

**PAGES
MISSING**

FEATURING WAR'S EFFECT ON GROCERY MARKETS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVIII

PUBLICATION OFFICE: TORONTO, AUGUST 7, 1914.

No. 32

Fruit preserved with St. Lawrence Sugar has superior keeping qualities

Do you know that the manufacturers of Jams and Preserves in Niagara Peninsula, the Fruit Garden of Canada, who put down tons and tons of fruit each year, use



100% *St. Lawrence* 100%
PURE Sugar PURE
(PURE CANE)

To use inferior quality of sugar would mean loss of the year's output.

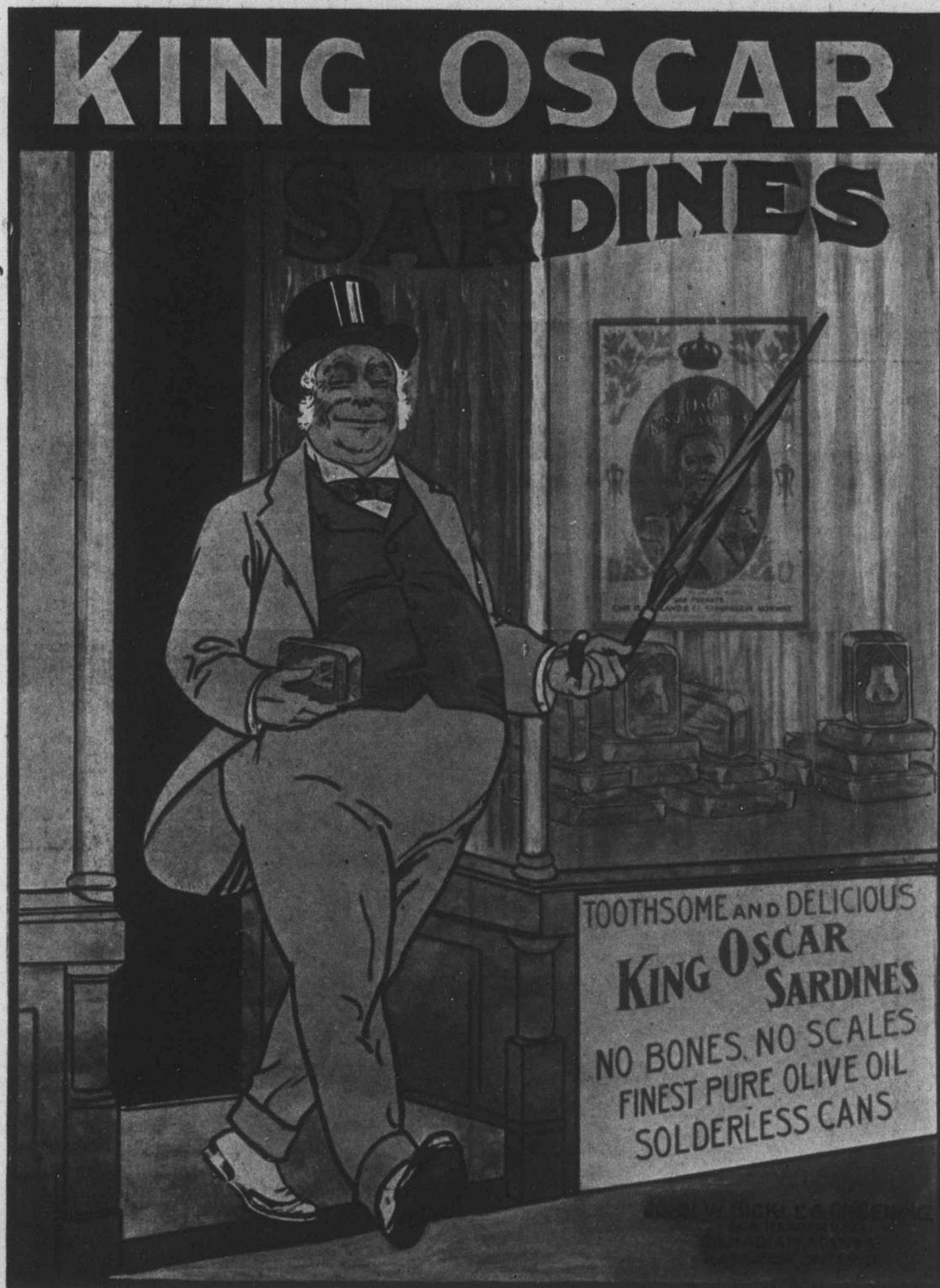
"St. Lawrence" has been put to the test and it has made good. Your customers, the housewives who do their own preserving, will want just such a sugar. Sell St. Lawrence and ensure satisfaction.

You can get St. Lawrence in either fine, medium or coarse grain—it's best to carry the assortment. Look for the colored tags on the bags—Red for fine, Blue for medium, and Green for coarse.

Order your supply now—the preserving season is in full swing.



CANADIAN GROCER



This is for you--- Get recipe books FREE

The above is a reproduction of a large colored bill-board poster that is being extensively displayed in each of sixty towns and cities in Canada. Added to this, we are running convincing selling talks on King Oscar Sardines in leading Canadian Magazines and Women's Periodicals. This advertising is creating sales and profits. It will pay you to link up with a good window or counter display. Let us send you a supply of recipe books for your customers. **Write now.**

Canadian Agent: **J. W. Bickle & Greening (J. A. Henderson) Hamilton, Ont.**

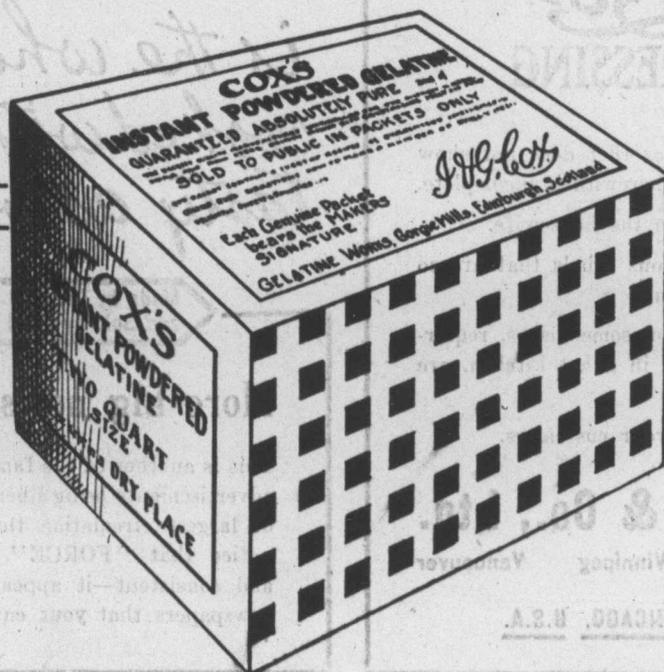
COX'S

the instant powdered gelatine made famous by its
PURITY

COX'S GELATINE is the standard the world over. It commands an exceptionally large sale throughout Canada the year round; especially is it a big seller during the summer season.

COX'S makes the most delicious, instant jelly without any labor or fuss.

Suggest **COX'S** to your housewife patrons and solve the dessert problem for them.





YACHT CLUB
SALAD DRESSING

A display of fresh vegetables that does not show Yacht Club Salad Dressing therewith is incomplete. It's a welcome suggestion to the housewife.

It brings to mind the delicious salads that are so easy prepared with Yacht Club.

Fine flavored, satisfying, wholesome dishes, requiring little time and no labor in a hot kitchen, are growing in favor every day.

Recommend Yacht Club to your customers.

W. G. Patrick & Co., Ltd.
Montreal Toronto Winnipeg Vancouver

TILDESLEY & CO., CHICAGO, U.S.A.



Eating bread isn't the same thing as eating wheat because white flour does not contain all the wheat.

Now, whole wheat builds bone, muscle and nerve —

"FORCE"
TOASTED
WHEAT
FLAKES

is the whole wheat cooked with malt — its tasty as well as good

Made by The H-O Company, Hamilton, and Sold by good Grocers everywhere

More big newspaper publicity

This is another of the family of striking "FORCE" advertisements being liberally inserted in the papers of largest circulation throughout Canada. Please notice that "FORCE" advertising is persistent and consistent—it appears all year round in the newspapers that your customers read.

Customers say

"That's It"

when they see a display or if you show them a jar of E. D. S. Jam or Jelly.

The customers know the popular trade-mark because they have seen it advertised. Thus it is easy to make the first sale of E. D. S. fruit products.

The quality and pure fruit deliciousness brings them back for more. Stock today.



Made only by

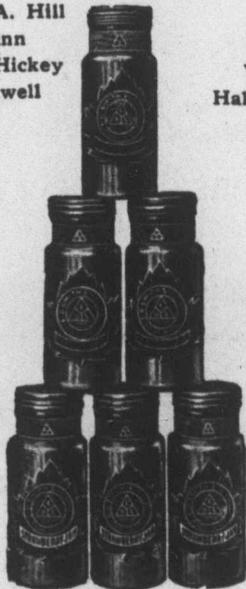
E. D. Smith & Son
Limited

Winona, Ontario

AGENTS:

Newton[®]A. Hill
W. H. Dunn
Mason & Hickey
R. B. Colwell
J. Gibbs

Toronto
Montreal
Winnipeg
Halifax, N.S.
Hamilton



Pure and Natural

Borden's St. Charles Evaporated Milk is a Steady, Satisfactory Seller at all seasons

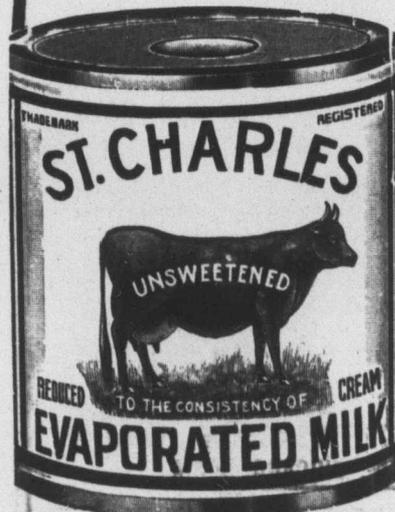
Borden's Evaporated Milks in either "St. Charles," "Peerless," or "Jersey" Brands, will please your customers by their natural milk flavor and rich, smooth creaminess. Only the highest grade pure milk is used in the making. The Borden process removes nothing from the milk except water and positively nothing is added. Borden Evaporated Milk is used for just as many purposes as raw milk, and you can be sure of a large and steady sale. Our sterilizing process insures its keeping qualities. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



FURUYA & NISHIMURA

SEE OUR SAMPLES OF JAPAN TEAS

RENNIES SEEDS

**PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT**

TORONTO - MONTREAL
WINNIPEG - VANCOUVER.

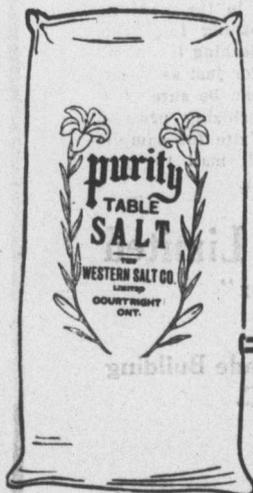
**A store convenience — costs
little — gives big service**



THE MCGREGOR PAPER BAG HOLDER.

Holds every size bag from ¼ to 10 lbs. Always ready. Saves time, space and waste of bags. Supply of bags is laid in the top; one by one is secured as required. The most practical bag holder made. You cannot afford to be without one. Write for Prices and detailed particulars.

For sale by all first-class jobbers or
The O. P. McGregor Paper Co., Limited
411 Spadina Ave., Toronto



SALT, SALT, SALT,

All SALT and nothing but SALT

—positively not adulterated in any way. The best brine is pumped from our salt wells, after which it is evaporated and dried by the most up-to-the-minute processes, ensuring for your patrons fine, dry, even crystals. Purity Salt is the salt for all household purposes. Purity Salt should be handled by all quality dealers.

The WESTERN SALT CO., Limited

Courtright, Ontario

Continental Grocery Bags

Let the fame of the name be your guide in buying.

REPUTATION is not always "a bubble"—sometimes it is a very beneficial thing—As witness the reputation (DOMINION WIDE), of the

Continental Grocery Bags

Here are bags whose PRESENT PERFECTION is the cumulative result of constant effort and perfect methods in manufacture. Let this well-won fame decide your choice of Bags, and you will "close the avenue of future regrets."

The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO
Agencies throughout Canada

Don't Buy "An Electric Coffee Mill"
Buy a **COLES GUARANTEED ELECTRIC MILL**



There's a tremendous difference — as great as there is between an unsigned check and a signed one.

When the name **COLES** is on your mill you're certain it's "right."

Have you a copy of Catalogue 913C?

26 models of electric machines. Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St.

PHILA., PA.

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

OCEAN BLUE

is stronger than ordinary kinds, better to use and much more economical. It produces the correct effect in the shortest time, and with the least labour, upon Linens, Laces, etc.

Keep good stocks handy; it means more of the trade worth having.

Order from your Wholesaler.

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

Western Agents:
For Man., Sask. & Alta.
Nicholson & Bain
Winnipeg,
Regina, Saskatoon,
Calgary and Edmonton. For B.C. and Yukon: Donkin, Creden & Avery, 117, Arcade Buildings Vancouver, B.C.



"Cow Brand" success is never doubted



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

CHURCH and DWIGHT

Manufacturers
MONTREAL

Limited

CAN-O-WAX

a household necessity

A pure refined paraffine wax, sweet and clean. A very profitable seller during the preserving season.

Can-O-Wax makes an absolutely air-tight seal for Jelly, Canned Fruits, Catsups, Sauces, etc., in jars, bottles or glasses. The long, round sticks insure convenience and economy.

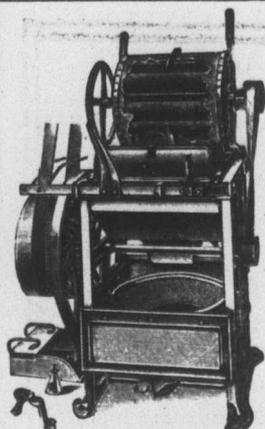
For laundry use it is indispensable, makes clothes white (no bleaching), will not injure the finest fabric. Costs little, saves much.

Let us send you a sample tin. Sold through the wholesale trade.



CANADIAN OIL COMPANIES, Ltd.

Toronto, Ont.; Winnipeg, Man.;
Montreal, Que.; St. John, N.B.;
Halifax, N. S.; Regina, Sask.;
Calgary, Alta.; Nelson, B.C.



Complete Equipment for Modern Grocery and Allied Trades

As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2 oz. to 1000 lbs. Capacity).
 MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.
 COMPLETE RANGE OF HIGH-CLASS GRINDING MILLS.
 THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention C. G. Dept.

GROCCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET

SWAN STREET

LONDON, S. E.



THE TEST OF TIME

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers.

What more could you ask? Have you tried it yet?



Place your order now, so as to avoid delay, as we are away behind on our orders. Selling agents for Canada are—

D. J. McLeod & Co., Edmonton, Alberta; Orr & MacLain, Winnipeg; E. B. Thompson, Toronto, for Western Ontario; G. C. Warren, Regina, Sask.

BUY STARBRAND

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

A "Worth-while" Selling Proposition

Just let us send you a free sample and prices of our

"SULTANA" BRAND Chocolate Turkish Delight

A very delicious and wholesome confection, enjoyed alike by old and young. A quick, profitable seller. A trial will convince. A card will bring particulars and sample. Write now.

Oriental Produce Co., Montreal



Jobbers

Can build up a nice trade with our Cigars, because prices are attractive, and our "special territory" plan secures you profits growing yearly.

CONNECT WITH US TO-DAY.

THE 7-20-4 CIGAR

is a dandy, an enjoyable smoke, and economical at that.

Jobbers, Write To-day

Have a Smoke at Our Expense

Sherbrooke Cigar Co., Limited
SHERBROOKE, P.Q.

7
-
20
-
4

7
-
20
-
4

BEST INCORRODIBLE

TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works: Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London; Code A.B.C., 5th Edition

AGENTS: TORONTO, C. H. Anderson, 50 Front Street East
 HALIFAX, Curren, Hart & Co., 45 Bedford Row
 ST. JOHN, N.B., S. Norman Sancton



Make a larger margin of profit on your Canned Peas

To encourage the consumption of the finer grades of Peas, Dominion Canners have adopted, for the present, the policy of charging only a nominal amount extra for the finer grades.

For instance, their "Early June Peas" only cost you 2½¢ a dozen more than their "Standards"; their "Sweet Wrinkle Peas" only cost you 2½¢ a dozen more than their "Early Junes."

Without any difficulty whatever you can get at least 1¢ a can more for these finer grades of Peas.

You see at once how your margin of profit is greatly enhanced by pushing the sale of the finer grades.

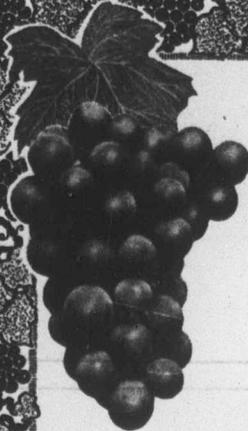
Dominion Canners' Peas are vastly superior to foreign canned Peas, as most of these are artificially colored with a chemical which destroys the true flavor of the Pea, and is considered injurious to the human system.

Government Regulations now insist that canned Peas artificially colored, must have that fact stated on the label.

Dominion Canners' Peas retain their full, natural flavor, as they are picked and canned on the same day. The Peas are usually canned within a few hours after picking.

Canned Peas are cheaper to the householder than Fresh Peas. It takes about four quarts of Peas in the pod to fill a No. 2 can. Don't fail to point this fact out to your customer.

Dominion Canners, Limited
HAMILTON



The New Welch Plant at St. Catharines, Ont., Is Rapidly Being Erected

October will see our new plant at St. Catharines finished, with its powerful presses, bottling machinery and storage cellars in readiness to handle the choicest of the Concord grapes grown in that splendid fruit section. This has become necessary through the rapidly increasing demand in the Dominion for

Welch's

Grape Juice

The dealer who is unfamiliar with the profit-making and the trade-creating possibilities of Welch's should write us now for full information.

The unfailing purity, uniform high quality, delicious flavor and rich aroma of Welch's are secured by the exact Welch process of selecting only the choicest Concord grapes, pressing, sterilizing and hermetically sealing their juice at the time of their highest perfection.

Write us for our dealer's helps, store advertising material, etc.

The Welch Grape Juice Company
WESTFIELD, N.Y.



"SHELL" BRAND Castile Soap

("LA COQUILLE")



The Standard of Purity

A Pure Oil Soap

Has the largest sale of any
Castile Soap in the Dominion

For sale by all wholesale houses

THIS SOAP IS ESPECIALLY MANUFACTURED BY
Messrs. COURET FRERES, MARSEILLES,
FRANCE

For Messrs. ESTRINE & CO.

P. L. MASON & CO., Toronto, General Agents

BENGER'S Food

Copyright Design.

**For INFANTS,
INVALIDS and the AGED.**

GOLD MEDAL AWARDED

Health Exhibition, London,
Adelaide and Melbourne.

The "LANCET"
describes it as:
"Mr. Benger's admirable
preparation."

The
"BRITISH MEDICAL
JOURNAL" says:
"Benger's Food has by its
excellence established a
reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations
may be obtained through all Wholesale
Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, ——— MANCHESTER, Eng.

"SOVEREIGN" SALMON

FINEST BRITISH COLUMBIA

SOCKEYE



QUALITY
IS OUR FIRST
CONSIDERATION

PACKED BY
THE ANGLO BRITISH COLUMBIA PACKING CO. LTD.
VANCOUVER, B. C.]

**Finest
Quality**

Whittemore's Shoe Polishes

**Largest
Variety**

THE OLDEST AND LARGEST MANUFACTURERS OF DRESSINGS IN THE WORLD



"GILT EDGE"

The only black dressing
for ladies' and children's
shoes that positively con-
tains OIL. Softens and
preserves. Imparts a beau-
tiful black lustre. LARGEST
QUANTITY, FINEST
QUALITY. Its use saves
time, labor and brushes, as
it shines without brushing.

Sponge in every bottle, so
Always Ready for Use.
Also for gents' kid,
kangaroo, etc.

25c size.



"ROYAL GLOSS"

For Ladies' and
Children's Black Shoes

Restores the color
and lustre to all faded
or worn black shoes,
softens and preserves
the leather. Apply with
sponge attached to
cork.

Always Ready for Use.
Shines Without
Brushing.

10c size.

IF YOU HAVE NEVER SOLD

shoe polishes you should
at least give them a
trial. You will make no
mistake in doing this
because it is the almost
universal experience of
grocers and general
merchants that they sell
readily and quickly. A
counter display alone
will sell large quan-
tities.

**ASK YOUR JOBBER'S
SALESMAN ABOUT THIS**

DIRTY CANVAS SHOES

Made perfectly
clean and white by
using Whittemore's
"QUICK-WHITE"
Compound. In liquid
form so it can be
quickly and easily
applied. A sponge
in every package, so
always ready for use.
10 and 25c sizes.



"DANDY" Russet

Combination

Liquid for cleaning
and paste for polish-
ing all kinds of rus-
set, tan or yellow-
colored boots and
shoes. Cover remov-
er attached to each
box.

10 and 25c sizes.

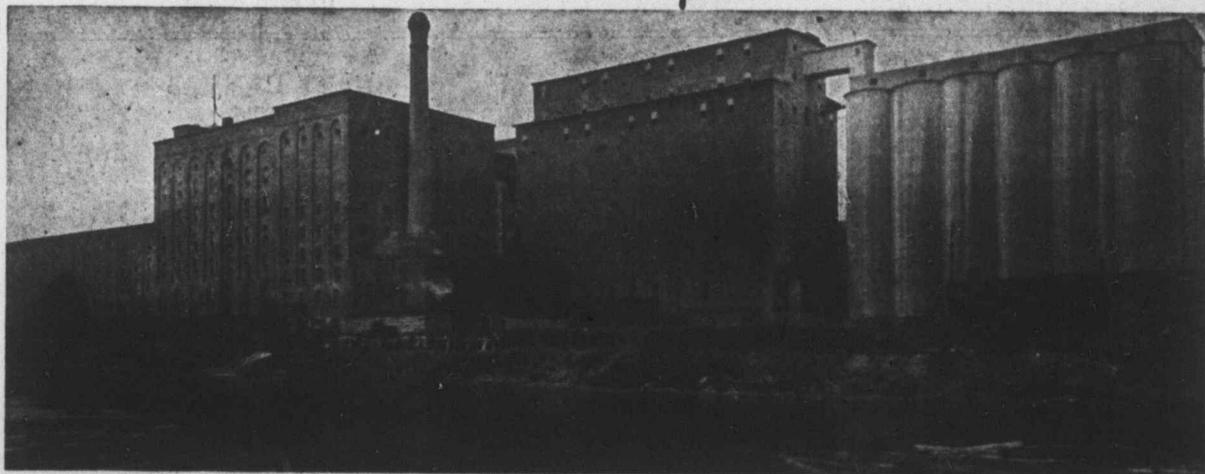
Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

Will be found the best for luncheon or dinner and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. **THEY ARE ABSOLUTELY NON-INTOXICATING.** Good for all the year round.

KOPS BREWERIES, London, S.W., England



Quaker Flour is made in mills large enough to assure the best equipment—yet not so large that your order does not receive personal service.

Your own experience, Mr. Merchant, tells you that this is a big advantage. And Quaker Flour will satisfy you because the quality will satisfy your trade.

Total Flour Capacity 5,000 Barrels Per Day
Sold the World Over

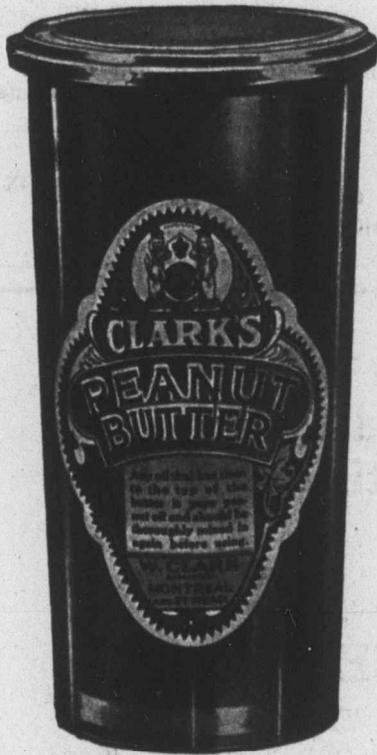
Made by the Manufacturers of
Quaker Oats, Puffed Wheat, Puffed Rice, Etc.

The Quaker Oats Company

Peterborough, Ont., and Saskatoon, Sask. (625)

CLARK'S Peanut Butter

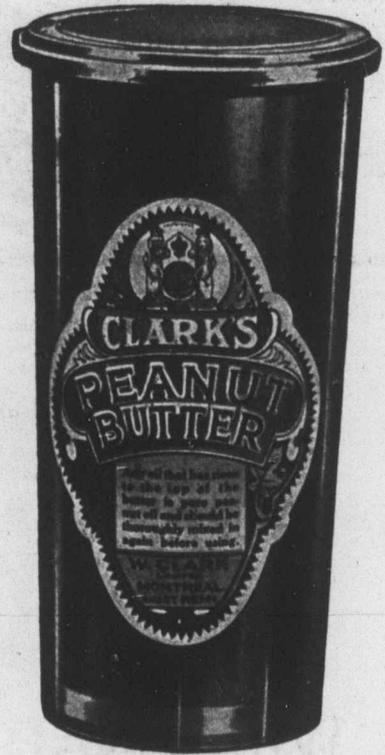
Sizes, $\frac{1}{4}$, $\frac{1}{2}$, and 1 and in 24 lb. Pails.



Guaranteed to contain only the finest grade peanuts and salt roasted and ground to perfection.

Has no superior on the market and is a

SPLENDID SELLER



ORDER NOW.

The Best Goods Bring You The Best Trade.

W. CLARK, LIMITED, MONTREAL

Tartan BRAND

THE SIGN OF PURITY

BALFOUR, SMYE & CO., Wholesale Grocers **HAMILTON**

Phones—462, 3595, 3596, 3597, 3598, 748. Phone at our expense.

We thank you in anticipation for Mail, Telephone and Telegraph orders sent us during Travellers' Holidays—First to fifteenth August, nineteen fourteen.

BLACK JACK

**QUICK
CLEAN
HANDY**



TRY IT

**SOLD BY
ALL
JOBBER**

**½-lb. tin—
3 doz. in case**

VIG-NOL

The greatest help
to women on
wash-day.

Washes clothes
without rubbing.



Your customers will want Vig-Nol when they know what it will do. Write for Special Introduction Offer.

**H. NAGLE & COMPANY, P. O. BOX
2024
MONTREAL, QUE.**



**With SNAP all
hands can be clean**

Snap, the original hand cleaner, easily removes all kinds of grease and dirt from the hands without the slightest injury to the skin—soothes and refreshes. It will pay you to put lots of Snap into your business. A good profit is assured and a big demand is immediately created. Everybody needs it. Get Snap going in your locality. It pays.

**SNAP COMPANY, Limited
MONTREAL**

**These Tobaccos are
backed by extensive
advertising**

They make for quick and easy selling — the customers come in ready to buy.

"ROSE QUESNEL"

Smoking Tobacco — A really good Canadian Smoking Tobacco. Sweet — Fragrant—Pure.

"KING GEORGE"

Navy Plug Chewing Tobacco — In a class by itself. Delicious and non-irritating.

**Rock City Tobacco
Co., Limited
QUEBEC**

SYMINGTON'S COFFEE ESSENCE

is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents: **HUGH LAMBE & CO., TORONTO**
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

Diamond Cleanser

Has no equal as a cleaner.
Perfectly odorless.
Harmless to hands.

COSTS \$3.00 PER CASE
four doz. cans to case

SELLS at 3 for 25c
or 10c a can

giving the grocer a good profit. Five case lots cost \$2.35 a case.
Handled by all jobbers.

Manufactured by
Stephens, Welch & Co.

7 Ossington Av., Toronto



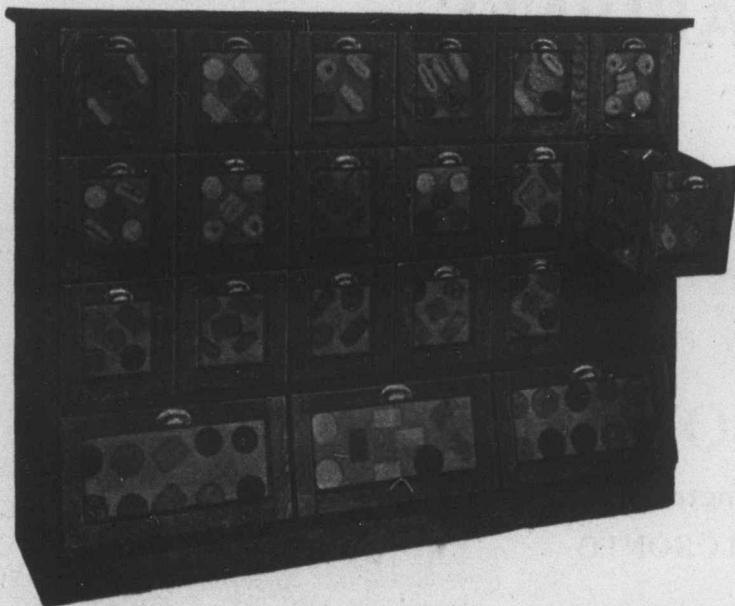
Standard Biscuit Case

In Sectional Lengths

makes provision for not only your tins, but also large wooden cake boxes which you find difficult to place and show contents to advantage.

This case shown is 6' long and 54" high, having 3 large patent roller bins in base, with bevel front to display cakes or contents of large cake boxes, and above this glass display oak front slides, fitted with rollers to insure easy running, show your stock of cakes in tins. Every large bin in base adds two feet to length of case.

Stock lengths are 6', 8' and 10', but may be made to order in any length and also fitted with shelving to match regular fixtures. Made in oak to match your fixtures and sell your cakes.



Walker Bin & Store Fixture Co.,

LIMITED

Berlin,

Ontario

Representatives:

Manitoba:—Watson & Truesdale, Winnipeg, Man.

Sask., Alta., and Eastern B.C.:—North-West Specialty Co., 226, 3rd Ave., Saskatoon; 111 Howard Ave., Edmonton; 110 Eastman Chambers, Regina.

Vancouver, B.C.:—R. J. Borland, 1105 Pacific Street.

Montreal:—W. S. Silcock, 33 St. Nicholas St.

Maritime Provinces:—E. R. Rankine, 46 Adelaide St., St. John, N.B.

S. Whittaker, Son & Purdy, Limited

MANCHESTER, ENGLAND

New Season's Whole Fruit Strawberry

New Season's Whole Fruit Raspberry

New Season's Black Currant

Quality unsurpassed. Competitive prices

ORANGE JELLY MARMALADE

Brilliant in Colour

Delicious in Flavour

A big seller wherever introduced

Please call on or write to the Sole Agents in Canada,

DAVIDSON-BOWLES, Limited

86 Wellington Street West

TORONTO

The OVERSEA EXPORT CO., Limited

CHRISTIANIA, NORWAY

NORWEGIAN SARDINES

IN PURE OLIVE OIL

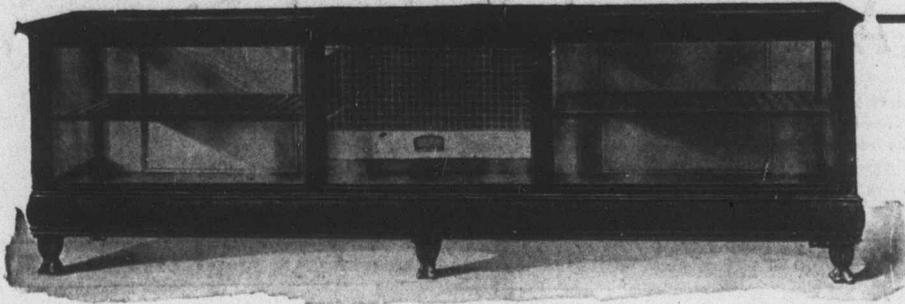
We can offer you the finest quality at the lowest price

Write to or call on the Sole Agents in Canada,

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West

TORONTO



Maximum of Efficiency at a Minimum of Cost is only one of the features of the

ARCTIC

SILENT SALESMAN

This case is built to preserve perishable goods while on display, and it does it well, giving the maximum amount of cold circulating air with the greatest possible economy in ice consumption. It is not only cool, but it looks cool, for the ice is in full view in the neat non-corrosive metal cage and pan.

This is the most attractive fixture any live grocer can have in his store; can be used as a counter as well as a display case, and soon pays for itself in extra sales and by eliminating waste from spoilage. Write for fuller particulars re case No. 984. Made in 6, 8 and 10 ft. lengths.

Catalog on request.

Agents: Western Ontario—J. H. Galloway & Co., Hamilton.

John Hillock & Co., Limited

Agents: Saskatchewan—Western Butchers' Supply Co., Regina, Sask.

TORONTO, ONT.

JOHN BURGESS & SON, LIMITED

Sauce and Pickle Manufacturers
LONDON, ENGLAND

The firm was established in 1760 and for over 150 years has been manufacturing goods which have stood and still stand

PRE-EMINENT IN QUALITY.

TRY M.M. PICKLE

A Sure Seller

THERE MAY BE GOODS AT LESS PRICES, BUT THERE ARE NONE OF EQUAL VALUE.

Write to or call on the Sole Agents in Canada

DAVIDSON-BOWLES, LIMITED

86 Wellington Street West,

TORONTO

Manufacturers' Agents and Brokers' Directory

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

ONTARIO.

Established 1859.
GEO. STANWAY & CO.
 TORONTO
 Ontario representatives for D. S. Parthenopulo, Patras, Currants. J. H. Todd & Sons, Victoria, B.C., Salmon, brands: "Horseshoe," "Tiger" and "Sunflower."

CHARLES H. COLE
 Agent for McVitie & Price, Jas. Pascall, T. W. Beach, Johnston-Baird Co., etc.
 New Address:
 33 Front Street East - Toronto
 Montreal Office: 501 Reade Bldg.

MORROW & COMPANY
 CEREALS
 TORONTO, CANADA.
 Rolled Oats, Oatmeal, Rolled Wheat, Split Peas, Pot and Pearl Barley, Graham Flour, Buckwheat Flour, Potato Flour, Wheatlets, Cornmeal, Lentils, Beans and Peas, Domestic and Imported; Sal Soda, etc., etc. Write for prices and samples, carloads and less.

"Canned Foods Ltd."
W. H. Millman & Sons
 General Sales Agents for Canada

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

AGENCIES SOLICITED
 Excellent connection with Grocers, Druggists and Confectioners—wholesale and retail.
M. D. BEARD
 50 Front St. East TORONTO

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

ONTARIO (Continued)

HENRI DE LEEUW
 28 Front Street E. TORONTO
RICE, COFFEE, DRIED FRUITS, SEEDS, CANNED and FRESH FISH, CHEESE; EDAM, STILTON, ROQUEFORT; CONFECTIONERY, ETC.

You can talk across the Continent for two cents per word with a want ad. in this paper.

WESTERN PROVINCES.

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

G. C. WARREN, REGINA, SASK.
 Importer, Wholesale Broker and Manufacturers' Agent.
 Trade Established, 15 years. Domestic and Foreign Agencies Solicited. Warehouse: 1313 Garnet St.

LEADLAY LIMITED
 Grocery Brokers and Importers
 WINNIPEG TORONTO CALGARY
 332 Bannatyne 309 King St. W. 510 Ninth Ave. W.

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

Hamblin & Breton
 LIMITED
 Importers and Manufacturers' Agents. Winnipeg, Calgary, Vancouver.
 We call on the Jobbing and Retail Trade.

WESTERN PROVINCES—Continued.

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

COCKBURN-NOLAN CO.
 Limited
 Importers, Brokers and Commission Merchants
 Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.
 312-314 Ross Avenue WINNIPEG

H. G. SPURGEON
 WINNIPEG
 Wholesale Broker and Manufacturers' Agent
 Canadian, British and Foreign Agencies Solicited.
 230 Chambers of Commerce. P.O. Box 1312.

FRANK H. WILEY
 Wholesale Commission Merchant and Grocery Broker
 757-759 Henry Ave., WINNIPEG

Ruttan, Alderson & Lound, Ltd.
 Successors to RUTTAN & CHIFMAN
 Commission Brokers
 WINNIPEG. MAN.

BRITISH COLUMBIA.

The Campbell Brokerage Co.
 Manufacturers' Agents and Commission Brokers.
 We have our own warehouse and truckage. Shipments stored and distributed. Can give special attention to a few good agencies.
 857 Beatty Street, Vancouver, B.C.

O'Loane, Kiely & Co., Ltd.
 Wholesale Grocery Brokers and Commission Merchants. Canned Goods, Dried Fruits, Cereals and Grocers' Sundries, Buyers' and Sellers Representatives and General Agents. Inspectors and Shippers of Canned Salmon. Truckage, common and cold storage warehouse facilities.
RELIABLE ACCOUNTS SOLICITED.
 References: Bank of Montreal, Bradstreet and Dun. VANCOUVER, B.C.

NEWFOUNDLAND.

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

CANADIAN GROCER

QUEBEC.

SPLENDID CONNECTION

Amongst the Jobbers and Retailers
I am open for a few more agencies,
and can handle them to advantage.
Have You a Line of Candy Gross
Goods?

CLAUDE BEAUCHAMP

223 Commissioners St., Montreal.

NEW BRUNSWICK.

E. H. BOWMAN

Manufacturers' Agent

P.O. Box 241,

55 Dock St. - - St. John, N.B.

Covers New Brunswick completely, call-
ing on Retail and Wholesale trade
throughout the whole province.

WOMEN KNOW

The exquisite flavor and
uses of

MAPLEINE

Can you supply them?

ORDER FROM
Frederick E. Robson &
Co., 25 Front St. E.,
Toronto, Ont., Canada,

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

CRESCENT MFG. CO.
SEATTLE, WASH.



Every Merchant who handles—

Mathieu's Nervine Powders



knows that they sell themselves.
So effective are they in all cases
of headaches that when once
tried they are immediately re-
commended. Every merchant can
with perfect safety recommend
Mathieu's Nervine Powders as a
perfectly safe and harmless reme-
dy in all cases of headaches. Any
merchant may try Mathieu's Ner-
vine Powders at our expense, as
per coupon attached. *Mathieu's*

Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Ner-
vine Powders to the following address:—

Name
With (Name of firm)
Street
City or townProv.....



**STUHR'S
CAVIARE
FILLETED ANCHOVIES**

(In Brine).

ANCHOVY PASTE

(In Tubes).

Sold by all High-Class Provision Dealers.

C. F. STUHR & CO., Hamburg.

Don't Miss Seeing the
Classified Opportunities

on page 61



Oakey's

The original and only
Genuine Preparation
for cleaning Cutlery
6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers

Emery, Black Lead Emery Glass
and Flint Cloths and Papers, etc.

Wellington Mills, London, England

WE WANT AGENCIES

EVAPORATED APPLES, CANNED GOODS, PEAS, BEANS, FRUITS,
VEGETABLES, Etc.

Cash advances made on consignments from reliable shippers

WM. C. CHRISTMAS & CO., - MONTREAL

Best references from the trade, banks and shippers

"The Truth"

Selling you goods merely labeled "Pure," or simply claiming them to be up to Government standards, *does not protect you.*

The third section to the adulteration act provides a warranty for your security when your goods are inspected.

White Swan Brand of goods are not only absolutely pure and above Government standards, but every package is guaranteed and sealed with the Government warranty. This is absolutely the only form of warranty recognized by the Government.

If the goods are not right, then White Swan Mills talks to the Government, not you.

Demand this warranty always—better still, buy only White Swan Products, for we are the only firm in Canada who have such implicit faith in the "Surety of Purity" of our goods that we give you this protection.

**White Swan Spices and
Cereals, Limited**

TORONTO, CAN.



DISTIL

Coffee Essence

is meeting with a pronounced success all over Canada. Though it has been made in England for over a quarter of a century, and has won fame, favor and prize medals (22 in number), it is a new delight to Canadian tastes.

Wherever introduced, this Mocha and Java flavored Coffee Essence creates a ready demand, and the dealer who handles realizes a good profit.

It will pay you to get this leader on your shelves. Price \$5.60 per case of 4 doz. 5-oz. bottles.

Order direct from
The Harry Horne Co., Toronto and Winnipeg.
Agents wanted for Vancouver, Montreal and St. John.

Correspond with The Harry Horne Co.

The Distil Mfg. Co. Limited
LONDON, ENG.

TO look back over the year's expenditures and to be able to say with truth that every purchase was made with wisdom, forethought and economy—

Isn't that something to be proud of—something to find satisfaction in?

The numerous ideas and information you'll find in the advertising columns of this paper will give you a sound basis on which to decide satisfactory purchases.

Look over the advertising columns **now**—while you think of it.

**---This is holiday
time.**

**---Our travellers will be off
the road from August first
to August fifteenth.**

**---If you are in need of goods
please wire or phone at our ex-
pense.**

**---We ship same day order is received.
Addressed post cards, order forms and
envelopes gladly mailed on request.**

SEND US A TRIAL ORDER

EBY-BLAIN, LIMITED

Wholesale Grocers

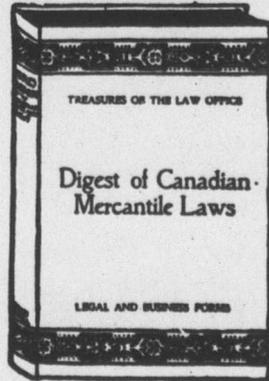
TORONTO

CANADA

A BOOK THAT SAVES MONEY

“Digest of the Mercantile Laws
of Canada”

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the “Digest” which gives the answer.)

Can Interest written “one per cent. per month” in a note be collected by “legal process”?—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say \$100 paid down “to bind the bargain,” does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of witness, makes a verbal agreement to buy a wagon, say for \$53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

“A,” in paying off a Mortgage, gave mortgagee a marked cheque on which was written: “This cheque is given and received as a full settlement and discharge of Mortgage No.——.” Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: “Give this man the goods he may need up to,” say “\$15, and if he does not pay you,” say, “within thirty days, I will,” will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add “& Co.” to his name, or use any special name other than his own as a firm name, without having a partner?—694.

“B” claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor’s money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. Eastern Edition, Price, \$2.00. Special Western Edition, \$2.50.

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special “Western Edition.” Price, \$2.50.

Eastern Edition, Price \$2.00

Special Western Edition, \$2.50

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave.,

TORONTO

CANADIAN GROCER

SHARP'S



KREEMY

SOLD EVERYWHERE

SOLD EVERYWHERE

Sharp's Kreemy Toffee

TICKLES THE LITTLE LADS AND LASSIES

and the "older folk" too



**KREEMY
BOY**

Made at

Kreemy Works at Maidstone, Eng.

by Edward Sharp & Co.

It has that delightful, rich, creamy flavor that strikes the popular note—makes big sales, steadily increasing and profitable. Many dealers handle Sharp's Kreemy Toffee in 50, 100 and 200-lb. lots. It keeps well Summer and Winter. Order a stock now.

Mail your orders direct to our representatives as follows: The Harry Horne Co. of Toronto for Ontario; Howe, McIntyre & Co., of Montreal, for Quebec; Geo. S. DeForest & Sons, of St. John, for New Brunswick; J. S. Creed, of Halifax, for Nova Scotia; Leadlay Limited, of Winnipeg, for Manitoba and Saskatchewan; Hamblin & Brereton, of Vancouver, for British Columbia and Alberta.

The World's Best "Kreemy Toffee"



Canadian Canners

What's your idea regarding glass packages? Isn't it a fact that the only reason you have not put your product in glass has been because there was no satisfactory closure? Since the Anchor Cap was perfected, in the United States particularly, every packer has either changed or is preparing to change from tin to glass containers. The glass package with Anchor Cap compares favorably in cost with the tin container; it allows good goods to be properly shown, and the consumers are highly gratified at being able to procure a package which they know to be hygienic in every respect.

Anchor Caps will seal tumblers, bottles, or jars, as desired. All Anchor Caps are perfectly air-tight, and may be used either with or without a Vacuum. Anchor Caps are made in Toronto, and all Canadian glass manufacturers supply glassware for Anchor Caps.

It will be to your interest to have the merits of the Anchor Cap demonstrated in your own factory under your own local conditions.

Anchor Cap & Closure Corporation of Canada, Ltd.

Sudbury St. West, Foot Dovercourt Road

TORONTO, ONT.

TORONTO

TORONTO

Away better than the Government Standard

No Government requirement for purity and strength ever came up to the high standard set by us for

McLAREN'S INVINCIBLE EXTRACTS

They are true essences, thoroughly processed under the strictest supervision and the most sanitary conditions made possible by facilities that have no equal. Every drop of McLaren's Extracts is guaranteed.

Send for trial shipment.

McLarens Limited, Manufacturers
HAMILTON, CAN. WINNIPEG, CAN.



Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent
Double-Lidded, Air-
tight Tins.

5 SIZES.

Decorated enamel fin-
ish, Yellow, Blue and
Black.



NO PAPER LABELS
USED.

NO SOILED LABELS.

Will keep fresh and
good for any length
of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 430 Lougheed Building, CALGARY; W. B. BATE & CO., 172 King St. West, TORONTO, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

Quality
has done
this!

During the first six months
of 1914, every second person
in the City of Toronto asked
for and obtained

"SALADA"

We base our calculation on these facts: Assuming the population of Toronto is, approximately, 490,000, they would consume, in six months, 1,102,500 lbs. of Tea. During the same period we sold **554,145 lbs. of SALADA in the City alone.** Proof positive of the public's appreciation of **QUALITY.**

TORONTO
MONTREAL
LONDON, ENG.
New York, Boston
Detroit, Buffalo
Chicago, Pittsburgh
Philadelphia



Nearly a century of
Macaroni success

BERTRAND'S MACARONI

BERTRAND'S

The first Bertrand Macaroni was made in 1825; since then its manufacture has been directed by the Bertrands, who have won a very high name for their goods. Bertrand's Macaroni is made of the first grade of Russian wheat—the Taganrok, under the best possible factory conditions.

Keep your order well ahead of your actual requirements, for wholesalers have difficulty in supplying the demand.

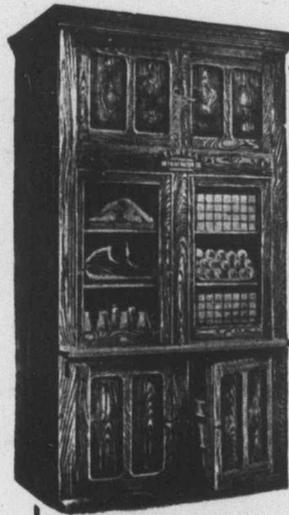
Be sure it's Bertrand's.

Manufactured by

Bertrand & Cie, France

Agents

HENRI JONAS & CO., Montreal
Canada and United States



Do you know
the reason

why so many *Eureka* refrigerators are used by leading grocers, butchers, hotels, restaurants, etc., etc., throughout all parts of the Dominion?

It's Because the *Eureka* has stood the service test. Twenty-eight years of experience is behind every

Eureka. It embodies the most improved scientific principles of cold dry air refrigeration yet devised.

Don't pay good money for something just as good—get the real thing—the *Eureka*.

Prompt shipment can be made from stock in hand, and special Refrigerators to suit any place or for any purpose are made up on short notice. Send for catalogue, or call at 31 Brock Avenue.

Eureka Refrigerator Co.

Brock Ave.,

LIMITED
Toronto

Let us introduce Colman's *SAVORA* to you
The new delicate, appetizing condiment

for meats, soups, fish, etc.—a condiment that combines delicate aroma with delicious flavor.

This new appetizer needs only to be tried to be appreciated—one taste will convince you that it will meet the popular approval.

Why not write a postal to-day, asking for a small trial order? Try a bottle yourself at our expense.

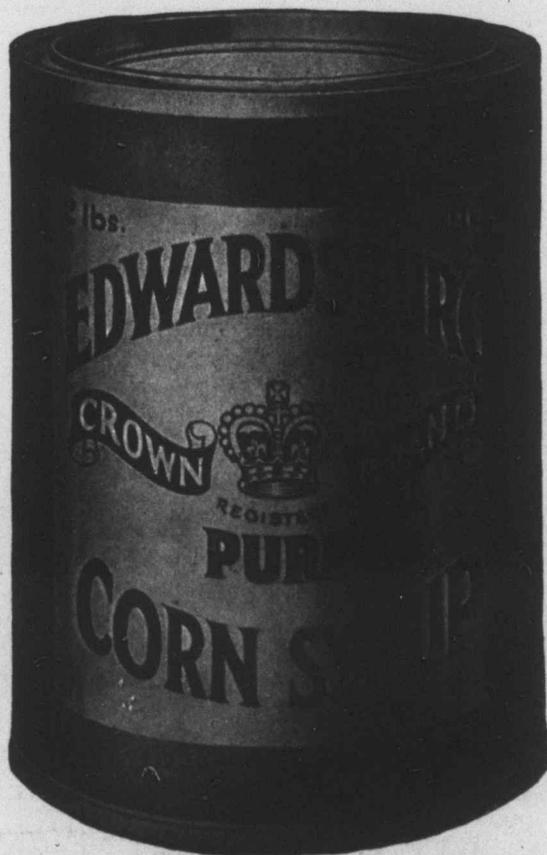


Magor, Son & Co., Limited

AGENTS FOR DOMINION OF CANADA

403 St. Paul St., Montreal

30 Church St., Toronto



This Is Your Business

Do you know that if you do not stock Crown Brand Corn Syrup you are overlooking a profitable business proposition? Crown Brand dealers last year sold twice as much Crown Brand as any other Syrup. And it was profitable business too.

Crown Brand Corn Syrup

does not demand any pioneer work on your part. It is known all over Canada, and has won a permanent place in most homes.

You Can Sell Crown Brand—Profitably.
Why Not Order To-day?

The Canada Starch Co., Ltd.

Manufacturers of Edwardsburg Brands

Works: Cardinal and Brantford

CANADIAN GROCER

VOL. XXVIII

AUGUST 7, 1914

No. 32

Havoc Created by War on the Prices of Foods

Feverish Situation Broke on Monday and Tuesday Into Many Advances and a Few Declines—Sugar, Flour, Rice, Beans, Nuts, Prunes, Cream of Tartar and Canned Meats Go Up—Shipping Curtailment Brings Down Provisions in Chicago—The Outlook for the Future.

BREAKING of war clouds over the Continent of Europe has upset entirely calculations in so far as foodstuff prices are concerned. Two weeks ago one could look ahead with some degree of assurance that certain things would happen under certain eventualities; but the general outbreak of war and the roaring of the cannon has completely changed the aspect of things. With Great Britain, Germany, France, Russia, Austria, Servia, Belgium and Holland in the melee, we can see nothing ahead but a general advance in foodstuffs should the conflagration continue any length of time. If the war does not actually interfere with the production of certain foods, the advance in others will cause such a sympathetic feeling that at least a great many of them will also be affected similarly.

Foodstuffs may be divided into two parts for the purpose of analysis here—imports and exports. While it is undoubtedly true that all foodstuffs coming from the Mediterranean will advance to a certain extent, the advance will be measured by the possibilities of getting the stuff to this country and the length of the war. Apart from that altogether, the increase in rate of exchange, the rise in war risks and freight rates will have a tendency to advance prices all along the line. This advance alone equals 8 or 10 per cent. Should, however, the ocean routes be kept continually open, prices of products from countries not actually engaged in the struggle may not go very high, and especially those foods not actually required for the maintenance of life.

Where Advances Are Certain.

But all foods that come to us from within the war zone will go up, the prices being contingent upon the duration of

the mammoth disturbance. Among these will be found sugar, beans, nuts, cream of tartar, Bosnia prunes and French peas. Already sugar has taken the plunge. An advance of 10 cents a hundred went into effect here on Monday. The cause of this is the fact that laborers have been withdrawn from the fields in the European sugar beet districts to fight for their respective countries, thus becoming a burden to the nations instead of producers, coupled with the fact

that the United Kingdom, which purchases the bulk of her supplies from the continent, is now competing with us for West India raws, the supply of which, so far as this year's crop is concerned, is gradually drawing to a close. At the same time, inquiry is being made in New York for American refined from Great Britain. In face of all these conditions, it would be difficult to see sugar pursue any other course.

During recent years Canada has been a heavy purchaser of Austrian beans. One does not have to look far afield to see the tendency in the bean market, as we are now placed upon our own resources. As a direct result of this situation beans advanced 40 cents a bushel on Tuesday.

Many Prices Being Withdrawn.

Prices of nuts have been withdrawn, in view of the fact that it is impossible to say at the present time whether shipments can be made or not. No prices can be secured on cream of tartar. As this comes from the residue of the wine tanks of France, the reason is plain. Markets have apparently been turned inside out. Future prunes have advanced a quarter of a cent, as shipments of the Bosnia fruit have been abandoned, and French peas are on the up-grade.

So much for foods directly affected by the war. Many other markets have been thrown into a panicky condition by the participation of Great Britain in the struggle. Tuesday was a feverish day on the markets. Not only did beans, prunes, cream of tartar, nuts, etc., present themselves on the stage, but rice took a sudden ascent of 50 cents a hundred, and canned meats shot upwards. A large Montreal firm withdrew prices on canned meats entirely.

Just what will happen to Old Country

PRICE CHANGE SUMMARY.

As a direct result of the European war, the following advances have occurred on the Canadian wholesale market:

Sugar—10 cents per cwt.

Flour—30 cents per bbl.

Rolled oats—20 cents per cwt.

Oatmeal—About 25 cents per cwt.

Rice—50 cents per cwt.

Beans—40 cents per bushel.

Advances have also occurred in canned meats, future prunes, nuts, cream of tartar, and others are possible in Mediterranean food stuffs. English goods generally are up some 20 per cent., and French goods practically doubled.

If safe transportation is guaranteed vessels bound for Canada, products of countries not actually engaged in the war may recede. At time of writing cessation of transportation is having tendency to hold prices on this continent down and to cause prices in the East to be withdrawn or to advance.

jams and biscuits remain to be seen. Undoubtedly if flour continues to soar as well as other ingredients of the biscuit, this article will surely advance. It is pointed out that the war risk is 5 per cent. in addition to the usual marine risk, and shipments will all be subject to both until at least the atmosphere clears. Much the same applies to jams, which, in the event of a protracted war, mean high prices, or may be withdrawn from this market altogether. In fact, just at present it can be taken for granted that everything being imported from Europe can be counted on as going up while the present uncertain situation exists. One of the chief difficulties to shipping Old Country goods to this market is the uncertainty as to whether shipments can be actually made within a reasonable time.

Advances in Canadian Products.

The war has touched some vital spots in the market for home products. The flour market, which has been quite placid up to two weeks ago, went up on Monday 30 cents a barrel, and advancing wheat portends still further ascensions. Oatmeal and rolled oats and other cereals have also been "drawn into the vortex" and gone upwards. Fish has shown signs of advance, and if our routes to the Old Country are made thoroughly safe, we may expect still further rises not only in the above lines, but in provisions. The effect that curtailment of shipping has had on provision markets was reflected in sensational declines in lard and pork on the Chicago market on Monday. But just as soon as the shipping avenues are clear there is every possibility of advances in butter, bacon, eggs and meats.

We in Canada are fortunate, when our fellow-creatures in Europe are considered. With a resourceful soil and a good, if not an abundant, harvest being garnered, we have great cause to be thankful. There is little necessity of worrying. We must await the outcome with patience and bright hopes. The essential foods for the sustenance of life are plenty, and, beyond a temporary rise in prices, which it is anticipated will not last very long, there is nothing in the present situation to cause undue worry.

Winnipeg, Aug 6.—(Special Staff Correspondence.)—The wheat crop, usually the great subject for conjecture at this time of year, has been somewhat thrust into backward during the past week by the trouble in Europe. As result, wheat has already advanced rapidly, although since the upward movement began there have been several sharp declines. The advances, however, have been great enough to force an upward movement of 50c per barrel in flour. The various

THE COST OF DOING BUSINESS.

These rules for figuring the costs and profits are recommended by a high authority:—

1—Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2—Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3—Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4—Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5—Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6—Charge amounts donated or subscriptions paid.

7—Charge all fixed expenses, such as taxes, insurance, water, light, fuel, etc.

8—Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9—Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10—Charge collection expenses.

11—Charge any other expense not enumerated above.

12—When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14—Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

cereals, too, have been moved upward, though as yet no fixed quotations have been settled upon.

The future of prices is very doubtful at present. There are some who think that declaration of war will mean high prices for wheat, \$1.25 a bushel being commonly mentioned as something which the farmer may receive. Others—and these close students of the grain market—contend that war will have only one effect, and that decidedly bad. Their contention is that since Great Britain is drawn into the trouble, shipping will practically cease until a decisive naval engagement has been fought, and Canada will be left with little or no outlet for her crop, since a bumper crop in the States is practically assured.

Despite pessimistic reports, which are being quite commonly circulated, those men who are making the closest study of the grain situation are of the opinion that Western Canada will produce a fair average crop.

In Southern Alberta conditions are not improving at all, but a splendid harvest is assured in the northern part of that province. Central Saskatchewan seems unlikely to yield as good a crop as last year, but in the north and the south conditions are generally good. Manitoba, moreover, seems certain to yield a bigger crop than for some time. One flour man, after a careful study, has given it as his opinion that about 175,000,000 bushels may be counted upon—not so large as last year, yet a very fair crop nevertheless.

Dealers are buying slowly, and will continue to do so until harvesting becomes general.

W. Madder, general merchant, Madford, Man., has been succeeded by H. Madder.

J. W. Newman, general merchant, Trossachs, Sask., has been succeeded by T. H. Ceci.

Contraband of War and Rights of Nations

Vessels Liable to Seizure and Those That Are Immune—Shipping Relations Between Canada and Great Britain Under Certain Eventualities—Autocratic Power of Captains on Hostile Vessels.

Prepared Especially for Canadian Grocer.

THE incidence of war, in which Canada as an integral portion of the British Empire is now engaged, brings prominently before the business community the question of international law as it affects goods which may be consigned to or from our shores in vessels flying the British flag or in the vessels of nations remaining neutral.

What is or what is not "contraband of war" is difficult to define with any exactitude. Of course weapons of warfare, ammunition, or anything in the nature of military supplies, armaments and equipment are undoubtedly contraband and liable to confiscation, if seized by one belligerent nation while in the course of transport to an enemy of that nation. On the other hand articles which can be of no use in war, such for instance as wearing apparel, house furniture and the hundred and one similar classes of articles which might be mentioned, are by common consent held to be non-contraband.

But there is a third class which is not always easy to place in either of the above series. This class comprises all manner of provisions, railway supplies, machinery of various kinds, etc., which in some cases would have no effect upon the war, but which under different circumstances, might enable a hostile nation to prolong its resistance or assume the offensive. Take as an example of this latter class a consignment of steel rails or of coal. If the destination were Great Britain they could scarcely be considered contraband, as Great Britain possesses all she requires of these commodities; but assuming that the destination were a port in the north of Africa, or some similar country, where a consignment of coal might enable an enemy's vessel to coal, or steel rails would enable him to complete a railway which could be used for strategical purposes, these cargoes would then become contraband and so liable to seizure. We are dealing here with cargoes carried in neutral vessels, as, of course, all vessels flying the flag of a hostile nation are liable to capture by a hostile enemy whether carrying contraband or not.

Canada's Position.

Let us now consider in what way Canada's commerce is affected. Firstly, as regards our exports these consist principally of wheat, cattle, cheese and other

agricultural products. If by any mischance Great Britain were to lose command of the sea and were unable to maintain a free waterway for commercial vessels, the only means of transport Canada would possess would be by neutral vessels, or vessels flying a neutral flag. And if the commodities mentioned were being consigned to Great Britain, Germany would, no doubt, elect to consider them contraband of war as being calculated to prolong any resistance Great Britain might be able to make against Germany after the former's fleet had been conquered. It should be here noted that the tendency on the part of belligerent nations is to arbitrarily decide the question of what is or what is not contraband of war in the manner best suited to themselves and should their decision be called in question to settle the matter by compensation on the conclusion of peace.

It is obvious that the captain of a belligerent vessel, who has it in his power to seize or destroy goods being consigned to an enemy, will, if he have the slightest doubt on the matter, resolve on their destruction and leave it to his Government afterwards to settle the matter by compensation should he be in the wrong. The damage or inconvenience which he may thus inflict on the enemy is probably worth very much more to his country at the time than the amount of compensation which might ultimately have to be paid.

Why Coal Vessel Was Sunk.

There is yet another interesting point which arose for the first time in the Russo-Japanese war. A Russian cruiser on the high seas came across a steamer carrying coal to Japan. She thereupon not only declared the coal contraband but immediately sunk the steamer and justified her action in declaring that it was impossible for her to tow the collier around with her until she could interne it in one of her own ports as in all probability she would herself meet with the enemy's cruisers before then, and at the same time she could not be expected to run the risk of the cargo of coal being rescued from her and applied to the service of the enemy.

It is quite within the range of possibility that Germany might adopt a similar attitude in the present war, and thus any cargo of wheat or provisions which

might be intercepted by a German vessel might be sent to the bottom and the sufferers left to make any claim they might consider they had after the war were over.

British Shipments To Canada.

In the case of goods consigned to Canada the question is of little account as all the belligerent nations are likely to be fully occupied without concerning themselves in making shipments to us. If Britain retains command of the sea, any manufactured goods sent us from Britain would arrive as usual, and if she should lose that control, no British manufacturer would be likely to run the risk of dispatching goods which might under one pretext or another be seized by the enemy.

To sum up then the position as far as Canada is concerned seems to stand thus: If the Mother Country is able to guarantee a free waterway, unmolested by the enemy, between Europe and this continent, commerce will continue pretty much on the ordinary lines, with the exception that all the larger vessels will probably be commandeered by the British Government for the transport of troops to the continent of Europe or elsewhere, thus rendering an increase in freight rates probable.

On the other hand should events so shape themselves that it is possible for German cruisers to molest the traffic, any shipments we might make in United States or other neutral vessels, would be practically certain of destruction should the German vessels happen to fall in with them.

Montreal business men have organized a Business Men's Association. One of the principal objects of the association is to gather together the credit experience of merchants and business and professional men in every line of business for mutual protection. This information is already being compiled in book form, and will shortly be published under the title of "The Credit Experience Guide." This book will give names, addresses and occupations of individuals and firms of this city, and also a key showing exactly how they take care of their credits, the information being based on actual experience of the department stores, butchers, bakers, grocers, coal men, etc.

Fruit Trade Increased Four Fold and Over

Two Hundred and Fifty Pounds California Grapes Sold in Three Days — Sales of Strawberries, Raspberries and Cherries Much Ahead of Last Year — Importance of Aggressive Methods and Window Display.

Written for Canadian Grocer by Jas. Marshall, Manager Grocery Department, Mills and Beairsto, Sedgewick, Alta.

IN HANDLING fruit there is not much use of a merchant doing so unless he has studied this branch of his business, or he must have had experience. I myself have had, separately, six years of grocery experience and eight years fruit experience, so I can speak with a little knowledge.

The first thing that has to be studied is local conditions, and the varying wants in Western towns. I came to this town three years ago to work for a firm, and was with them eighteen months, and during that time there was not any thought given to this branch of the business. When I first went there business was good, as it was a year of good crops in the West. I left them for my present position. I am manager for the grocery department of this firm, and after a straight talk with them I was given a free hand. As it is a business firm, it is successful. We have all kinds of price-cutting to meet. I read in Canadian Grocer the other week that there was a firm selling goods for 5% gross profit at a sale price. That is nothing to what we have to contend with out here. A firm here pays \$6 per case for a certain soap, and I can buy it for 4 for 25c; also washing powder costing 21¼c for 2 for 45 cents. Do you think that this is bad checking of invoices? They sell a breakfast food costing \$1 a dozen at 10c, and there are about two cases a month sold in the town. I just mention this as an evidence of our competition.

Sold Berries Before Arrival.

Last summer—and it was my first here—we disposed of 672 cases of fruit, a car of apples and two tons of onions. This year I decided that we would do better, so I have started a proper selling campaign. Strawberries was the first. A month before berries were to arrive (our difficulty is the long train journey from British Columbia) I started talking berries, and managed to dispose of 28 crates. Of course, I had to have the confidence of the customers, which I had won, and they could rely upon our statements. From the previous year's experience I had separated the good from the poor shippers, which is a very strong point. The same was done with raspberries and cherries. I disposed of 22 crates of raspberries and 15 crates cherries up to time of writing, all of which

has netted a good profit—40% gross. Our sales last year were just a fourth of that, and when I first came here five crates of raspberries were as many as came into the town.

Peaches were handled in a different manner. I found out what kind the people wanted, and only got that kind. We were the only firm that had the variety, and while I gave 10c more a case for them, I got 35c per crate more than what competitors received and sold an equal amount, which was 145 crates. Of course, a great deal depended upon salesmanship. I make a point of having everything sent as I want it, and can depend upon it. We do not handle the commoner kind of fruit, but insist on the best.

I will tell you how I sold 250 lbs. California grapes in three days. This was going some for a small firm. It was last Christmas—the most successful Christmas the firm has had. It was not so very cold, and our windows were not frosted over, so I decided that one barrel of grapes (usual quantity for the Xmas trade in this store) was not sufficient, so I ordered seven barrels, which arrived on the Saturday before Xmas. I had the window all dressed with fruit, and in the centre I piled up the grapes. I put two cross-rods at the back and hung grapes on them. This made a fine display, and I got one of the boys, who is a card-writer to write an attractive card, and awaited results. I may say that the firm looked askance at the quantity of fruit. I said I would eat all that was left and I did manage to get a pound or two on Christmas eve but I assure you those grapes did not want any selling besides the window. They sold themselves.

In regard to bananas they are the worst of the fruits we have to contend with. We pay 5½c pound freight and case 25. We just make the best of them, and cut them out as soon as we can. Oranges and lemons are a good line with us, and make us a good profit. We buy just two weeks' supply at a time.

DEATH WAS EXAGGERATED.

Canadian Grocer is pleased to state that the report of the death of Wm. Coutts in our issue of July 24 has been

greatly exaggerated, as Mark Twain would put it. Mr. Coutts writes that he is happy to state he is still as much alive as ever, and encloses his views in verse a la Bobby Burns on the matter as follows:

“I'm no deed, nor yet deein’;
I charge you, sir, about me bein.
Retract your statement or it deny;
My time will come. All must die.
But for the present weel an' healthy,
Tho' I canna boast o' being wealthy;
But hae enough tae dee my turn.
Your statement with indignation spurn,
'The truth,' which you should know,
sir,
Before inserting in the Grocer.”

WHEN TO TRIM WINDOWS.

At the recent ad. clubs convention in Toronto an interesting question regarding the proper time for window dressing came up.

The author of an article on window dressing in general concluded his remarks by the statement that a window should never be dressed at any other time than at night, and incidentally scored the country store for its usual practice of trimming windows during business hours. The speaker claimed that in the case of the city store, the waste of an empty or nearly empty window was terrific at the crowded noon hour, for instance, when immense crowds were passing.

He had taken his seat amid a mild murmur of approval, when another man arose and in a few cogent and concise words routed the other's argument. He based his theory on a fact that he proved then and there, and which was this—that for some unaccountable reason the window that was being dressed while the crowds were going by did more good than the most perfectly dressed finished one. He proved that the animate man in the window was of more valuable interest to the crowd than any aggregation of inanimate objects could be as long as the window had some of the objects of the trim in it so that they would receive the benefit of the interest aroused. Also, that as long as the man continued to work on the window he could hold the attention, but when he ceases to do the interesting thing and becomes an automaton, interest wanes.

At the Weekly Conference



This Conference is Very Timely in View of the Season for the Sale of Pickling Spices Being at Hand—A Good Mixture is Defined.

Conference No. 11.



PASSING a drug store on the way to the office one day at noon, Henry Lawrence observed several platters of spices in one of the windows, with a card reading "Pure Mixed Pickling Spices." He looked them over with his critical eye, for if there was one of the uncommon things about the grocery store about which he was more familiar than another it was spices. The first thing that arrested his attention was the fact that the samples were made up particularly with the common low-priced spices and none at all of the most expensive.

He mused over the deception. While mixed pickling spice could not, of course, be anything but pure; yet here was a druggist indirectly intimating that whole spices could be adulterated, and thereby fooling his customers and the passer-by.

"Say, Frank," he said to Hastings on reaching the store, "we might have a conference on spices on Monday. Ask the boys to read up pickling spices and think over selling plans in the meantime." So the head clerk passed the word along that something a little warmer than usual would be the eleventh conference.

It was astonishing the amount of information the boys stored away in their heads before the sun dawned on the first day of the following week. Tom Pepper spent an evening at the library perusing an encyclopædia; Hastings had written a spice manufacturer for information on what constituted the best mixed pickling spices, and Arthur Burns got in touch with his trade paper with a number of questions that were puzzling him not a little. The result? Well, just read over the conference proceedings and determine for yourself.

"We shall make the first part of this conversation of an educational

character," observed the chief, as he looked up from the desk when the staff had seated themselves; "and conclude with selling methods."

"What have you to suggest for the good of the cause?" he enquired, turning to Hastings.

Contains Many Varieties.

"In the first place," replied Frank, "we should remember that the best mixed pickling spice contains not seven or eight different kinds, but some sixteen or seventeen. While, therefore, whole spices cannot be adulterated the same as ground, yet a sample of mixed pickling spice can be cheapened by containing only a few varieties, and these the cheaper kinds. Spice manufacturers have to pay from five cents to a couple of dollars a pound for spices, and if they are determined to put up a good sample they use some of every variety. It stands to reason that mixed pickling spices can be put up and sold to the retail trade the more speedily according as the number of varieties are reduced and the quantity of expensive sorts lessened in proportion to the whole. The manufacturer from whom we purchased, however, assures me that our pickling spice this year is of a very fine sample, and, in fact, that it cannot be surpassed in point of quality."

Henry Lawrence smiled to himself that Frank had hit upon the exact thoughts that had passed through his mind as he viewed the samples of spice in the window of the drug store. "That's the greatest talking point we've got," he observed as the head clerk concluded.

"I have made a list of the chief spices used in the mixture for pickling," declared Pepper, when the proprietor looked his way for a contribution to the discussion. "They are allspice or pimento, cassia, cardamom seed, cloves, curry powder, celery seed, cinnamon, coriander, ginger, mace, mustard seed, paprika, pepper, thyme, and turmeric. It occurred to me that we might find out from the manufacturer just how many of these are in the spice we have bought, and have a list made of them to show customers. If there were any question of our price being too high we could produce this list, and it would then be an easy matter to convince customers that we were giving them the worth of their money. Apart from that, customers like to know just what they are using, and in the past when any of them have asked about it I could only give them a part of the information."

"A capital idea, Pepper," was the remark of the chief; "it shall be adopted."

Burns' information was largely similar to that Frank Hastings had given, with the addition that, in order to give customers the very best service, spices must be carefully kept in cartons or sealed containers away from the air. "If we display any samples," he added, "we should see that by no chance they are handed over the counter to customers."

"I can well remember," observed Henry Lawrence in a reminiscent mood, "when spices were much

(Continued on page 47.)

The Spice Makes the Pickle

Have you ever observed that some pickles and meat sauces have different flavors from others? The cause lies in the spice and vinegar used. The best mixed pickling spice contains some 16 or 17 varieties, while inferior grades have only 6 or 8. When you make pickles and sauces but once a year, why not use a superior kind?

Our mixed pickling spice, as well as our other spices, are selected with the utmost care. You cannot go wrong in using them.

Allspice, per oz.	c
Cinnamon, whole or ground, per oz.	c
Cloves, whole or ground, per oz.	c
Curry powder, per oz.	c
Mace, per oz.	c
Cardamom seed, per oz.	c
Turmeric, per oz.	c
Mixed pickling spice, per half pound.	c

All kinds of good quality vinegars to select from.

JNO. HAMILTON & CO.

16 Main St.

Phone 781

Suggestion for newspaper advertisement on spices.

CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255.

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York.

Telephone 8971 Rector.

Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607.

Phone Rand 2324.

Boston—C. L. Morton, Room 733, Old South Bldg.

Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900.

E. J. Dodd.

Subscription: Canada, \$2.00; United States, \$2.50;

Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, AUGUST 7, 1914

WAR AND BUSINESS.

THE WAR clouds that have been threatening Europe for years have broken with startling suddenness and in tremendous volume. What the outcome will be no one can predict. It is enough to say that the destiny of nations hangs in the balance.

Neither can anyone speak authoritatively with regard to the financial situation consequent upon the war, for, like the war itself, it is a situation entirely unprecedented in the world's history. Canada, although fortunately situated geographically, is, nevertheless, so closely involved as a part of the British Empire as to make the effect of the war upon the business of this country a matter of the most vital concern. Without attempting to minimize the seriousness of the situation of the generally acknowledged need for retrenchment and economy wherever possible, we feel constrained to warn our readers against being unduly alarmed. We will display greater wisdom and accomplish most if we face whatever is in store for us calmly and courageously instead of with pessimism and desperation.

Canada's position financially is essentially secure. The Government has already made provision—in giving reasonable leeway to chartered banks—that will aid materially in the carrying on of all legitimate business enterprises without serious embarrassment. Other steps will probably be taken with a view to putting into circulation a still larger quantity of legal tender, should this be necessary. The ability to readily make these practical provisions against possible injury to business is a tribute to the vast resources of this country and the Canadian banking system. Business men should respond to this confidence in Canada being shown by those at the head of affairs. Another fact for which we Canadians should be thankful is that our country is largely occupied with agriculture and the production of food. Because of this the war will not only cause us less inconvenience than would otherwise be the case but our industries, being principally devoted to supplying the necessities of life, will be less seriously affected by financial stringency. Keeping these facts in mind we believe our readers will be justified in mixing an intelligent spirit of optimism and much thank-

fulness with the caution and patient waiting that will most naturally prevail at this time.

Needless to say, speculation and all unnecessary expenditures should be absolutely tabooed.



WATCH ACCOUNTS CAREFULLY.

WHENEVER WAR DOGS are loose a strict vigil should be kept upon new accounts opened and old ones that have been running a little too long. There is nothing to-day that presents more worry to a man than a large number of accounts on his books, and in a time like the present this applies with all the more force. Retailers should therefore keep one eye continually on accounts and not allow them to get beyond a safe point.

It is always true in times of war that money is scarce. The reason for this is clear. To send a military force into the field or man a dreadnought requires an immense amount of money. This creates a heavy demand for gold, which sends up the price, and of course the gold goes to where it is most urgently needed, as that is where the rate of interest is usually highest. The natural sequence is that money for legitimate things, such as the maintenance of producing industries and for pay-rolls is hard to get. Men are thrown out of work and the entire business of the country is adversely affected.

Canadian Grocer, therefore, strongly urges the trade to proceed with caution in the matter of opening new accounts. We also urge that collections be made with more system until the future in Europe takes on a brighter tinge.



WAR AND FLOUR PRICES.

THE EFFECT OF WAR on food stuffs in general may be gauged from the quick action which has occurred in the flour market. A week ago the big millers saw little reason to look for an immediate increase in flour prices, but so rapidly has the scope of the hostilities extended that wheat has quickly advanced in value and this week opens with an announcement of an increase of 30c a barrel throughout the flour range—with advances of 10c for

rolled oats and corn meal and higher prices for mill feeds and other grain products at the same time.

Where flour prices may go to is a matter of speculation, with the outlook as problematical as the international situation itself. The increase of 15c and more a bushel in the price of wheat warrants the advance made and in fact a higher figure according to millers, but the fact remains that while the price of wheat has gone up rapidly, this change is only warranted by the situation in Europe, and just at present there is the peculiar point that America is isolated and the foreign market is for the time being a factor only on a speculative basis. Millers cannot get shipments made to England at the present time, and the fact that there is keen competition for what business is going in Canada has delayed advances and it is understood that in some cases there is cutting below the high point in the case of substantial orders.

The immediate future of the flour business will depend on what communication may be established between Canada and England for the transportation of flour. If England is in a position to guarantee the passage of supplies, then continued advances in the prices of grain and mill products may be looked for.

The question has been raised as to what the attitude of England might be in the face of high prices, the attitude of some of the European countries being to demand the delivery of wheat at a set price on pain of confiscation. The opinion expressed in reply was that the democracy of the Empire would prevent such action as this except in the event of hostilities being continued and England being faced with a food famine.

Under such circumstances it is not hard to see the immediate effect which the European war will have upon food stuffs, especially those which are imported—and in fact upon all kinds of imported goods and materials. However, Canada is fortunate in having a neutral and friendly nation to the south which could help the situation to a considerable degree so far as getting supplies is concerned, although the world situation may be expected to have considerable to do with the control of the prices to be paid.

POPULARITY OF THE LEMON.

WHEN ONE SITS DOWN to think about it, he soon becomes amazed at the enormous quantities of foreign fruit brought into this country. Take lemons, for instance. Every grocer sells lemons and the majority make a profit on them. But did you ever stop to think that if every grocer sold as many as you, what extensive shipments must be brought in during a twelvemonth? Of course many sell more than others so it would be difficult to gauge from such computation anywhere near the quantity consumed in a year in Canada.

In talking to a large importer the other day Canadian Grocer secured a good idea of the popularity of the ordinary, every-day, and sometimes disparaged lemon. He calculated that during the past year he disposed of 60,000 cases of some 300 to a case, making 18,000,000 lemons in all. His territory stretches from New Brunswick in the East to Saskatchewan in the West. Just imagine the quantity that must be sold by all the importers in this country even if no two of them sell more than this one man! Eighteen million lemons mean almost three for every man, woman and child in the country. It demonstrates the popularity of this fruit, and as the lemon is of such a character that it is used medicinally as well as for drinking and culinary purposes, this popularity is well deserved. It shows too that many people are handed

lemons, in the strict sense of the term, every year, and indicates that they are glad to get them.

THE FARMER AND POULTRY.

THE AVERAGE FARMER when he looks around on his prospects for the season, gazes out at the grain fields and speculates upon the good or ill fortune which may affect his crops; he does not think to take a glance over the farm-yard fence and figure out what might be done with his poultry flock. A comparison of the prices which are being paid at this time of the year and what will be paid a couple of months from now—not for spring chickens but for fowl—is sufficient evidence that the average farmer does not seriously consider the possibilities of systematic marketing of his barnyard flocks.

To-day we find that there is a demand for fowl at a figure fifty per cent. over what it will be in the fall. The farmer who would market his poultry in time to meet this high price demand would find that there is something of more commercial value to the common domestic hen than to scratch her way through the summer into the autumn, when she comes into a market to compete with spring chickens and gets anything but a popular reception. The wise farmer finds a season for marketing all his products and now is the season to get the hen before the public.

AN ARGUMENT FOR GOOD EGGS.

THERE COULD BE no stronger argument in favor of the testing of eggs on the part of the farmers than the changes made in the prices on the Toronto market recently. Here we find that there is a further spread in the range of quality with the hot weather and that while the insistent demand for the guaranteed egg has sent the price even higher, such is the condition of the trade supplies that the price has receded on inferior stock a cent to two cents until there is now a difference of ten cents between the high and low grades in the market.

Here is the point for the farmer to consider—the merchant might pass it on. When the produce merchant buys eggs promiscuously he is getting some eggs that are worth ten cents a dozen more than others, but if he does not know the quality of the eggs, he must arrange his prices to protect himself and in this manner the man who supplies a larger percentage of good eggs is putting up the price for the man who may have many eggs of poor quality.

The solution from the farmers standpoint appears to be the using of the candling device. He then knows that his eggs are of good quality and he will usually find the dealer willing to pay the price which good eggs warrant on the loss-off basis—in fact dealers in Montreal have organized and taken a united stand that they will only buy eggs on this basis in the hot weather.

Retail dealers can get a supply of pasteboard candling devices free at any time for their farmer customers from the Department of Agriculture at Ottawa.

EDITORIAL NOTES.

THE GOOD MERCHANT measures his progress by his net profits, not merely his turnover.

THE MERCHANT WHO does not take time to read his trade paper is usually more interested in something apart from his business.

Paying More Than Wages*

Profit Sharing as an Incentive to Co-operative Effort in Selling—Which is the Most Effective Basis for Computing Profit-Sharing?—Data Gathered From 136 Merchants.

By George L. Louis.

THE final action in selling — the contact between clerk and customer—involves the most troublesome problem in retail merchandising. All the knowledge and skill, money and energy which have gone into the assembling and arrangement of stocks, into window display, advertising and the countless details of store service count for nothing unless the salesperson sums these up and expresses them in courteous, intelligent and interested service to the potential buyer.

How to make sure of that interest and applied intelligence — how to get the clerk to look at each customer and try to treat each customer as the proprietor himself would, is the crowning task in retailing. One way of solving it—according to the judgment and experience of hundreds of successful merchants—is profit-sharing. It is the purpose of this article to consider some of these successful experiments and to determine whether or not profit-sharing actually secures the co-operation and personal initiative among sales-folk which every storekeeper is seeking but which few attain.

I have just finished gathering data from one hundred and thirty-six merchants who have been practicing profit-sharing with their employees for periods varying from six months to five years. Inasmuch as every state is represented by these merchants, and as the small town, as well as the large city, and also the small, average sized and large stores are included, the result from the experiences of these one hundred and thirty-six stores can be accepted as fairly authentic.

Although quite a few of these stores have found that their particular methods of pursuing this plan have not brought the results anticipated, they are unanimous in cataloging it as the only feasible, practical means of linking a sales-force strongly with a store.

My almost daily contact by correspondence with merchants in nearly every state, and my frequent visits of investigation to retailers for manufacturer clients, have enabled me closely to follow and analyze the rotation of conditions that lead up to and climax buying action. All precluding sales incentives terminate in and are dependent upon the clerk behind the counter. Every means

that has been utilized to arouse interest, to awaken desire, to impel action, be it advertising, window display, store environment, or any of the many other factors, are all for one purpose—to bring the customer face to face with the clerk. But if that clerk is not in hearty accord with the store and its interests, if that clerk is indifferent to the store's success, what is the probable result? Approximately forty per cent. of possible sales are lost and at least fifteen per cent. of the sales that are culminated never have a "comeback;" that is, the customer is not so impressed or gratified by the treatment and service received that he or she goes back to the store to buy a second time or a whole series of second times.

When you consider what is done to smooth an uninterrupted path to the doors of a retail store, what thought, time, money are concentrated upon this one object, you realize how vitally important is the last act—the clerk's part—in the sequence of events that end with the exchange of money for goods. Given an indifferent, careless clerk, and all the precluding work that has incited the possible customer to go to a store in a buying state of mind, however effective this preliminary work may have been, will most likely be of no avail. The intimate contact between buyer and seller supersedes all foregoing influences and determines final action.

I have watched a great number of merchants attempt in a variety of ways to overcome the indifference of sales-people and win their friendly interest. I know of at least one store where each clerk was set to watch his fellow-clerks and was given rewards for reporting omissions of commissions that violated store rules. I have seen at other stores a most rigid code of regulations with heavy penalties exacted for any infringement thereupon; again, I have been in retail establishments where bribery, promises and flattery in all conceivable forms have been employed to gain the clerk's good will. Temporary success

has rewarded some of these efforts. But nothing of a permanent, healthy nature has ever resulted from such attempts. The constant, heart-warmed interest of the clerk in the efficiency of the store's activities has never, to my knowledge, been gained by means which did not frankly take into account personal ambition and personal desire for gain.

Profit-sharing as an Incentive to Co-operative Effort in Selling.

Profit-sharing with employees not only seems to have solved this problem, but has been found to be triple-actioned in its accomplishments. In addition to its primary purpose and success in affiliating employees with a store, profit-sharing has been demonstrated to be a very influential advertising factor and of equal merit in inducing patronage. The right plan of sharing profits with employees removes the personal selfish interest of the employees in individual sales and promotes a sincere concern on the part of each clerk for the prosperity of every department of the store.

Giving a bonus to a clerk for individual sales does not identify the clerk with the best interests of the establishment. He is then working for himself without regard for the profit or advancement of the store as a whole. True, if he is thus induced to work zealously for himself, he must of necessity work earnestly for the store; but he is very likely to do more ultimate harm for the store than good. This has been proven to be particularly true where a bonus has been given for selling "P. M.'s" stock that is old or hard to dispose of for one reason or another. The persuasive clerk does not find much difficulty in selling such goods; but the after-effect of a dissatisfied customer is always to the store's detriment. This was the first profit-sharing form that was introduced into retail selling. The attempts to develop this bonus-giving idea into a fixed profit-sharing plan have not been successful, as far as I can learn.

*SALES increases and less waste
in sales energy follow when
clerks say "we" instead of "it"
and "they"*



*Reprinted from "System," the Magazine of Business.

Which is the Most Effective Basis for Computing Profit-sharing?

The one hundred and thirty-six merchants upon whose experience with the profit-sharing system this discussion is based, can be divided into three classes—those who share profits based on individual sales, on departmental sales and on the general sales of the entire store. Only eleven of the one hundred and thirty-six are using the first method at the present time; forty-one are applying the second method and eighty-four the last. Thirty per cent. of the eighty-four, who are practicing the last plan of profit-sharing, at one time used one or the other of the first and second methods.

Of the eleven merchants using the bonus-for-individual sales idea, the experience of a dry goods merchant in a Pennsylvania town is typical. It was in use in this store for nearly two years but has now been abandoned. Although it induced an active, aggressive interest in the clerks, it tended to separate them and their departments instead of forming a closer organization of the whole store.

"My clerks had never worked with me as I wanted them to, and as they should," the proprietor of this store told me in relating his experiences with this profit-sharing plan. "They timed themselves so they would get to work at the very last moment and they would rush out immediately when the closing gong was sounded. Instead of arranging their stocks to the best advantage and working together to keep their departments trim and inviting, they idled their time away. So I instituted a profit-sharing plan to counteract this indifferent and wasteful attitude of my clerks.

Drawbacks Attendant on Paying Dividends on Total of Individual Sales.

"The method I adopted failed to work out satisfactorily, though the basis idea is sound, and I am satisfied that some profit-sharing system will be hit upon sooner or later which will do the work. The plan I had used was to pay a percentage dividend on each clerk's individual sales. It got them hustling fast and earnestly, but in their anxiety for personal sales, from which they would get dividends, they used every means and all sorts of tricks to cut out the other fellow. They would hold customers as long as they could, try to sell them only the highest priced goods and would refuse to do anything for any other department, help dress windows or leave their sections for any other reason. You see they didn't want to lose a single sale. Well, it got so bad that I had to drop it altogether. Every clerk in my store was finally working against and fighting every other clerk. Disputes and quarrels were daily occurrences. But I am going to work out some plan of

ONE merchant figures that forty per cent of possible sales are lost and fifteen per cent of actual sales never have a "comeback"



profit-sharing yet that will get them together on a basis of help and co-operation in making sales."

I found the same weakness in profit-sharing based on sales in departments. This method separates departments as the other plan separates the clerks. In the store of average size, where the clerks sell at several different counters department dividends are not feasible at all. In the forty-one reports which I have of the stores that share profits by department sales, serious gaps in the selling activities are apparent in each instance. To illustrate: I visited a men's clothing store in a southern Il-

linois town where this plan was in operation. I noticed one clerk who took his customer from the neckwear counter to the hat section, then to the clothing department. A sale was made at each place. The scowls of resentment that were very visible on the faces of the other clerks as they stood idly by while the customer was being led about by the fortunate clerk, showed plainly how they felt; and the determined manner in which one was seized when entering the store, surely did not have a pleasant or reassuring effect upon the customer.

**PROFIT-SHARING
PLANS WANTED.**

A Western retail dealer writes Canadian Grocer for methods merchants have adopted for sharing profits with their salesmen and how these methods have worked out. We would appreciate hearing from any Canadian dealer who is using a profit-sharing plan, with his complete system and his experience as to its success.

Another serious effect of this system, I found, was that the departments containing the highest priced goods were enthusiastically boomed by the clerks, while other departments which had the lower priced merchandise were practically ignored. The manager of this store had not yet become aware of how his profit-sharing plan was disturbing in the salary each clerk received. The effect of this method of profit-sharing is well illustrated by my own experience in a fair sized department store in an Iowa city.

How to Promote the "Get-together" Spirit in Increasing Store Sales.

The eighty-four retail stores practicing the plan of profit-sharing according to length of service or amount of salary of each employee, represent on the whole the most successful stores of the entire one hundred and thirty-six. Twenty-four stores of the eighty-four which shared profits on a broad, general basis, apportioned the profits according to the length of time each employee had been with the store. One California merchant told me that during the five years he had been using this method he had not been forced to discharge a single employee, and none had left him of his own volition. Forty-two of the eighty-four allotted the dividend according to

I went into this store to buy some handkerchiefs. After completing my purchase, the clerk, in a casual, but wholly cordial way called my attention to a display of neckties at the counter opposite. He explained that a new shipment had been received the day before and expressed his conviction that they were the richest quality silks and the most alluring patterns and colors that he had ever seen anywhere. "I'm sure you would enjoy seeing them, even if you do not care to buy a tie to-day," he declared. And before I could make up my mind whether I wanted to see the neckwear or not, he had ushered me across the aisle to the department. There he addressed another salesman: "Mr. Thomas," he said, "will you show this gentleman those new four-in-hands that came in this morning?"

Well, I bought a tie and was going to leave when the second clerk asked "Have you seen the new feather-weight velour hats they are wearing this spring? We have them in some very attractive shapes and colors in the hat section." I was about to admit my ignorance and go over to the hat section which he was pointing out to me, when it suddenly came to me that I was being "passed

on" in a very pleasant and effective fashion.

Paying Profit-dividends on the Ratio Set By the Clerks' Salaries.

These clerks, I saw, were all working together for the good of the store. I didn't go to the hat department; instead I immediately sought the manager and talked to him. He told me in answer to my interrogations, that this store was sharing its profits with its employees, not on the basis of individual or departmental sales but with the clerks as a whole. This was the plan; one per cent. of the store's total cash sales was given to the clerks and was proportioned according to the salary each received. Every dollar's worth sold throughout the store increased the dividend awarded to each clerk.

Let me quote the manager's own words, as he related the effect of his profit-sharing plan:

"We had the average grade of help. They were making all the money they could with the least amount of work until we began this dividend-paying policy. Now, we've got about sixty-five live, hustling partners who are almost as deeply concerned in this store as I am. Our sales have increased more than a third in eighteen months and the selling costs are considerably lower than before. We owe this all to the fact that we're sharing our profits with our sales force.

Putting a Premium on Sales Made to Cash Customers.

"This is how we do it: The twenty-dollar a week clerk gets twice as much in dividends as the ten-dollar a week clerk. No matter who makes the sale or from what department it is made, they all get their percentage of the sales. Even if the sale should not bring a profit to the store, they get one per cent. on every dollar's worth that is sold. But this dividend is allowed only on cash sales that are made.

"This induces the clerk to give better service to cash customers and not to cverdo their service on credit accounts, as they are inclined to do. When a clerk is absent from the store, we deduct his dividend earnings accordingly. This includes his vacations. You ought to see how regular they are in their attendance. They seem to be able to overcome such ordinary indispositions as headaches, toothaches and the like, which formerly kept them from their work one, two, or three days at a time. And the main thing is that we are getting as near to perfect service from our clerks as you could ask.

"But the effect of our profit-sharing plan is not confined to our employees alone," he went on. "It's been worth a good deal to us in the free and influen-

tial advertising it has given to the store. When I began it, all the newspapers had long articles about it. In our daily advertising we never forgot to mention that our employees share our profits. The public likes the idea. They are glad to know that the clerk who waits upon them will get some of the money they spend, as well as the other help.

"It has brought our employees so close together, all working for their mutual benefit, and it has brought me and other members of the store so close to our clerks, that we have formed a social organization. We meet once a month at a dinner, have various entertainments and talk shop. The profits we share with our employees has gained for us a good will and whole-souled interest that we were unable to get in any other way. I consider this the very best investment we have ever made. It is paying one hundred per cent."

The quiet, skilful way in which customers are "passed on," as in my own experience, and as I afterward had an opportunity of studying, shows how earnestly and successfully each clerk is working for this merchant. During the entire afternoon which I spent at this store, I did not see half a dozen persons who entered leave without making one or more purchases. And it usually was more than a single purchase in each case.

Bonus Payments When Individual Sales Increase Over Previous Year.

The remaining twenty of the eighty-four stores share profits computed upon the increase in personal sales. In a few instances the bonus or commission amounts to two per cent. of the net increase in sales as compared with the corresponding period of the previous year. Some of these concerns give a profit bonus based upon the yearly or half-yearly increase of sales; others upon a monthly or even weekly increase. It has been clearly shown that the oftener such bonuses are distributed, the more zealously and heartily the clerks respond to the incentive offered by these extra dividends.

One St. Louis store reports a 20 per cent. general yearly increase since the plan of paying a bonus on monthly sales increases has been inaugurated. In one section, in April of this year, the six salesmen earned bonuses amounting to \$79.60, which indicated a total increase for the section of \$3,980 for a single month. Two of the six received almost half of the total, one man earning \$20.38 in addition to his regular salary, the other \$19.10. In fact the head of the section was the only man in it who did not capture a bonus. In addition to the money reward, the winning of a monthly bonus, in this store, entitles the salesperson to an extra half holiday.

This is profit-sharing in the narrowest meaning of the word, because it divides with the clerk who makes the sale a respectable slice of the profit accruing from it. The danger in this particular method, as I have already suggested, is that it puts a premium on individual effort without providing any balancing influence to keep the spirit of team-work in the department or section alive. If this compensating influence can be supplied, through the personal influence and enthusiasm of the department head, for instance, the bonus method has the distinct advantage of giving the clerk a direct individual incentive to work harder and furnishing the owner with a definite and certain basis for computing each salesperson's dividend.

This method of gaining the sincere, hearty interest of employees is being practiced by many retail establishments in large cities with equal success. The owner of a large men's clothing and furnishing store in Chicago told me that profit-sharing was the only way that a blood-bond could be created between a store and its employees. He said before his store inaugurated this practice, clerks would be heard to refer to the store as "it" and the organization as "they"; but since the profit-sharing began, they all have made themselves real partners of the concern. Now they think and speak of the store as "ours" and the organization as "we."

I am convinced by the results that I have been shown and have personally observed that profit-sharing is the quickest, the most economical, the surest and most effective method of metamorphosing the indifferent, thoughtless employee to a keenly interested, active co-partner in the business.

A suit for \$10,000 damages against the Sandwich, Windsor and Amherstburg Railway Company was filed by attorneys, representing a Windsor, Ont., grocer. The suit is an outcome of a long-standing loop line controversy, which has been occupying the attention of the City Council and railway company for some time.

The Department of Agriculture at Washington makes the following forecast with regard to the apple crop:—A heavy yield in Maryland and in North Carolina; the finest crop in the history of Colorado; an unusual crop in Michigan; good crops in Virginia, Georgia and South Carolina; and prospects in other states generally good, or above the average.

Some Knotty Newspaper Advertising Problems

Should Aggressive or Conservative Talks Be Used?—Should Space Be Given to Regular Goods or Special Lots?—Is Catering to the Regular Trade Rather Than to Transients Preferable?—One Man's Opinion.

Reported by Staff Correspondent.

ONE of the several addresses given before the Retail Division of the Associated Advertising Clubs of the World at the recent Toronto convention was that by Frank T. Black, of the advertising department of Filenes, Boston, Mass., a man with a wide experience in the various phases of newspaper advertising.

Mr. Black discussed the following questions:

- 1—Should a department store split up its advertising, running each department separately; or is it better to group the departments in one large "ad"?
- 2—What percentage of the advertising space, if any, should be given to editorial advertising?
- 3—Should the tone of the advertising be very aggressive or conservative?
- 4—Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?
- 5—Should comparative prices be used?
- 6—Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?
- 7—Should the advertising be illustrated and should the illustrations reproduce the actual merchandise supplied?

So far as the retail grocer is concerned, it is not necessary to go into all these questions, but the discussion on many of them will probably bring out new thoughts which will be of value to all. Question No. 3, "Should the tone of the advertising be very aggressive or conservative?" is one that will appeal to every dealer who uses newspaper space, handbills, showcards, or streamers.

"In propounding this question," said Mr. Black, "I had in my mind two distinct classes of retail copy:

First, the class that says "Tomorrow when the doors open at 8.30 we inaugurate the most stupendous, epoch-making economy event," etc., etc.

Second, the kind of copy of which a better composite representation would read, "This store has for sale," etc.

There seems to be little choice here. As purchasers we all prefer to be tempted rather than to be sandbagged.

And yet we venture to say there are more stores—large stores—in this country to-day using class No. 1 advertising than there are using the second class.

"Aggressive," meaning "to fight, to quarrel, to attack"—is there anything in the meaning of the word in harmony with service, with the recognized mission of the modern store?

On the other hand, we have "conservative," meaning "the desire or power to preserve." Isn't that what we all desire, to preserve our friendly relations with our public—to preserve or conserve our mutual interests?

Good advertising "preserves" rather than "attacks"—tells what "the store can do" rather than what the "customer must or should do"—is a guide to the buyer rather than a spur, a leader rather than a driver.

Effective publicity dwells not in the aggressiveness of the language; the size or blackness of the type. But largely in the degree of intent or willingness to serve behind the publicity does its power dwell.

Advertising that helps the buyer to buy rather than advertising that sells—in such small distinctions lies the difference between success and failure.

Many Lured on Rocks of Disaster.

Question No. 4 will also be of interest.

"Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?"

One man says, "Why talk about regular things. Use all your space for the extraordinary, the bargain. Everyone is keen to save money."

The other says, "Everybody is yelling bargains. I want to be different. I will talk good staple things at fair prices. My very modesty will attract."

Both are right. Everyone is keen to save money—but not at the expense of everything else. There is a time and place for everything—including bargain advertising.

I know a store selling nothing but apparel. It is a highly specialized store, dividing its stocks into many divisions and expecting the head of each division to know all there is to know about his

or her branch of apparel. At the height of the season, when these experts have scoured the markets of the world for the best and newest and gathered the fruits of their work together for all to see, that is big news—bigger than any temporary price advantage on a limited lot.

Later, perhaps, when the newness has worn off, when there are gaps in the merchandise ranks, when the public are supplied save those who have waited from motives of economy—then, the bargain comes into its own.

Style, fit, assortment, price—that is the order in season. Price, style, fit, assortment—so the ranking of publicity items runs after the season's zenith.

There are exceptions. I know another store that deals in nothing but bargains—a store that cares nothing for assortment—that has no regular stocks or prices. Yet even in that store the plan, the scheme that makes these constant bargains possible is a greater attraction, a stronger talking point than the bargains themselves.

The bargain siren has lured many an advertiser to disaster on the rocks. It seems but common sense to suggest that expensive newspaper space can be used with greater profit to feature something that can be supplied as well a week or a month later, than when devoted to opportunities of which many of the people we pay to reach cannot avail themselves, because of the time limitation alone, if for no other.

Transients or Regular Readers.

Many dealers have pondered over the question—"Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?"

Mr. Black treated it as follows:—The question was prompted by a pet theory of my own, which I will present here as my answer to the question.

My theory is—

- that every reliable store has its own following.
- that it is a store's duty and privilege to keep that following informed as to style, value and other merchandise features and changes.
- that the store doing this most thoroughly will soon have the largest following.

(Continued on page 36.)

Equipment for Provisions in a Large Store

Description of Department for Meats in the New Walter Paul Store in Montreal—Cost of Refrigeration—Phone Trade Large, and Provisions Go Out With Groceries.

FITTING up a thoroughly modern provision department in the grocery store requires careful consideration of the problem of the best and most convenient methods of refrigeration; and where there is a demand for large cold storage accommodation, where there is an opportunity for convenient installation as in a new building and where there is capital available for the purpose, there are some advantages in having ice machinery. Such a refrigerator is that which has been placed in the new grocery store of Walter Paul, Montreal, a store which ranks as one of the finest in the city and one of the most splendid retail establishments in Canada.

The provision counter occupies a prominent position in the Paul store and it is a retail establishment in which the service of the many patrons—representing the best possible trade in the city—has been given the first consideration.

Behind the counter the refrigerators are located, occupying the greater portion of one side of the large and commodious premises. Here is a specially constructed cabinet for the handling of butter, milk, etc. At the top are vertical glass doors below which there is a flat counter kept cold by glass covers which can be rolled back. Below again are more doors of wood where additional supplies can be stored.

The main refrigerator is fronted with plate glass—or rather three glasses to maintain the temperature without frosting—and this glass being flush with the wall has the appearance of a good-sized show window through which the different articles on display can be seen.

Further down the side of the store again is an additional storeroom, in which a different temperature may be maintained, if desired. This portion is fitted with a plain wooden door, the idea being to keep in it stocks which will be in the nature of a reserve, as well as a large number of imported and domestic brands of cheese.

Regulating the Temperatures.

An inspection of these refrigerators and a talk with the employees of the provision department give a good idea of some of the conveniences of an ice-making plant. The temperatures can be maintained at any degree of cold and this can be varied to suit the circumstances of the contents of the compartments merely by the turning of a valve

which regulates the flow of the ammonia mixture through the pipes which are fitted to the inside walls.

The ice plant is located in the large basement of the store and occupies a comparatively small space. It is operated by an electric motor and Canadian Grocer's representative was informed that it took very little trouble, the mere changing of a valve cutting off or increasing the flow of liquid through the pipes.

Change Liquid Once a Year.

The machinery installed in the Paul store is claimed to operate for a year without exhausting the supply of ammonia composition in the pipes. It has already been in operation about three months and has given little trouble while there has been every satisfaction with the manner in which the cooling has been carried on. The operation of the machinery is almost noiseless and there is no sound from it whatever to be detected in the store.

The Question of Cost.

The installation of the plant referred to, Canadian Grocer understands, represents a couple of thousand dollars. This is a large initial expenditure but let us see what it means to a big establishment like this. Previously Mr. Paul had a store on the main street of the city and a branch where the new store is located and his annual ice bill for the two stores was in the neighborhood of seven hundred dollars.

Now if the supply of ammonia placed in the machine will only have to be replaced annually it can be easily seen that the investment promises to be a paying one in the long run and there is something to be said for the convenience of a plant of this kind as compared with filling large ice boxes.

Equipment for Service.

A feature of the provision counter in this store is the fact that although it is not large there are two modern slicing machines installed and also a modern cheese slicer which automatically cuts the cheese to the required weight, the mechanism being adjusted to the size of the cheese.

Another manner in which the idea of service is emphasized is the fact that on either end of the counter there is a telephone—seven phones being installed throughout the store in all.

A large portion of the trade—in fact the bulk of it—is done by telephone, and this fact makes the provision department a very essential as well as a very important one.

The delivery of provisions is made with the regular groceries, and by this means promptness is assured, for seven wagons are usually on the streets and in addition there is a special motor service making three trips a week down the lake shore as far as St. Annes, a distance of thirty miles, which is a great convenience for those who spend the summer on the water-front and who can phone in their orders.

SOME KNOTTY NEWSPAPER ADVERTISING PROBLEMS.

(Continued from page 35.)

- that from this permanent following every store secures a very large, perhaps the largest part of its response to daily advertising.
 - that violent display and startling headlines are more annoying than gratifying to that following, which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way of accounting for the uniform success of widely differing styles of store publicity.)
 - that this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.
 - that failure to recognize this last fact will soon result in a dwindling audience.
 - that the store discharging its news-telling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.
 - and that this store will, in this way, build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.
- It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort, and with satisfaction.

THE CLERKS' DEPARTMENT

CLERK AT AGE OF 84.

Henry G. Storer, of East Syracuse, N.Y., is said to be the oldest grocery clerk in New York state. He is eighty-four years old, and yet he never misses a day from his duties behind the counter.

"First and foremost," says a writer in referring to this remarkable age, "we would be willing to wager that this venerable clerk is and always has been a salesman. If he had been just a clerk he would not have remained even a clerk all these years. No incompetent person can hold a position for a lifetime unless he makes good. Presumably Mr. Storer has not used any considerable part of his employer's time in watching the clock and looking forward to closing time, and presumably, also, this venerable and faithful clerk has found it just as easy to arise in the morning at a certain hour as ten or fifteen minutes later. It would not seem by any process of reasoning that the absence of beauty sleeps, in his case, has shortened his life, and undoubtedly his faithfulness and the appreciation of his employer has rendered it unnecessary to seek justice in the union. It seems to us that Mr. Storer stands prominently outlined against the ripe years that have drifted past as an example of one who has richly merited the biblical words, "Well done, thou good and faithful servant," and we hope that his ears have heard this many times and that they will hear it many times more. We wish Mr. Storer many more years of vigorous, useful, happy life. He surely deserves it."

SPEED VS. RESULTS.

The young workers, and some old ones, are apt to think that the man who makes the most motions per hour has attained the height of human efficiency. Nothing could be more erroneous. It is not speed that counts; it is results. The long-legged ostrich appears rather speedy to the casual observer as he lopes over to his favorite sand heap and inserts his head in the same to keep out of the hunter's way, but the result is to laugh. If the fast workers could only learn to slow up on their hands and whip up above the ears many incidents that are to serve as warning to future generations would never feel the searchlight of fame.

The motion, the act, the speech that is thought out before it is ushered into the world is the one that gets results.

BLUFF ANSWER DIDN'T WORK.

Up to ten years ago it was an axiom that salesmen in the packing house business in Chicago, says a writer in Business, should be guided by one of four rules laid down by one of the heads of the industry, a brusque man who was also democratic in his ways.

A bright, manly-looking chap entered the office one day when he was very busy.

"Good morning," he began politely.

The packer gave him a hasty glance.

"Well, what the blankety-blank-blank, do you want?" he growled.

"I want civil treatment, and I want it blankety-blank-blank quick," came the sharp answer.

"Oh!" The packer looked up in surprise. Modulating his voice a trifle, he asked: "What can I do for you?"

"I want a job as a salesman. I have worked as a butcher. I have worked in the packing house, and I have sold smaller lines to the meat trade. I have references to prove that I deliver the goods, and I have them with me. I want to get into a bigger field, and I am here to make good. Have you got a job open?"

"If we haven't, we'll make an opening for you. Report to the sales manager Monday morning."

As the young man started to leave the office the brusque old packer called him back.

"Do you know why you got the job?" he asked.

"No, sir."

"Well, you have the three essentials that make a good salesman. I'll point them out to you, so you'll remember 'em. First, you don't think any man is better than you are, and you have the nerve to stick to it. Second, you knew the good points of what you had to sell. Third, you stated them in the fewest possible words. I'll add a fourth—get out before I change my mind."

The salesman behind the counter should familiarize himself with the Adulteration Act. Food inspectors are active these days.

THE ENCYCLOPEDIA.

Cinnamon Spice.

Cinnamon is the spicy bark of young branches of the cinnamon tree cut off in strips and dried in the sun, curling during the process into the quills with which the consumer is familiar. Ceylon cinnamon is obtained from a tree, native to Ceylon but also cultivated to some extent in the East Indies. Cassia cinnamon is from Cinnamomum Casia, the chief East Indian and Chinese type. Both kinds are sold, both in quills and ground.

Ceylon cinnamon is a commodity of value and the cause of many wars and much bloodshed. It was first carried to the world's markets by Arabs, who kept its source a close secret for a number of centuries and contrived to discourage possible investigators by stories of fabulous monsters inhabiting the country from which they were supposed to obtain it. That the tree grew wild in Ceylon was not generally known until the fourteenth century, in spite of the fact that the spice had been continuously in use since the early days of Israel, Greece and Rome.

Ceylon cinnamon is of a pale yellowish-brown color and generally of lighter, cleaner and smoother appearance than Cassia. The quills (the smaller enclosed in the larger) are also usually thinner and more tightly rolled, but these distinctions are not absolute, as there are many different grades of Cassia.

Cassia cinnamon was until recent years considered an inferior imitation, principally because the greater part of the supply consisted of the inferior and poorly prepared China product. It has, however, just as good botanical title to the general name of "cinnamon" as the Ceylon type, and, as the result of the fine quality now exported from French Cochin-China and the Dutch East Indies, it is to-day given the preference in some countries because its flavor is more pronounced and more lasting—the Ceylon is milder and so much more volatile that it loses readily on exposure to air. The demand for Ceylon cinnamon has indeed so lessened that commercial interests are urging the cultivation of Cassia in Ceylon in order to maintain the island's position in the trade.

CURRENT NEWS OF THE WEEK

Quebec:

E. Marleau & Cie., grocers, Montreal, have registered.

R. T. Venn has resigned his position as Montreal branch manager of Corneille David & Co., and is taking a position as sales manager with the Mooney Biscuit and Candy Co., at St. Henry, Que.

Packers and growers of prunes in California report the appearance of cracked fruit. This is not at all general, but it has been observed in a good many orchards. Prune picking has begun in some places, and the growing crop looks fairly good. From last reports the prune market at the coast is easier. The war, of course, may have a strengthening effect on the prune situation.

Ontario.

Bannister's Grocery, Toronto, is giving up business.

Robt. Jackson, grocer, Hamilton, Ont., has sold his business.

Thomas French, a Bancroft, Ont., grocer, suffered a fire loss recently.

Mrs. M. Grisdale, grocer, Wingham, Ont., has disposed of her business.

The St. Mary's Milling Co. succeed G. Carter, Son & Co., in St. Mary's, Ont.

W. H. Millman, of W. H. Millman and Sons, Toronto, has been enjoying a rest at Muskoka.

A. J. Smith, a Walkerton, Ont., general merchant, is selling out and will move to Toronto.

The Hinde & Dauche Paper Co., Toronto, sustained a slight fire loss recently; insured.

Buck & Lautenschlager, general merchants, New Dundee, Ont., sustained a fire loss recently.

Windsor, Ont., merchants are considering a formation of a branch of the Retail Merchants' Association.

The Galt, Ont., merchants' picnic last week was a big success. About 1,500 people took in the trip to Waterloo.

W. H. Wilson, sales manager of the MacLaren Imperial Cheese Co., Toronto, has gone west on a three weeks' trip.

J. H. Marshall, grocer, Niagara Falls, Ont., was in Toronto on Tuesday and called at the office of Canadian Grocer.

The formal opening of the New Toronto civic abbatoir was held on Tuesday last. One of the officials in the operation of this plant is W. C. Miller, formerly in the grocery business in Toronto.

John Scott has sold out his interest in the wholesale grocery of John Scott & Co., Windsor, Ont., and will retire from business. He founded this firm about a quarter of a century ago. For a number of years Harold Boulton has been connected with Mr. Scott and now has joined hands with F. J. Hutchins, of London, in taking over the business, which will be conducted under the name of J. Scott & Co.

Western Canada.

Geo. G. Hacker has succeeded T. F. Higgins, grocer, Regina, Sask.

The stock and fixtures of the estate of Adam Hunter, grocer, Winnipeg, have been sold.

J. A. Stewart, general merchant, Vanguard, Sask, has sold his Hazenmore branch to C. H. Griffiths.

John A. Blair, Victoria, B.C., is opening a grocery store in the new block being erected on Yates street.

Some Vancouver grocers are objecting to the early closing by-law passed recently by the council. They want the grocery trade exempt.

The retail merchants of Saskatoon, Sask., at a recent meeting deplored the fact that the local market should be run free of expense and in direct competition with the merchants who have high rents and other expenses to pay.

OPENING AN EGGERY IN SPAIN.

In a letter from a traveler in Spain to a friend in this country, appears the following interesting paragraph about eggs:

"If I can't do justice to Toledo and its cathedral, perhaps I can venture a word about the opening of an egg store, which took place in front of my quarters in Madrid on the night of my return. Just as I was ready to turn in I heard a band in the street below, and a great din in general. I asked the family what on earth was the matter, and was told

that a new 'huevaria' was being inaugurated.

"In Madrid the retail trade is specialized to such a degree one must almost buy hooks in one shop and eyes in another, and no store keeps eggs but an 'eggery.' The inauguration ceremonies of this particular establishment were very elaborate, and kept up, to my great discomfort, a good part of the night. The inaugural ball was not suppressed, neither was any grape juice provided. Wine was served free to all who looked as if they might be in the market for eggs, and the dance was ardently attended by all the servants of the neighborhood, who danced on the sidewalk and in the street to their hearts' content. The family told me that this was the usual custom in Madrid, and that no self-respecting shop could be opened without it, and that it was not at all confined to 'eggeries,' as I had at first supposed."

THE GROCER.

By Walt Mason.

The grocer sells the things we eat— all sorts of things, in reason; the pickle sour and honey sweet, and garden sass in season. He sends things where his patron dwells and strange it seems to many he doesn't eat the goods he sells, to gain an honest penny. He has his window filled with fruits that came from distant regions, from countries where the warthog roots and jaguars roam in legions. The treasures of some far-off clime—no royal store could beat them! And still I wonder, all the time, just why he doesn't eat them. With dates from Araby the blest, and figs from Asia Minor, the smiling grocer does his best to please the western diner. Imported things upon his shelf, spaghetti, cheese and noodle; if I were he, I would, myself, consume the whole caboodle! The grocer reaches south and north, and east and west he reaches, for all the eatables of worth, the canteloupes and peaches; the new potatoes and the peas, the condiments and sauces, the Chinese eggs and sweitzer cheese, which oft are total losses. I'd hate to sell such tempting things; if patrons came, I'd greet them, and say, "They're not for sale, by jings, for I intend to eat them!"

Upheaval of Many Prices Caused by the War

Sugar, Flour, Cereals, Rice and Beans Are Up, and Prices on Many European Lines Withdrawn — Importers of Cream of Tartar, Nuts, etc., Scarcely Know Where They Are At — Curtailment of Shipments, War Risks, Increased Freight Rates, and Advance in Rates of Exchange Playing Their Parts.

NO branch of the retail store has been or will be more extensively, directly and quickly affected by the outbreak of war in Europe than the grocery business. In a crisis of this kind, with the neglect of agriculture and the insistent demand for food stuffs, not to mention the difficulties and increased cost of transportation, insurance, exchange, etc., there is naturally a rapid advance in prices.

From the present outlook the future is so uncertain and the scope of hostilities is so extensive that the trade is entirely at sea. So far as prices are concerned the commodities which are directly affected have advanced so rapidly that the market is now without foundation and no one can foretell to what heights figures may go. Wholesalers are generally taking orders at the market and consignments are being confined to small bounds; in some lines nothing more than a case will be delivered to one customer.

Generally speaking, the outlook is not a serious one in Canada so far as supply is concerned. There is little need for anxiety as regards staples, for this country produces much more than is consumed and there is an open border to the south. The United States will probably be the clearing house for food supplies in the event of a big European war, and Canada should have no trouble in getting what she needs even with England involved. This should apply to many imported lines as well. However, we may have to pay the price, not only for the foreign commodities but for the home-grown as well, if England begins to call upon us for supplies.

Naturally, flour was not long in following the advance in wheat. So far the increase in price seems fully justified; in fact even a greater increase could have been made on the basis of raw material. The increase was delayed on account of there being no prospect for export and poor business in Canada, but when it did come there was an awakening in the trade and Monday was one of the biggest days in the history of Canadian milling, so far as domestic trade is concerned. Following the advance came the announcement that England would assume the war risks on flour consignments so as to get supplies, but there was no immediate sign of this taking place so far as the trade was concerned, and on Tuesday there was nothing coming in the way of orders from the other side of the water. If England starts to take Canadian flour still higher prices may result.

Sugar advanced on prospects of neglected crops in Europe and transportation difficulties; canned meats, rice, oatmeal, beans, peas, went to much higher levels in view of the general demand for food stuffs. French peas and sardines were advanced on account of difficulties of transportation and alimentary pastes went up on account of relations with France and Italy. Dried fruits and nuts are on the up grade, prices being withdrawn in many cases.

The tea market is unsettled. Three advances of 2c each are announced on London cables, and this applies to Ceylons and Indias particularly. In Canada opinions are divided as to whether importations can be made via Vancouver. In any event we should be able to get supplies from Japan either direct to Vancouver or through the United States. Coffee and spices should not be affected except by outside influences, but in all the markets there should be taken into consideration prospects for higher costs of transportation, increased rates of ocean insurance, higher exchange, etc.

Markets in Brief

QUEBEC MARKETS.

GENERAL GROCERIES—

Prices going up rapidly.
Canned meats advance strongly.
Sugar is up 10c.
French peas \$2.
Beans, peas, rice, etc., take big jump.

FLOUR AND CEREALS—

Flour advanced 30c.
Further advances looked for.
Rolled oats and corn meal up 10c.
Mill feeds advance \$1.

PRODUCE AND PROVISIONS—

Higher prices looked for.
Pure lard is firmer.
Fresh eggs advancing.
Butter is very firm.

FISH AND OYSTERS—

War may affect imports.
Salmon getting scarce.
Prices for fresh varieties higher.

FRUITS AND VEGETABLES—

Raspberry season about over.
Big crop of apples.
Local vegetables cheaper.

ONTARIO MARKETS.

GENERAL GROCERIES—

Sugar up 10c.
Beans rise 40c bushel.
Advance of 50c hundred in rice.
Canned meats higher; some prices withdrawn.
Future prunes up.
Future prices on European nuts withdrawn.

FLOUR AND CEREALS—

Flour higher by 30c bbl.
Cereals advance—rolled oats, oatmeal and cornmeal.
Mill feeds firmer.

PRODUCE AND PROVISIONS—

Some declines on Chicago market due to stop in shipments.
Butter higher here.
Bacon and lard unchanged.
Eggs a shade firmer.

FRUITS AND VEGETABLES—

Lemon market firm.
Potatoes hold last week's price.
Good crop of tomatoes and cucumbers, and prices easier.
Many domestic fruits still on market.

QUEBEC MARKETS

Montreal, Aug. 6.—War has created unprecedented conditions in the grocery markets. Quotations are either without foundation or on a very unstable basis—in fact, it would be better to consider the market as practically without prices, for changes come so quickly. Nobody knows what the future may bring, any more than anyone can foretell the developments of the international puzzle. Orders are generally being accepted to be filled at the market, and in many cases nothing more than a case at a time will be shipped at the price. Wholesalers report that they have fair stocks on hand,

CANADIAN GROCER

but they were in no way prepared for what has happened. Had they been given fifteen days in which to place orders and get consignments on the water they would have been in a much better position.

Price advances have been made in departments directly affected by the war—either foodstuffs, which will be in strong demand, or imported stuffs, the production or shipping of which will be interfered with. Canned meats, French peas, dried vegetables, rice, flour, sugar, tea, etc., have all been materially advanced, and no one knows where the prices will go. On the other hand, other general lines are firm, and although prices are holding, they are only nominal, and likely to be advanced at any moment in sympathy with conditions and under the influence of the higher cost of transportation, insurance risks, exchange charges, etc.

Luxuries are going to be chiefly affected, and if the war continues there may be many very plain Christmas dinners—but there is no danger of a shortage of staples, although we may look to pay higher prices as the demand increases and the market advances.

SUGAR.—An advance of 10c has been announced by refiners, and there has been heavy buying on higher quotation; the situation is now strong and future uncertain. Present outlook is for higher prices, with prospects for continued hostilities. Market is not only influenced by the interference with the beet crop in Europe, where war has broken out, but refiners feel that they have no guarantee as to deliveries from foreign ports, and shipments from Cuba and the Indies may be seriously interfered with in the event of conflict involving England.

Extra Granulated Sugars—		Per 100 lbs.
100 lb. bags	4 55
20 lb. bags	4 65
2 and 5-lb. cartons	4 85
Second grade, in 100 lb. bags	4 40
Yellow Sugars—		
No. 3	4 60
No. 2	4 60
No. 1	4 15
Extra Ground Sugars—		
Barrels	4 95
50 lb. boxes	5 25
20 lb. boxes	5 35
Powdered Sugars—		
Barrels	4 95
50 lb. boxes	5 15
25 lb. boxes	5 15
Paris Lump—		
100 lb. boxes	5 30
50 lb. boxes	5 50
25 lb. boxes	5 60
Crystal Diamonds—		
Barrels	5 35
100 lb. boxes	5 50
50 lb. boxes	5 60
Cartons and half cartons	7 15
Crystal Dominoes, cartons	7 25

DRIED FRUITS.—No advances have been made in this market at time of writing, but quotations may be considered as nominal, with changes upward likely to take place at any time. Prunes and raisins will be directly affected by the war, and shipments of currants, figs and dates will no doubt be interfered with in the event of hostilities being con-

tinued. In addition, general market conditions would affect the prices to some extent all along the line in common with all foodstuffs.

EVAPORATED FRUITS.		
Apples, 50-lb. boxes	0 11 1/4
Nectarines, choice	0 11
Peaches, choice	0 09 1/4
Pears, choice	0 14
Apricots	0 16
DRIED FRUITS.		
Candied Peels—		
Citron	0 15
Lemon	0 10 1/4
Orange	0 11 1/4
Currants—		
Amalias, loose	0 07
Amalias, 1-lb. pkgs.	0 07 1/4
Filiatras, fine, loose	0 06 1/4
Dates—		
Dromedary, package stock, per pkg.	0 06 1/4
Figs, choicest	0 11
Hallowee, loose	0 05 1/4
Hallowee, 1-lb. pkgs.	0 07 1/4
Figs—		
Finest, 6 crown, about 12 lbs.	0 13
Same fruit, 5 and 4 crown, 1 and 2 cents less.	
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 12 1/4
50 to 60, in 25-lb. boxes, faced	0 11 1/4
70 to 80, in 25-lb. boxes, faced	0 10
80 to 90, in 25-lb. boxes, faced	0 09 1/4
95 to 100, in 25-lb. boxes, faced	0 08 1/4
60 to 70, in 25-lb. boxes, faced	0 10 1/4
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75
Muscatsels, loose, 3 crown, lb.	0 08 1/4
Sultana, loose	0 10
Lower grades Sultana, 1 lb. pkgs.	0 11
Valencia, new	0 06 1/4
Seeded, fancy	0 10 1/4
Seeded, choice	0 10

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

SPICES.—In this market there have been no advances made as yet, but jobbers will hold orders well within bounds; oil of lemon has gone up 50c in the drug trade, and this is an indication of what might be expected with commodities from the war zone. However, most of the spices should be received as usual, unless hostilities extend over a larger zone than now seems probable, and the price influences will be outside and relate to such matters as exchange and insurance. Cream of tartar is the only commodity which will be affected at once, as this is imported from France.

	5 and 10 lb. 1/4 lb.	1/2 lb.	1 lb.
Allspice
Cassia
Cayenne pepper
Cloves
Cream tartar
Curry powder
Ginger, Cochin
Ginger, Jamaica
Mace
Nutmegs
Peppers, black
Peppers, white
Pastry spice
Pickling spice
Turmeric

DRIED VEGETABLES.—In no department have the price advances been more emphatic than with regard to dried vegetables, these being a commodity which would come into strong demand as the war continues. Beans and peas have gone up 60c a bushel, and barley has been advanced an even dollar.

Beans—		
Hand picked, per bush.	3 00
Canadian white, per bush.	2 70
Yellow, per bush.	3 35
Yellow eyes, per bush.	3 85
Lima, per lb.	0 08 1/4
Peas, per bushel	3 00
Peas, Imperial green, per bush.	3 10
Barley, pot, per bag	3 80
Barley, pearl	5 00

MOLASSES.—Molasses should not be directly affected by the war conditions unless the trouble should continue until the new crop comes. Stocks are practically in the hands of the wholesalers, and they will have control of prices.

Barbadoes Molasses—		Prices for Island of Montreal, Fancy, Choice.
Punchons30
Barrels33
Half barrels35

For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal. Carload lots of 20 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		Per cwt.
Barrels, per lb. 3/4c; 1/2 bbls. 3/4c; 1/4 bbls.	0 04
Pails, 2 1/2 lbs., \$1.85; 25 lbs.	1 35
Cases, 2 lb. tins, 2 doz. in case	2 50
Cases, 5 lb. tins, 1 doz. in case	2 85
Cases, 10 lb. tins, 1/2 doz. in case	2 75
Cases, 20 lb. tins, 1/4 doz. in case	2 70
Maple Syrups—		
Pure, per 5 1/2 lb. tin	0 75
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00
Maple sugar, pure, per lb.	0 10

RICE.—There was a spring from the low bottom in the rice market with the announcement of general war threatening and the opening of hostilities on a broad basis. Not only would shipments of rice be interfered with, but prices will rapidly advance with the demand for supplies. The advance made so far is 1/2c lb.—50c the hundred.

Rangoon Rices—		Per cwt.
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Fancy Rices—		Per cwt.
Polished	5 00
Pearl	5 10
Imperial Glace	5 40
Sparkle	5 60
Crystal	5 60
Snow	5 80
Ice drips	5 95
Carolina head	7 60

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 (12 1/2 lbs.).

Imported Patna—		Per lb.
Bags, 224 lbs.	0 06
Half bags, 112 lbs.	0 06 1/2
Quarter bags, 56 lbs.	0 06 1/2
Velvet head Carolina	0 09 1/2
Sago, brown	0 05

NUTS.—No advance has yet been made in prices, but quotations are merely nominal, and there may be higher figures at any moment for all imported varieties.

Shelled walnuts, per lb.	0 40
Shelled almonds, 25-lb. boxes, per lb.	0 45
Finest filberts	0 12 1/2
Pecans—		
3 crown	0 17
Large	0 18
Giants	0 21
Almonds	0 18
Walnuts, Grenoble	0 18
Walnuts, Marbols	0 14
Brazils, new	0 15 1/2
Peanuts, No. 1, 1 1/2c; No. 2	0 11
Peanuts, No. 3 (3/4c; No. 4	0 09

COFFEE.—So far as coffee is concerned the war should form purely an outside influence, and there should be no direct interference with supplies. The situation is naturally very firm, however, and with the continuance of hostilities, with higher rates of transportation and dearer exchange, prices should advance somewhat.

Coffee, Roasted—		
Bogotas	0 27
Gautemala	0 26
Jamaica	0 24
Java	0 32
Maricao	0 25
Mexican	0 27
Mocha	0 30
Eio	0 29
Santos	0 22
Chloroz, per lb.	0 08

TEAS.—With the situation as at present it is not safe to make quotations.

CANADIAN GROCER

We hear of three advances of two cents each having been made on advices from London and the low mark of the Ceylons and Indians being raised to 20c. On the other hand, a large jobber states that his prices have only gone up 2c. Ceylon and Indian shipments will, of course, be directly affected, but there is a chance that Canada may get supplies through the Pacific. Advances in Japan have not been so strong for the reason that there should be no immediate interference with shipments from that country. The market is very unsettled, and even the large importers state that they are entirely at sea as to the future.

MACARONI AND VERMICELLI.—The market for alimentary pastes has gone up 1c a lb. on the strength of the war news, these pastes being imported to this country from France and Italy, principally the former.

WINES.—Houses handling wines find an increase already of a \$1 the case and 25c the gallon for bulk goods. This is the direct effect of France having become involved in war with Germany.

ONTARIO MARKETS.

TORONTO, Aug. 6.—The talk of the European war was the chief topic of conversation among the trade this week, and the consequent advance in many prices. Wholesalers told of how they had purchased Bosnia prunes, English jams, and this and that and were absolutely in the dark as to when they would receive them, or whether they would reach Canadian soil at all. On Monday and Tuesday markets rose with feverish haste. First sugar and flour took the rise and these were followed by rice, beans, future prunes, canned meats, and several prices were withdrawn entirely. In view of this many of the quotations in our proprietary article list do not hold good for the week.

SUGAR.—In last week's issue it was hinted that should the war become at all general, sugar would undoubtedly advance. On Monday last the rise began, an advance of ten cents a hundred being made, bringing sugar here up to \$4.61. Immediately the advance went into effect the refiners refused to accept any orders at the old price. The cause of the advancing sugar market was explained partially last week. There is a heavy growing crop of sugar beets on the European continent, the harvest expected being 8,000,000 tons whereas at the time of the last big Franco-Prussian war the yield was only 1,500,000 tons. The war is drawing every able-bodied man from the harvest fields in Germany and Austria, and Germany at least has prohibited the export of foodstuffs even if the harvest could be properly attended to. Great Britain has been depending upon the Continent for her supplies of sugar, as

well as on Java in the East Indies, but the great bulk comes from the Continent. The United Kingdom must now get her sugar from the West Indies and this, it is contended, will force up the market here. Cables have already been received in New York from England asking quotations on American refined, and refined there has also advanced. The estimate of the 1913-1914 Cuban crop has been placed at 2,550,000 tons, and to realize that the balance of the crop will have to be 114,651 tons, and there are only four centrals in operation as opposed to twelve at this date a year ago. From this date onwards last year the balance of the crop was 184,874 tons and in 1912 it was 85,996 tons, and it is believed that the balance this year will conform more nearly with 1912 than 1913. This indicates an evident strength in sugar and particularly since the European turmoil has upset routine conditions over there. The next Cuban crop will not begin to realise until December and it is too early to form any idea of the outcome.

There are, however, some who are not so sure that the sugar market will advance much further. It is their claim that the consumption of sugar in the countries actually at war will be lessened to a considerable extent, and that therefore there will not be the same demand that would otherwise exist. If therefore Great Britain does not come to Cuba for raws there will be no competition with the North American continent, and as we have sufficient requirements for ourselves, there is no room for many more advances.

Extra Granulated Sugars, Montreal Refined—Per 100 lbs.	
100 lb. bags	4 51
50 lb. bags	4 71
2 and 5 lb. cartons	4 91
Second grade granulated, 100-lb. bags	4 51
Nova Scotia refined, 100-lb. bags	4 51
Western Ontario refined, 100-lb. bags	4 51
Extra Ground Sugars—	
Barrels	5 01
50 lb. boxes	4 21
25 lb. boxes	5 41
Powdered Sugars—	
Barrels	4 81
50 lb. boxes	5 01
25 lb. boxes	5 21
Crystal Diamonds—	
Barrels	5 36
100 lb. boxes	5 36
50 lb. boxes	5 46
Paris Lump—	
100 lb. boxes	5 36
50 lb. boxes	5 46
25 lb. boxes	5 66
Cartons (20 to case)	7 41
Cartons (50 to case)	7 41
Crystal Dominoes, cartons	7 60
Yellow Sugars—	
No. 1	4 21
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

DRIED FRUITS.—It is the contention of many in the trade that the war situation will have the effect of advancing Mediterranean dried fruits and that higher prices will rule on Valencia raisins, currants, figs, and dates. Their reasons are that shipping has been retarded, that the rate of exchange has advanced and that freight rates are going up. Also vessels are being insured against war risks, all of which is tending to firm up the situation. Of course, if the European trouble comes to an end soon, the complexion of this report would have to be

changed. Local wholesalers have ordered Bosnia prunes and have little hope of getting them. Prune futures went up a quarter of a cent on Tuesday and until the horizon clears there is no telling the outcome of things.

Apples, evaporated, per lb.	0 10%	0 11
Apricots—		
Standard, 25 lb. boxes	0 16%	0 18
Choice, 25 lb. boxes	0 18	0 18%
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10	0 12
Orange	0 10	0 12
Citron	0 16	0 17
Currants—		
Filiatras, per lb.	0 06%	0 07
Amalas, choicest, per lb.	0 07	0 07
Patras, per lb.	0 07%	0 08
Vostizas, choicest	0 08	0 09
Vostizas, shade dried	0 10%	0 11
Cleaned, 1/2 cent more.		
Dates—		
Faris, choicest, 12-lb. boxes	0 06%	0 06%
Faris, choicest, 60-lb. boxes	0 06	0 06%
Package dates	0 05%	0 06
Hallowees	0 05%	0 06
Prunes—		
30-40s, California, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	0 13	0 14
50-60s, 25 lb. boxes	0 12%	0 13%
60-70s, 50 lb. boxes	0 10%	0 11
70-80s, 50 lb. boxes	0 10	0 10%
80-90s, 50 lb. boxes	0 09%	0 10
90-100s, 50 lb. boxes	0 08	0 08%
25-lb. boxes, 1/4c more.		
Peaches—		
Standard, 50-lb. boxes	0 08	0 08%
Choice, 50-lb. boxes	0 09	0 10
25-lb. boxes, 1/4c more.		
Raisins—		
Sultana, choice, new	0 07	0 09
Sultana, fancy, new	0 10	0 12
Valencia	0 07%	0 08
Seeded, fancy, 1 lb. packets	0 10%	0 11
Seeded, choice, 1 lb. packets	0 10	0 10
Seeded, choice, 12 oz.	0 08%	0 09%
Seedless, 16 oz., packets	0 10%	0 11
Seedless, 12 oz., packets	0 08%	0 09

TEA.—This market remains firm with some advances to the importer. It will, however, be difficult to gauge the situation until it is known just whether shipping on the high seas will be exposed or not.

COFFEE.—While there is not a great deal occurring to put up the price of Brazilian coffee, apart from the financial requirements for the harvesting of the crop, nevertheless the market is strong.

Coffee, Roasted—		
Bogotas	0 25	0 27
Guatemala	0 25	0 26
Jamaica	0 24	0 25
Java	0 30	0 32
Maricao	0 25	0 26
Mexican	0 25	0 27
Mocha	0 29	0 32
Rio	0 17	0 18
Santos	0 19	0 21
Chicory, per lb.	0 10	0 12

SPICES.—Cream of tartar is the outstanding feature of the spice market this week. That the supply will be seriously affected should France be at war for any length of time is undoubted. The price has advanced in the old country and there are no prices being quoted here at present, and will not likely be for some time. It is understood the trade in Canada generally have fair supplies on hand.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 10	0 15-0 15
Allspice, whole	0 12-0 15	0 12-0 15
Cinnamon, whole	0 20-0 25	0 20-0 25
Cinnamon, ground	0 17-0 18	0 20-0 25
Cinnamon, Batavia	0 25-0 25	0 25-0 25
Cloves, whole	0 25-0 25	0 25-0 25
Cloves, ground	0 25-0 25	0 25-0 25
Cream of tartar	0 15-0 21	0 25-0 34
Curry powder	0 15-0 15	0 15-0 15
Ginger, Cochin	0 15-0 15	0 15-0 21
Ginger, Jamaica, ground	0 15-0 15	0 25-0 25
Ginger, Jamaica, whole	0 25-0 25	0 25-0 25
Ginger, African, ground	0 15-0 15	0 15-0 15
Mace	0 15-0 15	0 15-0 15
Nutmegs, brown, 5/16, 5/16; 5/16, 5/16; 10/16	0 15-0 15	0 15-0 15
Nutmegs, ground, bulk, 5/16; 1 lb. tins	0 15-0 15	0 15-0 15
Pastry spice	0 10-0 14	0 17-0 20
Peppers, black, ground	0 10-0 14	0 17-0 20
Peppers, black, whole	0 15-0 20	0 17-0 20
Peppers, white, ground	0 15-0 20	0 17-0 20
Peppers, white, whole	0 15-0 20	0 17-0 20
Pickling spice	0 15-0 15	0 15-0 15
Turmeric	0 15-0 15	0 15-0 15

CANADIAN GROCER

Just as Canadian Grocer was going to press one large spice firm announced advances in all spices. Cream of tartar went up 3 cents per lb.; cloves, 5 to 6 cents; and all other spices 3 cents. Coffee was advanced 3 to 4 cents. These prices only hold good for next week. Intervening events will guide the future

NUTS.—Prices on French nuts have practically all been withdrawn and there will be little doing in them until the present difficulty blows over. This means that the original calculations in regard to this market will have to be revised but at the present prices are very firm.

In shell—	Per lb.	Per lb.
Almonds, Tarragona	0 18	0 18½
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 17
Chestnuts, peck	1 75	1 80
Filberts, Sicily, new	0 12	0 13
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09½	0 10
Peanuts	0 17	0 18
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 44	0 46
Filberts	0 27	0 27
Peanuts	0 11	0 12
Peanuts	0 08	0 09
Walnuts, new	0 45	0 46

RICE AND TAPIOCA.—Rice has gone up a ½-cent a pound or 50 cents a hundred as a result of the demand from Europe. Apart from that there was nothing in the market to indicate a rise at the present time, for during the summer months rice is not a food eagerly sought for.

Rangoon, per lb.	0 03½	0 04½
Rangoon, fancy, per lb.	0 04½	0 05½
Patna, per lb.	0 05½	0 07
Japan, per lb.	0 05½	0 07½
Java, per lb.	0 06½	0 07½
Carolina, per lb.	0 10½	0 12
Sago—		
Brown, per lb.	0 05	0 05½
White, per lb.	0 05	0 05
Tapioca—		
Bullet, double goat	0 08½	0 09½
Medium pearl	0 04½	0 05
Seed pearl	0 05	0 05½
Flake	0 08½	0 09½

BEANS.—Evidently beans is one of the foods eagerly sought for by the nations at war. Beans are noted for their nutritive qualities and it is not much of a surprise therefore that they have gone up in price—the advance being up to time of writing 40 cents a bushel. Canada is normally a big purchaser of Austrian beans so that with that source cut off by the hostilities, the situation here is all the firmer. So far Canadian prospects look good for a fair yield of beans, but it is yet too early to form any definite estimate of the outcome.

Beans—	Per bushel.
Canadian primes	2 75
Canadian H. P.	2 85
Yellow eyes	3 00
Brown	3 25
Lima	0 07½
Peas, blue Canadian, per bush.	2 00
Peas, green, imported, bush.	2 40
Peas, whole white, per bush.	1 85

OLIVES.—Reports indicate that the olive crop in Spain is not of the best this year. This would indicate that when the new olives come along towards the end of the year prices would be higher. At the present time olive packers claim prices are lower than they should be on

account of price-cutting going on. "We are making nothing on olives," remarked one the other day.

CANNED GOODS.

MONTREAL.—War news has immediately affected the prices of canned meats and French peas. Announcement is made to the trade that beef and onions in 1-lb. tins has been advanced from \$2.75 to \$3.25, and that corned beef in 6-lb. tins has gone from \$15 to \$17, with other kinds of canned meats advanced on a proportionate basis. The advance in French peas has been \$2 the case, and there has been a similar advance in other canned vegetables imported from that country. Sardines have already been advanced \$1 the case. Peas and sardines have, of course, gone up on the prospects of shipments to this country being seriously interfered with.

Although there is nothing definite in the way of information, it is expected that the general tendency for higher prices for foodstuffs will have an effect upon the Canadian canned goods situation. As England has taken a sustained part in the hostilities, there will be a demand for Canadian foodstuffs, which will probably affect prices.

TORONTO.—Up to present no new prices have been announced by the canners, but opening prices on peas, strawberries and other early fruits and vegetables, as well as salmon, are expected soon. The trade are at a loss to determine just what effect an extended war would have on canned goods here, some maintaining that it would tend to advance prices, and others that it would not. The latter take the view that if Great Britain wanted canned goods she would purchase them from the United States, where prices as a rule are lower than here. Be that as it may, peas are likely to be fairly high, both on account of the poor crop in Canada this year and the advance in the price of French peas and the difficulty of getting them here. Wholesalers, at least those interested, are guessing that standards will open at around 90 cents. Salmon will, of course, open much higher than a year ago, and sardines will, if shipping is tied up, hold firmer, although the catch has been good.

MANITOBA MARKETS

SUGAR AND SYRUPS.—The demand still continues large, and although there have been several fluctuations in New York, on the raw market, yet sugar stands to-day on practically the same figure as a week ago. The European war, if it continues for any length of time, would mean considerable advance.

	Per cwt. in sacks.
Sugar, Eastern—	
Extra standard granulated	4 90
Extra ground or icing	5 40
Powdered	5 30

Lumps, hard	5 85
Montreal, yellow	4 60
Sugar, B.C.—	
Extra standard granulated	4 80
Yellow sugar	4 25
Bar sugar	5 05
Icing sugar	5 25
Powdered sugar	5 05
H. P. lumps	5 75
Sugar packed in barrels, 5c per cwt. more.	

Sugar, Western Ontario—	
Sacks, per 100 lbs.	4 80
Barrels, per cwt.	4 75
Halves, 50 lbs., per cwt.	4 80
Bales, 20 lbs., per cwt.	4 85
Powdered, barrels	5 10
Powdered, 5½s	5 45
Powdered, 25s	5 75
Icing, barrels	5 40
Icing, 50s	5 65
Icing, 25s	5 80
Icing, pails	5 70
Cut loaf, barrels	5 60
Cut loaf, 50s	5 75
Cut loaf, 25s	6 00

Corn Syrups—	
Barrels, per 100 lbs.	4 25
Cases, 20-lb. tins, ¼ doz. in case	2 77
Cases, 10-lb. tins, ½ doz. in case	2 76
Cases, 5-lb. tins, ½ doz. in case	2 88
Cases, 2-lb. tins, 2 doz. in case	2 48
American, 2-lb. tins, 24 tins case, per case.	2 40
American, 5-lb. tins, 12 tins case, per case.	2 75
American, 10-lb. tins, 6 tins case, per case.	2 65
American, 20-lb. tins, 3 tins case, per case.	2 66

B. C. Cane Syrups—	
2-lb. tins, 2 doz. to case, per case	2 85
5-lb. tins, 1 doz. to case, per case	3 20
10-lb. tins, ½ doz. to case, per case	3 00
20-lb. tins, 3 tins to case, per case	2 85

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	
Barbadoes	Per gal. 0 49
New Orleans	0 31
Maple Syrups—	Per case.
Imperial ¾ gal., 1 doz.	5 40
New, pure, ½ gal., case	5 55
New, pure, ¼ gal., quarts, case 2 doz.	9 00
New, pure, quart bottles, case 2 doz.	9 75

DRIED FRUITS.—Peaches have dropped, standards now being quoted ¾c lower; choice ¼c lower. Prunes are remaining stationary, practically all lines being sold out except 80-90 and 90-100. Apricot prices are declining at Californian points, the effect of which will be felt here in the near future. This decline is due to the two larger areas of the crop reaching marketable condition. Evaporated apples are having a steady sale, even at the extremely high prices which obtain. These high prices may be expected to hold until the latter part of October, when the new crop arrives. Currants are advancing slowly, and the new crop will come on about ½c per lb. over present prices.

Apples, evaporated, new, 25s	0 13	0 13½
Apricots, choice, 25s	0 15	0 15½
Apricots, choice, 10s	0 16	0 16½
Apricots, standard, 25s	0 14	
Currants—		
Dry clean	0 07½	
Washed	0 07½	
1 lb. package	0 08	
2 lb. package	0 16	
Vostzizas, 1 lb.	0 11	
Dates—		
Hallowi, loose, per lb.	0 05½	
Hallowi, 1 lb. pkgs.	0 07	
Fard dates, 12-lb. boxes	1 00	
Peaches—		
Standard, 25-lb. boxes	0 06½	
Choice, 25-lb. boxes	0 07½	
Choice, 10-lb. boxes	0 08½	
Extra choice, 25-lb. boxes	0 08½	
Prunes, in 25-lb. boxes—		
90 to 100	0 07½	
80 to 90	0 08½	
70 to 80	0 10½	
60 to 70	0 11½	
50 to 60	0 12½	
40 to 50	0 13½	
Raisins, Valencias—		
Extra select Valencias, 25s, box	2 15	
Raisins, Sultanas—		
California	0 09½	
Smyrnas	0 08	0 12½
Raisins, Muscates—		
3 crown, loose, 50s	0 08½	
3 crown, loose, 25s	0 09	
Choice seeded, lb.	0 09½	
Extra fancy seeded, lb.	0 10	
Raisins, Australians—		
Lerias, 56-lb. boxes	0 08½	

TEAS AND COFFEES.—The difficulty which some of the South American

CANADIAN GROCER

growers have been experiencing in raising funds in Europe, is tending to strengthen this market. No changes have been struck locally, however, in coffee. The tea market remains firm with no change in prices.

Rio, No. 5, green	0 13	0 13%
Rio, roasted	0 16	
Santos, green, No. 4	0 15	
Santos, roasted	0 21%	0 22%
Chicoory, per lb.	0 07	0 08
Teas—		
Japan—		
Extra fine basket, fired	0 40	
Fancy	0 31	0 35
Choice	0 29	0 32
Choice or medium	0 25	0 29
Common	0 20	0 23
India and Ceylon—		
Broken Orange Pekoe	0 28	0 40
Pekoe	0 26	0 30
Pekoe Souchong	0 23	0 26
Souchong	0 21	0 23
China—		
Common Moning	0 15	0 18
Good Paklum	0 23	0 25
Keemum	0 20	0 20

BEANS.—All cereals, beans, peas and barley, have become stronger during the past week, owing entirely to the disturbed conditions in Europe. If these conditions continue, or become more serious as is feared, there is no doubt that all these lines will advance immediately.

Beans—		
Austrian, hand picked	2 35	2 40
3 lb. picker	2 15	2 15
Cal. Lima, per lb.	0 06%	0 06%
Barley—		
Pot, per sack, 98 lbs.	3 10	3 10
Pearl, per sack 98 lbs.	4 60	4 60
Peas—		
Split peas, sack, 98 lbs.	3 30	3 40
Whole peas, bushel	2 00	2 00

RICE AND TAPIOCA.—There is little change noted in this market, and it does not seem likely that any change will be struck before November or December when the new crop arrives.

Rice and Tapioca—		
No. 1 Japan, per lb.	0 06%	0 06%
No. 2 Japan, per lb.	0 04%	0 04%
Siam, per lb.	0 04%	0 04%
Patna, per lb.	0 06%	0 06%
Carolina, per lb.	0 08	0 08
Sago, pearl, per lb.	0 04%	0 04%
Tapioca, pearl, per lb.	0 04%	0 04%

NUTS.—Very little business being done in this line. No changes in price need be expected until new walnuts and almonds come on the market.

LATE WIRE FROM REGINA.—Sugar up 20 cents—10 cents on August 1 and 10 cents on August 5; flour advanced 25 cents August 3; lemons up \$1; coffees advance 25 per cent., and beans jump 25 cents per bushel.

SASKATCHEWAN MARKETS.

REGINA, Aug. 5.—(Special by wire.)—Harvesting commenced in Saskatchewan Thursday morning, July 30, when wheat was cut on a farm at Eslin. Similar reports have come to hand since, stating that cutting has commenced in other districts, and it is believed that harvesting will be general between August 10 and 15.

On July 31 flour advanced 30 cents per hundred; rolled oats jumped 15 cents per 80-lb. sack, and the sugar market was strong with an advance anticipated by local dealers at any moment; all as a result of war. Reports from New York

inferred that, even though Austria and Servia waged war regardless of the other nations, it would have a tendency to increase the price of sugar. Germany and Russia are the principal sugar beet producing countries in Europe, and war in these countries will have a far-reaching effect on the general market. Another commodity which would be affected as a result of war in European countries is beans, as there is a large importation of Austrian and Servian beans used in Western Canada.

Produce and Provisions—		
Butter, creamery, per lb.	0 26	0 27
Butter, dairy, No. 1, 20c; No. 2	0 15	0 18
Cheese, per lb.	0 15%	0 15%
Eggs, fresh, per doz.	0 15	0 15
Lard, 3's, per case	7 30	7 30
Lard, 5's, per case	7 25	7 25
Lard, 10's, per case	7 20	7 20
Lard, 20's, each	2 35	2 35
General—		
Beans, Ontario, per bushel	2 00	2 50
Beans, Austrian	2 65	2 65
Coffee, whole roasted, Rio	0 17	0 17
Evap. apples, 50's	0 12%	0 12%
Potatoes, new, per bushel	1 75	1 75
Roller oats, 20's	0 53	0 53
" " ball	2 36	2 36
Flour, 98's, \$3.05; rolled oats, 80's	1 95	1 95
Rice, per cwt.	3 90	3 90
Sugar, standard, gran., per cwt.	5 27	5 27
Sugar, yellow, per cwt.	4 87	4 87
Canned Goods—		
Apples, gala, case, \$1.61-\$1.91, doz.	3 82	3 82
Corn, standard, per 2 dozen	2 21	2 21
Peas, standard, per 2 dozen	2 00	2 00
Plums, Lombard	2 10	2 10
Peaches	2 91	2 91
Strawberries and raspberries	4 20	4 20
Tomatoes, standard, per dozen	2 65	2 65
Salmon, Sockeye, 4 doz. talls, case, 1s	9 50	9 50
Red sprines, 1s	6 70	6 70
Cohoos, 1's, \$6; humpbacks, 1's	4 25	4 25
Fruits—		
Lemons	8 50	8 50

FISH AND OYSTERS.

MONTREAL.—Fish dealers are beginning to speculate on the probable effect of war operations on supplies. Certainly in the event of extensive movements on the part of the fleets and the declaration of general hostilities the operations of the fishing boats will be seriously hampered, while at the same time the call to the naval reserves is certain to mean the depletion of many fishing crews. However, the war is not likely to have immediate effect on any of the fresh fish supplies here, but imported varieties, such as Scotch herring and others from waters which come within the field of hostilities may be expected to demand big prices. During the last week there has been fair business, with an improvement in the demand for smoked and salt varieties, particularly salt herring. Haddock have been scarce, and it is evident that they are changing to other waters. The supply of salmon is getting short, and there is practically nothing coming from Gaspe, although there are a few spawn salmon from New Brunswick. Receipts of halibut have been light, and fresh shad are being replaced by frozen stock. Lake fish have been coming freely. Brook trout are now being received from below Quebec. Receipts of fresh mackerel are rather light, and there is a good demand for lobsters at same stiff prices. There is a general upward trend to prices for reasonable varieties of fish.

FRESH FISH.

	Montreal	Toronto
Halibut, fancy, express, per lb.	0 11	0 10
Haddock, fancy, express, lb.	0 05	0 05
Steak cod, fancy, express, lb.	0 07	0 07
Market cod, per lb.	0 05	0 05
Flounders, fancy, express, lb.	0 07	0 05
Gaspe salmon, per lb.	0 17	0 17
Buck shad, fancy, express, each	0 30	0 30
Roe shad, fancy, express, each	0 60	0 60
Dressed bullheads, per lb.	0 23	0 23
Brook trout, per lb.	0 30	0 30
Whitefish, per lb.	0 13	0 12
Lake trout, per lb.	0 13	0 10
Bluefish, per lb.	0 12	0 12
Herrings, per 100 count	1 60	1 75
Dore, per lb.	0 14	0 12
Mackerel, per lb.	0 10	0 10
Striped bass, per lb.	0 15	0 15
Pike, per lb.	0 08	0 08
Perch, per lb.	0 05	0 07
Sea bass, lb.	0 10	0 12
Carp	0 08	0 08
Eels	0 08	0 08

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 08	0 08
Haddies, 15-lb. and 30-lb. boxes, lb.	0 7%	0 6%
Haddies, fillets, per lb.	0 11	0 11
Haddies, Niobe, boneless, per lb.	0 10	0 10
St. John bloaters, 100 in box	1 00	1 20
Yarmouth bloaters, 60 in box	1 20	1 20
Smoked herrings, medium, box	1 15	1 15
Smoked boneless herrings, 10-lb. box	1 20	1 15
Kipper herrings, selected, 60 in box	1 00	1 20
Kipper herrings, ordinary, 60 in box	1 10	1 20
Smoked salmon, per lb.	0 25	0 25
Ciscoe herrings, basket of 15 lbs.	1 75	1 80
Smoked eels	0 12	0 10
Smoked halibut	0 20	0 20

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—Gaspe, large, per lb.	0 12	0 12
Salmon, red—steel heads, per lb.	0 12-13	0 12-13
Salmon, red—sockeyes, per lb.	0 10-11	0 11
Salmon, red—Cohoos or silvers, lb.	0 10	0 11
Salmon, pale qualla, dressed, per lb.	0 7-0 7%	0 6%-0 6%
Salmon, pale qualla, dressed, per lb.	0 7-0 7%	0 6%-0 6%
Halibut, white western, large and medium, per lb.	0 7%-0 8	0 08
Halibut, eastern chicken and medium, per lb.	0 10-11	0 10-11
Mackerel, bloater, per lb.	0 07-0 08	0 08
Haddock, medium and large, lb.	0 05%-0 06	0 07-0 08
Market codfish, per lb.	0 06-0 05%	0 07-0 08
Steak codfish, per lb.	0 06%-0 07	0 08
Canadian soles, per lb.	0 08	0 08
Blue fish, per lb.	0 16-17	0 15

FROZEN—LAKE AND RIVER.

White fish, large, per lb.	0 10-11	0 10-11
White fish, small tulibees, per lb.	0 06%-0 07	0 06%
Lake trout, large and medium, lb.	0 11-12	0 12
Pike, dressed or round, lb.	0 08-10	0 08-10
Pike, dressed and headless, lb.	0 06%-0 07	0 08
Pike, round, per lb.	0 06-0 05%	0 07-0 08

PICKLED FISH.

Salmon, Labrador, Hercules 300 lb.	21 00	21 00
Salmon, Labrador, hbbs, 200 lbs.	15 00	15 00
Salmon, Labrador, half hbbs, 100 lbs.	8 00	8 00
Salmon, B.C., hbbs.	15 00	14 00
Sea trout, Baffin's Bay, hbbs, 200 lb.	12 00	12 00
Sea trout, Labrador, hbbs, 200 lb.	11 50	11 50
Sea trout, Labrador, half hbbs, 200 lb.	6 50	6 50
Mackerel, N.S., hbbs, 200 lb.	12 00	12 00
Mackerel, N.S., half hbbs, 100 lb.	6 00	6 00
Mackerel, N.S., palls, 20 lb.	1 75	1 75
Herrings, Labrador, hbbs.	6 50	6 50
Herrings, Labrador, half hbbs.	3 50	3 50
Herrings, Nova Scotia, hbbs.	6 00	6 00
Herrings, Nova Scotia, half hbbs.	3 25	3 25
Lake trout, half hbbs.	8 00	8 00
Quebec sardines, hbbs.	5 00	5 00
Quebec sardines, half hbbs.	2 75	2 75
Tongues and soundies, per lb.	0 10	0 10
Scotch herrings, imported, half hbbs.	8 00	8 00
Holland herrings, imported milkers, hf hbbs.	5 00	5 00
Holland herrings, imported milkers, kegs.	0 75	0 75
Holland herrings, mixed, half hbbs.	6 00	6 00
Holland herrings, mixed, kegs.	0 65	0 65
Lochfyne herrings, kegs.	1 25	1 25

DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb	7 50	7 50
Dried hake, medium and large, 100 lb.	7 00	7 00
Dried pollock, medium and large, 100 lb.	7 00	7 00
Dressed or skinless codfish, 100-lb. case.	7 00	7 00
Boneless codfish, 2-lb. blocks, 20-lb. bxs per lb.	0 07%	0 08
Boneless codfish, 2-lb. blocks, 20-lb. bxs, per lb.	0 07	0 07
Boneless codfish, strips, 30-lb. boxes	0 10	0 10
Shredded codfish, 12-lb. boxes, 24 cartons.	1 80	1 80
1/4-lb. each, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15

BULK OYSTERS, OLAMS, ETC.

Standards, solid meats, gal.	1 80	1 80
Standards, ordinary, gal.	1 50	1 50
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	1 50
Best scallops, imp. gallon	2 00	2 00
Best prawns, imp. gallon	2 00	2 00
Best shrimps, imp. gallon	2 25	2 25
Sealed best standards, quart cans, each	0 35	0 35
Sealed best select, quart cans, each	0 45	0 45

FOR SALE

FOR SALE — 240 AND 1200 PLATFORM scales, cheese cutter, coffee mill, oval front six-foot show case for candies. Box 56, Canadian Grocer, Toronto.

FLOUR and CEREALS

War Puts Up Flour 30c. Barrel, And Cereals Also Have Advanced

One of The Effects of The European Struggle.—
Question At Moment Is Whether Access To Old
Country Markets Can Be Had And When Deci-
sive Naval Battle Will Clear The Air.—The Rise
In Wheat.

MONTREAL.

FLOUR.—The opening of the week and tentative announcement that Great Britain would take part in what promises to be a general European war saw an advance of 30 cents a barrel in flour market, with the prospects of further increases being made with the continuance of hostilities. There has been a big change in the market during the week. The rapid developments in the European situation were unforeseen, and the advance of 15c a bushel in the price of wheat is really authority for a greater advance than has been made. The mills apparently hesitated in making the advance on account of the weak condition of the market, but were forced into it by the price of raw material. Further advances may be expected if there is any assurance of the route to England being protected for transportation, but the first of the week found the mills refusing orders for the export trade. Millers do not think there is any possibility of the British Government taking any action to control the price of wheat and flour, as has been threatened in European countries engaged in the war, but such a contingency might result in the event of there being a scarcity of food supplies and danger of a war famine. At writing the situation is very uncertain, and the future for flour and wheat cannot be predicted with any more certainty than can the development of events in Europe.

Manitoba Wheat Flour—		Per bbl.
First patents	5 30
Second patents	5 40
Strong bakers'	5 30
Flour in cotton sacks, 10 cents per barrel more.		

Winter Wheat Flour—		Car lots.	Small lots.
Fancy Patents	5 55	5 30
90 per cent.	5 20	5 40
Straight roller	5 00	5 20
Blended flour	5 15	5 55

CEREALS.—In sympathy with rapid advance in prices on grain market and general tendency for holding foodstuffs in the face of the war in Europe, there has been a general advance in the cereal market, although there are practically no orders being taken at present for export business. Rolled oats have gone up 10c; cornmeal 10c, and rolled wheat 25c.

Cornmeal—		Per 50-lb. sack
Kiln dried	2 20
Softer grades	2 05

Rolled Oats—		90's in jute
Small lots	2 35
25 bags or more	2 25
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	3 10
Hominy, per 98-lb. sack	2 60

MILL FEEDS.—In sympathy with higher prices in grain market and following general firmness which has been prevailing for mill feeds for some time, there has been an advance of a dollar in the prices for shorts, middlings and moulee. The higher prices for flour and the increase in the grain quotations would warrant a bigger advance than has been made, but it should be remembered that for the present at least there is not likely to be any export demand for feeds, although this would undoubtedly come in the face of continued hostilities.

Mill Feeds—		Car lots, per ton
Bran	23 00
Shorts	26 00
Middlings	29 00
Wheat moulee	29 00
Feed Flour	33 00
Mixed, chop, ton	30 00
Crushed oats, ton	30 00
Barley, pot. 98 lbs.	2 75
Oat chop, ton	30 00
Barley chop, ton	30 00

TORONTO.

FLOUR.—As a direct result of the European war flour has taken an advance of 30 cents a barrel on this market. This was announced on Monday, and followed a similar rise in Montreal. In the past week or more wheat has advanced from 20 to 25 cents a bushel, and this is, of course, the direct cause of the flour rise. Millers say the advance would be greater if there was a surety that the flour could be transported across the ocean without risk. If it cannot be exported there is little chance for further rise at the present time.

Manitoba Wheat Flour—		Small lots.	Car lots.
First patent	6 00	5 80
Second patent	5 50	5 30
Strong bakers'	5 30	5 10
Flour in cotton sacks, 10c per bbl. more.			

Winter Wheat Flour—		Small lots.	Car lots.
Fancy patents	5 50	5 30
90 per cent.	5 10	4 90
Straight roller	5 00	4 80
Blended flour	5 35	4 95

CEREALS.—In sympathy with the rise in grain prices, cereals have also gone up. Rolled oats have advanced 20 cents a

bag; rolled wheat is up 25 cents; cornmeal 15c a bag, and oatmeal 25 cents. All these changes are a direct result of the war, as previous to the outbreak this market showed little strength.

Barley, pearl, 98 lbs.	4 80
Barley, Dutch pearl, 98 lbs.	4 75
Buckwheat grits, 98 lbs.	5 00
Corn flour, 98 lbs.	2 50
Cornmeal, yellow, 98 lbs.	2 45
Graham flour, 98 lbs.	2 70
Hominy, granulated, 98 lbs.	2 50
Hominy, pearl, 98 lbs.	2 60
Oatmeal, standard, 98 lbs.	2 75
Oatmeal, granulated, 98 lbs.	2 75
Pean, Canadian, boiling, bush.	2 00
Pean, split, 98 lbs.	3 35
Rolled oats, 90-lb. bags	2 50
Rolled wheat, 100-lb. bbl.	3 40
Rye flour, 98 lbs.	2 75
Wheatlets, 98 lbs.	2 90
Whole wheat flour, 98 lbs.	2 50

MILL FEEDS.—Mill feeds are also firmer this week, although if flour goes up much higher it will have a tendency to make the market easier. It is a generally accepted fact whenever mill feeds are high flour is low, and when flour comes down mill feeds go up, millers either making something out of the one or the other.

Mill Feeds—		Mixed cars, per ton
Bran	23 00
Shorts	26 00
Middlings	29 00
Wheat moulee	29 00
Feed flour, per bag	1 55

WINNIPEG.

FLOUR AND CEREALS.—The week, with its rumors of far-reaching European struggles, has brought quick changes on the grain market, which were followed by an advance of 50c per bbl. on flour. No one seems in a position to say what the future will bring about. This greatly hinges upon conditions in Europe, and also upon operations on the Grain Exchange.

The flour advance is having its effect upon all other grain products; cereals of various kinds having made marked advances. Corn meal, for instance, is up 7½ cents per cwt. The upward movement has come so quickly that it is almost impossible to quote for all lines. It is also impossible to get any clear idea as to the movement in prices for the next two or three weeks. The different manufacturers themselves seem to be in the dark as to what will result.

Manitoba Wheat Flour—		Per bbl.
First patents	5 80
Second patents	5 30
Strong bakers'	4 40
Cereals—		
Rolled oats, per 98 lbs.	1 85
Oatmeal, fine, standard and gran'd, 98 lbs	2 25

A good many are working the furrow which others have turned, but the best crop comes from the new ground.

Guthrie & Risdale, general merchants, North Battleford, Sask., are adding a stock of groceries.

FRUIT & VEGETABLES

Good Tomato and Cucumber Crops Anticipated; Apples Promising

Canadian Fruits And Vegetables Now Hold Sway.—Imported Stuff, Apart From Bananas, Oranges, Lemons And Peaches, Gradually Waning.—New Potatoes Hold Price Well.

MONTREAL.

GREEN FRUITS.—Strawberries are now entirely out of market, and the end of raspberries is in sight; price is now getting high. The raspberry season was none too favorable for preserving, although on a couple of days the price went as low as 11c. Reports indicate that there will be a big yield of apples, and Canadian varieties should be on market shortly now. California plums and peaches are holding their prices very well, and imported grapes are now being offered. In this market about the only direct effect that may be expected from the war will be with regard to lemons from the Mediterranean. At present price is reasonable, but a rapid advance may be expected, and lemons look like a good buy.

Apples—		
No. 1 Winesaps, box	3 00	
California, basket	1 75	2 00
Bananas, crate	2 00	2 50
Grapefruit, 54-64-80-96 size, case	5 00	6 00
Grapes, Cal., box	3 00	
Cocoanuts—		
100 to 150 size	4 25	
Lemons, Messina	4 50	4 75
Extra fancy, 300 size	4 50	4 75
Fancy, 300 size	4 25	
Choice, 300 size, bags	4 00	
Limes, small boxes	1 15	
Oranges—		
California, late Valencia, 176-200-216-250	4 00	
California, 126-150 size, box	3 75	
California, 80 and 96 size, box	3 50	
Pineapples—		
24 size	4 75	
30 size	4 25	
Raspberries, per box	0 18	
Blueberries, basket	1 25	
California cantaloupes, per crate of about 45	4 50	
Watermelons, each	0 80	
Peaches, per box	1 50	1 75
Plums, per crate	2 50	
Apricots, per crate	2 00	
Cherries, California, box	3 00	
Pears, California, half box	2 75	
Pears, Cal., box	3 25	3 50
Canadian cherries, per basket	0 90	

VEGETABLES.—During week there has been a much better supply of local vegetables, and result is noted in lower prices for cabbage, cucumbers, beans, etc. Tomatoes also are cheaper, and there appears to be prospects for a good crop. Potatoes continue rather scarce and high in price considering the season. Demand appears to be only fair throughout.

Asparagus, Canadian, basket	1 75
Beans, wax, basket, Canadian	0 75
Beans, green, basket, Canadian	0 75
Beans, native, bushel, 17-20 lbs.	1 50
New beets, doz.	0 75
Cabbage, per dozen	0 75
Cabbage, new, per bbl.	2 00
Carrots, new, doz.	0 40
Cauliflower, native, doz.	1 50
Wash. celery, per doz.	1 50
Cucumbers, dozen	0 50
Celery, bunch	1 00
Egg plant, per dozen	2 50
Lettuce, head, per doz.	0 50

Curly lettuce, per box, 3 to 4 doz.	0 50
Mushrooms, basket, 4 lbs.	2 50
Onions—	
Spanish, per case	4 50
New Egyptian, per lb.	0 05½
Native, per doz. bunches	0 30
Parsnips, new, per doz. bunches	3 00
Parsley, Canadian, per doz. bunches	0 50
Peas, native, bushel, 17-20 lbs.	1 00
Peppers, green, ¾ qt. basket	0 75
Potatoes—	
New potatoes, Virginia, barrel	4 00
Canadian, old, bag	1 50
" new, bag	2 00
Potatoes, new, sweet, Jersey, hpr.	2 50
Radishes, per doz. bunches	0 25
Rhubarb, dozen	0 15
Spinach, Montreal, in boxes	0 50
Sour grass, per box	1 00
Turnips, Quebec, bag	1 50
Turnips, Canadian, bag	1 00
Tomatoes, Mississippi (4-bkt. crate)	1 50
Tomatoes, Jersey, bushel crates	1 50
Tomatoes, Ontario, basket	0 75

TORONTO.

GREEN FRUITS.—Canadian cherries, raspberries, black and red currants, gooseberries, blueberries and Lawtonberries are still on the local market. In view of the waning of their season many of them are fairly high in price, but others are no higher than at the height of the season. Cherries are 60 cents a basket wholesale; raspberries from 12 to 14 cents, and gooseberries from 50 to 60 cents, basket. Canadian apples are in large quantities, selling from 20 to 50 cents a basket. There is not much change in the lemon situation, as this is a between-season in the Mediterranean; the market will, however, likely be firmer. Valencia oranges from California are selling well.

Apples, Can., basket	0 20	0 50
Bananas, per bunch	1 50	2 00
Black currants, basket	1 00	
Blueberries	1 25	1 65
Cantaloupes, crates, Can.	0 60	0 75
Cherries	0 60	
Cocoanuts, sack	3 75	
Gooseberries, basket	0 50	0 60
Oranges—		
California, late Valencia	3 50	4 00
Lemons, Verdilla	5 00	
Limes, per 100	1 25	
Lawtonberries, per box	0 08½	0 12½
Plums, box	2 00	2 50
Pears, California, box	2 75	3 00
Peaches, Cal., crate	1 25	1 50
Peaches, Georgia, 6-bkt. crate, Elberta	3 00	3 25
Raspberries, box	0 12	0 14
Red currants, basket	0 60	
Watermelons	0 40	0 50

VEGETABLES.—Canadian tomatoes are arriving in good quantities and selling rapidly. The price is around 50 to 75 cents per basket. New potatoes are also arriving extensively from Western Ontario, and selling at between \$1.40 and \$1.50 per 90-pound bag. The last car of imported came last Saturday, and is offered at \$3 per barrel. Cucumbers are

plentiful, and selling at 25 to 40 cents. Texas and Spanish onions are quoted at less than heretofore.

Beets, Canadian, new, doz. bunches	0 20	0 30
Beans, Canadian, basket	0 25	0 30
Cabbage, Canadian, crates	1 00	1 25
Carrots, Canadian, new, doz. bunches	0 25	0 30
Cauliflower, crate	1 50	
Cucumbers, Canadian, basket	0 25	0 40
Celery, doz.	0 35	0 40
Corn, per doz.	0 15	0 15
Lettuce, doz.	0 15	0 30
Corn, per doz.	0 15	0 15
Mushrooms, per lb.	0 60	0 75
Onions—		
Green, long, doz. bunches	0 20	0 30
Texas onions, 50-lb. crate	3 00	
Spanish, big, crate	4 50	
Green peppers, basket	0 50	0 60
Potatoes, new bbl.	3 50	
New Canadian, per bag	1 40	1 50
Peas, Canadian, basket	0 25	0 50
Parsley, basket	0 25	0 50
Rhubarb, per dozen	0 30	0 30
Spinach, Canadian, bush	0 40	0 50
Tomatoes, Canadian, basket	0 50	0 75
Radishes, Can., per doz.	0 25	0 25
Watermelons	0 40	0 60

WINNIPEG.

GREEN FRUITS.—Grapes from Ontario have not yet arrived, but are expected to be upon the market shortly. There is a good demand for California peaches and a fair demand for plums. The excessive heat has tended to stimulate the trade.

Apples—		
Fresh Cal.	2 50	
Bananas, lb.	0 04½	
Cherries, preserving, basket	0 60	
Cherries, fancy, 10-lb. cases	2 00	
Grapefruit, 54-64-80 size, case	5 00	
Lemons—		
California	7 00	
Messina	6 00	
Melons, per dozen	7 00	
Oranges—		
California Valencia	3 75	
Peaches, fresh, Cal.	1 40	
Plums, fresh, Cal.	2 00	
Raspberries, per crate	3 50	

VEGETABLES.—New potatoes are becoming more plentiful, but are holding a firm price tending downwards and are selling well. The demand for vegetables is satisfactory.

Asparagus, doz.	1 50
Beets, new, bag	3 00
Cabbage, Mississippi, crate	0 04
Carrots, new, lb.	1 75
Celery, Mich., case	1 20
Cucumbers, extra fancy, bothouse, doz.	0 12½
Green peas, lb.	5 00
Green pepper, crate	3 50
Head lettuce, Minnesota, hampers	4 50
Head lettuce, Cal., crate	0 25
Leaf lettuce, doz.	5 50
Onions—	
Cal., 100-lb. sacks	0 40
Parsley, per doz. bunches	1 50
New potatoes, per bush.	1 50
Potatoes, old, Southern, bush	0 60
Radishes, doz.	0 25
Tomatoes, Cal., case	1 25
Turnips, new, cwt.	2 50
Shallots, per doz.	0 80

Retailers of Port Credit, Ont., refuse to sell bananas at a loss, and without any exception they all charge 25c a dozen thus making a fair profit.

An Oshawa, Ont., reader told our representative last week that he considers it just as much his business to read Canadian Grocer every week thoroughly, as he does to make up his cash account each night.

PRODUCE & PROVISIONS

Provisions Little Affected Yet By the European War

Fact That Few Commercial Boats Are Moving On The High Seas The Reason.—Market Sagged In Chicago.—Butter Firmer And May Go Up.—Eggs a Shade Firmer.

MONTREAL.

PROVISIONS.—Prices rule the same for provisions. Outlook is that under general conditions existing and an open road to Europe, short receipts and the tendency for increasing cost of food-stuffs in war time, prices will go higher. There is a shade firmer tone to market for pure lard, and prices have advanced half a cent. Smoked and cured meats are in firm demand, and may be expected to advance.

Hams—			
Medium, per lb.	0 15	0 19	
Large, per lb.	0 17½	0 18	
Bacon—			
Plain, bone in	0 22		
Light, per lb.	0 19		
Boneless	0 23		
Peameal	0 26		
Bacon—			
Breakfast, per lb.	0 18	0 19	
Roll	0 17		
Shoulders, bone in	0 15		
Shoulders, boneless	0 16½		
Cooked Meats—			
Hams, boiled, per lb.	0 27		
Hams, roast, per lb.	0 26	0 27	
Shoulders, boiled	0 25		
Shoulders, roasted	0 27		
Dry Salt Meats—			
Long clear bacon, 50-70 lbs.	0 15½		
Long clear bacon, 80-100 lbs.	0 14½		
Flanks, bone in, not smoked	0 19½		
Barrelled Pork—			
Heavy short cut mess	27 50		
Heavy short cut clear	27 50		
Clear fat pork	27 00		
Clear pork	25 50		
Lard, Pure—			
Tierces, 50 lbs, net	0 12½		
Tubs, 50 lbs., net	0 13½		
Boxes, 50 lbs., net	12½		
Pails, wood, 20 lbs., gross	0 13		
Pails, tin, 20 lbs., gross	0 13½		
Cases, 10-lb. tins, 60 in case	13½		
Cases, 3 and 5-lb. tins, 60 in case	13½		
Bricks, 1 lb., each	13½		
Lard, Compound—			
Tierces, 37½ lbs., net	0 10½		
Tubs, 50 lbs., net	0 10½		
Boxes, 50 lbs., net	0 10½		
Pails, wood, 20 lbs., net	0 10½		
Pails, tin, 20 lbs., gross	0 10½		
Cases, 10-lb. tins, 60 in case	0 11½		
Cases, 3 and 5-lb. tins, 60 in case	0 11½		
Bricks, 1 lb. each	0 12		
Hog—			
Dressed, abattoir killed	12 75	13 00	

BUTTER.—Despite fact that in some quarters it was considered a mistake in advancing price for butter just so soon as exporters came into the market, and thus making a spread which prevented further business, the undertone continues firm and there would appear to be prospects for an advance in sympathy with foodstuffs in general in view of the European war. Receipts show something like a decrease of 52,000 packages to date as compared with last year.

Butter—		
Finest creamery, new milk	0 26	0 26½
Dairy butter	0 20	0 22
CHEESE. —The market has been up and down during the week, firmness coming eventually in the face of demand		

for overseas shipments. However, situation now is that there is little prospect for immediate export on account of European war, and market is unsettled.

Cheese—		
New make	0 14½	0 15
Old specials, per lb.	0 15	0 17
Stilton	0 17	0 17

EGGS.—Demand for fresh eggs continues good and there is a firmer tone to market, selects having advanced 1c, while new-laid are strong at 29c.

Eggs, case lots—			
New laid	0 29		
Selects	0 27		
No. 1s	0 24		
Splits	0 20	0 22	

HONEY.—There is no change in the honey market, which continues very weak.

Honey—			
Barrels	0 11½	0 08	
Tins, 60 lbs.	0 12	0 09	
Tins, 30 lbs.	0 12½	0 10	
Tins, 5 and 10 lbs.	0 12½	0 10	
Comb, 13-14 oz. section	0 20	0 15-0 16	

POULTRY.—With farmers busy with the harvest, receipts of poultry have been small and prices continue firm with demand good in proportion to supply.

Fresh stock—			
Broilers, per lb.	0 20-0 22	0 23	
Ducks, milk fed	0 16-0 18	0 18-0 19	
Fowl	0 15-0 17	0 16-0 18	
Geese	0 15-0 16	0 15-0 16	
Turkeys, spring	0 20-0 22	0 20-0 22	
Turkeys, old Tom	0 20-0 22	0 20-0 22	
Milk fed chickens, lb.	0 20-0 22	0 20-0 22	
Milk fed broilers, lb.	0 20-0 22	0 20-0 22	

TORONTO.

PROVISIONS.—The provision market shows but little change from a week ago. Live hogs remain steady, and so far as this country is concerned the European situation has not affected the market. On the Chicago market the war even lowered the price on account of the fact that there is no means of exporting these products to the Old Country. This in face of the advance in wheat and flour shows how difficult it is to gauge the situation accurately. The lard market dropped almost a dollar a tierce, and later on the pork market showed even a bigger decline. Reports from England indicate an advance of from 7 to 10 per cent. in canned meats due to the war.

Hams—		
Light, per lb.	0 18	0 16½
Medium, per lb.	0 18	0 16½
Large, per lb.	0 18	0 16½
Bacon—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	0 24	0 25
Pea meal, per lb.	0 23	0 24

Bacon—		
Breakfast, per lb.	0 19	0 19
Roll, per lb.	0 14½	0 15
Shoulders, per lb.	0 14	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 14	0 14½
Cooked Meats—		
Hams, boiled, per lb.	0 26	0 27
Hams, roast, per lb.	0 26	0 27
Shoulders, boiled, per lb.	0 23	0 23
Shoulders, roast, per lb.	0 22	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	26 00	26 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 11½	0 11½
Tubs, 60 lbs., per lb.	0 11½	0 12
Pails, 20 lbs., per lb.	0 12½	0 12½
Tins, 3 and 5 lbs., per lb.	0 12½	0 13
Bricks, 1 lb., per lb.	0 13½	0 14
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 09½	0 10½
Tubs, 60 lbs., per lb.	0 10	0 10½
Pails, 20 lbs., per lb.	0 10½	0 11
Hogs—		
F.O.B., live, per cwt., off car	8 55	8 80
Live, fed and watered, per cwt.	9 00	9 20
Dressed, per cwt.	11 75	12 25

BUTTER.—There is an evident firmness in the butter market this week, quotations being raised about a cent all round. This is what we stated last week would likely be the case. This can scarcely be attributed to the war, but it is a possibility that butter will see further firmness in view of the European embroilment. Britain secures considerable butter from the Continent, and as the trouble will have a tendency to curtail these shipments, Britain must look elsewhere. New Zealand shipments to Canada will also be lessened, which will have a tendency to firm prices here.

Butter—		
Creamery prints, fresh made	0 25	0 27
Separator prints	0 23	0 25
Dairy prints, choice	0 22	0 23
Dairy, solids	0 19	0 20

EGGS.—While there appears to be sufficient eggs in the country for present purposes, some firms have advanced prices above figures ruling a week ago. The demand is seasonable. For one thing there will likely be a halt in shipments of canned Siberian eggs, used extensively by the bakers and biscuit manufacturers. This will tend to firm prices of the lower grades here.

Eggs, case lots—		
Strictly new laid, in cartons	0 28	0 29
Selects	0 25	0 27
Straights	0 24	0 25
Trade eggs	0 20	0 21

HONEY.—There is little new to report in honey. Some new crop is coming in, but there is still a good supply of old for sale by wholesalers.

Honey—		
Clover, bbls., per lb.	0 09½	0 09½
60 30-lb. tins, per lb.	0 09½	0 10½
10 6-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 07½	0 07
Buckwheat, tins	0 07	0 07½
Comb	1 75	2 00

CHEESE.—The curtailment of shipping will tend to a heavy supply of cheese on Canadian markets. This, however, may not last very long. At time of writing there is nothing new in the market.

Cheese—		
Old, large	0 16½	0 17
Old, twins	0 16½	0 16½
New, large	0 13½	0 14½
New, twins	0 14	0 14½

POULTRY.—There have probably been more spring chickens arrive than the actual demand would warrant, and the price has sagged in consequence. Live chickens were being sold at 18 cents. There is a good demand for fowl.

Fresh Stock—	Live.	Dressed.
Fowl	0 13	0 14
Spring chicken, lb.	0 18	0 25
Turkeys, young	0 15	0 18
Turkeys, old Tom	0 13	0 15
Ducklings	0 13	0 15

WINNIPEG.

PROVISIONS.—The only marked change has been in eggs, which have declined very largely. In smoked and cured meats, the market remains firm, but no advance in prices has been struck. A good demand is being experienced for lard, and this is expected to grow.

Cured Meats—	
Hams, per lb.	0 27
Shoulders, per lb.	0 13
Bacon, per lb.	0 25
Long clear, D.S., per lb.	0 14
Less pork, bbl.	28 00

Lard—	
Tierces	0 10 1/4
Tubs, 60s	5 37
Pails, 20s	2 22
Cases, 5s	6 82
Cases, 3s	6 90

BUTTER.—Sufficient supplies of this commodity are being received, but there has been no change in price, and one does not seem likely to come immediately.

Butter—	
Creamery, Manitoba	0 27
Dairy	0 24
Cooking	0 12

CHEESE.—The markets continue firm—no likelihood of an immediate advance.

Cheese—	
New, large	0 15 1/4 0 16
New, twins	0 15 1/4 0 16

EGGS.—There seems to be almost an over-production of eggs at the present time. These are being shipped in largely, with the result that prices have dropped to 18c, this in face of the fact that a week ago no decline was expected. It is not thought that a change will be struck for the next fortnight, but if the weather is excessively hot the losses resulting from this may force the prices up somewhat.

Eggs, extra first	0 18
Checks	0 12
Extras in cartons	0 22

WEEKLY CONFERENCE

(Continued from page 29.)

lower than they are to-day. We used to sell them then at 2 oz. for 5 cents, at the rate of 40 cents per pound, and make money on them, too, but those days are past. When you consider that celery seed costs to-day around 60 to 70 cents per pound, whereas not so long ago it was only about 12 cents, and that cardamon is around the two-dollar mark, etc., you will see why we have had to raise our prices to the consumer.

“During the coming week I would like you to feature the fact that our pickling mixture contains all varieties and that, therefore, it is of as high a quality as

can be purchased. We ought to bring out this point in all our selling plans, and particularly in the newspaper advertising and in our conversations over the counter and phone. Tom’s idea that we have a list of all the varieties tabulated on a piece of cardboard is a bright one, for it will help impress our customers with the fact that we are giving them high-quality goods. The outlook for a big crop of tomatoes, cucumbers, onions, celery, etc., is splendid, so that we should have no difficulty in making good sales this year.”

An Idea for a Window.

These last words of Lawrence gave Tom Pepper the cue for his window trim. The rear of the window he filled with regular rows of tomatoes, beets, onions and cucumbers in a most inviting manner, while in the centre and to the front he placed in attractive platters samples of whole mixed pickling spices, as well as samples of a number of them separately. On each platter was a neatly-written card with the name of the spice, and to the rear hung a large show card bearing the words: “With these spices and vegetables you can’t go wrong.” Another card read: “Sixteen different kinds in our mixed pickling spice.” Frank Hastings sent the newspaper a fine piece of copy with the heading: “For your pickles and sauces you want a superior mixed spice and good vinegar.” With a campaign of this sort on, no one will be surprised to learn that the Lawrence staff sold a large quantity of pickling requisites that week. Lawrence himself was not surprised because he had already sufficient testimony to the good results obtained from a well-informed staff and to concentration on a particular line for a week.

HINTS FOR THE CLERK.

Boat rockers on the sea of business deserve their fate.

• • •

Some men are honest because they are too poor to be otherwise.

• • •

It sometimes happens that the chap who hesitates doesn’t get lost.

• • •

Be sure you are right but don’t be too darned sure that everybody else is wrong.

• • •

Some fellows don’t think they are being treated right unless you say to them: “What are you going to have?”

• • •

Many of us know just what we would do in the other fellow’s place but never succeed in doing the right thing in our own place.

WANT A FIXED WEIGHT.

Ottawa.—At a meeting a short time ago of the Retail Grocers’ Association it was decided to bring before the Agricultural Department what the association claim to be short weight in Canadian packed boxes of strawberries. It was claimed by some of those present that two boxes of American packed fruit would fill four boxes of the size used in Canada, hence the unanimous decision of the members to draw the attention of the Agricultural Department to the short weight.

In reference to the above claim of the grocers, several of the local fruit dealers were approached on the subject. The first man repudiated the idea that four boxes could be made from two of American picked goods. “There’s a difference of half a pound in the two boxes,” he stated, but the Government does not guarantee any weight to be put into a box. In this I think they make a mistake and should be remedied.” He pointed out that the grocer ordering fruit could not handle the same quantity as one who dealt entirely in the business and that many visited the exchange and after purchasing a few packages drove around the market with them. “The fruit would naturally settle,” he claimed. All this after the fruit had been handled at the exchange and thrown from car to motor truck and from that again to the warehouse.



NEW BRUNSWICK MARKETS.

St. John, Aug. 6.—War has greatly disturbed local markets. There is a big run in flour and sugar from reports of scarcity and high prices circulated, and both have advanced.

Manitoba flours are 30c higher, and Ontarios 40c. Dealers are assuring customers no need fear for supplies. Provision market firmer. Corned beef has made a stiff advance, and American and domestic pork is higher. New cheese is also up, and corn meal has advanced 10 cents. Sugar advanced 10 cents.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 17
Beef, barrel	23 75	25 00
Beef, corned, 1 lb.	3 15	3 30
Beef, corned, 2 lb.	6 25	6 30
Pork, American clear, per bbl.	26 00	28 00
Pork, domestic, per bbl.	29 50	30 00
Butter, dairy, per lb.	0 21	0 22
Butter, creamery, per lb.	0 25	0 26
Cheese, new, lb.	0 14	0 14 1/4
Eggs	0 22	0 24
Lard, compound, per lb.	0 11 1/4	0 11 1/4
Lard, pure, per lb.	0 13 1/4	0 14 1/4
Flour and Cereals—		
Cornmeal, gran.	5 50	
Cornmeal, ordinary, bags	1 30	
Flour, Manitoba, per bbl.	6 75	
Flour, Ontario, per bbl.	6 05	
Bolled oats, per bbl.	5 40	
Oatmeal, standard, per bbl.	5 95	
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel, old	3 00	
Potatoes, new, bushel	1 50	
Sugar—		
Standard granulated	4 70	4 80
United Empire	4 60	4 70
Bright yellow	4 50	4 60
No. 1 yellow	4 30	4 30
Paris lumps	5 40	5 50
Salmon—		
Red Spring, per case	7 85	8 10



With this trade-mark on your jam stock your business is sure

If you handle the famous Banner Brand Pure Fruit Jam and key your business to its fine satisfying quality—you need never fear for your success.

Banner Brand Jams are made of fresh, ripe fruits and apple jelly without the use of preservatives or glucose. They have the natural fresh fruit flavor and a high quality and purity found only in the highest grade, high-priced goods, and yet Banner Brand Jams are popular-priced.

Put up in the original tumbler (12 oz.), Nos. 2, 5 and 7 gold-lacquered, sanitary pails and 30-lb. wood pails for bakers' use.

Lindners Limited
WINNIPEG TORONTO
306 Ross Ave. 340 Dufferin St.

Representatives:

H. Whissell, 2928 Drolet St., Montreal; H. D. Marshall, Ottawa; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Limited, Calgary; H. E. Gross, Vancouver; R. S. McIndoe, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER.

COOK'S FRIEND BAKING POWDER.

In Cartons—

No. 1 (25c size), 4 doz.....	\$ 2 25
No. 1 (25c size), 2 doz.....	2 25
No. 2 (10c size), 6 doz.....	0 80
No. 2 (10c size), 3 doz.....	0 80
No. 3 (5c size), 4 doz.....	0 45

In Tin Boxes—

No. 13, 1-lb., 2 doz.....	3 00
No. 14, 8-oz., 3 doz.....	1 75
No. 15, 4-oz., 4 doz.....	1 10
No. 16, 2½ lbs.....	7 25
No. 17, 5 lbs.....	14 00

ROYAL BAKING POWDER.

Sizes	Per doz.
Royal—Dime	\$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

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

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, \$1.20 per doz.; 12-oz. tin, \$1.60 per doz.; 16-oz. tin, \$2.25 per doz.; 3-lb. tin, \$5 per doz.; 5-lb. tin, \$9.50 per doz.

FOREST CITY BAKING POWDER.

6-oz. tins	\$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

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

COUPON BOOKS—ALLISON'S.

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

UN-NUMBERED.

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

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

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case,	\$3.00.
The King's Food, 2 doz. in case, per case,	\$4.80.
White Swan Barley Crisps, per doz.,	\$1.
White Swan Self-rising Buckwheat Flour, per doz.,	\$1.
White Swan Self-rising Pancake Flour, per doz.,	\$1.
White Swan Wheat Kernels, per doz.,	\$1.50.
White Swan Flaked Rice,	\$1.
White Swan Flaked Peas, per doz.,	\$1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack....	\$2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 55
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 20

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Freight allowed up to 25c per 100 lbs.

Strawberry	0 69	0 95
Black currant ...	0 13	0 13
Raspberry	0 13	0 13

COCOA AND CHOCOLATE.

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz...	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb	0 35
Soluble, bulk, No. 1, lb....	0 20
Soluble, bulk, No. 2, lb..	0 18
London Pearl, per lb.....	0 22

Special quotations for Cocoa in barrels, kegs, etc.



Sit in your office

and get your Western business through us

With seven large warehouses and a staff of live representatives in daily touch with all parts of the vast Western territory, we are in a position to do better justice to your line at less expense than you could by sending out travelers to call on the trade direct.

We are well known and handle only reliable lines. We are open to handle accounts in Western Canada for manufacturers of Europe, United States and Eastern Canada. We guarantee sales.

Full particulars and terms on request.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE VANCOUVER

A tip on the side, Mr. Grocer

Did it ever occur to you that you can make more money selling Malcolm's lines of Condensed Milk and Condensed Coffee than any other line on the market? Malcolm's lines of Milk and Coffee are making new and satisfied customers every day. For quality and deliciousness they are unsurpassed. Our Condensed Coffee, with milk and sugar added ready for use, is a seller from the start. No other brand can equal it for flavor.

PRICES:

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

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c. per 100 lbs.

Malcolm's Condensing Co.

St. George, Ontario



When Buying Seeded Raisins

You are Sure to get the very Finest quality if you specify

"PANSY" brand Fancy Quality

"DAPHNE" brand Choice Quality

Packed by

Guggenlime & Co.
San Francisco, California



"Yes, Ma'am
WINDSOR
is the best
Table Salt
we handle

Unsweetened Chocolate.	
Supreme chocolate, 1/4's, 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate— Per lb.	
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes.	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes.	0 35
Diamond, 8's, 6 and 12-lb. boxes.	0 20
Diamond, 6's and 7's, 6 and 12-lb. boxes.	0 25
Diamond, 1/4's, 6 and 12-lb. boxes.	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2 lb. packages, 2 doz. in box, per doz.	0 90
Chocolate confections Per lb.	
Maple buds, 5-lb. boxes.	0 37
Milk medallions, 5-lb. boxes.	0 37
Chocolate wafers, No. 1, 5-lb. boxes.	0 31
Chocolate wafers, No. 2, 5-lb. boxes.	0 26
Nonpareil wafers, No. 1, 5-lb. boxes.	0 31
Nonpareil wafers, No. 2, 5-lb. boxes.	0 28
Chocolate ginger, 5-lb. boxes.	0 31
Milk chocolate wafers, 5-lb. boxes.	0 37
Coffee drops, 5-lb. boxes.	0 37
Lunch bars, 5-lb. boxes.	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box.	0 85
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 1/4's, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box.	0 85
Almond nut bars, 4 bars per box.	0 85

EPP'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.
In 1/4, 1/2, and 1-lb. tins, 14-lb. boxes, per lb. 0 35
10c tins, 3 doz. in box, doz. 0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John. N. B.; J. A. Taylor, Montreal; P. Q.: F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Perase, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box.	0 80
Nut milk breakfast cocoa, 1/4's and 1/2's.	0 36
Nut milk No. 1 chocolate, 1/4's.	0 30
Nut milk Navy chocolate, 1/4's.	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, 1/4's.	0 24
Nut milk plain choice chocolate liquors.	20 30
Nut milk sweet chocolate coatings.	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, 1/4 and 1/2-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, 1/4, 1/2, 1 and 5-lb. tins, 30c. lb.; German's sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 24c lb.; Caracas sweet chocolate, 1/4 and 1/2-lb. cakes, 6-lb. boxes, 32c lb.; Cinqueme sweet chocolate, 1-5-lb.

cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c-lb.; Cracked cocoa, 1/4-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, \$1.25 per box; Caracas tablets, 5c cartons, 20 tons to box, 65c.
The above quotations are f. o. b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.
Preserved— Per case.
Eagle Brand, each 4 doz. \$ 6 00
Reindeer Brand, each 4 doz. 6 00
Silver Cow Brand, each 4 doz. 5 40
Gold Seal Brand, each 4 doz. 5 25
Mayflower Brand, each 4 doz. 5 25
Purity Brand, each 4 doz. 5 25
Challenge Brand, each 4 doz. 4 50
Clover Brand, each 4 doz. 4 50

Evaporated (Unsweetened)—

St. Charles Brand, small, each 4 doz. 2 00
Peerless Brand, small, each 4 doz. 2 00
St. Charles Brand, Family, each 4 doz. 3 90
Peerless Brand, Family, each 4 doz. 3 90
Jersey Brand, Family, each 4 doz. 3 90
St. Charles Brand, tall, each 4 doz. 4 50
Peerless Brand, tall, each 4 doz. 4 50
Jersey Brand, tall, each 4 doz. 4 50
St. Charles Brand, Hotel, each 2 doz. 4 25
Peerless Brand, Hotel, each 2 doz. 4 25
Jersey Brand, Hotel, each 2 doz. 4 25
St. Charles Brand, gallons, each 1/2 doz. 4 75
"Reindeer" Coffee and Milk, "large," each 2 doz. 4 80
"Reindeer" Coffee and Milk, "small," each 4 doz. 5 50
"Regal" Coffee and Milk, each 2 doz. 4 50
"Reindeer" Cocoa and Milk, each 2 doz. 4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb. ... 0 35
Mo-Ja, 1/4-lb. tins, lb. 0 32
Mo-Ja, 1-lb. tins, lb. 0 30
Mo-Ja, 2-lb. tins, lb. 0 30
Presentation (with tumblers) 25c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean— W.S.P. R.P.
1 and 1/2 0 25 0 30
1 and 1/4 0 32 0 40
1 and 1/2 0 37 0 38
Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRIFF'S.

Quintessential.
1 oz. (all flavors), doz. 1 05
2 oz. (all flavors), doz. 2 00
2 1/2 oz. (all flavors), doz. 2 30
4 oz. (all flavors), doz. 3 50
5 oz. (all flavors), doz. 4 50
8 oz. (all flavors), doz. 6 50
16 oz. (all flavors), doz. 12 00
32 oz. (all flavors), doz. 22 00
Discount on application.

CRESCENT MFG. CO.

Mapleine— Per doz.
2-oz. bottles (retail at 50c) 4 50
4-oz. bottles (retail at 90c) 6 80
8-oz. bottle (retail at \$1.50) 12 50
16-oz. bottles (retail at \$3) 24 00
Gal. bottles (retail at \$50) 15 00

ROYAL BAKING POWDER

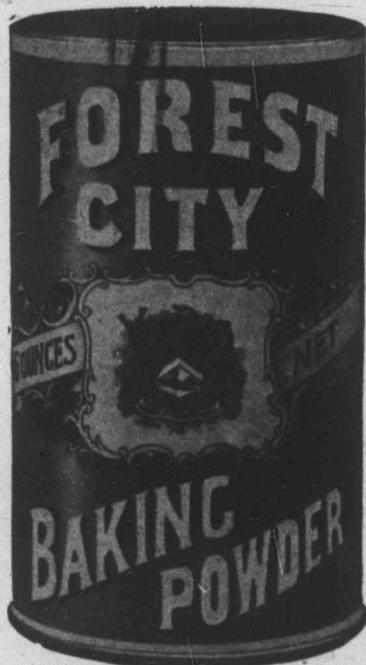


Absolutely Pure
The only baking powder
made with Royal Grape
Cream of Tartar
No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE



—makes the
baking good

When the housewife uses Forest City Baking Powder the result is light, fine-grained, tasty baking.

To the dealer it means a satisfied customer and continued patronage.

Forest City has been a home favorite for over 25 years.

Stock and Display.

Gorman, Eckert & Company
LIMITED

London

Ontario

Western Selling Agents
Mason & Hickey, Winnipeg

Cooked Hams

This is the Season for Cooked Meats. Are you cultivating this trade on your provision counter? You will find it both profitable and attractive. Let us send you particulars.

F. W. FEARMAN CO., Limited
Hamilton, Ont.

Here are a few of

McVitie & Price's BISCUITS

established favourites from the Old Country, which every grocer should stock

- DIGESTIVE.** "The Premier Biscuit of Britain." Finest wholemeal.
- SCOTTISH ABERNETHY.** The Scottish favourite.
- ACADEMY CREAMS.** Rich cream-filled shortbread biscuit.
- CREAMY CHOCOLATE.** Chocolate biscuit filled with cream.
- OSBORNE.** The standard Old Country biscuit, delightful flavour.
- RICH TEA.** Popular Scottish tea biscuit.
- SMALL PETIT BEURRE.** Fine butter flavour.
- CORONATION.** Rich shortcake.
- BUNTY CREAMS.** Butterfly shape, cream sandwich, almond flavour.
- BUTTERETTE.** Light short-eating cracker.
- ROYAL SCOT.** Ideal tea or coffee biscuit.

Recognized Official Agents in the following cities:—
Halifax, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Lethbridge, Vancouver and Victoria.

SUMMER FRUITS

Cantaloupes
Genuine Sweet Deckers
California Pears
Plums
Finest Georgia Peaches
In 6-Basket Crates

Watermelons **New Potatoes**
Lemons **Oranges** **Limes**

and a full assortment of local Fruits
and Vegetables

Importers from All Parts of the World

WHITE & CO., Limited, Toronto

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 1 7/8
Tubs, 60 lbs.	0 1 3/4
Pails, 20 lbs.	0 0 9/8
Tins, 20 lbs.	0 1 0 1/4
Cases, 3 lbs., 20 to case	..	0 1 1 1/4
Cases, 5 lbs., 12 to case	..	0 1 1 1/4
Cases, 10 lbs., 6 to case	..	0 1 1

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	\$1 90	\$1 80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (1/2 doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	\$1 60	\$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (1/2 doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEBB'S.

Per doz. tins.	
D. S. F., 1/4-lb.\$1 40
D. S. F., 1/2-lb. 2 50
D. S. F., 1-lb. 5 00
F. D., 1/4-lb. 0 85
F. D., 1/2-lb. 1 45
Per jar.	
Durham, 4-lb. jar 0 75
Durham, 1-lb. jar 0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand.

Prices for Quebec.

1 lb. pks. Loose.	
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	...7 6 1/2
Egg noodles, case 10 lbs., loose; cases 60 pks., 1/2 lb. each	...7 1/2 7

Marguerite Brand.

Same assortment as above 6 1/2 6
--------------------------	---------------

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 30 lbs. (loose) 5 1/2
30 lb. cases, 1 lb. pks. 5 1/2

Terms, Net 30 days.

Ontario.

L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more	..07 1/2
1 lb. pkg., less than 25 case lots 07 1/2
5 lb. box, loose, per lb.	..05 1/2
10 lb. box, loose, per lb.	..05 1/2
21 lb. loose, long, per box	1 50

Terms net 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz	1 80
Straight.	
Lemon, contains 2 doz.	... 1 80
Orange, contains 2 doz.	... 1 80
Strawberry, contains 2 doz.	... 1 80
Chocolate, contains 2 doz.	... 1 50
Cherry, contains 2 doz.	... 1 80
Peach, contains 2 doz.	... 1 80
Weight, 8 lbs. to case, Freight rate, 2nd class.	

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50
Weight 11 lbs. to case, Freight rate, 2nd class.	

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box 3 00
6 dozen to box 7 20

30 days.

RICHARDS' PURE SOAP.

5-case lots (delivered), \$4.15 each with 20 bars of Quick Naptha as a free premium.

Richards' Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPHTHA.

Prices—Ontario and Quebec:

Less than 5 cases\$5 00
Five cases or more 4 00

STARCH.

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS

and BRANTFORD BRANDS.

Boxes. Cents.	
Laundry Starches—	
40 lbs., Canada Laundry	..06
40 lbs., Boxes Canada white gloss 1 lb. pks.	..06 1/2
48 lbs., No. 1 white or blue, 4 lb. cartons	..07
48 lbs., No. 1 white or blue, 3 lb. cartons	..07
100 lbs., kegs, No. 1 white	..06 1/2
200 lbs., bbls., No. 1 white	..06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pks.	..07 1/2
48 lbs. silver gloss, in 6-lb. tin canisters	..06
36 lbs., silver gloss 6-lb. draw lid boxes	..06
100 lbs., kegs, silver gloss, large crystals	..07
28 lbs., Benson's Satin, 1-lb. cartons, chrome label	..07 1/2
40 lbs., Benson's Enamel (cold water), per case	.. 3 00
20 lbs., Benson's Enamel (cold water), per case	.. 1 50
Celluloid—boxes containing 45 cartons, per case	.. 3 00

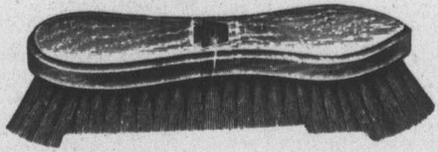
Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn	..07 1/2
40 lbs. Canada pure corn starch	..06
(120-lb. boxes 1/2c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.. 10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	..06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	..06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	..07
Barrels, 200 lbs.	..06 1/2
Kegs, 100 lbs.	..06 1/2
Lilly White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	..07 1/2
8 in case	..07 1/2
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	..06
Kegs, extra large crystals, 100 lbs.	..07
Canadian Electric Starch—	
Boxes containing 40 fancy pks., per case	.. 3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	.. 3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	..06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	..07 1/2
"Crystal Malt" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	..07 1/2
(20-lb. boxes 1/2c higher than 40's.)	



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the **KEYSTONE BRAND**.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.



Why Not Adopt Us NOW

and share in the many repeat orders we are bringing Canadian Jobbers?

Write us or our Canadian Representative in your city for prices and samples.

WE WILL GROW WITHOUT NURSING

CANADIAN REPRESENTATIVES:

Winnipeg—Ruttan, Alderson & Lound, Ltd.
British Columbia—Hamblin & Brereton, Ltd.
Edmonton, Alta.—Geo. J. Benjamin.
Regina—G. C. Warren.
London, Ont.—J. Harley Brown.
St. John, N.B.—Walter W. Chase.
Toronto—Harry Horne Co.
Montreal—Geo. Hodge & Son, Ltd.
Saskatoon—M. A. Schaffner.

MADE ONLY BY

Geo. A. Bayle, St. Louis, U.S.A.

Established 1888—Originator of Horseradish Mustard, Peanut Butter, Horseradish Cream, Etc.

NOTICE!

We have secured an injunction in the Supreme Court of Ontario against a manufacturer from selling chewing gum put up in packages tending to deceive the public into thinking it is **THIS GENUINE**:



Wrigley's Spearmint has been consistently and widely advertised throughout Canada. The public will instantly detect the fake upon trial, for it has not the resiliency and smooth-chewing quality of the genuine. Handle the real goods and insure steady sales.

Be Sure It's Wrigley's

Wm. Wrigley Jr. Co., Ltd., 7 Scott Street, Toronto

Century SALT

is pure, clean salt.

To build a business honestly you must sell purity in food products. Century Salt, from one year end to the other, is exactly the same, always pure white crystals, refined with the greatest care.

Excellent for table, cooking or dairy—you can satisfy every customer with Century Salt.

The DOMINION SALT CO., Limited
SARNIA, ONT.



Sell Brunswick Brand Sea Foods for Profit and Reputation

They will win for you a larger and more profitable fish trade. The high quality and moderate price of "Brunswick Brand" Sea Foods has produced a large trade, which combined with conscientious business methods is constantly increasing. They are proven winners and will add to your prestige as a dealer of quality goods.

Located close to the fishing grounds we get the pick of the fishermen's catches—Our plant is modern and strictly sanitary, one of the largest on the Atlantic Coast.

Here are a few of our satisfaction-giving leaders:

- | | |
|-----------------------|-------------------|
| 1/4 Oil Sardines. | Kippered Herring |
| 3/4 Mustard Sardines | Herring in Tomato |
| Finnan Haddies | Clams [Sauce |
| (oval and round tins) | Scallops |

Connors Bros., Limited
Black's Harbor, N.B.



OCEAN MILLS, MONTREAL.

Chinese starch, 16 oz. pack., 4 doz. per case, \$4; Ocean Corn Starch, 16 oz. pack., 4 doz. per case, \$3.60; King Corn Starch, 16 oz. pack., 4 doz. per case, \$3.12; Ocean Blanc Mange, all flavors, 8 oz. pack., 4 doz. per case, \$4; Ocean Borax, 8 oz. pack., 4 doz. per case, \$1.80; Ocean Baking Soda, 8-oz. package, 120 packages, per case, \$3; Ocean Baking Soda, 16 oz. pack., 60 pack. per case, \$3; Ocean Baking Powder, 1 lb. pack., 3 doz. per case, \$6.75; Ocean Baking Powder, 8 oz. pack., 5 doz. per case, \$6.50; Ocean Baking Powder, 4 oz. pack., 4 doz. per case, \$3; Ocean Baking Powder, 3 oz. pack., 4 doz. per case, \$1.60; Ocean Baking Powder, 5 lbs. tin, 10 tins per case, \$7.50; Chinese Washing Powder, 8 oz., 120 pack, per case, \$4.25; retail at 5c per doz., 45c; Ocean Extracts, all flavors, 2 oz., 6 doz. per case, \$6; Ocean Mustard (French Mustard, quart size), 2 doz. per case, \$4.80; Ocean Mustard (French Mustard), pint size, 2 doz. per case, \$4; Ocean Liquid Blue, pint bottles, 2 doz. per case, \$1.80; Petrolatum, 2 oz. jars, 12 doz. per case, \$5.40; Petrolatum, 5 oz. jars, 6 doz. per case, \$5.40; Ocean Cough Syrup, 8 oz. bottle, 3 doz. per case, \$7.20.

SOUPS—CONCENTRATED

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Consomme, Tomato.

No. 1's, 85c per dozen.
Individuals, 45c per dozen.
Packed 4 dozen in a case.

COW BRAND BAKING SODA.

In boxes only.
Packed as follows:
5c packages (96) \$3 20
1 lb. packages (60) 3 20
1/2 lb. packages (120) 3 40
1 lb. 80 } Packages, Mixed, 3.30
1/2 lb. 60 }

SYRUP.

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 50
5-lb. tins, 1 doz. in case ... 2 85
10-lb. tins, 1/2 doz. in case ... 2 75
20-lb. tins, 1/4 doz. in case ... 2 70
Barrels, 700 lbs. 3 1/4
Half barrels, 350 lbs. 3 1/4
Quarter barrels, 175 lbs. 4
Pails, 35 1/2 lbs. 1 95
Pails, 25 lbs. each 1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case ... 2 85
5-lb. tins, 1 doz. in case ... 3 20
10-lb. tins, 1/2 doz. in case ... 3 10
20-lb. tins, 1/4 doz. in case ... 3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure),
2 doz. in case, per case ... 4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.
Quebec, per case \$1 35
Ontario, per case 1 50
Manitoba, per case 2 30
Saskatchewan, per case 2 60
Alberta, per case 2 70
British Columbia, per case, 2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case 2 95
Manitoba, per case 3 40
Saskatchewan, per case ... 3 65
Alberta, per case 3 75
British Columbia, per case. 3 55

SAUCES.

PATERSON'S WORCESTER SAUCE.

1/2-pint bottles 3 and 6 doz. cases, doz. 0 90
Pint bottles, 3 doz., cases, doz. 1 75

H. P.

H. P. Sauce— Per doz.
Cases of 3 dozen 1 90
H. P. Pickles—
Cases of 2 doz. pints ... 3 25
Cases of 3 doz. 1/4-pints. 2 20

STOVE POLISH.

JAMES DOME BLACK LEAD.

2a size, gross 2 50
6a size, gross 2 40

NUGGET POLISHES.

Polish, Black and Tan ... Dos. 0 35
Metal Outfits, Black and Tan 3 65
Card Outfits, Black and Tan 3 25
Creams and White Cleanser 1 15

TOBACCO.

IMPERIAL TOBACCO COMPANY.

(Empire Branch)

Black Watch, 6s 1/2 butts, 9 lbs., boxes 5 lbs. 0 45
Bobs, 5s, 1/2 cads, 12 lbs., 1/4 cads, 6 lbs. 0 33
Bobs, 10s, 1/4 butts, 12 lbs., 1/4 cads., 6 lbs. 0 39
Currency, 5s, 1/2 butts, 9 lbs., boxes 6 lbs. 0 39
Currency Navy, 10s, 1/2 cads, 12 lbs., boxes 6 lbs. 0 39
Stag Bars, 5 1-3s, 1/4 butts, 12 lbs., boxes 6 lbs. 0 39
Old Fox, 10s, 1/4 butts, 12 lbs., boxes 6 lbs. 0 40
Pay Roll, thick, 7 1/2s, 1/4 butts, 10 lbs., boxes 5 1/2 lbs. 0 50
Pay Roll, thin, 7 1/2s, 1/4 butts, 10 lbs., boxes 5 lbs. 0 50
Pay Roll, 7 1/2s, 1/4 cads, 12 lbs., 1/4 cads, boxes 6 1/2 lbs. 0 59
Shamrock bars, 6 2-8s, 1/4 butts, 12 lbs., boxes 6 lbs. 0 50
Empire, 6s, cads 15 lbs., 1/4 cads, boxes 6 lbs. 0 44
Empire, 12s, cads 15 lbs., 1/4 cads, boxes 6 lbs. 0 44
Ivy, 7s, butts, 17 lbs., 1/4 butts, 8 1/2 lbs. 0 50
Great West, 8s 0 59
Regal, 9s 0 70
Starlight, 7s, 1/4 butts, 8 1/2 lbs. 0 50

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

Whole-sale, R't'l.
Brown Label 1s and 1/2s .25 .30
Green Label, 1s and 1/2s .27 .35
Blue Label, 1s, 1/2s, 1/4s, and 1/8s30 .40
Red Label, 1s and 1/2s .36 .50
Gold Label, 1/2s44 .60
Red-Gold Label, 1/2s55 .80

LUDELLA.

In 30, 60 and 80-lb. cases.

Black, Green or Mixed.

Blue Label 1/2s 0 21
Blue Label, 1s 0 20
Orange Label, 1s 0 23
Orange Label, 1/2s 0 24
Brown Label 1s and 1/2s ... 0 23
Brown Label, 1/2s 0 20
Green Label 1s and 1/2s ... 0 25
Red Label, 1/2s 0 40

UPTON'S KETCHUP

is steadily making friends for itself.

A friend made is always retained—because it is absolutely the best value on the market.

Write us for prices or ask your jobber.

THE T. UPTON CO.
Limited

Factory at Hamilton,
Sales Dept. at St. Catharines.

EXTRA FANCY ELBERTA PEACHES

By bringing them on in car loads, we are able to sell at very much lower prices. They come right through by fast trains and land in perfect condition. Send along your orders.

Lawton Berries and Huckleberries

Get supplied before they are over. This is your last chance.

THE HOUSE OF QUALITY
HUGH WALKER & SON

Established 1861

GUELPH and NORTH BAY

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—MOTT'S

Retails at 10 Cents per Cake.

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Hot Weather Special

on

Brooms

only while they last.

4	String, No. 100,	\$3.00	line at	\$2.40
4	" " 200,	\$3.20	" "	\$2.60
4	" " 300,	\$3.60	" "	\$3.00

Regular goods.

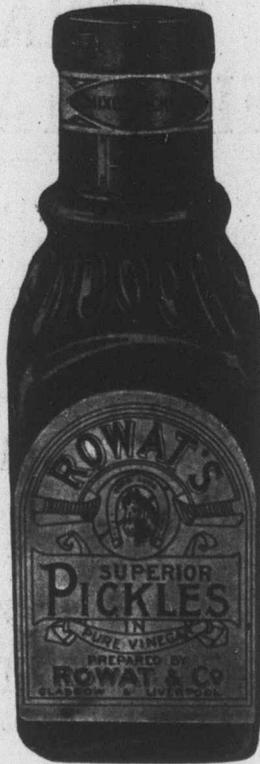
Walter Woods & Co.
Hamilton

Fresh Juicy Pickles ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co.
Glasgow, Scotland

CANADIAN DISTRIBUTORS
Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



ORANGE MARMALADE.

BANNER BRAND.

	Shipping Price	Weight
Doz.	Lbs.	
12-oz. Glass Jars, 2 doz. to case	\$1.00	33
Special Tumbler, 2 doz. to case	0.95	30 1/4
2-lb. Gold Lacquered Tins, 2 doz. to case	2.10	49
	Pall. Lbs.	
5-lb. Gold Lacquered Tins, 8 tins to case	0.42 1/2	41
7-lb. Gold Lacquered Tins, 8 tins to case	0.59 1/2	56

Freight prepaid up to 25c per 100 lbs. on five case lots and over.

MELAGAMA TEA.

MINTO BROS., LIMITED.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

Wholesale Retail

Brown Label, 1-lb. or 1/2	.25	.30
Red Label, 1-lb. or 1/2	.27	.35
Green Label, 1-lb. or 1/2	.30	.40
Blue Label, 1-lb. or 1/2	.35	.50
Yellow Label, 1-lb. or 1/2	.40	.60
Purple Label, 1/2 only	.55	.80
Gold Label, 1/2 only	.70	1.00

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0.90

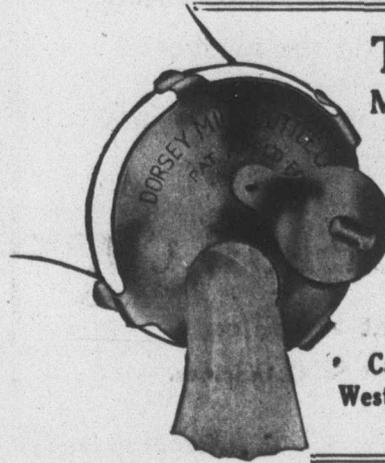
List Price.

"Shirriff's" (all flavors), per doz. \$ 0.90
Discounts on application.

YEAST.

White Swan Yeast Cakes, per case 3 doz. 5c pkgs. 1 15

The Dorsey Milk Bottle Cover



instantly converts any milk bottle into a covered milk pitcher. This cover is adjustable to any size milk bottle and entirely eliminates the constant removing and replacing of paper cover. No flies, dirt or odors can enter the milk. Dorsey covers retail at 10c. Send for sample and prices.

Canadian Sales Agency
Westmount Commercial Bdg.
Montreal



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

Ain't this great
weather for

"St. Nicholas"

"The utmost in Lemons"

J. J. McCabe
AGENT
TORONTO, ONT.

Early Vegetables

*Tomatoes, Celery,
Lettuce, Radishes,
Etc.*

Fresh shipments ar-
riving daily. Our prices
are exceptional—let us
quote. Prompt shipment
assured.

Write, phone or wire.

LEMON BROS.

Owen Sound, Ontario

Fels-Naptha's Growth

is due to the
popularity of the
soap with the
wholesaler, re-
tailer and (especi-
ally) the con-
sumer!

Results in growth
and sales (from
such a combina-
tion) were inevit-
able.

And the basis of
this popularity
was the effective
Quality of
Fels-Naptha.



The Tea that wins and holds trade.

This fine old country Tea is scoring victories all along the line. Reports of its success are coming in from all quarters, and dealers who are now stocking it say that it brings more praise than any tea they have ever handled.

DICKESON'S TEA

"The Beverage of the Old Country"

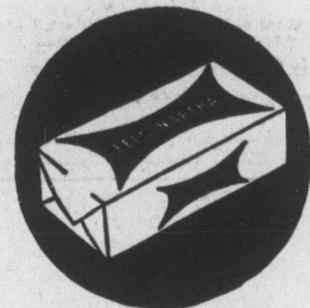
is ready to speed up your tea sales. You'll find it a popular line—a line easy to sell. It wins on Quality. Try it yourself. Note its fine, rich flavor and strength. Sold in the original aluminum wrapper.

Dickeson's Tea is the Best Tea.

Write to any of these Agents:

Toronto—Frederick E. Robson Co.
Hamilton—C. G. Walker & Co.
Ottawa—H. N. Bate & Sons, Ltd.
Windsor—G. Clair Bliss, Detroit, Mich.

London—R. Donaghy.
St. John, N.B.—E. T. Sturdee.
Quebec, Que.—A. Francois Turcotte.
Winnipeg, Man.—W. Lloyd Lock & Co.



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, C. C.
St. John, N.B.	Winnipeg, Man.

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

THOMAS C. IRVING, GENERAL MANAGER
WESTERN CANADA
TORONTO

Buyers' Guide

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

You Want This
 Taylor's Prepared Mustard
 IN JARS
 Over 100 years of success. A great deal different and a great deal better. Royalty has used it.
 Agents Wanted
 H. P. Taylor, 14 Place Royale, Montreal

The
Condensed Ad.
 page
 will interest you

SUCHARD'S COCOA
 The Highest Quality
 Most Reasonably Priced
 "Quality" Cocoa.
 On Sale Anywhere.
 FRANK L. BENEDICT & CO.
 Agents Montreal

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

GRATTAN & CO., LIMITED
 ESTD. 1825
 The Original Makers of
BELFAST GINGER ALE
 Agents in Western Canada
EMERSON, BAMFORD CO.
 842 Cambie Street VANCOUVER, B.C.

COMBINÉ BARRAL
 Preparation for preserving freshness of eggs.
 A very simple process for preserving eggs
 from one laying season to another without
 losing any of their qualities.
 REFERENCE AND CIRCULAR FREE.
 Octavien Rolland, P.O. Box 2363, Montreal

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More."
 Order a case from your jobber to-day.
HOLLAND RUSK COMPANY
 HOLLAND, MICH.



TWO CENTS PER WORD

You can talk across the continent for two cents per word
 with a WANT AD, in this paper

53 Highest Awards in Europe and America
WALTER BAKER & CO.'S
CHOCOLATE
& COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
 Established 1789
 Montreal, Can. Dorchester, Mass.

When they ask for credit
 give them
ALLISON COUPON BOOKS
 Please Them—Make Yourself Safe

Don't let the credit customers put you out of business, as they have done many a man. Control the situation yourself—when a man wants credit give him an Allison Coupon Book, and have him sign form at the front, which becomes then his promissory note to you. As he buys you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For sale by the jobbing trade everywhere.
 Manufactured by
ALLISON COUPON COMPANY
 Indianapolis, Indiana, U.S.A.

Before placing YOUR ORDER for **SHOW CASES, STORE FRONTS ETC.** Write us for full particulars and estimates **KENT, SON & CO.** 261 King St. West TORONTO

This Page Is The Clearing House for Grocers' Wants
WHAT HAVE YOU TO SELL?

This page will find a market for that Coffee Mill you are not using quicker than any other medium, BECAUSE it goes into the hands and is read from cover to cover by practically every progressive Grocer between the Atlantic and the Pacific.

Try it out.

Talk across Canada for two cents a word

CLASSIFIED ADVERTISING

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

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.

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

COLLECTIONS

COLLECTIONS.—ACCOUNTS AND CLAIMS of every nature collected everywhere. Send for free booklet C and forms. Commercial Collection Co., 77 Victoria St., Toronto, Ont.

MISCELLANEOUS

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

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

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

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

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

WANTED

WANTED—A RELIABLE, AMBITIOUS MAN in every town, to look after the circulation of magazines. Work very remunerative. MacLean Publishing Company, 143-151 University Ave., Toronto, Ont. t.f.

ENERGETIC SALESMAN, AGE ABOUT 40, wanted. Must have grocery connection between Montreal and Quebec. White Swan Spices & Cereals, Pearl St., Toronto, Ont. tf

WANTED—A GROCERY CLERK — ONE who can handle sign brush preferred. Steady position for the right man. Booze and cigarettes prohibited. Apply A. Ferguson, Port Arthur, Ont.

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

FOR SALE

FOR SALE—ONE COFFEE MILL, MEAT slicer, Stimpson computing scale, cheese cutter, all in first-class condition. A snap. Apply Box 389, North Battleford, Sask.

FOR SALE—ONE OF BEST RETAIL GROCERY businesses in West. Turnover \$100,000.00 per year. Stock \$6,500.00, and all fresh. Fixtures and working stock \$3,500.00. Turn stock every two weeks. \$5,000 cash will handle. Address replies to G. B. M., Box 1073, Calgary. (814)

FOR SALE—AN ADVERTISEMENT UNDER this heading would be seen by practically every progressive grocer in the Dominion. This means that it will be read by the very man who is in need of such a coffee mill, cash register, cheese cutter, showcase, etc., that may be standing idle in your store, and which could be turned into money by an outlay of just two cents a word. See our rates above and send your ad. along to-day.

BUSINESS CHANCES

OPENING FOR GENERAL STORE AT Hubert, B.C., new town on main line Grand Trunk Pacific transcontinental railroad. Hubert is the trade center of the fertile Bulkley Valley, also supply point for great mining district. Train service has started, station and side tracts built, post office established, and Government bridge over Bulkley River, connecting highways, completed. Trade is waiting for right man to establish general store. For detailed information write R. L. Gale, Deputy Mining Recorder, Hubert, B.C.

FOR SALE—THE STOCK AND FIXTURES of the largest and best equipped grocery and butcher business combined, on the best business corner in the progressive town of North Bay, Ont. Population about 14,000. This store did a cash business last year of over \$90,000.00. Long lease. Good reasons for selling. Apply to Box 85, North Bay, Ont.

Want Ads.

If you want a buyer for your business, or have a situation to fill or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in "Canadian Grocer."

Try it out.

This Page is The Clearing House for Grocers' Wants

Probably the best reason why you should sell

CHASE & SANBORN'S High-Grade Coffees

is because your customers have learned to like and ask for them.

Chase & Sanborn, - Montreal
HIGH-GRADE COFFEES

The Barr Account Register Will Pay For Itself in the Saving of Time and Labor.

It overcomes the trouble and worry in the handling of Credit Accounts.

It tells you just exactly when your customer has reached the limit of credit.

It furnishes the customer with the last purchase, a correct account in full to date.

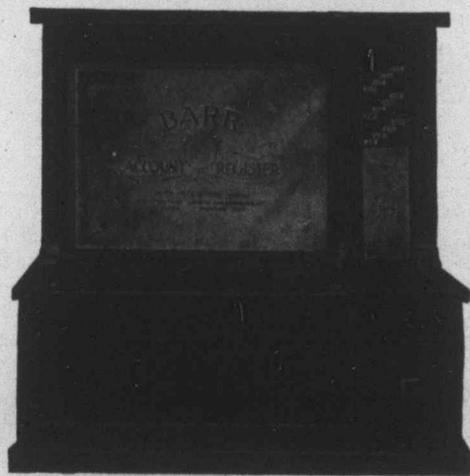
It makes collections come easy.

It has exclusive features that count for efficiency.

A post card sent to-day will get you more information, and a demonstration.

BARR REGISTERS LIMITED
TRENTON, ONTARIO

Great Britain: Head Offices, Dacre House, No. 5 Arundel Street,
Strand, London, W.C. Factory, Birmingham, England.



Counter Cabinet Style—Closed

SPECIAL NOTICE

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There is not and never have been any legal proceedings against such patents, notwithstanding competitor's talk to the contrary. We make this announcement as we understand some merchants have been imposed upon and have been induced to buy other Registers through such talk.

BARR REGISTERS, LIMITED.

INDEX TO ADVERTISERS

A		L	
Aillson Coupon Co.	60	Lambe & Co., W. G. A.	16
Anglo-B.C. Packing Co.	9	Laporte, Martin & Co.	63
Anchor Cap & Closure Co.	21	Leadlay, Ltd.	16
B		M	
Balfour-Smye & Co.	12	MacLean's Magazine	20
Baker & Co.	60	MacNab, T. A., & Co.	16
Barr Register	62	McCabe, J. J.	50
Bayle, Geo. A.	55	McGregor, O. P.	4
Beard, M. D.	16	McLarens, Limited	22
Beauchamp, Claude	17	McVitie & Price	54
Benger & Co.	9	Magor, Son & Co.	24
Benedict, F. L.	60	Malcolm & Son, John	49
Bickle, J. W., & Greening..	Inside front cover	Mason & Co.	8
Borden Milk Co.	3	Mathieu & Co., J. L.	17
Bowman, E. H.	17	Mathieu & Co., J. L.	16
Bradstreets	59	Millman, W. H., & Sons....	16
Burgess & Co.	15	Morrow & Co.	16
C		N	
Campbell Brokerage Co.	16	Nagle & Co.	12
Canada Starch Co.	24	Nicholson & Bain	49
Canada Sugar Co.	64	Nickel Plate Stove Polish Co.	12
Canadian Oil Co.	5	O	
Canadian Sales Agency	58	O'Loane, Kieley & Co.	16
Canadian Salt Co.	50	Oakey & Sons, John	17
Chase & Sanborn	62	Oriental Produce	6
Christmas & Co.	17	Overseas Export Co.	14
Church & Dwight	5	P	
Classified Condensed Ads.	61	Pennock, H. P., Co., Ltd. ..	16
Clark, Ltd., W.	11	Q	
Cockburn, Nolan & Co.	16	Quaker Oats Co.	10
Coles Mfg. Co.	5	R	
Commercial Collection Co.	61	Rennie, Wm.	4
Connors Bros.	56	Rock City Tobacco Co.	12
Continental Bag & Paper Co.	4	Rolland, Octavien	60
Crescent Mfg. Co.	17	Rowat & Co.	58
D		S	
Diamond, John	6	St. Lawrence Sugar Refining	Co. Front cover
Dickeson Tea Co.	59	Salada	23
Distill Mfg. Co.	18	Sanitary Can Co.	58
Dominion Cannery, Ltd.	7	Sharp & Co.	21
Dominion Molasses	Inside back cover	Sherbrooke Cigar Co.	6
Dominion Salt Co.	55	Sherer-Gillett Co.	52
E		T	
Eby-Blain, Ltd.	19	Smith & Son, E. D.	3
Eckardt, H. P., & Co.	51	Snap Co.	12
Emerson, Bamford & Co.	60	Spurgeon, H. G.	16
Escott & Co., W. H.	16	Stanway & Son	16
Eureka Refrigerator Co.	23	Stephens, Welch & Co.	13
F		U	
Fearman, F. W., Co.	53	Upton & Co.	57
Fels & Co.	59	W	
Furuya & Nishimura	4	Walker Bin & Store Fixture	Co. 13
G		V	
Gorman, Eckert & Co.	53	Walker, Hugh & Son	57
Gratton & Co.	60	Warren, G. C.	16
Grey & Martin	6	Watson & Truesdale	8
Grocers Eng. & Whitmee,	Limited 6	Welch Grape Juice	17
Guggenbime & Co.	50	Wellington Mills	4
H		W	
Hamblin, Brereton Co.	16	Western Salt Co.	10
Hamilton Cotton Co.	6	White, Cottell & Co.	54
Hargreaves (Canada), Ltd.	5	White & Co.	18
H. O. Company	2	White Swan Spices & Cereals,	Ltd. 14
Hendry, J. A.	52	Whittaker, Sons & Purdy ..	9
Hillock & Co., John	15	Whittemore & Co.	16
Holland Rusk Co.	60	Wiley, F. H.	16
I		Y	
Irish Grocer	60	Wilson Fly Pad Co. Back cover	55
Island Lead Mills	13	Wigley & Co.	57
J		Z	
Jackson & Son	22	Woods & Co., Walter	57
Jonas & Co.	23	K	
K		Kent, Son & Co. 60	
Kops Breweries 10			

Why Worry?

Don't allow yourself to be disturbed by

War News!

Keep your business advancing by taking advantage of our offers. You should stock

"La Soleil" Brand Petits Pois Vegetables

"Minerva" Brand Olive Oil.

"F. Lecours" Imported Mushrooms.

"Feyret-Pensan" French Mushrooms.

"Bacchus" Tonic Wine.

"Victoria" Brand Tea and Coffee.

Why?

They sell on MERIT. Give you good Profit and unequalled SATISFACTION to users.

Laporte, Martin, Limitee

568 St. Paul Street - MONTREAL, Que.

Telephone Main 3766

Our Seal TUCKETT'S SMOKING Tobacco



If fond of a good pipe yourself
smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

Get it from your wholesaler.

TUCKETT LIMITED, Hamilton, Ontario

Your Windows Are Reminders

Dress your windows with tempting displays of fruit and "REDPATH PACKAGES," and you will score a distinct triumph over the other stores in your neighborhood.

One helps the other during the preserving season. Certainly, it will be a "feather in your cap" to have every woman, who passes your store, realize that she can get the best sugar as well as the best fruit when she deals with you.

Redpath

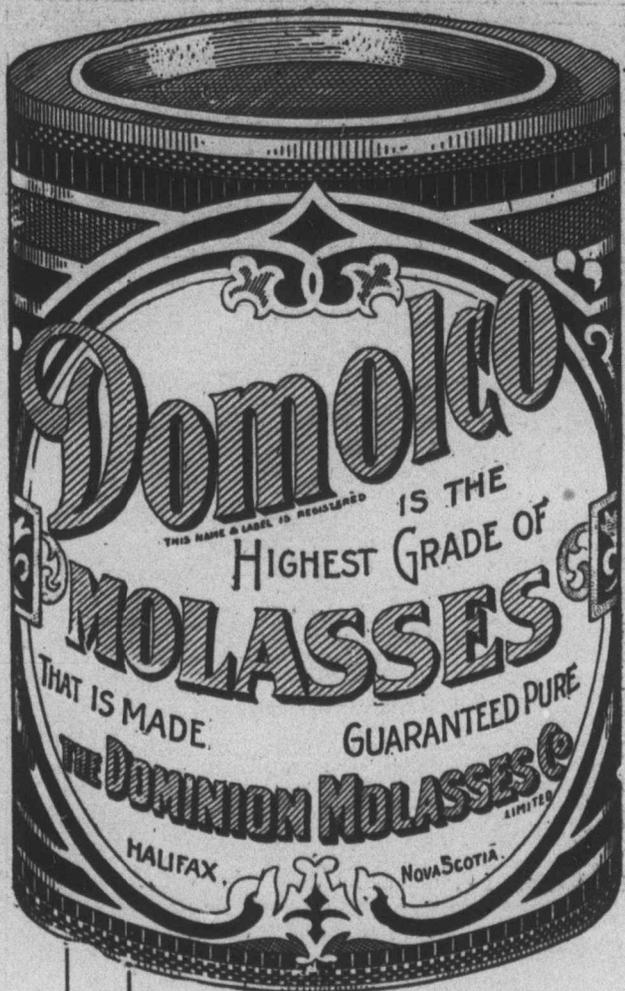
EXTRA GRANULATED SUGAR

in original packages, presents Canada's finest sugar at its best. The packages are steadily increasing in popularity, with the trade as well as with the consumer, because of their great convenience.

How is your supply of 2 and 5-pound Sealed Cartons, and 10, 20, 50 and 100-Pound Cloth Bags?

CANADA SUGAR REFINING CO., LIMITED
MONTREAL





Every package of molasses bearing this registered label must contain

The Best

**Domolco
Molasses**

is superior for table use to any molasses in the Dominion

GUARANTEED PURE

Domolco is the registered name of a pure refined product of British West India Sugar Cane—the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

The Dominion Molasses Co., Ltd.

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg

Thousands of Canada's best retail Grocers are now keeping their stores free from flies by using

WILSON'S FLY PADS

on Wednesday afternoons and over Sunday.

DIRECTIONS

Darken the whole store as much as possible. Raise the blind on one window facing south or west about ten inches, then cover this window front with plates of Wilson's Fly Pads properly wetted.

Next morning sweep up the flies and put the plates away for further use.

REMEMBER

That a bar of light must be created that will attract the flies to one spot. And that this space must be completely covered with pads to ensure all the flies alighting on them.

The Wilson Fly Pad Co.
HAMILTON