstein)		2 75
Almonds, shelled, lb.		0 42 1/2
Cream of tartar, lb.		0 55
Cornmeal, ball		3 00
Flour, best patents, per bbl.		7 70
Grapefruit, Florida, case		5 30
Lemons, box		30 00
Potatoes, Ashcroft's, per ton	30 00	15 00
Potatoes, local, ton	15 00	16 00
Potatoes, new		6 01 1/2
Potatoes, sweet		0 12
Rolled oats, ball of 90 lbs.		2 80
Onions, green		0 25
Oranges, new, navel, box	3 75	4 75
Rice, 50's, sack		1 90
Sugar, standard gran., per cwt.		8 90
Walnuts, shelled, lb.		0 45
Walnuts, Manchurian, lb.	0 14	0 16
Canned Goods—		
Apples, gals., 6-case		1 62
Beans, 2's		2 10
Corn, standard, per 2 doz. case		2 15
Peas, standard, per 2 doz. case		2 10
Plums, Lombard, 2's, case		1 90
Peaches, 3/4's, case		4 00
Strawberries and raspberries, 2's, case		4 80
Salmon—		
Sockeye, 1's, 4 doz. case		9 00
Sockeye, 3/4's, 8 doz. case		10 75
Pinks, 1's, 4 doz. case		4 00
Dried Fruits—		
Apricots, per lb., 11c; Apples, lb.		0 08
Prunes, 70-80, 25's, lb.		0 12
Currants, per lb.		0 12
Raisins, seeded, lb.		0 09 1/2
Peaches, per lb.		0 06 1/2
White figs, per lb.		0 07 1/2

ALBERTA MARKETS (EDMONTON)

By Wire.

Edmonton, Aug. 2.—Weather conditions here are ideal. Jobbers report business is very brisk. Sugar declined 20c a hundred on July 29. New York market shows a very strong appearance, and this is partially the cause. Eggs are 20c doz. Lard, pure and compound, shows a strong tendency. Considerable flurry in flour market is reported. Several big millers report an advance of 15c in 98's, making the price now \$3.50. There is a noticeable advance in California evaporated fruits. Peaches, 8 3/4c; prunes (90-100), 7 3/4c; apricots 17 1/4c. There is a slight decline in cheese, despite Eastern advance, jobbers quoting 18 3/4c-19 1/4c.

General—

Beans, small white Japan, lb.	0 08	
Flour, No. 1 patent, 98's	3 50	
Molasses, extra fancy, gal.	0 77	
Rolled oats, ball	3 00	
Rolled oats, 90s	2 60	
Rice, Siam, cwt.	3 90	
Potatoes, local, per bush.	0 40	
Sago and tapioca, lb.	0 09	
Sugar, pure cane, granulated, cwt.	9 15	
Shelled walnuts, finest halves, lb.	0 38	
Shelled walnuts, broken, lb.	0 28	
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 18 1/2	0 19 1/4
Butter, creamery, lb.	0 32	0 32
Butter, No. 1, dairy, lb.		0 23
Lard, pure, 5s, per case	10 15	10 15
Bacon, smoked backs, per lb.		0 23 1/2
Bacon, smoked bellies, per lb.		0 26
Lard, pure, 3s, per case	10 35	
Eggs, new laid, per doz.	0 20	
Eggs, new laid, per doz.	0 22	
Eggs, case	6 75	7 00
Canned Goods—		
Tomatoes, 3s, standard, case	3 10	
Tomatoes, gals., case	2 25	
Corn, 2s, standard, case	2 45	
Peas, 2s, standard, case	2 45	
Apples, gals., Ontario, case	1 95	
Strawberries, 2s, Ontario, case	4 90	
Raspberries, 2s, Ontario, case	4 50	
Salmon, finest sockeye, talls, 48x1s, cs.	9 65	
Salmon, pink, talls, 48x1s, per case	4 25	
Lobster, 1/2s, per doz.	3 00	
Dried Fruits—		
Currants, lb.	0 13 1/2	0 14
Evaporated apples, 50s, per lb.	0 10	0 08 1/2
Peaches, choice, 25s, per lb.	0 17	0 17
Apricots, choice, 25s, per lb.	0 14	0 14
Pears, choice, 25s, per lb.	0 07 1/2	0 07 1/2
Prunes, 90-100		0 15
Sultana raisins, Cal., extra fancy		0 15
Valencia raisins, Cal., lb.		0 10

ALBERTA MARKETS (CALGARY)

By Wire.

Calgary, Aug. 2.—Sugar dropped 20c a hundred yesterday, but the market firmed up again. Retailers are making good-sized purchases. Evaporated apricots are now offered at 9c; all other dried fruits are firm excepting prunes, which are rather unsteady. The flour market is firm. Creamery butter is up 1c this week. Ground black and white peppers are advancing steadily. Corn (2's) quoted at \$2.45. Lemons are sky high and quoted now at \$9.50 a case. Oranges are \$5.25-\$6.

General—

Beans, small white Japan, lb.	0 08 1/2	
Flour, No. 1 patent, 98's	3 40	
Molasses, extra fancy, gal.	0 75	
Rolled oats, ball	3 90	
Rolled oats, 90s	3 75	
Rice, Siam, cwt.	4 80	
Potatoes, local, per bush.	0 50	
Sago and tapioca, lb.	0 10	
Sugar, pure cane, granulated, cwt.	9 05	
Shelled walnuts, finest halves, lb.	0 49	
Shelled walnuts, broken, lb.	0 30	
Produce and Provisions—		
Cheese, No. 1, Ontario, large, per lb.	0 18 1/2	0 19 1/4
Butter, creamery, lb.	0 31	0 31
Butter, No. 1, dairy, lb.		0 26
Lard, pure, 5s, per case	10 30	10 30
Bacon, smoked backs, per lb.		0 23 1/2
Bacon, smoked bellies, per lb.		0 26 1/2
Lard, pure, 3s, per case	10 60	
Eggs, new laid	9 00	
Eggs, No. 1	8 00	

Canned Goods—

Tomatoes, 3s, standard, case	3 70
Corn, 2s, standard, case	2 45
Peas, 2s, standard, case	2 45
Tomatoes, gals., case	2 35
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 80
Raspberries, 2s, Ontario, case	4 80
Salmon, finest sockeye, talls, 48x1s, cs.	10 00
Salmon, pink, talls, 48x1s, per case	4 80
Lobster, 1/2s, per doz.	3 00

Dried Fruits—

Currants, lb.	0 15
Evaporated apples, 50s, per lb.	0 10
Peaches, choice, 25s, per lb.	0 17 1/2
Apricots, choice, 25s, per lb.	0 17 1/2
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 08
Sultana raisins, Cal., extra fancy	0 15
Manchurian shelled walnuts	0 30
Fresh Fruits and Vegetables—	
Oranges, Val., box	5 25
Lemons, box	9 50
Raspberries, crate	2 00

NEW BRUNSWICK MARKETS

By Wire.

St. John, Aug. 2.—Business throughout the province is up to the usual summer standard, but is feeling effect of the customary haying-time slackness. A rise in flour and a drop in sugar are the chief features of the market during the past week. Changes are as follows: Corned beef, \$2.50 to \$3; cornmeal up to \$2; Ontario flour, \$6.85; white beans are worth \$5.75 to \$6. Currants are up to 15c to 15 1/4c. Rice drops to \$4.75 to \$5.25. American clear pork, \$33.75 to \$34. Manitoba flour advances to \$7.75. All grades of sugar are off 10c a hundred. Molasses is higher at 60c and 61c. Pork and beans is worth \$4.

Produce and Provisions—

Bacon, breakfast, per lb.	0 22	0 23
Bacon, roll, per lb.	0 17	0 21
Beef, corned, 1's	2 50	2 80
Pork, American clear, per bbl.	33 75	34 00
Butter, dairy, per lb.	0 25	0 26
Butter, creamery, per lb.	0 30	0 32
Eggs, new laid, per doz.	0 30	0 32
Lard, pure, lb.	0 18 1/2	0 18 1/4
Cheese	0 17	0 17 1/4
Flour and Cereals—		
Cornmeal, gran.	6 58	
Cornmeal, ordinary	2 00	
Flour, Manitoba, per bbl.	7 75	
Flour, Ontario	6 85	
Flour, buckwheat, western, 98-lb. bag	3 50	
Rolled oats, per bbl.	6 25	
Fresh Fruits and Vegetables—		
Apples, box	3 00	3 25
Lemons, Messina, box	4 00	4 25
Lemons, Cal., box	5 00	6 00
Oranges, Cal., case	4 00	5 00
Potatoes, new, bush.		1 00
Sugar—		
Standard granulated	8 15	8 20
United Empire	8 05	8 10
Bright yellow	7 95	8 00
No. 1 yellow	7 75	7 80
Paris lumps	9 15	9 20
Beans, white, per bush.	5 75	6 00
Molasses, Barbadoes, gal.	0 60	0 61
Cream of tartar, per lb.	0 51	0 53
Currants	0 15	0 15 1/2
Pork and beans, case		4 75
Rice, per cwt.	4 75	5 25

A NEW WINE.

Plans are reported under way for the manufacture for use in Canada and the U. S. of a line of fermented but de-alcoholized wines, the invention of which has been stimulated by the large area that is coming under prohibitory laws. This wine, it is stated, will find a ready market amongst the liquor consuming public but is non-intoxicating and free from all injurious constituents. It will be distributed through the drug and grocery trade in both countries.



FRUIT AND VEGETABLES



Plums, Pears and Peaches are Short

Fruit Season Two Weeks Early in United States—Lemons Make Big Advance—California Fruits Limited

Montreal

FRUIT.—Extremely hot weather has stimulated general fruit business so that there is a big demand and prices are high and some lines are suffering as result of same, and limited supplies. There is a big demand and a shortage of supplies of plums, pears and peaches, partly owing to the fact that the season has been two weeks early in the States, and prices have advanced 50c, \$1.25 and 40c respectively. Supply of other California fruits is so limited that buying has been greatly restricted by the consequent high prices. Lemons have advanced on an average of about \$2 and are quoted in a general way at \$7 with some private sales reported at as high as \$9 per case. California variety is out of market and very little business is passing in lemons. Oranges have advanced 25c and California seedless are selling for \$5, and other varieties are out of the market. Lake St. John blueberries have arrived on market and are selling at \$2.50 per 16 qt. box. Raspberries are unchanged with an active business reported.

Apples, Red Astrachan	1 75
Apples, Early Williams	1 75
Bananas, bunch	2 25
Cantaloupes, per crate	4 50
Cherries, crates	2 50
Cherries, black, eating, 6-qt. basket	1 00
Cherries, red, eating	0 75
Cherries, red, sour	0 50
Grapefruit, 48-54 and 50-56	7 00
Gooseberries, per gal.	0 40
Blueberries, per box	1 25
Blueberries, Lake St. John, 16 qt. box	2 50
Lemons	
Verdellis	7 00
Messina, 300 size, box	6 50
Oranges—	
Calif. Seedless	5 00
Plums, 4 basket crate	2 50
Peaches in baskets, 6 to crate	3 90
Peaches	2 40
Pears, Calif., per box	5 25
Pineapples, 18-24 and 30-36	3 00
Raspberries, Canadian, 6-qt. pail	0 75
Limes, per box	1 25
Watermelons, each	0 80

PRICE DECLINES RECORDED FOR MANY VEGETABLE LINES

Montreal

VEGETABLES.—There is a good demand for all vegetable lines, partly owing to continued warm weather which has also increased supplies and quality of goods offered is being well maintained, but the only price changes noted are declines. Montreal cabbage has declined

and is selling for 50c per dozen as result of large increase in supplies, peas have declined and are selling for 75c per 20-lb. bag, and parsley is down to 25c per doz. Old beets have disappeared from market and new stuff at an unchanged price of 50c per doz. are the only kind available, and are in large quantity. Montreal beans at 50c per 20-lb. bag are now on the market, and green top celery has disappeared, although the Montreal variety is plentiful. There are plenty of new potatoes at more reasonable prices now so that demand for old stuff no longer exists. Large quantities of home grown tomatoes of good quality are appearing now so that this is expected to be the last week for Jerseys, and the first new corn is expected in this week.

Beans, Mel, 20-lb. bag	0 50
Beets, new, per doz. bunches, Montreal	0 50
Cabbage, Montreal, per doz.	0 50
Carrots, bag	0 75
Carrots, new, per doz. bechs.	0 25
Caulliflower, Montreal	1 50
Celery, per doz.	0 75
Cucumbers, Montreal, per doz.	0 50
Egg plant, N.Y., doz.	1 75
Endive Can., per lb.	0 25
Garlic	0 30
Leeks, bunch	0 15
Head lettuce, Montreal, per 2 doz. box	0 40
Curly lettuce, doz.	0 15
Mint, doz.	0 25
Mushrooms, 4-lb. basket	2 00
Onions—Spanish onions, per crate	2 50
Parsnips, new, per doz. bechs.	1 00
Parsley, Montreal, per doz.	0 25
Peas, Montreal, per 20-lb. bag	0 75
Potatoes—	
New, per bbl.	3 50
Montreal, Red, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 00
Green Mt.	2 00
Sweet, hamper	1 75
Radishes, per doz.	0 10
Rhubarb, per doz.	0 25
Spinach, Montreal, box	0 50
Turnips, new, per doz. bechs.	0 75
Turnips, bag	1 50
Turnips, bag, Quebec	1 75
Tomatoes, hothouse, lb.	0 75
Tomatoes, Jersey, per crate	1 50
Watercress, Boston, hothouse, doz.	0 75
Watercress, Canadian, doz.	0 30

Spectacular Rise of \$3 in Lemons

Sold as High as \$10 Per Case During Week—Prices Have Doubled in Two Weeks

Toronto

FRUITS.—The centre of interest in the fruit market during the past week was again in lemons. A spectacular rise in price of \$3 per case was recorded and lemons sold from \$9 to \$10 per case. Last week the price jumped from \$5 to \$7 and some of the wholesale men predicted at that time that lemons would reach \$8 per case. With the soaring to \$10 per case in the face of the continued hot weather the rapid rise has taken

the wind from some dealers' sails. Continued hot weather has been the contributing factor, together with a shortage of supply. Raspberries have been a poor crop on the whole and are expected to be off the market in the near future. Continued hot weather caused a disappointment in this crop. Blue berries are reaching the market in better quantities. Late Crawford peaches are now in the market and are being sold at \$1.75 per case. A few red Astrachan apples from the United States are now in and are being sold at \$2 per hamper. Blackcaps are a trifle more plentiful and are selling at 11 to 13c. Elberta peaches, 65 to 90 peaches in a case, were quoted at \$1.50. A few thimbleberries are in, the price being 15c to 18c a quart.

Apples, American harvest, hamper	1 75	2 00
Apples, Early Duchess, Can., basket	1 50	1 60
Bananas, bunch	1 50	2 25
Blackcaps, qt.	0 11	0 13
Cantaloupes, Georgia	2 75	3 25
Cantaloupes, Cal.	6 50	6 50
Cherries, Can., 11-qt.	0 75	0 90
Cherries, Can., 6-qt. basket	0 40	0 50
Cherries, Oxhearts	0 75	1 00
Gooseberries, 11-qt. basket	0 75	0 75
Grapefruit—		
Cuban, case	4 50	4 50
Oranges—		
Late Valencias, case	5 00	5 25
Grapes, Cal., case	3 25	4 25
Lemons, Verdilli, case	9 00	10 00
Limes, per 100	1 75	2 00
Raspberries, red, qt.	0 13	0 15
Peaches, California, box	1 25	1 50
Peaches, Georgia, hamper	3 25	3 25
Peaches, Elbertas, 6-basket crate	3 00	3 25
Pears, boxes	3 00	4 00
Peaches, Elbertas, case	1 50	1 50
Peaches, Crawford, late, case	1 75	1 75
Plums, 4 baskets	1 75	2 25
Thimbleberries, qt.	0 15	0 18
Watermelons	0 60	0 75

VEGETABLE SUPPLY A VERY LIMITED ONE

Toronto

VEGETABLES.—The vegetable market during the week has been in a slump. Dealers have found it hard to get many lines. All the ills are attributed to the continued hot weather. Some new articles are reaching the market. White turnips are being sold in 11-qt. baskets at 30c. Vegetable marrows are quoted at \$1 per dozen, and new corn is selling at 20c per dozen. Some large crates of Spanish onions, containing 120 pounds, are in the market, and are being quoted at \$4.50 to \$5. Forty-pound boxes of Spanish onions are being quoted at \$1.60 to \$1.75. Tomatoes from Ontario are reaching the market in good shape, and in goodly quantities. They are being quoted at \$1 to \$1.50 per 11-quart basket, a considerable reduction from last week. Ontario potatoes are not yet coming to the market. American news are selling at \$3.65 per barrel. (Continued on page 29.)



FISH AND OYSTERS

Warm Weather Sends Fish to Deep Supplies of Lake Fish are Limited — Lobsters are Going Up Steadily in Price

Montreal
FISH.—The extremely hot weather has curtailed dealer demand for fish, more particularly in fresh lines. Supplies are erratic, plentiful in some lines and short in others. Fresh haddock is very scarce with no relief in sight and salmon is none too plentiful. Halibut is in good supply with prices well maintained. Supplies of lake fish are limited and no large cargoes are expected on market for some time owing to warm weather driving fish to deep water and thereby restricting fishing. Lobsters are going up steadily owing to the restrictions of the closed season on all the regular fishing districts cutting off supply which now depends on the ponds. Trade in oysters, clams, shrimps and crabs is very quiet but is slightly better in pickled and salt lines. Green cod and herrings are now offered at about the same prices as prevailed last year and a few shipments are reported on the way. No reports are yet out on the quantity of pickled salmon and trout available for market later on.

SMOKED FISH	
Haddies, per lb., new cured	.69
Haddies, fillets, per lb.	.12
Digby herring, box	0 73
Smoked boneless herring, 10-lb. box	1 30
PRAWNS, SHRIMPS, LOBSTERS	
Lobsters, medium and large, per lb.	0 30
Prawns, Imperial gal.	2 35
Shrimps, Imperial gal.	2 25
FRESH SEA FISH	
Halibut	13 —14
Haddock, fancy, express, lb.	06 —07
Mackerel, medium, each	20
Mackerel, per lb.	10
Steak, cod, fancy, express, lb.	08
Flounders	6
Flounders, New York	9
Salmon, Western	15 —16
Salmon, Gaspé	18 —17
FRESH LAKE FISH	
Carp, lb.	0 09
Pike, lb.	0 08
Perch	0 10
Whitefish, lb.	0 13
Lake Erie whitefish	0 03 1/4
Herrings, lb.	0 05
Lake trout	0 13
Eels, lb.	0 08
Dore	0 14

Fine Western Fish in Eastern Market

Quality of Sockeye Stated to Be Exceptionally Good—Run Reported Light—Whitefish Up

Toronto
FISH.—A shipment of Western sockeye salmon reached this market during

the week and is reported of exceptionally fine quality. This Western fish comes to the Toronto market cleaned with heads off and packed well in ice. The fish reach the market in a firm state and make a very attractive meat article. This salmon is selling at 16c per pound. The western salmon is in marked contrast to the Eastern or Gaspé product which comes to the market with heads on and other fixtures. The demand for the Western salmon has been good. The season for Gaspé salmon on the other hand is about over, the quantities reaching this market at the present being very limited. Salmon from the West coast is now in the ascendancy. Lobsters are now about over. There has been very little demand for them during the past week, although the season has kept up remarkably well as compared with other years. Prices for whitefish and salmon trout have stiffened a trifle during the week. There was a big catch during the months of June and July, and the amount now reaching the market is somewhat more limited. Carp and perch are practically off the local market. Mackerel is also off.

SMOKED FISH.	
Haddies, per lb., new cured	0 09
Haddies, fillets, per lb.	0 10
Digby herring, box	0 16
Smoked boneless herring, 10-lb. box	1 25
SHRIMPS, LOBSTERS.	
Lobsters, medium and large, per lb.	0 45
Shrimps—	
1 gallon	1 25
2 gallons	2 40
4 gallons	4 60
FRESH SEA FISH.	
Halibut	0 13
Haddock, fancy, express, lb.	0 07
Steak, cod, fancy, express, lb.	0 09
Flounders	0 07
Flounders, New York	0 07
Salmon, Western	0 16
FRESH LAKE FISH.	
Pike, lb.	0 08
Whitefish, lb.	10-11
Herrings, lb.	0 07
Lake trout	10-11

FISH BREEDING IN CANADA

A new Government white-fish hatchery is to be established at Kingsville, Ont., a town on Lake Erie. Fish breeding in Canada has assumed considerable proportions in recent years. These hatcheries are in every province, their total being 65. From them come the fish and fry which are distributed by the million each year in the various waters throughout the country. The varieties bred are Atlantic salmon, Pacific salmon trout, cutthroat trout, Kamloops trout, whitefish pickerel, shad, lobsters, etc. Both commercial and sporting species, it will be seen, are handled, but the tendency now is for the Dominion to let the provinces look after the sporting varieties.

FRUIT AND VEGETABLES

(Continued from page 28.)

Cabbage, Canada, case	1 75	2 50
Beets, doz.	0 50	0 75
Beans, green	0 50	0 75
Beans, wax	0 50	0 75
Carrots, new, doz.	0 30	0 30
Cauliflower, case	4 00	4 25
Celery, Canadian, dozen	0 50	0 50
Cucumbers, hamper	2 25	2 25
Cucumbers, basket	0 75	1 25
Onions—		
Yellow, American, 50-lb. hamper	2 25	2 25
Spanish, crate 40 lbs.	1 60	1 75
Spanish, crate 120 lbs.	4 50	5 00
Green, doz. bunches	0 20	0 30
Lettuce, leaf, doz.	0 15	0 25
Lettuce, head, dozen and half	0 75	1 00
Parsley, 11 qt. basket	0 40	0 40
Peppers, green, basket	0 60	1 10
Potatoes—		
Ontario, bag	1 90	1 90
New, barrel	3 43	3 65
Tomatoes, Canadian, 11-qt. basket	1 00	1 50

Peaches Going Down in Price

**Manitoba Local Potatoes Beginning To Reach Market at 2 1/2c Pound—
Native Cabbage Coming Along.**

Winnipeg
Fruits and Vegetables—Peaches are down to \$1.50 per crate and apricots to \$1.75, but plums are still holding up in price. Wholesalers look for liberal supplies of stone fruits at moderate prices. Ontario preserving cherries are plentiful at 75 cents per basket. In the vegetable market Manitoba new potatoes are beginning to come in at 2 1/2 cents per lb. and native cabbage is taking the place of imported lines.

Fresh Fruits—	
Apples, Washington, basket	0 75
Bananas, lb.	0 04 1/2
Cherries, 24 pt. box	4 80
Cherries, Ontario, basket	0 75
Cantaloupes, crate	6 75
Grapefruit, case	6 00
Strawberries, B.C., case 24 pts.	3 50
Valencia oranges, case	5 50
California lemons	6 50
Plums, crate	2 25
Peaches, crate	1 50
Raspberries, crate	3 50
Apricots, crate	1 75
Watermelons	7 00
Vegetables—	
Beets, per doz. bunches	0 20
Beans, green, lb.	0 05
Cabbage, new, dozen	0 60
Peppers, per basket	0 75
Mushrooms	0 90
Carrots, dozen bunches	0 20
New potatoes, lb.	0 02 1/2
B.C. potatoes	0 90
Alberta potatoes	0 90
Garlic, per lb.	0 25
California head lettuce, case	4 80
California onions, sacks	5 80
Mississippi potatoes, crate 4 baskets	1 25
Green peas, lb.	0 05
Winnipeg	
Fish—	
Fresh salmon	0 15
Fresh halibut	0 11
Steak, cod, per lb.	0 09
Lake Winnipeg whitefish	0 09 1/2
Fresh Annan haddie	0 11
Kippers, per box	2 00
Fresh lake trout, per lb.	0 13
Bloaters, per box	2 00
Salt mackerel, 25-lb. kit	3 00
Pickerei, lb.	0 10
Smoked gold-eyes, doz.	0 50
Poultry, Live—	
Fowl	0 23
Broilers	0 35



FLOUR AND CEREALS



Flour Made Two Advances in Week

**First Patents Now Selling at \$7 Barrel
Uncertainty Prevails—
Demand Is Active**

Montreal
FLOUR.—Market has made two 20c advances during the week and is now \$7 a bbl. for first patents and others in proportion as per list. Tone of market is very strong, but conflicting conditions rule so that some uncertainty prevails. Demand is extremely active from all quarters, and dealers who had previously been holding off for lower prices are now scrambling for old prices as stocks in country have been very low for some time and further advances are being covered in this way.

Winter wheat lines have advanced from 10c to 20c per bag, and although there has been a general strengthening of this line it has in no sense paralleled the activity in spring wheat lines. Tone of market is firm but buyers continue to show some caution.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	7 00
Second patents	6 50
Strong bakers	6 30

Winter Wheat Flour—	Car lots	Small lots
Fancy patents	5 95	6 20
90 per cent. in wood	5 50	5 75
90 per cent. in bags	2 50	2 60

HOT WEATHER SHUTS OFF DEMAND FOR ROLLED OATS

Montreal
CEREALS.—Prices and other factors of importance remain unchanged. Amount of business passing continues to be comparatively light particularly in rolled oats since recent hot spell but prices continue to be fairly well maintained.

Commeal—	Per 98-lb. sack
Gold dust	2 50
Rolled Oats—	90 in jute.
Small lots	2 75
25 bags or more	2 60
Packages, case	3 90
Oatmeal—fine, standard and granulated, 19 per cent. over rolled oats in 97's, in jute.	4 00

Rolled Wheat—	100-lb. bbls.
Hominy, per 98-lb. sack	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 35
Rye, flour, bag	2 65
Barley, pot	3 00
Barley, pearl, lb.	6 04½

FARMERS ARE FEEDING MORE BRAN TO STOCK

Montreal
FEEDS.—Bran has advanced \$1 per ton, and feed wheat 10c per bag. Other prices are unchanged, but there is an extremely active demand in all lines without exception based on the strong flour

market, and the fact that hot weather has so affected pastures as to create additional feed demand.

Mill Feeds—	Per ton
Bran	22 60
Shorts	24 00
Middlings	26 00
Wheat moulee	30 00
Feed flour, bag	31 00
Mixed chop, ton	32 00
Crushed oats, ton	34 00
Oats, chop, ton	34 00
Barley, chop, ton	32 00
Feed oats, Manitoba, bush	0 57
Feed wheat, bag.	2 00

Flour Advanced 40c Bbl. During Week

Continued Rise of Wheat Forced Millers to Increase Price—Wheat Went Up to \$1.34 Bushel

Toronto
FLOUR.—During the past week the price of flour advanced 40 cents a barrel and is now selling at \$6.90 in car lots or \$7.10 in small lots. The movement upward was in two stages of two 20-cent advances each on Thursday and Friday of last week. Millmen assert that the rise has been due to the continued reports of damage to crops in the Western United States and in Southern Manitoba by reason of rust. This has kept the price of wheat steadily advancing. Millers have been holding off advances in the face of the upward trend in the hope that wheat prices would again become steady. Demand for flour is a trifle better than normal. Millers, however, are not buying wheat in large quantities, providing only for immediate requirements. There is an uncertainty in the flour market over the future. Harvesting in Ontario has been quite general during the past week. Wheat harvesting has come on so fast that farmers in many instances have found it necessary to drop their haying operations. The extra big crop of hay has kept them very busy right into the wheat harvest.

Manitoba Wheat Flour—	Small lots.	Car lots.
First patents	7 10	6 90
Second patents	6 60	6 40
Strong bakers	6 40	6 20
Ontario winter wheat flour, 90 per cent.	5 00	4 30

WHEAT FOODS GO STILL HIGHER FOLLOWING WHEAT

Toronto
CEREALS.—With further increases in the price of wheat from \$1.29¼ per bushel to around \$1.34, the price for all wheat cereals have also gone up. The movement is of course in sympathy with the advancing price of wheat. Graham

flour is now being quoted at \$3.30 per 98-lb. sack, as compared with \$2.75, recent quotations. Whole wheat flour is now being sold at \$3.30. Wheatlets are now quoted at \$3.55.

Barley, pearl, 98 lbs.	1 20	4 40
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.	3 00	3 25
Corameal, yellow, 98 lbs.		2 50
Graham flour, 98 lbs.		3 30
Hominy, granulated, 98 lbs.		3 00
Hominy, pearl, 98 lbs.		3 00
Oatmeal, standard, 98 lbs.		3 25
Oatmeal, granulated, 98 lbs.		3 25
Peas, Canadian, boiling, bush.		3 00
Rolled oats, 90-lb. bags		2 95
Rolled wheat, 100-lb. bbls.		3 25
Rye flour, 98 lbs.		2 80
Whole wheat flour, 98 lbs.		3 30
Wheatlets, 98 lbs.		3 55

BRAN GOES UP IN PRICE

\$1.00 PER TON

Toronto
FEEDS.—There has been an enormous demand for all mill feeds during the week. With the continued dry weather farmers have had to feed more extensively to their cows in order to keep up the milk supply. Grass has dried up and contains very little nourishment. Bran has consequently increased \$1 per ton, and is now selling at \$22 a ton. Feed flour has also advanced as a result of the increased price in the better grades of flour.

Mill Feeds—	Mixed cars per ton
Bran	22 60
Shorts	24 00
Special, middlings	26 00
Feed flour, per bag	1 60
Oats—	
No. 3, Ontario, outside points	0 52

Mills Not Buying Wheat on Advance

Advancing Wheat Prices Beginning To Ease Up—Flour and Mill Feeds Unchanged.

Winnipeg
FLOUR AND CEREALS.—At the time of writing there is some ease up to the steady advance in wheat which was largely speculative on reports of black rust in spring wheat areas in the United States and also in Southern Manitoba and Saskatchewan. The mills have not been buying on this advance and flour and mill feeds are unchanged in price.

Flour—	
Best patents	6 60
Bakers	6 10
Clears	5 40
XXXX.	4 40

As we go to press a wire from Winnipeg says: "All flours up 50c. Feeds tending up."



TILLSON'S
household favorites—the Canadian Products, made in Canada by Canadians.



Big Sellers Everywhere.



Tillson's Rolled Oats
A Food—Not a Fad

Tillson's "Scotch" Health Bran

Tillson's "Scotch" Fine Cut Oatmeal

Rainbow Flour
—for bread



Gold Seal Flour
—for pastry



Quality, then Price

CANADIAN CEREAL & FLOUR MILLS CO. LIMITED
TORONTO . . . CANADA



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

The Proper Handling of Bacon

That Evaporation is The Thief of Profits is the Experience of Toronto Grocer—He Watched His Sales and Proved It—Cuts Bacon Three and Four Times a Day Instead of a Lot at Once—A Booster for a Meat Slicer: He Enumerates The Reasons Why.

A GOOD many grocers lose out on the handling of provisions, in the opinion of "Ferguson's" Grocery Store, at Scarboro Beach, Toronto, because they don't attend to the leaks which occur. "It isn't a matter only of how much money you make," said Mr. Ferguson, to Canadian Grocer, recently. "It's equally a case of how much loss you can avoid."

"Bacon," we suggested.

Mr. Ferguson nodded. "That's one of the most important lines, and one in which leakages are common. Take my own case. Before I got wise to what was going on the conviction became strong in me that my bacon wasn't a paying line. I would compare my purchase price from time to time with my total receipts from bacon sales. I knew what these amounted to, for I kept a record of various special lines in my store. As a matter of fact I wanted to systematize my business, and the knowledge of how much profit I made on certain lines was one step thusward. Well, I found, as I say, I was paying more for my bacon than I was getting back from my customers for it. I'm not in business for my health any more than are the people I pay for my bacon. I began to be curious as to why bacon was a losing game for me. I priced it according to grade, and according to quality—as to whether it was side or back bacon. These prices were based each week upon the current levels at which bacon was wholesaled. The fault, therefore, was not in my price. It was high enough. Where then was I losing out?"

Evaporation the Thief

"I found one day that evaporation was the thief of my profit. It was in the summer time. I would cut up a lot of bacon, sometimes far more than enough to do for a day's sales. One morning I cut a certain amount, the weight of which I knew. I then served all customers that day who wanted bacon, and served them exactly. Thus I knew how much I had sold. I deducted that from the weight I had cut up in the morning. The result was about half a pound shy. The amount I had cut was eight pounds or so. In other words I had lost a pound of bacon out of the eight pounds I cut. That is by

the ravages of atmosphere I had been robbed of six and a quarter per cent. of my bacon that day. Figure that up for six days a week and fifty-two weeks a year, and it became immediately apparent why I wasn't making any money on bacon. No wonder. Half a pound lost on every eight pounds cut is enough to drain me of every cent of legitimate profit, even though I placed my selling price reasonably high, consistently with buying price."

"How did you get over it?" Mr. Ferguson was asked.

"Very simply. In future I cut enough to last me three hours or so. When that was done I would cut some more. Thus I spent a little extra time a day cutting bacon but it saved me money. I no longer had stacks of bacon lying in my case or on the counter getting dried by the torrid atmosphere."

Other Gains

That is only one gain which Mr. Fer-

guson made by cutting his bacon oftener. Not only did he save loss by evaporation but he was able to present the bacon in a fresher and more appealing condition to his customers. No woman wants bacon which has been cut for eight hours or more. It looks dry and wilted. That fresh meaty look has given place, by that time, to a dried-up and dull red, heavy tint, which is certainly not appetising.

Values His Bacon Slicer Highly

Mr. Ferguson would not be without a bacon slicer. He points out that it cuts his bacon for him evenly, so that the slices are regular and of a similar thickness—or rather thinness—all through. More than that, of course, it is expeditious. It is quick in its action. It is also clean, and does not muss up the hands of the grocer or his clerk using it. The old way of cutting bacon does.

At the rear of "Ferguson's" Grocery Store is a refrigerator. Here all butter is kept. Cooked meats are sometimes there. Sometimes they are altogether in the provision department which is located at the front of the store, just as one walks in. There is a meat slicer. Glass cases, with enamel shelves, are provided for meats, and these look very appetizing in their cleanness and whiteness. Cheese is also kept near the rest of the provisions. Mr. Ferguson told the writer he believed in pushing provisions. They are at least one-third of his aggregate turnover each month.

CATALOGUES AND BOOKLETS

"The Paeker" is a house organ put out by the William Davies Company. Its July issue contains some useful hints for grocers as to writing and placing their advertisements in the dailies in their towns. Disquisitions on the smoked meat trade and business in cooked meats contain useful hints for the grocer. The series on butchering, describing the cutting up of lamb and mutton for the retail trade is continued.

Clerk (impatiently)—What is it, little girl?

Little Girl—Why—er—mother sent me for a pound of butter, but since you are so rushed, I guess a half a pound will do as well.

Have You a Reliable Provision Dealer?

One on whom you can depend for a uniformly high quality, prompt filling of your orders at lowest prices and rapid deliveries?

The quality of Kavanagh provisions is the highest obtainable; your orders are filled with the utmost care, whether they are given personally or over the telephone.

Judicious and expert buying enables us to maintain a uniform and high quality in all our departments, and our unusual purchasing facilities enable us to keep our prices the lowest possible.

Kavanagh Cooked Meats

are a great help to the housewives during the warm weather. They save many hours over a hot stove. ROAST PORK, ROAST BEEF, ROAST VEAL, ROAST LAMB, JELLIED OX TONGUE, JELLIED VEAL, JELLIED PIGS' FEET, ENGLISH BRAWN, PRESSED HAM, BLOOD PUDDING, ROAST TURKEYS AND CHICKENS, Etc.

We would appreciate your patronage for Meats, Butter, Cheese, Eggs, Fish, Vegetables, and other provisions. A trial order to demonstrate how well we can serve you is all we want today. You will call again.

KAVANAGH PROVISION CO.

PHONES—UPTOWN 6226
UPTOWN 4221 Cor. Bleury and Ontario

An ad. used by a Montreal dealer featuring provisions. Notice the prominence with which the large type lines stand out.



PRODUCE AND PROVISIONS



Provision Prices Trend Upward

**Cooked Meats Have Gone Up 2c Per
Pound and Smoked 1c—Warm
Weather Demand**

Montreal
PROVISIONS.—There is a higher trend noted throughout the provision market, partly owing to the warm weather which has had greatly stimulated demand in cooked and smoked lines, and accentuated the shortage that has developed with many packers. Smoked meats have advanced 1c, and cooked from 1c to 2c; shortening has declined 1/4c, and is 14 1/2c in 375 lb. tierces. Lard remains unchanged. The general tone of whole market is active. Clear fat backs have advanced \$2.

Hams—			
Small, per lb.	0 22	0 24	
Medium, per lb.	0 21	0 23 1/2	
Large, per lb.		0 22	
Backs—			
Plain, bone in	0 24		
Boneless	0 29		
Peameal	0 29		
Bacon—			
Breakfast, per lb.	0 26		
Roll	0 18		
Shoulders, bone in	0 16		
Shoulders, boneless	0 17		
Cooked Meats—			
Hams, boiled, per lb.	0 36		
Hams, roast, per lb.	0 38		
Shoulders, boiled	0 26	0 28 1/2	
Shoulders, roasted	0 27		
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.	0 18 1/2		
Long clear bacon, 80-100 lbs.	0 18 1/2		
Flanks, bone in, not smoked	0 18 1/2		
Barrelled Pork—			
Heavy short cut mess	30 00		
Heavy short cut clear	32 00		
Clear fat backs	35 00		
Clear pork	33 00		
Lard, Pure—			
Tierces, 375 lbs. net	0 17		
Tubs, 50 lbs. net	0 17 1/2		
Tins, 50 lbs. net	0 17 1/2		
Pails, wood, 20 lbs. net	0 17 1/2		
Pails, tin, 20 lbs. gross	0 17 1/2		
Cases, 10 lb. tins, 60 in case	0 17 1/2		
Cases, 3 and 5-lb. tins, 60 in case	0 18 1/2		
Bricks, 1 lb., each	0 19 1/2		
Lard, Compound—			
Tierces, 350 lbs. net	0 14 1/2		
Tubs, 50 lbs. net	0 14 1/2		
Tins, 50 lbs. net	0 14 1/2		
Pails, wood, 20 lbs., net	0 15		
Pails, tin, 20 lbs. net	0 15 1/2		
Cases, 10-lb. tins, 60 in case	0 16		
Cases, 3 and 5-lb. tins, 60 in case	0 15 1/2		
Bricks, 1 lb., each	0 16 1/2		
Hog—			
Dressed, abattoir killed, cwt.	16 25		

EXPORT OF BUTTER MAKES PRICES SLIGHTLY HIGHER

Montreal
BUTTER.—Market is slightly higher owing to export demand and the decrease in supplies that has resulted from the hot weather affecting the flow of milk. Receipts for week were 15,761 boxes, and show a decrease as compared with the previous week. Quality continues to be well maintained in spite of large export demand and stocks held and consumed here are said to be equal to last year's in this respect. Latest quo-

tations were 29c at St. Hyacinthe and 30 1/4c at Cowansville boards, and finest creamery is now 32c in Montreal.

Butter—		
Finest creamery, fresh made	0 32	
Dairy prints	0 26	
Dairy, solids	0 25	
Separator prints	0 25	
Bakers	0 23	

WIDE RANGE IN EGG PRICES HAS DEVELOPED

Montreal
EGGS.—Local demand for eggs is quiet and hot weather is greatly restricting export demands, but general tendency of prices is upward, although a wide range in them is noted, and the quoted prices are purely nominal. In some districts as low as 24c loss-off is paid for store eggs while guaranteed new laids are bringing 30c in Montreal.

Eggs, case lots—		
No. 2's	0 24	0 26
No. 1's	0 29	0 30
Extras	0 33	

CURTAILED PRODUCTION IN CHEESE IS EXPECTED

Montreal
CHEESE.—Prices are unchanged, but market during past week has shown unsteady tendencies. A curtailed production is expected to follow the present warm weather, and this fact in conjunction with the present good export business is expected to have some effect on the market, and the undertone is noticeably steadier in consequence. Receipts for the week were 88,850 boxes and showed an increase over the previous week.

Cheese—		
1915 make	0 18	0 17
Stilton	0 22	
1916 make	0 20	

INDICATIONS POINT TO LARGER POULTRY SUPPLY

Montreal
POULTRY.—Prices are practically unchanged and market for live stuff remains steady. Supplies during past week, showed slight falling off owing to farmers having been busy with hay and other crops. General reports indicate that quantity of poultry, particularly of chickens will be much larger than last year, and in the course of a few weeks the season's marketing is expected to be in full swing. Frozen stuff is entirely out of market.

Poultry—		
Fresh Stock—		
Turkeys	0 29	0 31
Ducks	0 26	0 26
Geese	0 17	0 18
Roasting chicken, milkfed, 5 lbs. or over	0 30	
Roasting chickens, ordinary	0 22	
Squabs, Canadian, pair	0 50	
Squabs, Philadelphia, pair	0 70	
Pigeons, pair	0 25	0 30

Fresh Stock, Dressed—		
Fowls, large, per lb.	0 25	
Fowls, small, per lb.	0 23	
Turkeys, Tom, per lb.	0 27	0 28
Turkeys, Hen, per lb.	0 28	0 30
Broilers, per pair	1 25	1 40
Live Stock—		
Fowl, 5lbs. and over	0 22	0 23
Fowl, small	0 20	0 21
Turkeys	0 22	0 23
Ducks, young	0 28	0 30
Ducks, old, per lb.	0 13	0 15
Geese	0 13	0 15
Broilers	0 25	0 27

FIRST CONSIGNMENT OF NEW HONEY COMING IN

Montreal
HONEY.—Prices are unchanged and interest centres on activity in new crop goods. Producers in country are beginning to offer supplies and all indications point to a good crop of which quality is reported to be first-class and possibly the best in years.

Honey—		
Buckwheat, tins	0 09 1/2	
Strained clover, 60-lb. tins	0 12	
Strained clover, in 10-lb. tins	0 12 1/2	
Strained clover, in 5-lb. tins	0 12 1/2	
Comb honey, white clover, per section	0 16	
Comb honey, buckwheat, per section	0 13	

Jellied Meats Have Been in Demand

**Hot Weather the Cause—Honey Crop
Is Biggest and Best for Years—
Good Butter Hard to Get.**

Toronto
PROVISIONS.—The demand for all cooked meats continues good, one of the best seasons for these articles being recorded. Jellied meats have been very popular during the past few weeks, the consumption of this class being large. Cooked meats of all kinds have had a good sale, but the demand for smoked meats has been somewhat easier. There is very little demand for barreled mess pork, this article being practically off the market.

Toronto		
Hams—		
Light, per lb.	0 24 1/2	0 25
Medium, per lb.	0 23 1/2	0 24
Large, per lb.	0 22 1/2	0 23
Backs—		
Bacon—		
Plain	0 25	0 29
Boneless, per lb.	0 27	0 30
Pea meal, per lb.	0 26	0 29
Bacon—		
Breakfast, per lb.	0 24	0 29
Roll, per lb.	0 19	0 21
Shoulders, per lb.	0 19	0 21
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18 1/2	0 19 1/2
Fat backs, lb.	0 16	0 17
Cooked Meats—		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
Barrelled Pork—		
Heavy mess pork, per bbl.	30 00	31 00
Short cut, per bbl.	32 00	33 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 17	0 17 1/2
Tubs, 60 lbs.	0 17 1/2	0 17 1/2
Pails	0 17 1/2	0 18
Bricks, 1 lb., per lb.	0 18 1/2	0 19

Lard, Compound—		
Tierces, 400 lbs., per lb.	0 14½	0 14½
Tubs, 50 lbs.,	0 14½	0 14½
Pails, 20 lbs., per lb.	0 14½	0 15
Bricks, 1 lb., per lb.	0 15½	0 16
Hogs—		
Live	11 50	11 75
Dressed, abattoir killed.....	16 50	17 00

HARD TO GET REAL GOOD BUTTER SUPPLY

Toronto
BUTTER.—There has been a big difficulty to get a supply of real good butter during the past week. Creameries have continued to experience the difficulty of having to take over-ripe cream. Due to the hot weather the farmers have been unable to get their cream to the factory in good condition. Prices for creamery butter have consequently advanced 1c per pound. There has also been a larger demand for creamery butter on account of the inability of the farmer's wives to mold the butter into prints. One grocer in the town of Milton stated that last week was the first time in fifteen years that he had not secured a pound of butter from the farmers. It was impossible for them to mold it. Real first-class butter has consequently been worth a trifle more and poor butter has been worth less. In order to get good butter at the present dealers are having to draw on their storage supplies.

Creamery prints, lb.	0 30	0 32
Creamery, solids	0 30	0 31
Dairy prints, choice, lb.	0 26	0 29
Dairy prints, lb.	0 25	0 26
Bakers	0 23	0 25

CHEESE EXPORT STILL CONTINUES TO BE HEAVY

Toronto
CHEESE.—Prices for cheese during the past week held firm and advanced a half cent per pound. There has been a heavy export for the consumption of the troops and this has been the deciding factor in the market. New large is now being quoted at 17½ to 18c. The stocks of old cheese are very small and holders have but to name their own prices for this particular class.

Cheese—		
Cheese, large, per lb.	0 17½	0 18
New, twins, per lb.	0 17½	0 18½
Sept., large, per lb.	0 22	0 22
Sept., twins, per lb.	0 22½	0 22½
Sept., triplets, per lb.	0 22½	0 22½

WIDER RANGE IN EGG PRICES NOW PREVAIL

Toronto
EGGS.—“The egg market is rotten,” is the way one large provision firm expressed the situation. With continued hot weather the difficulty in keeping eggs has increased. Slow delivery of freight has also been accountable for the poor condition of many eggs in the large centres. In consequence dealers have made a wider range of prices to meet the present situation. Strictly new-laid are quoted at 32c to 34c, which is one cent in advance of that of last week. New-laid out of cartons on the other hand have slumped 1c per dozen, the

reason being obvious. Strictly new-laid are stated to be hard to get.

Eggs—		
New laid, cartons	0 32	0 34
New laid, ex-cartons	0 28	0 29
No. 2's	0 24	0 25

DUCKLING PRICES DROP 3c PER POUND

Toronto
POULTRY.—With ducklings coming to the market in larger numbers the price has dropped during the week for live ones from 2 to 3 cents per pound and for dressed from 1 to 2c. Other poultry prices remain firm, especially so in the case of fowl. There has been a good demand for broilers. Prices for these have remained unchanged.

Poultry—		
Spring broilers (1½ lbs. and over)	0 20-0 25	0 25-0 35
Old fowl, lb	0 16-0 18	0 20-0 22

Milk-f-d	0 17-0 20	0 25-0 26
Ducklings	0 12-0 14	0 16-0 18

NEW HONEY IS NOW REACHING MARKET

Toronto
HONEY.— Small consignments of the new crop of honey are already in the hands of the provision men. The quality is reported excellent and the yield the largest in years. The price being paid by buyers to the producers is from 10c to 10½c in ton lots. The price to the retailer is quoted at 13c to 13½c per pound for the 5-pound and 10-pound tins. Ontario is a land flowing with honey.

Honey—		
Clover, 50 lb. tins, per lb.	0 12½	0 13½
Clover, 10 lb. tins, per lb.	0 11	0 12
Comb, No. 1, doz.	2 75	3 00
Comb, No. 2, doz.	2 25	2 50
Clover, 5 and 10-lb. tins	0 13	0 13½

SAVE YOUR MONEY

FOR THE

DOMINION WAR LOAN

TO BE ISSUED IN SEPTEMBER.

By purchasing a bond you will help to WIN THE WAR and obtain for yourself an investment of the highest class yielding a most attractive rate of interest.

DEPARTMENT OF FINANCE
 OTTAWA.

The Steamer "Gregory" with
A FULL CARGO OF
LEACOCK'S
MOLASSES

HAS JUST ARRIVED
AT THE SEABOARD
and the Molasses will be in
Montreal this week.

Insist on having

**LEACOCK'S EXTRA
FANCY**

**LEACOCK'S EXTRA
CHOICE**

when ordering from your wholesaler.

LEACOCK & COMPANY

EXPORTERS OF
HIGHEST GRADE MOLASSES

Barbados, B. W. I.



Brunswick Brand will boost your canned sea food sales

You know by experience, of course, that the amount of business you do along any particular line depends entirely on the quality of the goods. That is the very reason why it is to your interest to sell the popular

Brunswick Brand Sea Foods

These delectable, wholesome sea foods make a positive appeal to the most fastidious tastes. The extreme care exercised in selecting, processing and packing is a positive guarantee of "come-back" sales and satisfied customers.

Just try out the selling merits of these Canadian sea foods. Send for a trial supply to-day and note the result of a window display.

Here's the Brunswick Brand list:

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

Connors Bros., Ltd.

Black's Harbor, N.B.



When You Look at This Advertisement—

you think pleasantly of Gold Standard Extracts. And the same thing is happening to consumers throughout the West as they see it (and others

like it) in their papers and magazines. This advertisement will have a good effect on your business if you stock Gold Standard products and suggest them to your customers. We have a cooperative plan that will help you to make this class of business very profitable.



Gold Standard

"I like *Gold Standard*

Extracts chiefly because of their Purity and Strength. Other kinds are extravagant, but with Gold Standard the slightest drop will flavor a dish beautifully, and every flavor is true to its name."

25 FLAVORS

Purer and Stronger than the law requires. Full purchase money refunded if they fail to give you entire satisfaction.



FLAVORING

EXTRACTS

Get in touch with us now.

The Codville Company LIMITED

Winnipeg, Brandon, Moose Jaw, Saskatoon, Medicine Hat, Prince Albert.

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

WAGSTAFFES'

New Season's Raspberry Jam 1916

now ready
for
delivery

.....

You get the pungent aroma of the real Raspberry flavor when it is WAGSTAFFES' Raspberry Jam. It is in a class by itself.

.....



*Mr. Grocer, order
from your wholesaler*

WAGSTAFFE LIMITED
HAMILTON, CANADA

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

CONCORD ANNING O.

We guarantee

- 1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
- 2 That fresh caught fish only are used in our canneries
- 3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
- 4 That we use the greatest care and cleanliness in the packing

CONCORD ANNING O.

We ask the consumer kindly to write us if dissatisfied.

The above is an exact reproduction of our guarantee appearing on every tin of

Concord Norwegian Sardines

Their delicate and distinctive flavor is much appreciated by those who know what is good, and the steadily increasing demand for this brand makes it necessary for you to handle them.

They leave a good profit for the retailer. See to your stocks.

List of Agents:

- R. S. McINDOE, Toronto.
- WATSON & TRUESDALE, Winnipeg.
- MARITIME FISH CORPORATION, LTD., 4 St. Nicholas Bldg., Montreal.
- W. A. SIMONDS, St. John, N.B.
- H. C. JANION, Vancouver, B.C.

BACK BACON

A very nice line of Bacon, preferred to Breakfast Bacon by some and always supplying a change when asked for. We have it "In Casings," Boneless and Skinned.

Made Under Government Inspection.

F. W. Fearman Co. LIMITED HAMILTON

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER

WHITE SWAN SPICES AND CEREALS, LTD.

	Per doz.
5c Tins, 4 doz. case, weight 10 lbs.	\$ 0 45
4 oz. Tins, 4 doz. to case, weight 20 lbs.	0 75
6 oz. Tins, 4 doz. to case, weight 25 lbs.	0 90
8 oz. Tins, 4 doz. to case, weight 35 lbs.	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs.	1 75
16 oz. Tins, 4 doz. to case, weight 65 lbs.	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs.	5 00
5 lb. Tins, 1 doz. to case, weight 75 lbs.	9 50

ROYAL BAKING POWDER

Size	Less than 10 case lots and over Per doz.	Bbl. lots or 10 cases and over Per doz.
Dime	\$.095	\$0 90
4-oz.	1 40	1 35
6-oz.	1 95	1 90

DOMINION CANNERS, LTD. JAMS

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

	Per Doz.
Apricot	\$2 45
Assorted	2 35
Blackberry	2 35
Blueberry	2 35
Currant, Red	2 35
Currant, Black	2 45
Cherry	2 35
Gooseberry	2 25
Plum	2 10
Plum, Green Gage	2 25
Pear	2 25
Peach	2 25
Raspberry, Red	2 45
Raspberry, Black	2 35
Raspberry and Red Currant	2 35
Raspberry and Gooseberry	2 35
Strawberry	2 50

CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$ 1 20
1/2 Pts., Red Seal, screw tops	1 00
1/2 Pts., Red Seal, crown tops	0 90
Pts., Delhi Epicure	1 90
Pts., Red Seal	1 40
Pts., Tiger	1 15
Qts., Delhi Epicure	2 40
Qts., Red Seal	1 75
Qts., Lynn Valley	1 75

BAKED BEANS WITH PORK.

Brands—Aylmer, Simcoe, Quaker, Little Chief, Log Cabin.

	Per doz.
Individual Baked Beans, Plain or with Sauce, 4 doz. to case	0 47 1/2
1's Baked Beans, Plain, 4 doz. to case	0 70
1's Baked Beans, Tomato Sauce, 4 doz. to case	0 70
1's Baked Beans, Chili Sauce, 4 doz. to case	0 70
2's Baked Beans, Plain, tall, 2 doz. to case	1 05
2's Baked Beans, Tomato Sauce, tall, 2 doz. to case	1 05
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	1 05

Family, Plain, \$1.20 doz.; Family, Tomato Sauce, \$1.30 doz.; Family, Chili Sauce, \$1.30 doz.; 3's, Plain, Flats, Aylmer only, \$1.40 doz.; 3's, Tomato Sauce, Flats, Aylmer only, \$1.50 doz.; 2's, Chili Sauce, Flats, Aylmer only, \$1.50 doz.; 2 1/2's, Plain, \$1.45 doz.; 3's, Plain, Tall, \$1.60 doz.; 3's, Tomato Sauce, \$1.75 doz.; 3's, Chili Sauce, \$1.75 doz. The above 2 doz. to case. 10's, 1/2 doz. per case, for hotel and restaurant use (gals.), \$5.25 doz.

"AYLMER" PURE ORANGE MARMALADE

	Per Doz.
10 1/2 oz. Gross Jars	\$ 0 75
Tumblers, Vacuum Top, 2 doz. in case	1 15
12 oz. Glass, Screw Top, 2 doz. in case	1 40
14 oz. Glass, Screw Top, 2 doz. in case	1 60
16 oz. Glass, Screw Top, 2 doz. in case	1 90
16 oz. Glass, Tall, Vacuum Top, 2 doz. in case	1 95
2's Glass, Vacuum Top	3 10
2's Tin, 2 doz. per case	2 75
4's Tin, 12 pails in crate, per pail	0 50
5's Tin, 8 pails in crate, per pail	0 61
7's Tin or Wood, 6 pails in crate	0 79
14's Tin or Wood, 4 pails in crate, per lb.	0 11
30's Tin or Wood, one pail only, per lb.	0 11

BLUE

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

CEREALS

WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$2 70
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	2 70
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	2 70
Diet Flour, 5 lb. bags, per doz.	4 80
Breakfast Food, 2 doz. to case, weight 85 lbs.	3 60
Health Flour, 5 lb. bags, per doz.	3 00
King's Food, 2 doz. to case, weight 95 lbs.	4 80
Wheat Kernels, 2 doz. to case, weight 65 lbs.	3 50
Barley Crisps, 3 doz. to case, weight 50 lbs.	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs.	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs.	3 60

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—

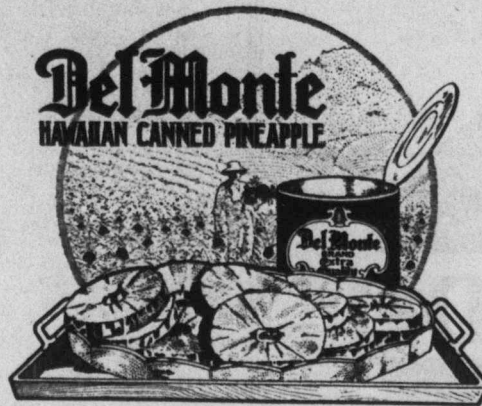
Perfection, 1-lb. tins, doz.	4 50
Perfection, 1/2-lb. tins, doz.	2 40
Perfection, 3/4-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 37
Soluble bulk, No. 1, lb.	0 22
Soluble bulk, No. 2, lb.	0 20
London Pearl, per lb.	0 24

(Unsweetened Chocolate)

Supreme chocolate, 1/2's, 12-lb. boxes, per lb.	0 37
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80

TO-DAY EAT

Delicious



Refreshing

PACKED WHERE THEY RIPEN—THE DAY THEY'RE PICKED

BY
**CALIFORNIA FRUIT CANNERS
 ASSOCIATION**
 SAN FRANCISCO

Why You Should Feature

KING GEORGE'S NAVY

Trade that Commands More Trade

Here's a Chewing Tobacco so good that it multiplies the users of it. One man learns of it from another, and this process of expansion and extension goes on perpetually. The very name of this tobacco,

KING GEORGE'S NAVY

finds favor with its users—yes, and with you its sellers, and this favor has increased since the glorious naval battle in the North Sea. Stock it if you are not already selling it.



Rock City Tobacco Co., Ltd.

Quebec
and
Winnipeg

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

Imperial Rice Milling Co., Ltd.

VANCOUVER, B. C.

MIKADO

The best value in Rice being offered on Canadian markets today.

A NATION WANTS SUN-MAID RAISINS



We are conducting a smashing advertising campaign to make the nation understand and appreciate the great value of raisins as a true fruit-food as well as a delicacy. A page a month in The Saturday Evening Post, colored pages in The Ladies' Home Journal, and local newspaper advertising, is making millions of people think about raisins who never thought of them before. And they are all thinking about just one brand now—the Sun-Maid brand.

THREE VARIETIES

Sun-Maid Raisins come in three varieties: Seeded (seeds extracted), seedless (from seedless grapes), and cluster (on stem, not seeded).

Your Jobber Can Supply You

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 8000 Growers
FRESNO, CALIFORNIA

(284)

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 37
Diamond, 8's, 6 and 12-lb. boxes	0 30
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Ingredients for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 and 4 doz. in box, per doz.	1 00
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 32
Chocolate wafers, No. 2, 5-lb. boxes	0 28
Nonpareil wafers, No. 1, 5-lb. boxes	0 32
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 36
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes....	0 39
Lunch bars, 5-lb. boxes....	0 39
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 40
Royal Milk Chocolate, 5c cakes, 2doz. in box, per box	0 90
Nut milk chocolate, ½'s 6, lb. boxes, lb.	0 39
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 39
Nut milk chocolate, 5c bars 24 bars, per box	0 90
Almond nut bars, 24 bars, per box	0 90

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days.

Eagle Brand, each 48 cans..	\$6 95
Reindeer Brand, each 48 cans	6 70
Silver Cow, each 48 cans...	6 15
Gold Seal, Purity, each 48 cans	6 00
Mayflower Brand, each 48 cans	6 00
Challenge, Clover Brand, each 48 cans	5 50

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	4 60
Jersey Brand, Hotel, each 24 cans	4 60
Peerless Brand, Hotel, each 24 cans	4 60
St. Charles Brand, Tall, each 48 cans	4 70
Jersey Brand, Tall, each, 48 cans	4 70
Peerless Brand, Tall, each, 48 cans	4 70
St. Charles Brand, Family, each, 48 cans	4 10
Jersey Brand, Family, each, 48 cans	4 10
Peerless Brand, Family, each 48 cans	4 10
St. Charles Brand, small, each 48 cans	2 00
Jersey Brand, small, each 48 cans	2 00
Peerless Brand, small, each, 48 cans	2 00

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	\$4 80
Reindeer Brand, "Small," each 48 cans	5 50
Regal Brand, each 24 cans..	4 50
COCOA, Reindeer Brand, each 24 cans	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 36
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 34½

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 22
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 20

MOJA

½ lb. tins, 2 doz. to case, weight 22 lbs.	0 31
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 30
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 30

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 05
2 oz. bottles, per doz., weight 4 lbs.	2 00
2½ oz. bottles, per doz., weight 6 lbs.	2 30
4 oz. bottles, per doz., weight 7 lbs.	3 50
8 oz. bottles, per doz., weight 14 lbs.	6 50
16 oz. bottles, per doz., weight 23 lbs.	12 00
32 oz. bottles, per doz., weight 40 lbs.	22 00
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c.	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.60.	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3.	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	45 00
Half gallons, each, retail each, \$10	7 50
Gallons, each, retail each \$18	14 50

GELATINE

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

W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ¼s, \$2; 1s, \$3.35; 2s, \$6.50; 6s, \$23; 14s, \$60.	
Roast Beef, ¼s, \$2; 1s, \$3.35; 2s, \$6.50; 6s, \$23.	
Bolled Beef, 1s, \$3.35; 2s, \$6.50; 6s, \$23.	
Jellied Veals, ¼s, \$2; 1s, \$3; 2s, \$4.50; 6s, \$21.	
Corned Beef Hash, ¼s, \$1.50; 1s, \$2.50; 2s, \$4.50.	
Beefsteak and Onions, ¼s, \$2; 1s, \$3.35; 2s, \$6.25.	

Buyers' Guide

CLASSIFIED ADVERTISING

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

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

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

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

WANTED

PRACTICAL GROCER WOULD LIKE TO represent good firm in Northern Ontario; knows trade and conditions well; duties to commence about middle of August. Apply Box 152, Canadian Grocer, University Ave., Toronto.

MARRIED MAN, 7 YEARS' GROCERY EXPERIENCE, wishes to travel for staple grocery lines in Maritime Provinces and Newfoundland. Box 150, Grocer.

COMPETENT BUYER AND MANAGER DESIRES change. A firm desiring to install grocery, provisions, fruits and meats can secure the services of one who is practical in all departments, or the charge of several branch stores considered. High references can be given. Apply Box 161, Canadian Grocer, University Ave., Toronto.

WANTED — RELIABLE GROCERY AND provision clerk; one with several years' experience; must be a good salesman. Apply Barnsdale Trading Co., Limited, Stratford, Ont.

A BRITISH REFINING COMPANY MAKING butter substitutes, beef lard, vegetable lard, beef suet, etc., need agent or purchasing distributor for Canada. Write: Refiner, c/o Canadian Grocer, University Avenue, Toronto.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

FOR SALE

FOR SALE—GROCERY BUSINESS, DOING about \$35,000 a year. Clean stock, up-to-date fixtures. Apply Box 148, Canadian Grocer.

GROCERY BUSINESS — GOOD WESTERN Ontario town; turnover \$12,000; can be bettered. Fixtures \$750; stock about \$1,500. Good reasons for selling. Must be taken at once if wanted. Box 153, Canadian Grocer.

"TRENT LOCK" EGG FILLERS

For 30 dozen cases.
For one dozen cartons.
THE TRENT MFG. CO., LIMITED
Trenton, Ontario, Canada

To All Live Business Men

I would like to hear from any merchant or any good, live, responsible man residing in any part of Canada who would be interested in handling the Best Egg Preserver in the world, bar none, which will be manufactured in Chicago, Ill., and Toronto, Canada, in 1917.

Address R. G. FLEMING, Blackfoot, Idaho

OAKEY'S KNIFE POLISH
2012-7118
LONDON . ENGLAND.

AGENTS:

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

Jenkins & Hardy

Assignees, Chartered Accountants, Estate and Fire Insurance Agents. 15 1/2 Toronto St., Toronto 52 Can. Life Bldg., Mont.

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

PORT ARTHUR, ONT. MONTREAL, QUE.

FRESH FISH FOR NEXT WEEK

Halibut, Cod, Haddock, Trout, Whitefish

Price Quality Service

J. BOWMAN & CO. 26 Duncan St., Toronto, Ont.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

Agents:

Frank L. Benedict & Co., Montreal

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

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Coffee, Its History, Classification and Description

By Joseph M. Walsh

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

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

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

\$2.00

It Will Pay You to Send at Once.

MacLean Publishing Co.

Technical Book Department

143-153 University Avenue, Toronto.

**"Stop-On" stops on—
that's why it's so popular**



The brilliancy of a "Stop-on" 'Shine will resist even the dampest weather. This is a big selling point for you, Mr. Dealer. Your customers will appreciate a shoe polish that not only shines quickly and easily, but one that preserves its brilliancy in all weathers.

There is a "Stop-on" for every shoe—Black, Tan, Ox-Blood, and Nut Brown. Order your supply to-day and note its unusual selling value.

Include a supply of "STOP-ON" WHITE SHOE DRESSING. White shoes are very popular this year, and a dressing that is guaranteed not to rub off is bound to command a big sale. "Stop-on" White is just what your customers want in this respect. Try it out.



**Strang Brothers
WINNIPEG**

Have you tried
**WETHEY'S
ORANGE
MARMALADE?**

It is making
a hit.

Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.50; 2s, \$5.50.

Lambs' Tongues, 1/2s,
Sliced Smoked Beef, tins, 1/2s, \$1.75; 1s, \$2.80; 4s, \$15.50.

Sliced Smoked Beef, glass, 1/2s, \$1.35; 1/2s, \$1.95; 1s, \$2.95.
Tongue, Ham and Veal Pate, 1/2s, \$1.50.

Ham and Veal, 1/2s, \$1.20.

Potted and Devilled Meats, tins — Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.

Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.45.

Ox Tongues, tins, 1/2s, \$3.00; 1s, \$5.50; 1/2s, \$8.25; 2s, \$10.75.

Ox Tongues, Glass, 1 1/2s, \$10.50; 2s, \$13.00.

Mincemeat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.

In Palls, 25 lbs., 12c lb.

In 50 lb. Tubs, 12c lb.

In 85 lb. Tubs, 11 1/2c.

In Glass, 1s, \$2.30.

Plum Pudding, 1s, \$2.30; 2s, \$3.

Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Palls, 17c.

Clark's Peanut Butter—Palls 24 lbs., 17c per lb.

Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.

Pork and Beans, Plain Talls, 1s, 80c; 2s, \$1.30; 3s, \$1.90; 6s, \$6; 12s, \$8.50; 3s, flat, \$1.70. Individuals, 65c doz.

Pork & Beans, Tomato Sc. Talls, 1s, 80c; 2s, \$1.30; 3s, \$1.90; 6s, \$6; 12s, \$8.50; 3s, flat, \$1.70; Individuals, 65c doz.

Pork and Beans, Chili, 1s, 80c; 2s, tall, \$1.30; 3s, flat, \$1.70; individuals, 65c doz.

Tomato Sauce, 1 1/2s, \$1.10; Chili Sauce, 1 1/2s, \$1.10; Plain Sauce, 1 1/2s, \$1.10.

Pork and Beans, 1 1/2. Chili Sauce, 95c doz.

Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.25.

Clark's Chateau Chicken Soup, \$1.10.

Clark's Chateau Concentrated Soups, 95c.

Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.

Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 2s, \$2.35 doz.

Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.

English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

PRICE LIST ON BOAR'S HEAD LARD COMPOUND TO RETAILERS.

Tierces 0 14 1/2
Palls \$2 93

This price list cancels all previous ones and is effective at once. Subject to change without notice.

All orders received must be shipped within a period of 20 days.

Advance over tierce basis for small packages:

3-lb. tins, 20 to the case, 1c over tierces; 5-lb. tins, 12 to the case, 1/2c over tierces; 10-lb. tins, 6 to the case, 3/4c over tierces; 20-lb. wood palls, 1/2c over tierces; 60-lb. tubs, 1/4c over tierces; half-barrels, 1/4c over tierces; 50-lb. tins, 1/4c over tierces; 20-lb. tins, 1/4c over tierces.

LAPORTE, MARTIN, LIMITED
Montreal. Agencies

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

VICHY LEMONADE

La Savoureuse, 50 btles, cs. 8 00

NATURAL MINERAL WATER

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

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 15

Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95

Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05

Club Soda, Trayders, cs., 6 doz., splits, doz. 0 95

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 35

Princess Blend, 50 and 30-lb. tins, lb. 0 35

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 25

Victoria, ch. 90 lbs., lb. 0 30

COFFEES

Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2

Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32

Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/2-lb. \$ 1 00

D. S. F., 1/2-lb. 2 90

D. S. F., 1-lb. 5 75

F. D., 1/2-lb. 0 90

Per jar
Durham, 4-lb. jar 0 95

Durham, 1-lb. jar 0 31

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90

List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

5c 10c
Round Oval lith. litho. dredge.

dredge. 2 1/2 oz. Per doz. Per doz.

Allspice \$0 45 \$0 90

Arrowroot, 4 oz. tins, 85c 0 45 0 90

Cayenne 0 45 0 90

Celery salt 0 45 0 90

Celery pepper 0 45 0 90

Cinnamon whole, 5c pkgs., window front, 45c 0 45 0 90

Cloves 0 45 0 90

Cloves, whole, 5c pkgs., window front, 45c 0 45 0 90

Curry powder 0 45 0 90

Ginger 0 45 0 90

Mace 1 25 0 90

Nutmegs 0 45 0 90

Nutmegs, whole, 5c pkgs., window front, 45c 0 45 0 90

Paprika 0 45 0 90

Pepper, black 0 45 0 90

Pepper, white 0 50 0 95

Pastry spice 0 45 0 90

Pickling spice, window front, 90c 0 45 0 90

Shipping weight per case 10 lbs. 15 lbs.

Dozens to case... 4 4

**FULL CARS EXTRA
FANCY ARKANSAS
ELBERTA
PEACHES**

In Bushel Baskets
and 6 Basket
Carriers. Fine
Quality, Prime
Condition.

**BIG
SELLERS**

**PRICES
REASONABLE**

The House of Quality

HUGH WALKER & SON

GUELPH, ONTARIO

Established 1871

**CALIFORNIA
PEACHES**

Straight carloads now
arriving from California

**Crawfords, Elbertas and
Clings, also Pears, Plums,
Grapes, Lemons, Oranges,
Limes, Tomatoes, Cucum-
bers and Melons.**

First Cars of Indiana Cantaloupes,
Very Sweet, in Baskets and
small and large Crates.

WHITE & CO., LIMITED

TORONTO

Wholesale Fruits

Branch at Hamilton

NEW JOY FOR THE PALATE

**MAPLEINE
FLAVORING**

THE outstanding qualities of Mapleine are
in its deliciousness and its universal use.
MAPLEINE is used for everything—in Icing,
Soft Drinks, Candies,
Cakes, etc.

YOUR CUSTOMERS
WILL BE PLEASED.

Order from:

Frederick E.
Robson & Co.

25 Front Street E.
Toronto, Ont.

Mason & Hickey

287 Stanley Street,
Winnipeg, Man.



CRESCENT MFG. COMPANY
SEATTLE, WASH.

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

Fruits

Bananas

Lemons

Oranges

and also

All Early

Vegetables

Lemon Bros.

OWEN SOUND, ONT.

Lemons

In Hot Weather,
Cold Weather,
High Prices or
Low Prices the
Lemons of **Real
Value** are packed
by Franc Traenzzu
under

“St. Nicholas”

“Queen City”

“Kicking”

J. J. McCabe

Agent
TORONTO

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

GROCCERS, ATTENTION

Plums will be the next to be shipped from the Niagara Peninsula.

Many plums will be put down this year, due to the shortage of other tender fruits. Insist on the kind with the Niagara Peninsula Grower's Map.



For further information write this paper.

BUY STAR BRAND

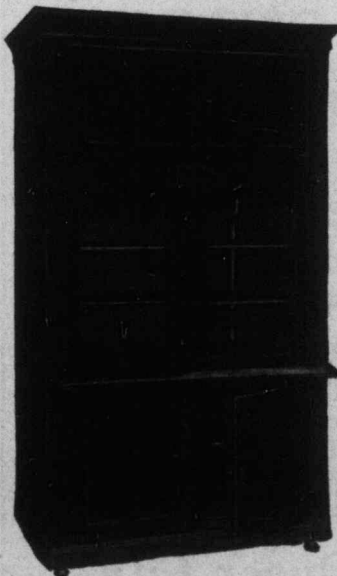
"Made in Canada"

Cotton Clothes Lines and Cotton Twine

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them



There's a Thirty years' service record behind the Eureka Refrigerator

Why trust your stock of perishable goods to anything less dependable than the popular **EUREKA**? Not only will it preserve your stock in perfect security, but its construction allows for better display, which means quicker sales and increased profits.

Our Catalogue explains all about the Eureka in detail. Drop a card for it to-day and you will secure valuable information that will make you sales and put money into your cash column, besides the satisfaction you receive.

Ask also for list of satisfied users all over the world. Sit down now and mail us that card while you think of it.

REPRESENTATIVES: — James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Louergan, Charlottetown, P.E.I.; W. McAlister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.

EUREKA REFRIGERATOR CO., LTD.

27-31 Brock Ave. 54-56 Noble St. 21-33 Earnbridge St. TORONTO, ONT.

INDEX TO ADVERTISERS

A		L	
Acadia Sugar Refining Co.	4	Lambe & Co., W. G. A.	12
B		Laporte, Martin, Limitee ...	47
Baker, Walter, & Co., Ltd. ...	41	Leacock & Co.	35
Balfour-Smye & Co.	10	Lemon Bros.	45
Battle Creek Toasted Corn		Lightcar, O. F.	12
Flake Co.	1	M	
Betts & Co.	Inside back cover	MacKenzie & Morris ...	12
Borden Milk Co.	3	Maclure & Langley ...	12
Bowman & Co., Geo.	41	MacNab, T. A., & Co.	12
Bowser Co., S. F.	8	Magor, Son & Co.	14
Bradstreets ...	12	Malcolm Condensing Co.	13
C		Mann, Laurie Co. ...	12
California Associated Raisin		Mathieu Co., J. L.	44
Co.	40	McCabe, J. J.	45
California Fruit Cannerns Assn.	39	McVitie & Price, Ltd. ...	48
Canadian Cereal & Flour		Millman, W. H., Sons ...	12
Mills Co.	31	Minto Bros.	11
Can. National Exhibition ...	2	Moore, J. D.	10
Canadian Salt Co.	48	N	
Cane, Wm., & Sons Co., Ltd. ...	9	National Licorice Co. ...	48
Chase & Sanborn ...		Niagara Peninsula Publicity	
		Association ...	46
Inside front cover		O	
Church & Dwight ...	48	Oakey & Sons, John ...	41
Clark, Ltd., W.	7	P	
Cochran, J. N.	12	Patrick & Co., W. G.	12
Codville Co.	36	Pennock, H. P., Co., Ltd. ...	12
Concord Canning Co.	38	Perry Co., The H. L.	12
Condensed Ad. Page ...	41	R	
Connors Bros.	36	Red Rose Tea Co.	13
Crescent Mfg. Co.	45	Rock City Tobacco Co.	39
D		S	
Dept. of Finance ...	34	Smith & Son, E. D.	6
Dominion Cannerns ...	5	Smith & Proctor ...	10
E		Spratts ...	8
Eckardt, H. P., & Co.	43	St. Lawrence Sugar Refineries	
Estabrooks Co., Ltd., T. H. ...	13	Front cover	
Eureka Refrigerator Co.	46	Stanway, Geo.	12
F		Star Egg Carrier & Tray Mfg.	
Fairbanks Co., N. K.		Co.	12
		Stevens-Hepner Co., Ltd. ...	9
Inside back cover		Strang Bros.	42
Fearman, F. W., & Co.	38	T	
Fleming, R. G.	41	Tippet, A. P., & Co.	2
Freeman Co., W. A.	13	Toronto Salt Works ...	41
Furnivall-New .	Inside front cover	Toronto Butchers' Supply Co.,	
G		Ltd.	41
Guelph Soap Co.	8	Trent Mfg. Co.	41
H		V	
Hamilton Cotton Co.	46	Varty, W. Geo.	12
Hargreaves (Canada), Ltd. ...	9	W	
Hillock, John, & Co.	10	Wagstaffes, Limited ...	37
Hobart Mfg. Co.	44	Walker, Hugh, & Son ...	45
Hygienic Products Co.	9	Watson & Truesdale ...	12
I		Webb, Harry ...	12
Imperial Extract Co.	11	Webster & Co., W. R.	14
Imperial Rice Milling Co. ...	40	Wetthey's, J. H.	42
J		White & Co.	45
Jenkins & Hardy ...	41	White, Fred, J.	12
K		Whittemore Bros., Corp. ...	4
Kellogg, W. K., Cereal Co. ...		Woodruff & Edwards ...	37
		Woods & Co., Walter ...	8
Outside back cover			



From the War Zone



We have just received from Vichy, France, a fresh supply of that ever-pleasing and thirst-quenching drink—

“LA SAVOUREUSE” Vichy Lemonade

In cases of 50 cork quarts and 100 crown pints.

Besides being a cooling drink, it is also a very healthful beverage—Vichy water, pure lemon juice and pure cane sugar being its only ingredients.

Send for your supply to-day!

If you do not already know this aristocrat of imported drinks, write us for a sample pint bottle.

You will then realize that you have not yet offered the best summer beverage to your better trade.



Laporte, Martin, Limitée

Sole Distributors

584 St. Paul Street West

MONTREAL





You'll sell more Cow Brand Baking Soda than any other because:

For over seventy years it has been the good housewife's favorite, giving her a satisfactory service not equalled by any other brand on the market.

Church and Dwight
LIMITED
Manufacturers
MONTREAL



The Reliable Salt

The Salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

Windsor Table Salt
THE CANADIAN SALT CO. LIMITED

Y & S STICK LICORICE

48 5c. Packages to Box



The old-fashioned remedy
for Coughs and Colds

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL

McVitie and Price's Biscuits

Shipment covering the following varieties now due.

Abernethy.	Pe tit Beurre.
Academy Creams.	Puff Creams.
Belgium.	Queen's Shorties.
Boudoir.	Royal Scot.
Breakfast.	Shortcake.
Bunty Creams.	Tea Rusks.
Butterette.	“ Rich.
Butter Puffs.	Choc. Jura.
College Creams.	OATCAKES.
Cream Crackers.	Sandwich Creams.
Creamy Chocolate.	Universal Asstd.
Cracknels, Puff.	SHORTBREAD, Asstd.
DIGESTIVE.	Selected Rich. Spl. Tins.
Dinner.	Tea, Assorted, “ “
Groto.	and Wafers.
Lincoln Creams,	and Twenty other kinds.

Order for prompt delivery ex Stock Montreal.

McVitie & Price of Canada
LIMITED
MONTREAL, P.Q.



POPULARITY OF GOLD DUST means easy sales for you

An enormous demand has been created for Gold Dust because it is a meritorious product, reducing housework to a minimum, and every user is a booster.

You have daily calls for Gold Dust because it is used constantly in the home.

The advertising on Gold Dust runs steadily and constantly throughout the year, making new customers for you.

The popularity of Gold Dust means more sales and profits to you if you display it in your store. Have you an ample supply on hand?

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

"Let the GOLD DUST TWINS do your work."

LARGEST MAKERS IN THE WORLD

Tin Foil—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

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

K
R
U
M
B
L
E
S



New Factory, Toronto, Canada

Copyright Canada, 1916

To the Wholesale Trade

The happiest mortal in the world is the Child eating something that tastes mighty good right down to the last wee bit.

KRUMBLES, for that reason, has become an everyday necessity that you can urge your customers to stock.

KRUMBLES is put up in WAXTITE packages, which ensures it reaching the table of the housewife in the perfect condition it leaves our ovens. The weather or surrounding conditions have no effect on it.

KRUMBLES is prepared from the finest of hard wheat—the whole of the wheat — cooked. “krumbled” and delicately toasted—an exclusive method that brings out a richness and sweetness never before known in the history of wheat — the real **KELLOGG** flavor. There is nothing else just like it —the ideal, ready-to-eat food. crisp and tasty, satisfying and nourishing!

KRUMBLES is a sure repeater.

Look for the signature on every package. **KRUMBLES** — sealed **WAXTITE**—retails at

10c

W. K. KELLOGG CEREAL CO., Toronto

W. K. Kellogg



K
R
U
M
B
L
E
S