

**PAGES  
MISSING**

In This Issue—Featuring Store Equipment


# CANADIAN GROCER

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

Vol. XXX

PUBLICATION OFFICE: TORONTO, JULY 28th, 1916

No. 30



**GIVE THIS MAN  
HALF AN HOUR**

Will you give this man half an hour to tell you what McCaskey Service can do for your business and for your customer?

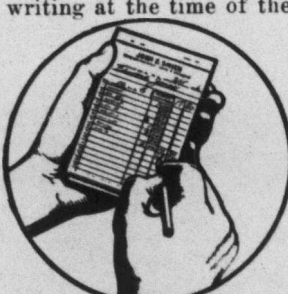
He's the McCaskey man and he knows the charge account business from A to Z. His bread and butter depends upon his knowing that business. If you will spend half an hour with him you can't help getting some mighty good ideas that will fit your business and you'll be perfectly welcome to them whether you give him an order or not.

McCaskey Service means as much to your customer as it does to you. For your customer is just as much interested in knowing how much he owes from day to day and in having his accounts kept in the simplest way and with the least possible expense as you are yourself.

McCaskey Service pays for itself in the average business—in the time, money and mistakes it saves the merchant. One writing at the time of the sale and your books are always posted.

If you give the McCaskey man half an hour of your time to tell his story it will be worth your while.

**McCASKEY**  
TORONTO :: CANADA



**McCASKEY**  
"ONE WRITING"



CANADIAN GROCER

**BE PREPARED**

**ORDER** **O-Cedar** **NOW**  
**Polish**  
(MADE IN CANADA)

It is a safe estimate that the sale of O-Cedar this fall will be treble that of any other season. Are you prepared? The wonderful merits of O-Cedar appeal to every housewife and our great advertising campaign keeps every woman reminded.

**ORDER FROM YOUR JOBBER NOW**

Your customers are using it all the time, but they will use three and four times as much this fall.

**DISPLAY IT—LET THEM KNOW YOU HAVE IT.**



CHANNELL CHEMICAL CO., LIMITED, TORONTO, CANADA

**LARGEST MAKERS IN THE WORLD**

*Tin Foil*—all descriptions

*Tea Lead*—all gauges and sizes

*Metal Bottle Capsules*—any size,  
color or stamping

*Collapsible Tubes*—plain or colored

ALL BRITISH MADE

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

**BETTS & COMPANY, LIMITED**

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



# Convenience

—yes, and Quality, too, is what has made **Borden Milk Products** so popular. There is no fuss, no worry with Borden's. It is always ready for use when instant use is desirable. It is the same delightful flavor and goodness is just as evident in the last drop as the first.

Quality dealers everywhere are featuring Borden's—the leaders of Quality. Our consumer advertising has familiarized everybody with Borden Superiority, hence sales are quick and profitable. Get after your proper share of this business by displaying Borden's prominently in windows and counter displays. Recommend them to every customer. Borden quality will satisfy the most particular. Order your supply to-day.

**Borden Milk Company**  
*“Leaders of Quality”*  
**MONTREAL**

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

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



# MALCOLM'S MILK PRODUCTS are reliable Summer Sellers



When the thermometer is climbing and people's thoughts are turning towards the cottage or the camp—that is the ideal time to bring Malcolm's Milk Products before the attention of your customers.

Though they are in good demand throughout the entire year, yet the Summer is a particularly opportune season to increase the sales of these popular Canadian made milk products. The unstinted satisfaction that every sale produces will mean further orders and a decided increase in that customer confidence which means so much to every dealer.

Order a supply now. We pay freight up to 50c. per 100 lbs. in Ontario, Quebec and Maritime Provinces.



### HERE IS OUR LIST:

St. George Brand Coffee, 2 doz. in case.....	\$4.80
St. George Evaporated Milk, 4 doz. in case.....	3.75
Banner Condensed Milk, 4 doz. in case.....	5.75
Princess Condensed Milk, 4 doz. in case.....	4.75



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

## Why You Should Feature

# KING GEORGE'S NAVY

### Profit You Wouldn't Get

You will be agreeably surprised, Mr. Dealer, when you realize the big profits that can be so easily secured by devoting a little space to the sale of high-grade tobacco, such as

#### KING GEORGE'S NAVY

The profit on this popular chewing tobacco is well worth going after, and the big demand which everywhere characterizes it is your best guarantee of heavy profit-pulling sales.

Put our claims to the test. A trial supply will convince you.



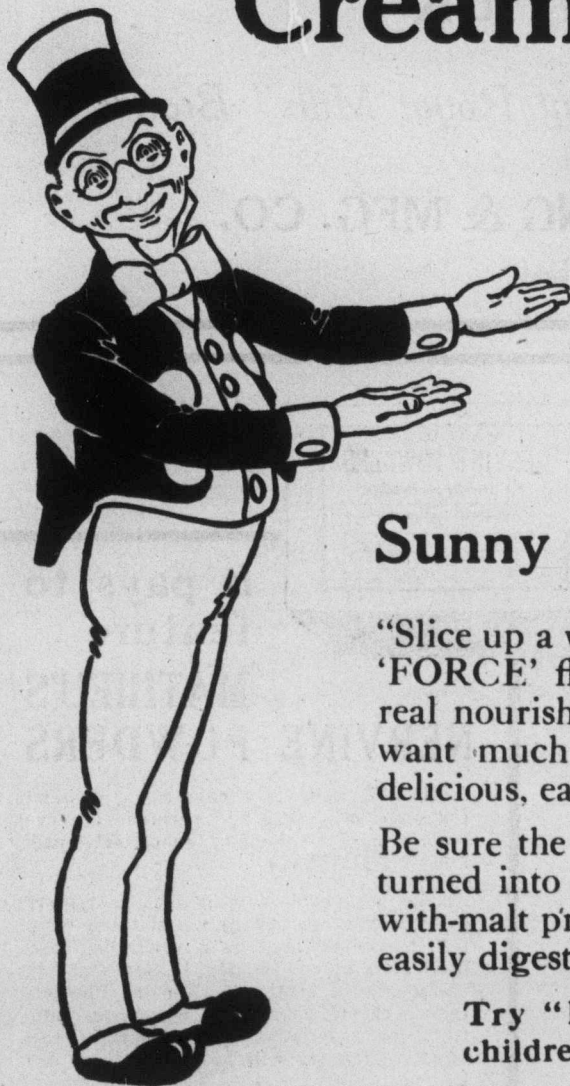
Rock City Tobacco Co., Ltd.

Quebec  
and  
Winnipeg

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

# "FORCE"

and  
**Bananas**  
 and  
**Cream**



## Sunny Jim Says:

"Slice up a well-ripened banana into a dish of crisp, golden 'FORCE' flakes—add sugar and cream—and you have a real nourishing, satisfying MEAL. For folk 'who don't want much at breakfast,' this combination gives much delicious, easily digested nourishment."

Be sure the banana is just ripe—then the starch has been turned into easily digested "sugar." Just as the cooking-with-malt process in "FORCE" turns the wheat-starch into easily digested elements,

Try "FORCE" and Bananas yourself. Let the children have it. See how well-liked it will be.

The above is taken from this week's big "FORCE" newspaper advertisement. It's timely and forceful. It will bring business for grocers who let their customers know they sell "FORCE". Will you co-operate with us and make a display this week?

**The H-O Company, Hamilton**

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



# RICE

THE ECONOMICAL FOOD FOR  
HOT WEATHER

*For quick shipment ask for "Mount Royal Mills" Brands*

**MOUNT ROYAL MILLING & MFG. CO.**

D. W. ROSS COY., MONTREAL



**CENTURY SALT**

**Century salt put the cents in the profits**

Century Salt is not combined with cheap ingredients, the housewife gets full value for her money. Pure Salt goes further and gives infinitely better results.

Century Salt is refined and purified to the last degree. The dealers who handle get the profits.

**THE DOMINION SALT CO LIMITED**  
SARNIA, ONT.



It pays to  
feature

## MATHIEU'S NERVINE POWDERS

**BECAUSE** there is always a big demand for some safe, sure and permanent nerve remedy, and this demand is most efficiently filled by Mathieu's.

Among the people coming into your store every day are many to whom these curative powders would be a veritable blessing. It is up to you, Mr. Dealer, to bring the merits of Mathieu's Nervine Powders before them. Every sale will mean more to follow, because every user of this effective remedy will be a "booster" for it.

Don't hesitate to recommend Mathieu's. It cures quickly and permanently without any harmful after effects.

Send for a small trial order to-day.

**J. L. Mathieu Co., Proprietors**  
SHERBROOKE, QUE.

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

# GOING CAMPING THIS SUMMER?

## Too Busy!

Well—perhaps your customers are going.

Don't let them get away without a supply of "Canada First" Milk.

You can make the sale if you tell them it is clean and safe—while ordinary cows' milk from an unrestricted source is dangerous.

It keeps until opened and for some days after.

Handy - Clean - Safe

*A word to the wise is sufficient.*

**Aylmer Condensed Milk Co.  
Limited  
AYLMER, ONTARIO**



Sell it for Camping and Summer Homes



## This Advertisement

and others similar to it are running in magazines and newspapers all over Western Canada. As consumers read these advertisements, they feel kindly toward the Gold Standard products on your shelves. A word from you often turns a sale.



**Gold Standard**

**Chaffless Coffee**  
(Absolutely Harmless)

A COFFEE that is absolutely pure and free from chaff.

It is roasted, ground and packed under ideal sanitary conditions, and reaches you in a sealed can, full strength, rich flavor, and containing all its original nutritive qualities. You should try it.

24

### FREE RECIPE BOOK

110 pages of splendid recipes. Write and mention your grocer's name.

**Gold Standard Mfg. Co.**  
WINNIPEG - CANADA

Western  
Made



for  
Western  
Trade

Let us help you to more sales and bigger profits. Write us now, in plenty of time for bigger fall business.

**The Codville Company**  
LIMITED

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

## In your Locality are many Dogs and Cage Birds

Your customers must have FOOD for them. It is to your interest as well as that of your customers and their pets, that you should regularly stock

## SPRATT'S DOG CAKES, Puppy Biscuits and Packet BIRD SEEDS.

The name SPRATT'S is a guarantee of quality and reliability. It will help you to keep old customers and attract new ones.

SPRATT'S Depôts in CANADA are:—

MONTREAL—F. HUGHES & Co., 109, Place d'Youville.  
VANCOUVER, B.C.—LONDON GROCERY Co., Ltd., Granville Street.

Direct Correspondence invited:—

SPRATT'S PATENT Ltd., 24-25, Fenchurch Street, London, England.  
S 66

## Keep Up The Connection

you have made by past efforts in advertising. New friends are alright, but it is a fallacy for one thing, and bad business for another, to create a demand for goods or service and then lose the fruits of your work by default. Letting your old friends know that you want their business is also the surest way to gain new ones.

Advertising in CANADIAN GROCER is the medium.

Rate Cards and full particulars on request.

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

Canada's  Best

# Pork and Beans

Plain Chili Tomato Sauce

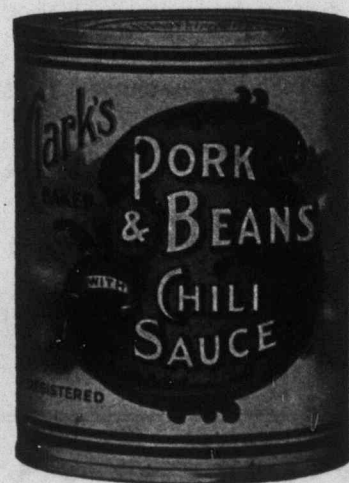
Our message to you this week, Mr. Grocer, is not a new one; we cannot do better than emphasize the old.

WE GIVE YOU THE QUALITY  
YOUR CUSTOMERS APPRECIATE THIS  
YOU KNOW WHAT SELLS

BUY GOODS  
MADE IN CANADA



But  
Buy Them  
on  
Their Merits



PUT YOUR STOCK IN SHAPE NOW

W. CLARK, LIMITED, - - MONTREAL

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



## Classified Directory of Store Equipment Advertisers

**Account Registers**

McCaskey Systems Limited,  
Toronto, Canada.

**Biscuit Cabinets**

Telfer Bros., Limited, Toronto, Ont.  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Broom Racks**

Walter Woods & Co., Hamilton, Ont.

**Butcher Blocks**

John Hillock & Co., Toronto, Ont.

**Butter Dishes**

H. P. Eckardt & Co., Toronto, Ont.  
Oval Wood Dish Co., Delta, Ohio.  
Walter Woods & Co., Hamilton, Ont.

**Cash Registers**

National Cash Register Co., Toronto, Ont.

**Cheese Cutters**

American Computing Co., Hamilton, Ont.  
Computing Cheese Cutter Co., Windsor, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Walter Woods & Co., Hamilton, Ont.

**Coffee Grinders**

A. D. Fisher Mfg. Co., Toronto, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Hobart Mfg. Co., Toronto, Ont.  
Woodruff & Edwards Co., Elgin, Ill.

**Coffee Refiners**

Hobart Mfg. Co., Toronto, Ont.

**Cold Storage Doors**

Eureka Refrigerator Co., Toronto, Ont.  
John Hillock & Co., Toronto, Ont.

**Computing Scales**

Brantford Computing Scale Co., Brantford, Ont.

The Canadian Fairbanks-Morse Co., Montreal, Que.

**Counter Check Books**

McCaskey Systems, Limited, Toronto, Canada.  
Walter Woods & Co., Hamilton, Ont.

**Delivery Wagons**

Canada Carriage Co., Brookville, Ont.

**Display Counters**

Thos. Lewis Arnett, Souris, Manitoba.  
Eureka Refrigerator Co., Toronto, Ont.  
John Hillock & Co., Toronto, Ont.  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Display Tables**

Walker Bin & Store Fixture Co., Berlin, Ont.

**Dough Mixers**

Hobart Mfg. Co., Toronto, Ont.

**Egg Carriers**

H. P. Eckardt & Co., Toronto, Ont.  
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.  
Walter Woods & Co., Hamilton, Ont.

**Fish Boxes**

Eureka Refrigerator Co., Toronto, Ont.

**Fruit Stands**

John Hillock & Co., Toronto, Ont.  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Ice Cream Cabinets**

Eureka Refrigerator Co., Toronto, Ont.

**Ice Machines**

W. A. Freeman Co., Hamilton, Ont.

**Meat Choppers**

W. A. Freeman Co., Hamilton, Ont.  
A. D. Fisher Mfg. Co., Toronto, Ont.  
Hobart Mfg. Co., Toronto, Ont.

Walter Woods & Co., Hamilton, Ont.

**Meat Slicers**

Brantford Computing Scale Co., Brantford, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
Hobart Mfg. Co., Toronto, Ont.  
Walter Woods & Co., Hamilton, Ont.

**Pail Covers**

Evan L. Reed Mfg. Co., Sterling, Ill.

**Paper Balers**

H. P. Eckardt & Co., Toronto, Ont.  
Walter Woods & Co., Hamilton, Ont.

**Patented Bins**

Thos. Lewis Arnett, Souris, Man  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Peanut Butter Machines**

Hobart Mfg. Co., Toronto, Ont.

**Pickle Jar Stands**

Evan L. Reed Mfg. Co., Sterling, Ill.

**Pumps for Gasoline**

S. F. Bowser & Co., Toronto, Canada.  
Wayne Oil Tank Co., Woodstock, Ont.

**Pumps for Molasses**

Walter Woods & Co., Hamilton, Ont.

**Pumps for Oil**

S. F. Bowser & Co., Toronto, Canada.  
Wayne Oil Tank Co., Woodstock, Ont.

**Pumps for Vinegar**

Walter Woods & Co., Hamilton, Ont.  
Wilson, Badgerow & Lytle Co., Toronto, Ont.

**Refrigerators**

Eureka Refrigerator Co., Toronto, Ont.

W. A. Freeman Co., Hamilton, Ont.

John Hillock & Co., Toronto, Ont.  
Walter Woods & Co., Hamilton, Ont.

**Refrigerator Counters**

Eureka Refrigerator Co., Toronto, Ont.  
W. A. Freeman Co., Hamilton, Ont.  
John Hillock & Co., Toronto, Ont.  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Refrigeration Systems**

W. A. Freeman Co., Hamilton, Ont.

**Shipping Boxes**

Thompson & Norris Co. of Canada, Niagara Falls, Ont.

**Show Cases**

Thos. Lewis Arnett, Souris, Man.  
W. A. Freeman Co., Hamilton, Ont.  
John Hillock & Co., Toronto, Ont.  
Walker Bin & Store Fixture Co., Berlin, Ont.  
Walter Woods & Co., Hamilton, Ont.

**Tanks for Oil**

S. F. Bowser & Co., Toronto, Canada.  
Wayne Oil Tank Co., Woodstock, Ont.

**Tea Mixers**

Hobart Mfg. Co., Toronto, Ont.

**Window Backs**

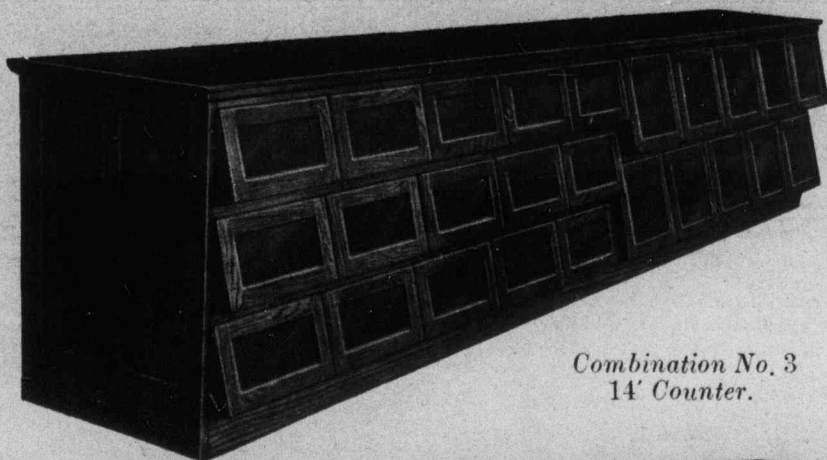
Thos. Lewis Arnett, Souris, Man.  
Walker Bin & Store Fixture Co., Berlin, Ont.

**Window Panelling**

Thos. Lewis Arnett, Souris, Man.  
Walker Bin & Store Fixture Co., Berlin, Ont.

# TWO CENTS PER WORD

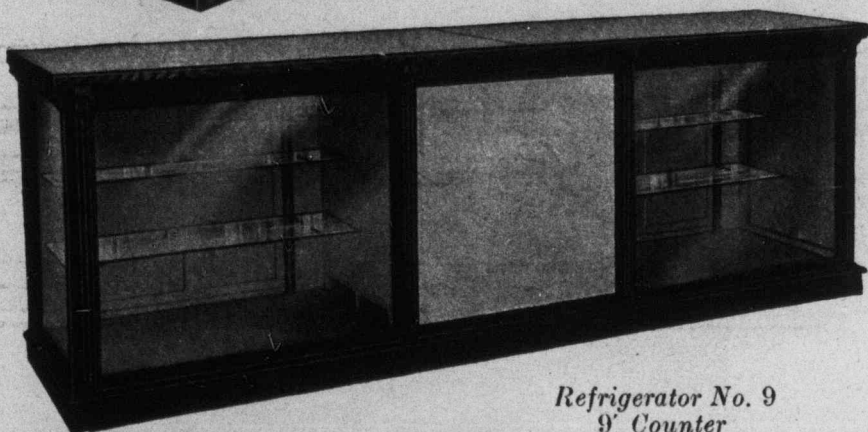
You can talk across the continent for two cents per word  
with a Want Ad. in this paper.



*Combination No. 3  
14' Counter.*

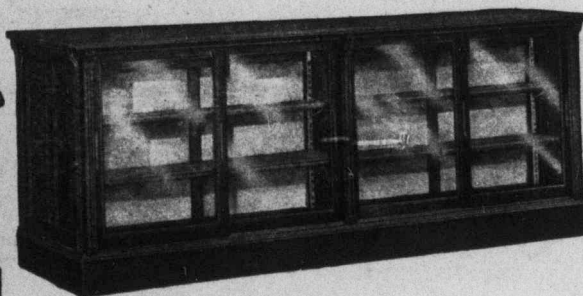
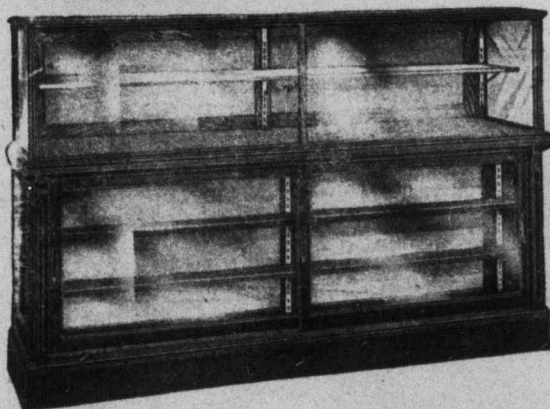
**Grocery Counters  
Sanitary Display  
Easy to Serve From  
Well Made and Finished**

The No. 3, with glass fronts and bins or drawers in rear to serve your customers with choice stock in original stock and flavor from air-tight, dust and fly-proof bins.



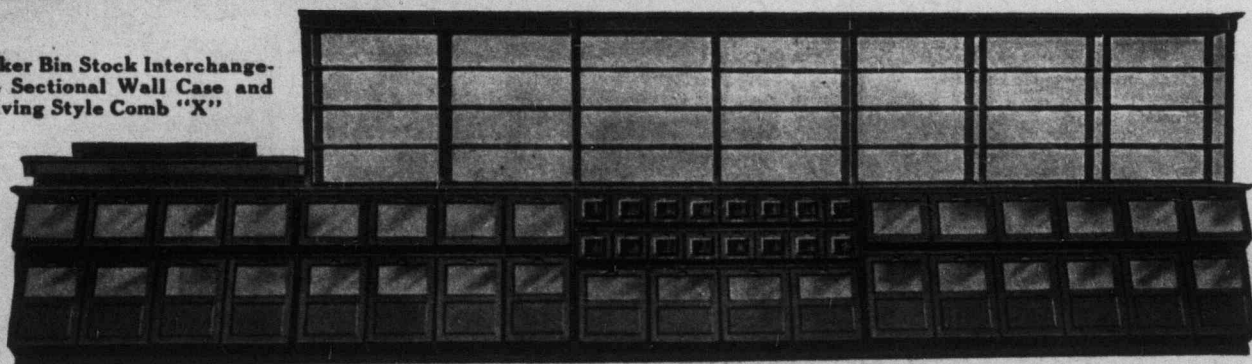
*Refrigerator No. 9  
9' Counter*

The No. 9 Refrigerator for cooked meats, butter, etc., or chocolates this hot weather.



The No. 6 and 6-C are fine for pastry and confectionery or cigars, being fitted in rear with inclosed shelving or bins as required. See Oxford Provision Co. store in the issue which has six of these counters and one 11' No. 9 Refrigerator, in one of best equipped stores in all Canada.

**Walker Bin Stock Interchangeable Sectional Wall Case and Shelving Style Comb "X"**



Our Sectional Patent Display Bin Wall Case and Shelving cost less to install than some of the counters you buy, and beside carrying the same bulk stock in the bins, directly accessible in same bin your goods are, you have shelving to carry all usual package, canned or bottled goods.

Write for information if interested, sending your floor plan and measurements, also your idea of locating the departments.

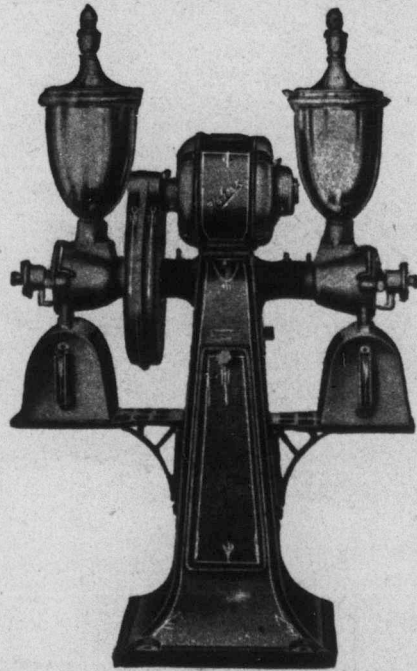
**The Walker Bin & Store Fixture Co., Ltd., Berlin, Canada**

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



# Will the Remainder of the Year See You Losing Coffee Profits?

The past 6 months have been a period of unsurpassed gain in coffee sales to many Canadian Grocers. Bigger sales, more frequent sales, continued sales. Sales that have meant completely satisfied customers by giving them better coffee, richer coffee, coffee ground to their own particular tastes by the HOBART ELECTRIC COFFEE MILL.



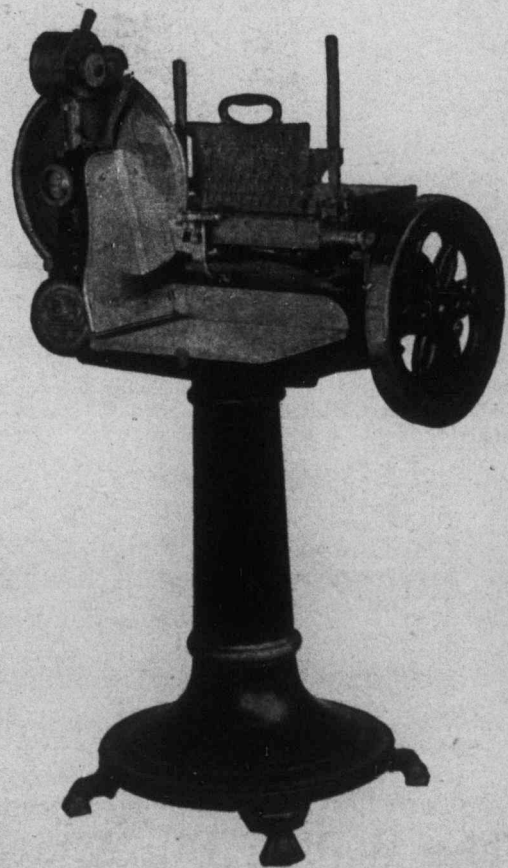
Will you go on losing coffee profits, or will you get HOBART advantages in your store — NOW? Start right by sending to-day for interesting illustrated catalogue.

## Van Berkel's Patent Slicing Machines—

The World's Best Meat Slicer increases your business and profits by bringing your cured meat business up-to-date. Write to-day for information as to how to make more money from your cured meat department.

**The Hobart Mfg. Co.**  
105 Church Street  
TORONTO

Ryan Bros., 110 James St. E., Winnipeg, Agents  
for Manitoba, Sask. and Alberta



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

# Perfection Computing Cheese Cutter

*(IT IS ALL MADE IN CANADA)*

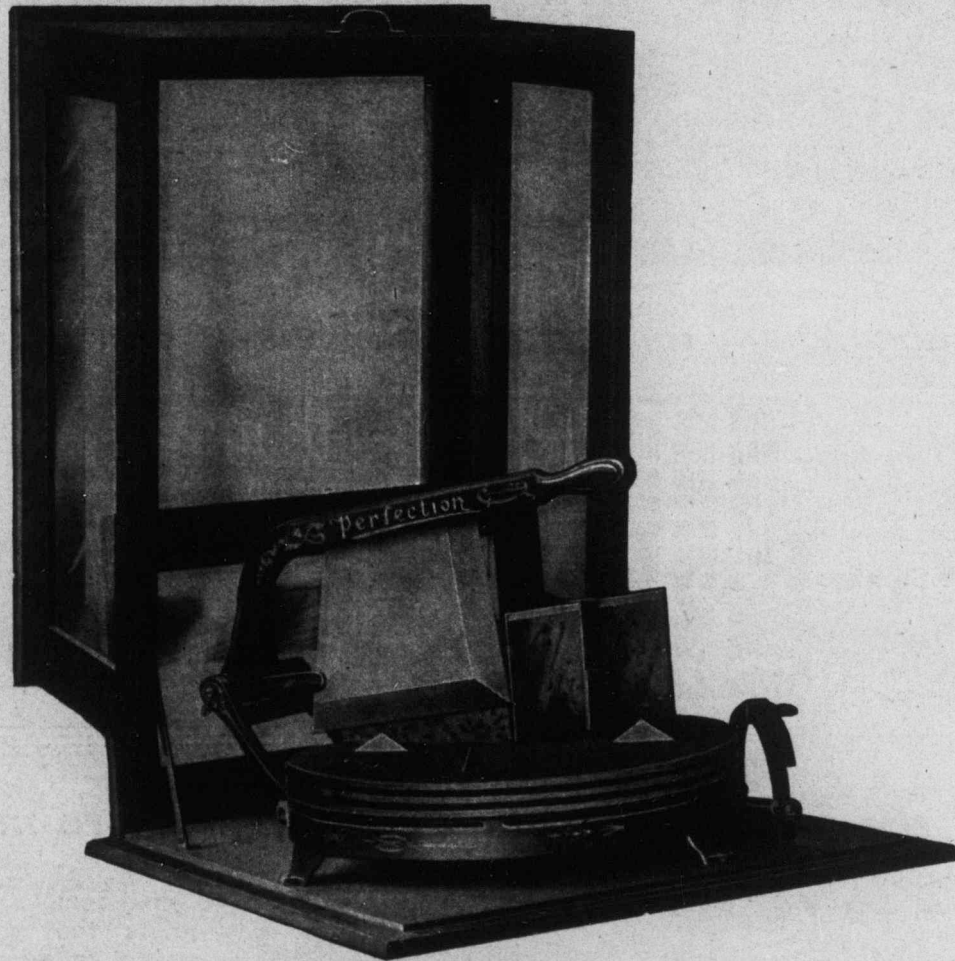
IT IS A CHEESE CUTTER WORTH HAVING

## A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

IT STANDS THE TEST FOR DURABILITY, FOR IT LASTS A LIFETIME.



**A REAL PROFIT-SAVER**

Write for Prices and Terms.

**WE HAVE SPECIAL COMBINATION PRICES  
WITH CABINETS AND PEDESTALS.**

**American Computing  
Company**

**HAMILTON, ONT.**

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

**BUY IT NOW.**

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

**BUY IT NOW.**

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



# Business is booming more than ever



*The above busy industries make busy stores below*



*Now is the time for merchants to make more money.*

Factories are busier than ever, many working overtime.

Labor is in greater demand at higher wages.

People are spending money more freely than ever before.

Billions of dollars are passing over the merchants' counters.

This year you should make more money than ever before.

You cannot make all you should unless you have up-to-date methods.

A man should never do a thing which a machine can do for him.

You should have our complete 1916 model register that prints the amount of each transaction on receipt or sales-slip.

It forces a correct record of all transactions between clerks and customers.

If you are using an old register, it will pay you to exchange it for a complete 1916 model.

Considering the material, workmanship and the work it does, it is the lowest priced piece of machinery sold in the world.

You should order yours now, for early delivery.

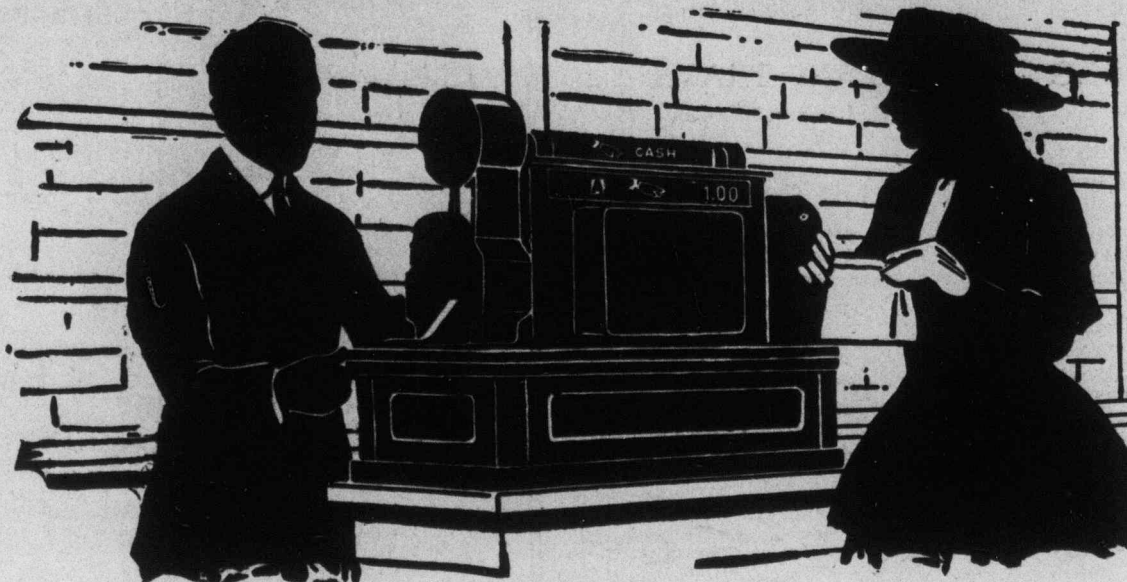
Write us, and our agent will help you select a register suitable for your business.

(Signed)

*John H. Patterson*  
President.

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

# Don't forget, NOW is the time to make more money!



**This is the machine  
that will help you do it.**

*The harvest is ripe. Will you reap it with an old-time sickle or an up-to-date self-binder? Our complete 1916 models are as far ahead of our old registers as the self-binder is ahead of the old sickle.*

- 1—The complete 1916 National Cash Register takes care of all cash sales, assuring you of a complete, unchangeable record of the sale.
- 2—It takes care of all charge sales, assuring you that proper record will be made of the charge.
- 3—When customers pay on account a record is made. This stops disputes later.
- 4—When you pay out money it forces a record as a safeguard against having to pay the bill again.
- 5—Goods sent C.O.D. or on approval are accounted for, and the danger of their being lost sight of is removed.

*Our complete 1916 models pay for themselves as they go—out of the money they save.*

*They are making money for thousands of merchants.*

*What is good for others is good for you.*

*Write us to-day for more information.*

The National Cash Register Company of Canada, Limited  
Christie Street, Toronto, Ont.

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



## A Well-Known Grocer said

to one of our salesmen the other day: "I never in all my experience invested in a piece of equipment that did so much to save time and money, eliminate complaints and make for a better, more profitable business than

### STAR EGG CARRIERS AND TRAYS

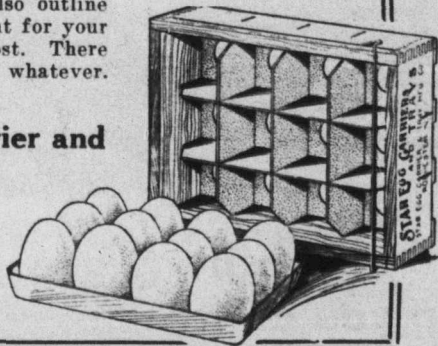
He was simply voicing the sentiment of the 63% of his Brother Grocers who are already enjoying the same complete satisfaction.

It may be you have been laboring under the impression that Star Equipment would not quite fit into your business. We want to again emphasize the fact that we know positively it will, and in the same complete manner as with the thousands of others now using it.

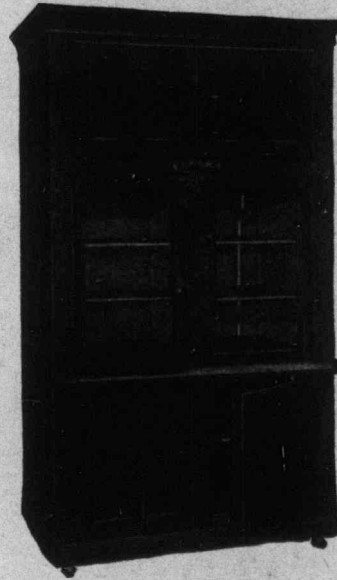
We will gladly give you the names of prominent users in your locality and also outline the proper equipment for your business, and its cost. There is no obligation whatever. Write us.

**Star Egg Carrier and Tray Mfg. Co.**

1520 Jay St.  
Rochester, N.Y.



## Serving Grocers for Thirty Years



and serving well in point of economy and in efficiency.

### THE EUREKA REFRIGERATOR

has and is serving grocers faithfully and well after a hard test of thirty years. To-day it is still a grocer's best buy, and its reliability has the guarantee and backing of its makers.

Read what Thos. W. Thomson & Sons of Ignace, Ont., have to say:

"Gentlemen, — Enclosed please find our cheque covering account in full. We are very pleased with the Refrigerator sent, and think same was a paying investment, as we have trebled our sales in cooked meats, etc. Thanking you, we remain, yours truly,  
"Thos. W. Thomson & Sons  
"July 18, 1916."

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

### Eureka Refrigerator Company LIMITED

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

THE SCIENCE OF BUSINESS IS THE SCIENCE OF SERVICE: HE PROFITS MOST WHO SERVES BEST—SHELDON.

## The Arnett Grocery Counter



Money is made by brain work, not by drudgery. Bright business men are adding to their efficiency by installing the Arnett Grocery Counter. Service is what counts nowadays—quick, satisfactory, sanitary service, that holds the old customers and attracts new.

This is the service that the **Arnett Grocery Counter** will bring to your store. With it installed, your labors are lessened, your service quickened and the goods are always in a perfect, sanitary condition. And besides all this, its attractive appearance will add dignity to the store and serve to promote increased sales.

Why not learn all about this attractive store equipment? An immediate request will bring you full particulars and prices of this and other efficiency fixtures.

Why not do it now?

**Thomas Lewis Arnett, Mfrs., Souris, Man.**

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

**W**ALTER  
ooden Ware

**B**ASKETS  
RUSHES  
ROOMS

**G**ROCERS

Hamilton

P  
A  
P  
E  
R  
AND  
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**W**OODS & CO.  
illow Ware

**P**aper **B**alers

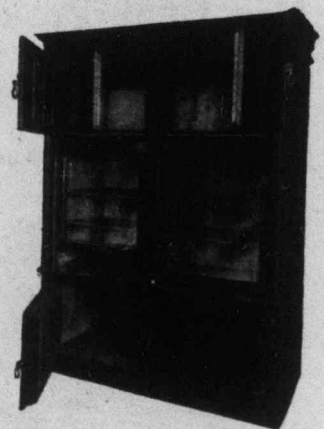
**S**PECIALTIES

Winnipeg

## PROMOTE YOUR SALES

### Save Perishable Produce

The value of good display is undisputed—it pays to make attractive displays—but the goods you display, **DO THEY LOOK FRESH, clean and sweet.** NOW, the ARCTIC REFRIGERATORS AND SILENT SALESMEN do this double service: They enable you to display effectively and keep the goods you display fresh, sweet and clean—make sales for you, and preserve your perishable stock—Profit earned, Profit saved—that's what *Arctic* equipment means to you. As to Workmanship, Finish and Quality of Material, we are proud of it—and court comparison.



*Your part is to send for our catalogue and judge for yourself the merits of "Arctic."*

### John Hillock & Co. LIMITED TORONTO

Agents:

C. M. Kirby, 2185 Esplanade Ave.,  
Montreal.

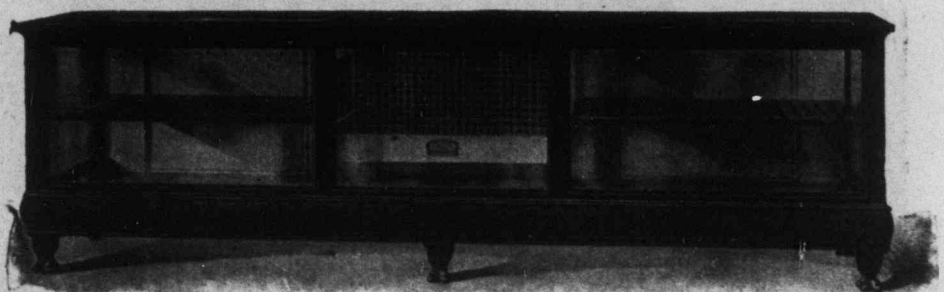
Frank Reardon · Halifax, N.S.

Jas. M. Hargreaves, Winnipeg,  
Man.

Western Butcher Supply Com-  
pany, Regina, Sask.

Geo. Cameron · Ottawa, Ont.

J. H. Galloway · Hamilton, Ont.

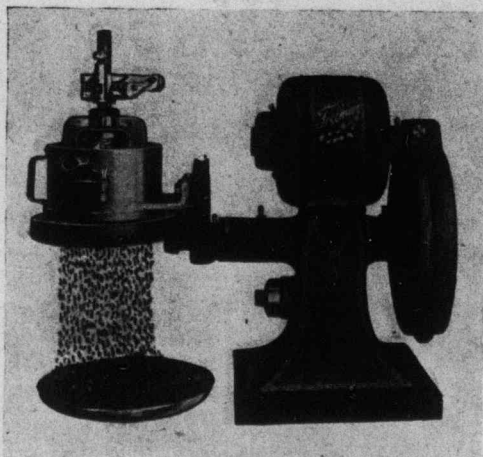


*If any advertisement interests you, tear it out now and place with letters to be answered.*



# Freeman's Electrical

Made in Canada



**Driven  
Meat  
Chopper  
Bone  
Grinder  
and  
Coffee  
Mill**

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

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

## The Best Pickle Salesman! "Crackerjac" Steel Slide Sanitary Display Racks

All over the country the new Sanitary Steel Slide Display Rack has met with a wonderful response. Dealers everywhere are finding that the purchase of this rack is not an expense, but an income; that it pays for itself in a few months. It is better made; more convenient, more rigid and durable, and yet lower-priced than any rack on the market.



It conforms to the sanitary laws of the state, the demands of critical customers, and the desire of the dealer to sell goods in an attractive shape and a convenient manner.

Steel Slide Underneath Each Jar. Plate Glass Tops. All Rubber Protected Jar Holders. Resilient Bottom for Jars, Channel Steel Bases with Casters. All sizes. Send for Catalog.

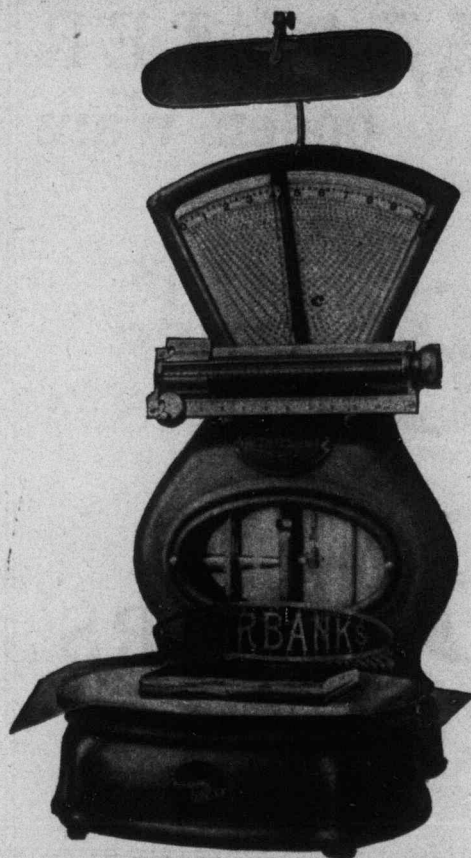
Salesmen Wanted.

**Evan L. Reed  
Mfg. Co.**

604 A Street

Sterling - Illinois

No. 260 complete with 6 Jars, \$20.00  
No. 258 complete with 9 Jars, \$25.00  
F.o.b. Sterling, Ill.



## Save 20% on the Cost of a High-Grade Computing Scale—

*The Fairbanks*—a finely built Automatic Scale, at the price you can afford. The best value ever offered. Weighs your goods quickly and accurately.

Simply put the load on the platform, and read the value on the chart for ordinary weighing.

Handsome, Convenient, Sanitary. A scale that will add attractiveness to your store and bring you customers.

Write to our nearest branch for full details of this opportunity.

**The Canadian  
Fairbanks-Morse Co.  
Limited**



St. John  
Montreal  
Toronto  
Winnipeg  
Calgary  
Vancouver

Quebec  
Ottawa  
Hamilton  
Saskatoon  
Edmonton  
Victoria



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# MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

**ONTARIO**

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

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

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

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

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

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

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

**WESTERN PROVINCES**

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

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

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

**O. F. LIGHTCAP**  
Wholesale Grocery Broker and Manufacturers' Agent. Domestic and Foreign Agencies Solicited.  
**O. F. LIGHTCAP,**  
179 Bannatyne Ave. - Winnipeg, Man.

**Geo. Adam & Co.**  
Grocery Brokers and Commission Merchants  
We can put your goods on the Western market successfully, as we are in close touch with the Western wholesale grocery trade. Give us your line, and let us produce results for you.  
Chambers of Commerce, Winnipeg

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

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

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

**FEATURE FOR THE TRENCHES**  
**G. Washington's Refined Coffee**  
Canadian Sales Agents:  
Edmund Littler,  
100 William St., Montreal, P.Q.  
W. Geo. Varty,  
29 Melinda St., Toronto, Ont.  
W. G. Kyle,  
261 Stanley St., Winnipeg, Man.  
E. J. Roberts,  
215 10th Ave. West, Calgary, Alta.

**Want Ads.**  
There is someone who is looking for just such a proposition as you have to offer. For two cents a word you can speak across the continent with a condensed advertisement in this paper.  
**TRY IT OUT.**



# Tartan BRAND

THE SIGN OF PURITY

Phone Orders at our Expense

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

## Salmon Sells Fast on Hot Days

Make the hot weather season one of extra profit by making special displays of Tartan Brand Canned Salmon—the salmon for lunches, picnics and the evening meal. There is this to Tartan Brand Salmon: it has that quality and flavor which whets the appetite for more—that means future sales. All Tartan Brand Products, in their attractive labels, make outstanding displays. Our line includes canned vegetables, fruits, tea, coffee, spices, extracts, jelly powders, all of a guaranteed quality. Restock with this brand. Orders promptly attended to.

**BALFOUR, SMYE & COMPANY**  
HAMILTON, ONTARIO

### GROCCERS, ATTENTION

Raspberries are about over. 250 papers are advising the Housewives to buy now and next week.

Late Cherries are now at their best. Lawton Berries, Black Currants, etc., will be scarce.

Boost the Niagara Peninsula line.

For further information  
write this paper.



### IT IS IMPORTANT!

If you have something to dispose of in goods or service that as many buyers as possible get to know you and your product. This can be accomplished through

**Canadian Grocer**  
143 University Avenue, Toronto

# TEA

Now is the time to secure your Early First Crop Japan Teas as the selection at this time is large and varied.

Write to us for samples and they will be cheerfully forwarded with quotations that will defy competition.

**John Duncan & Co., Limited**

Established 1866

MONTREAL

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

# Pedlar Called For 3 Years

One lady we know states that one tea pedlar has called on her every second Tuesday for three years. But she has not bought any tea from him.

Why? Because she uses Red Rose Tea and likes it so well the pedlar has not been able to induce her to change.

Result—her grocer gets tea orders instead of the pedlar.

The best protection you can get for your tea business is to sell Red Rose Tea—a tea the pedlar can't buy—and a tea no pedlar can match.

# Red Rose Tea

“is good tea”

## ROYAL SALAD DRESSING



has a reputation for undisputed quality, distinctive flavor, limitless keeping quality. It never becomes rank and separates like many other Salad Dressings now on the market.

Now is the time to stock up for the Summer's business. Push 'Royal' for all-round satisfaction.

**The Horton-Cato  
Mfg., Company**

WINDSOR - ONTARIO

Push Ocean Blue with confidence, and you will secure the confidence of your customers.

# OCEAN BLUE

sells on *merit, quality, value.*

**Order from your Wholesaler.**

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

Western Agents:  
For Manitoba,  
O. F. Lightcap,  
179 Bannatyne  
Ave., Winnipeg.  
For British Col.  
and Yukon:  
Crosden & Avery  
Rooms 5 and 6,  
Jones Block 407,  
Hastings Street,  
West Vancouver.



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*A Warm Summer Means Using a Lot of White Wear*

KEEN'S OXFORD BLUE on display in your store, on counter, window or shelf, will bring you bigger sales of this line, and a generous profit on every sale. Every display of Keen's Oxford Blue links up with its wellknown popularity with YOUR customers. Your wholesaler can supply you.

**Magor, Son and Company, Limited**

191 St. Paul St. West, MONTREAL 30 Church Street, TORONTO  
AGENTS FOR THE DOMINION OF CANADA

## S. DAVIS & SONS, LTD.

### CIGAR MAKERS

### MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals  
 " New Noblemen Superiores  
 " Noblemen Junior  
 " Promoter  
 " Grand Master  
 " Perfection  
 " Conchas  
 " Lord Tennyson

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED, CIGAR MAKERS - MONTREAL

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# CANADIAN GROCER

VOL. XXX

TORONTO, JULY 28, 1916

No. 30

## Equipment Growing in Popularity

Grocers in Different Parts of Canada Testify to Their Belief in Advantages of Having Well Equipped Stores—Assert They Could Not be Without Many Articles Now in Use—Big Change From the "Days of Old," When Few Were Particular About Service and Appearance.

**O**NE of the features of the modern grocery store that differentiates it from the stores of other days is that of Equipment. There has been a steady development along these lines. Equipment has become more complete, the handling of goods has been greatly facilitated and the customers now appreciate their shopping tours to the grocery store more than ever in the past. This revolution in methods has been brought about through the development of Equipment. As an indication of the part which equipment plays in the modern grocery store, CANADIAN GROCER has ascertained in a large number of instances just what is comprised in the equipment. Following are some of the replies received:

**Dixie H. Ross & Co., Victoria, B.C.**—Adding machine, awnings, broom rack, 3 cash registers, cheese cutter, coffee grinder, 7 counter check books, 2 display stands, display table, 4 delivery wagons, 35 electric lights and 6 gas globes, fruit stand, meat slicer, meat chopper, 2 refrigerators, 4 computing scales, 2 even-balance scales, 2 platform scales, 2 safes, 4 show cases, 8 show jars, rest chairs, 3 telephones, typewriter.

**W. E. Lord Company, Red Deer, Alta.**—Display counters, display bins, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**T. A. Gaetz, Red Deer, Alta.**—Cash register, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**Montgomery & West, Wetaskiwin, Alta.**—Cash carriers, display counters, display bins, computing scales, coffee grinders, cheese cutters, typewriter.

**Fernie Co-operative Society, Fernie, B.C.**—Awnings, biscuit stands, broom rack, cash register, cheese cutter, coffee grinder, counter check book, display counters, display tables, delivery wagons, egg carriers, electric lights, fruit stands, meat slicer, refrigerator, silent salesman, computing scales, scales, safe, show cases, stools and chairs, telephones, typewriter.

**Nation & Shewan, Brandon, Man.**—Cash register, display counters, display bins, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**Dowling & Reed, Brandon, Man.**—Cash register, display counters, display bins, computing scales, coffee grinder, cheese cutter, meat slicer.

**Fraser Viger, Montreal, Que.**—Cash register, display bins, display counters, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**G. A. Gow, Hamilton, Ont.**—Cash register, display counters, computing scales, coffee grinder, cheese cutter.

**R. H. Williams & Sons, Regina, Sask.**—Display bins, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**Kent & Brown, Moose Jaw, Sask.**—Cash register, display counters, display bins, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**W. W. Cooper Co., Swift Current, Sask.**—Cash carriers, display bins, display counters, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**T. A. Rowat, London, Ont.**—Cash register, display counters, computing scales, coffee grinder, cheese cutter, meat slicer, typewriter.

**D. Carter, London, Ont.**—Cash register, account register, display counters, computing scales, coffee grinder, meat slicer.

**Bowland & McRostie, Carlton Place, Ont.**—Cash register, computing scales, coffee grinder, cheese cutter, meat slicer.

**O'Flynn & Burgess, Wallaceburg, Ont.**—Two account registers, broom rack, butter dishes, cash register, cheese cutter, coffee grinder, counter check books, display counters, general delivery, egg carriers, electric lights, meat slicers, pickle jar stands, pumps for coal oil, refrigerators, three computing scales,

show cases, stools and chairs, telephones, oil tanks.

**Cousins Bros., Wallaceburg, Ont.**—Account register, awning, broom rack, butter dishes, cash carrier, cash register, cheese cutter, coffee grinder, counter check-books, display counters, general delivery, egg carriers, electric lights, fruit stands, three floor trucks, meat slicer, patented bins, two coal oil pumps, refrigerator, three computing scales, three other scales, safes, show cases, show jars, stools and chairs, telephones, oil tanks, window fixtures.

**H. T. Morgan & Co., Chatham, Ont.**—Awning, broom rack, biscuit cabinets, butter dishes, cheese cutter, coffee grinder, counter checkbooks, display counters, electric lights, floor trucks, gum vendors, meat slicer, patented bins, vinegar pumps, refrigerator, computing scales, other scales, show cases, show jars, stools and chairs, telephones, oil tanks.

**John McCorvie & Son, Chatham, Ont.**—Broom racks, biscuit cabinets, butter dishes, cash register, cheese cutters, electric coffee grinder, counter checkbooks, display counters, display tables, general delivery, egg carriers, electric lights, electric flash lamps, floor trucks, meat slicer, patented bins, coal oil pump, refrigerators, computing scales, safe, showcases, show jars, stools and chairs, telephones, typewriter, oil tanks, window fixtures.

**Berringer Bros., Halifax, N.S.**—Account registers, awnings, biscuit stands, broom rack, butter dishes, cash registers, cheese cutters, coffee grinder, counter checkbooks, display counters, display



table, delivery wagons, egg carriers, electric lights, electric sign, fruit stands, floor trucks, gum vendor, ice machines, meat slicer, meat chopper, pickle jar stands, coal oil pumps, molasses pumps, refrigerators, computing scales, five other scales, safe, showcases, show jars, stools and chairs, telephones, typewriter, oil tanks, sausage machine. This firm has two stores and state they could not get along without any of their fixtures today.

**Birtch Bros., Richmond, Ont.**—Broom racks, butter dishes, counter checkbooks, display counters, display tables, delivery wagons, egg carriers, electric flash lamps, coal oil pumps, vinegar pumps, refrigerator, computing scales, other scales, showcases, stools and chairs, telephones, oil tanks.

**Mrs. D. E. Munro, Auburn, Ont.**—Account register, awning, broom rack, coffee grinder, counter checkbooks, display counters, display tables, floor trucks, paper baler, coal oil pump, computing scales, other scales, safe, showcases, stools and chairs, telephones, oil tank.

**F. McLeod, Burnstown, Ont.**—Cash register, coal oil pump, computing scales, stools and chairs.

**Walter Paul, Montreal.**—Adding machine, awnings, broom rack, butter dishes, cash register, cheese cutters, coffee grinder, display tables egg carriers, electric lights, electric flash lamps for drivers, fruit stands, floor trucks, meat slicers, motor trucks, wooden folding shipping boxes, patented bins, molasses pump, vinegar pump, refrigerators, freezing machine, scales, safes, showcases, silent salesman, show jars, stools and chairs, telephones, typewriter, window fixtures, electric elevator.

**D. MacLachlan, Chatham, N. B.**—Awning, biscuit stands, broom rack, cash register, cheese cutter, electric coffee grinder, counter checkbooks, display counters, display tables, delivery wagons, egg carriers, electric lights, electric flash lamps, floor trucks, paper shipping boxes, patented bins, peanut vendors, coal oil pumps, computing scales, scales, safe, showcases, stools and chairs, telephone, typewriter, oil tank, window fixtures.

**W. A. McMaster, Tweed, Ont.**—Account register, biscuit stand, broom rack, cash register, cheese cutter, coffee grinder, counter checkbooks, delivery wagons, egg carriers, electric lights, meat slicer, vinegar pump, refrigerator, computing scales, scales, safe, showcases, stools and chairs, telephone, oil tank, silent salesman.

**Kezar Bros., North Hatley, Que.**—Account register, awnings, biscuit stands, broom rack, coffee grinder, counter checkbooks, display tables, delivery

wagons, electric lights, gum vendors, meat slicer, coal oil pump, refrigerator, scales, safe, showcases, show jars, stools and chairs, telephone, oil tanks.

**Keeling & Co., Cargill, Ont.**—Broom rack, cash carriers, cheese cutter, coffee grinder, counter checkbooks, display counters, display tables, delivery wagons, egg carriers, electric lights, floor trucks, meat slicer, paper baler, coal oil pump, computing scales, scales, safe, showcases, stools and chairs, telephone, typewriter, oil tanks, window fixtures.

**J. A. Jacobson, Ft. William, Ont.**—Motor truck, account register, display counter, scales, cash register. These articles were named by this firm as the ones that saved the most time and money and attracted customers.

**H. J. Buchanan, Barrie, Ont.**—Awnings, broom rack, biscuit cabinets, butter dishes, cash register, charcoal racks, cheese cutter, coffee grinder, counter checkbooks, display counters, display tables, delivery wagons, egg carriers, electric lights, gum vendors, meat slicer, coal oil pump, refrigerator, computing scales, safe, showcases, telephones, oil tanks, window fixtures.

**W. Hanna & Co., Port Carling, Ont.**—Biscuit stands, broom rack, cash registers, cheese cutter, coffee grinder, counter checkbooks, display tables, horse delivery and hand delivery, egg carriers, electric lights, floor trucks, gum vendors, paper balers, refuse burner, pickle jar stands, coal oil pumps, refrigerators, computing scales, scales, safe, showcases, silent salesman, show jars, stools and chairs, telephones, typewriters, oil tanks, paper cutters, filing cabinets, desks, mirror, hosiery rack, ribbon cabinet, bag holders.

**John L. Brown, Hamilton, Ont.**—Account register, awnings, biscuit stands, broom rack, butter dish, cash registers, charcoal racks, cheese cutter, coffee grinders, counter checkbooks, display counters, display tables, delivery wagons, egg carriers, electric lights, floor trucks, meat slicers, coal oil pump, refrigerator, computing scales, scales, safes, showcases, show jars, stools and chairs, telephone, oil tank.

**A. Boulter & Son, Smithville, Ont.**—Account register, awning, biscuit stand, broom rack, cash register, cheese cutter, coffee grinder, counter checkbooks, display tables, delivery wagon, egg carriers, electric lights, fruit stand, meat slicer, refrigerators, computing scales, scales, showcases, stools and chairs, telephone, oil tanks. Discarding all old scales and putting in computing scales and electric fan.

**E. Walker, Harriston, Ont.**—Account register, biscuit stand, broom rack, butter dishes, cheese cutter, counter checkbook, display counters, display tables,

delivery wagons, egg carriers, electric lights, floor trucks, patented bins, coal oil pumps, vinegar pumps, refrigerators, computing scales, scales, showcases, show jars, stools and chairs, telephone, oil tank.

**N. Fink, Mattawa, Ont.**—Butter dishes, cheese cutter, counter checkbook, display tables, delivery wagon, egg carriers, electric lights, gum vendor, patented bins, coal oil pumps, molasses pumps, vinegar pumps, refrigerator, computing scales, scales, safe, showcases, stools and chairs, telephone, typewriter, oil tank.

**P. C. Hanna, Campbell, Ont.**—Account register, biscuit stand, broom rack, cash register, cheese cutter, coffee grinder, counter checkbooks, display counters, display tables, delivery wagons, electric lights, fruit stands, floor trucks, patented bins, pickle jar stand, coal oil pump, vinegar pump, refrigerator, computing scales, scales, safe, showcases, show jars, stools and chairs, telephones, oil tanks.

**E. A. Pritchard, Wyman, Que.**—Account register, cash register, coffee grinder, counter checkbooks, gum vendor, vinegar pump, computing scales, scales, safe, showcases, show jars, telephones, typewriter, oil tank.

**E. E. Hunniford, Clinton, Ont.**—Account register, awnings, biscuit stands, broom rack, cheese cutter, coffee grinder, counter checkbooks, display counters, delivery wagon, egg carriers, electric lights, floor truck, gum vendor, paper baler, pickle jar stands, coal oil pumps, refrigerator, computing scales, scales, safe, showcase, show jars, soda fountains, telephone, oil tanks.

**A. G. Bain & Co., Hamilton, Ont.**—Account register, adding machine, awnings, broom rack, biscuit cabinets, butter dishes, cash carrier, cash register, coffee grinder, counter checkbooks, display tables, delivery wagons, egg carriers, electric lights, meat slicer, meat chopper, motor trucks, pickle jar stands, refrigerators, computing scales, scales, safes, show jars, stools and chairs, telephones, typewriter, window fixtures.

**J. C. Ridge, Hamilton, Ont.**—Account register, awning, cheese cutter, counter checkbooks, display counter, delivery wagon, egg carriers, electric lights, meat slicer, meat choppers, pickle jar stands, coal oil pumps, refrigerator, computing scales, show case, telephone, oil tank.

**Pebbles, Hobson & Co., Hamilton, Ont.**—Adding machine, awnings, broom racks, biscuit cabinets, butter dishes, cash registers, charcoal rack, cheese cutters, coffee grinder, counter checkbook, display counters, egg carriers, electric lights, fruit stands, floor trucks, meat slicer, meat chopper, paper baler, refrigerators, computing scales, protograph, safe, showcases, stools and

chairs, telephones, typewriter, window fixtures.

**John Karley & Son, Sydenham, Ont.**—Biscuit stands, broom rack, cash register, coffee grinder, counter checkbook, electric lights, meat slicer, coal oil pump, refrigerator, computing scales, safe, telephone, typewriter, window fixtures.

**McDougall & Sproule, White River, Ont.**—Account register, adding machine, awning, biscuit stands, cash regist-

er, cheese cutter, counter checkbooks, display tables, fruit stands, floor truck, meat slicer, coal oil pump, refrigerator, computing scales, scales, safe, show-cases, show jars, typewriter, oil tank, filing cabinets.

**John A. McLean, Wyoming, Ont.**—Account register, awnings, biscuit stand, butter dishes, cash register, cheese cutter, coffee grinder, display counters, el-

ectric lights, gum vendor, coal oil pump, vinegar pump, computing scale as well as other scales, safe, show case, rest chairs, telephone, typewriter, oil tank and window fixtures.

**Thos. O. LeBlanc & Sons, College Bridge, N.B.**—Account register, awnings, counter check books, display counters, coal oil pump, molasses pump, refrigerator, computing scales, show cases, rest chairs, typewriter.

## Regina Store Complete in Equipment

Regina Trading Company Prides Itself on Service to Customers — Store Equipment Assists Greatly in Helping to Give It—Equipment Also Furthers System — Methods Used to Advertise.



Grocery department of the Regina Trading Company, Regina, Sask., together with the manager of the department.

**T**HE Regina Trading Company is one of the Western grocery stores in which the management demonstrates their belief in the advantages of having good store equipment and fixtures. In this store, it would appear, all the fittings and fixtures are to be found that go to make up a first-class store. Besides the display counters, the equipment includes sanitary pivoted bin fixtures, silent salesmen for cereals, attractive confectionery show cases, together with a refrigerator and meat slicer in the rear of the store in connection with the meat department.

One of the features of the store is the attractive displays of canned goods. These are changed around quite often in order that new life may be given to these displays, and in order that they may not have the sameness from week to week that gives the appearance of "the same old store." There is a brightness and cleanliness put into the displays in this manner that would not otherwise be possible. The display of cereals in show cases is also worth noting. Protection thus afforded excludes the last vestige of possibility of such a display becoming weather-beaten and dust-besprinkled.

This grocery department of the Regina Trading Co., which is under the management of J. H. Stephens, is in one of the leading department stores in Saskatchewan. For a number of years the firm has held the reputation of doing one of the largest grocery trades in the city. There are in all about thirty grocery stores in Regina, including the grocery departments of three department stores. In speaking of the condition of affairs in that city, Mr. Stephens stated to Canadian Grocer "that nearly all of the grocery stores, with the exception of perhaps two small stores and the Regina



Trading Company, give credit. Our firm sells strictly for cash. Our prices are the same as those giving credit, in some cases even higher. Our location, while fairly good, is by no means the best in the city.

"The inquiry will naturally be made as to what holds our trade together. To this I would say without hesitation: 'Service.' We believe in changing our goods around pretty often. All our fittings and fixtures are such as go to make up a first-class store.

#### Despatch Room in Rear

"Adjoining the front part of the store and to the rear is the despatch room, which is in charge of a competent man with a staff of assistants. The grocery telephones are also in this room. It is an unusual thing for mistakes to be made in despatching orders, as all are carefully checked and entered before being forwarded to the delivery room. We consider our delivery system a good one. There are four deliveries daily, except to outlying points, to which there are two. There are in all ten delivery rigs used, including two motor cars. All deliveries leave at the same set hours. It is very seldom that deliveries are even five minutes late in leaving, no matter how busy the store may be. About 75 per cent. of our business is a city trade and about 25 per cent. a country trade.

#### Advertising Space Limited

"The firm runs from a half page to a full page advertisement in the two daily papers, in which all the various departments are carried. The space given over to the grocery department is three inches deep across four inches. This is practically all the advertising the grocery department gets. A cut drawing attention to feature articles which can be secured in the grocery department if a like amount of groceries is purchased, is run each day. For two years this same cut has appeared. The terms of sale are absolutely adhered to, even to the cent. Such a system of advertising would not be workable by any means in every business, but this firm has found it a great success."

#### Business-like Methods

The Regina Trading Company keeps a close check on department managers. This in turn makes a manager keep close check on his staff. But the firm does not believe in interfering unduly with their managers. As long as the manager is making good, there is no interference from the general management. All goods are charged to a department at retail. That is, on every invoice the retail price must be marked in red ink. Each department is expected to make not less than a fixed percentage on cost. For instance, a department is expected to make 30 per cent. on cost and the

goods bought during any one month amounted at cost to \$20,000. The retail markings, after allowing for price reductions and any shrinkage allowance would not be less than \$26,000.

#### Managers Get Detailed Report

Each month a detailed report is handed to each manager showing, among other things: (1) The amount of sales for the month; (2) the amount of sales for the same month in the preceding year; (3) the amount of goods bought, being cost price; (4) the amount of goods bought, being retail price; (5) the percentage on retail markings over cost; (6) the amount of stock on hand at cost;

(7) the amount of stock on hand at retail prices.

#### Company's Slogans

Two of the slogans of the Regina Trading Company are "System" and "Service." This firm believes that the one is a necessary corollary of the other. It is necessary to give service in order to satisfy the customers and bring them back again. It is necessary to have system in order to make the service complete. These, together with excellent and attractive equipment, place the store in an enviable position toward securing a goodly share of the grocery trade in Regina.

## War Office Likes Our Tinned Beans

Further British War Orders—Business Placed Through C.P.R. Organization Now Over \$17,000,000—Canada's Capabilities Sized Up.

The operations of the purchasing department of the British War Office in Canada, which was organized under the direction of Lord Shaughnessy, and employs systems and machinery of the Canadian Pacific Railway, has been reviewed by the Canadian Grocer from time to time. About the 1st of May it was stated that the total business placed in Canada for various general supplies, not including munitions, totalled \$13,000,000 up to that time. Since then the business placed has amounted to over \$4,000,000, making total of over \$17,000,000, more than \$7,000,000 of which represents transactions during the current year. Experience to date has shown what Canada can produce to advantage, and there is a tendency to enlarge orders along these lines rather than place business for which Canadian facilities are small, or on which deliveries can only be made from stock.

About the most important business which has been received since last report covers additional orders for canned beans with pork to the extent of about 12,000,000 cans. The Canadian product has evidently given satisfaction, and further orders may be expected in accordance with military requirements.

There has been a greatly enlarged demand for box shooks or wooden boxes in knocked-down form, which can be assembled in England. The business placed for these shooks covers more than 1,400,000 boxes.

A new Canadian product which has met with considerable demand, and has been giving satisfaction, is laminated or ply wood. This is a composition board composed of three plies of wood, with the centre one cross-graining the outer two. Up to the present this business has totalled 60,000 to 70,000 feet.

There has been quite a large demand for twist drills. Of the smaller sizes of these about 150,000 have been secured from Canada.

Carpenters' ratchet braces are another line in which Canada has secured some very fair orders. About 2,000 of these were secured from one manufacturer, and it is understood that the business could have been considerably extended if the orders could have been handled under the required conditions.

An interesting order for delivery in Egypt was for wire gauze. This was a rush order, and had to be secured from stock. There was only a very limited amount available here for immediate delivery, and the great bulk of the business went to the United States.

Another line in which there has been a new demand is heavy cotton duck. About 200,000 yards of this was secured from Canadian manufacturers.

#### TO MAKE EGG PRESERVER

A company has been organized to manufacture in Canada the Fleming Egg Preserver, which was invented by R. G. Fleming, Blackfoot, Idaho. According to information received the capital stock will be \$1,000,000, and plants will be erected in Chicago, Ill. and Toronto, Canada. The inventor claims that his egg preserver will keep eggs for eight, ten and twelve months so long as they are kept in a dry place and are not allowed to freeze.

The U. S. Interstate Commerce Commission has extended until Jan. 1917, the former postponement of proposed increases in freight rates on wool and rice from California to Eastern points.



# Alberta R. M. A. Convention Postponed

Interesting Matter to be Taken Up at Dominion Board Meeting Early in August — All Provinces, Except One, to be Represented — Why Alberta Convention Was Postponed.

**T**HE third annual Convention of the Alberta Branch of the Retail Merchants' Association, which in the ordinary way would have been held in Calgary, Alta., in May last, was postponed indefinitely, and will probably be held during the fall.

The reason for this is said to be on account of the organizers selling stock in the Canada Supply Co., to the Alberta merchants. It was thought that by postponing the convention the organizers would have time to canvass much more of the Province, and therefore, there would be a large attendance at the shareholders' meeting during the convention, and that much more weight would be added towards the success of the enterprise. This also will tend to increase the number of Delegates present.

According to E. M. Trowern, secretary of the Dominion Board of the R. M. A., the Dominion Board has not authorized sales of stock by association organizers. The matter, Mr. Trowern stated, will be threshed out at the Dominion Board meeting to be held at Winnipeg on Aug. 8-9-10. The matter is one in which Western retail merchants are deeply concerned and the outcome of the meeting will be awaited with interest.

## Eleventh Convention of Dominion Board

The Eleventh Annual Convention of the Retail Merchants' Association of Canada, Incorporated Dominion Board, will be held in the Fort Garry Hotel, Winnipeg, Manitoba, on August 8, 9, 10.

Some of the questions that will come before the members for consideration:

- (1)—The President's address.
- (2)—The Secretary, the Treasurer and the Auditor's report.
- (3)—The Selection of Officers for the coming year.
- (4)—Receiving reports from the various Provincial Boards as to their progress and their financial standing.
- (5)—Receiving and considering some important proposed amendments to the Constitution.
- (6)—Considering the question of the best way to secure more members and to hold those who are members.
- (7)—The publication of literature so as to keep the members all over Canada properly informed as to what the Association is doing and has done.
- (8)—Considering the un-desirability of our Association taking any part in advocating or promoting the sale of mer-

chandise or becoming associated with any form of buying Syndicates.

(9)—Confirming the necessity of absolute uniformity throughout Canada, by every Provincial Board, Branch or Section of our Association when the principles for which our Association stands are either published or expressed.

## M. O. Houses and Parcels Post

It is stated that one of the most important subjects to be taken up by the Dominion Board will be (No. 10.) consideration of a paper to be read by the Secretary of the Dominion Board on "Illegitimate Mail Order Houses and Parcels Post." The contents of the paper have not been divulged, but it is expected that the matter will be discussed at all angles at the board meeting.

## False Advertisers.

(11)—Considering the advisability of adopting some uniform plan to be undertaken by the Dominion Board for prosecuting those who falsely advertise, and those who violate the Trading Stamp Act or any Act that interferes with the operations of legitimate merchandising.

(12)—The adoption of a model Price Maintenance Contract Plan as a means of preventing illegitimate price cutting.

## Stop Wholesalers Selling Direct.

(13)—Submitting proposals for the approval of the Board to prevent wholesalers from selling goods direct to our customers, and having the same put into operation.

(14)—Submitting proposals for the approval of the Board to ascertain the Trading Policy of Manufacturers.

## Community Development

(15)—Consideration of the adoption of a practical plan which can be successfully operated throughout Canada for "Community Development," and which will also enable the public to know what our Association stands for.

(16)—The adoption of a permanent Trade Mark for the Association which will be submitted to the meeting for their approval for the purpose of publicity.

(17)—The Consideration of the best method of taking care of the specific work of the Various Trade Sections of our Association, so as to give them the service they require and prevent the overlapping and duplication that is at-

tempted by single line Associations.

(18)—Receiving reports on the "Credit Reporting Department," and making suggestions for its improvement as well as making recommendations regarding Collecting Agencies.

## Freight Adjusting Under Dominion Board

(19)—Considering a plan of "Freight Adjusting and claims on goods gone astray or damaged" that will operate under the direction of the Dominion Board throughout Canada.

(20)—Making provisions whereby the Executive Officers of the Dominion Board can put into operation the resolutions adopted by the Board, by having sufficient funds to carry on the office work properly and to keep in closer touch with the work of the Provincial Boards both by Correspondence and by personal visits.

(21)—The consideration of other important resolutions that will be forwarded by various Provincial Boards.

## COLLINGWOOD INTERESTED IN GENERAL DELIVERY

Editor Canadian Grocer:

Gentlemen,—I have been asked to compile for presentation the value of a one-general delivery system versus the individual system now used here.

Have you any printed matter re the above as to cost of operation and the benefits and disadvantages, whether it should be run by the grocers or contracted for by an outsider.

What towns are now using the one-general delivery system?

I come to you, for to whom else could one go, for surely the Canadian Grocer must know?

RICHARD SIDERMIS,  
Collingwood, Ont.

July 12, 1916.

Editorial Note.—It was a coincidence that in our corresponding issue an article appeared in Canadian Grocer on this very subject. In fact the form containing this article was no doubt on the press at the time the writer of the above despatched his communication to us.

## OMITTED WAR STAMP—FINED \$50

A grocer and baker in Berlin, Ont., has been fined \$50 for selling a patent medicine without a war stamp. The information was laid by H. J. Dager, Inland Revenue officer.



# CANADIAN GROCER

ESTABLISHED 1886

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**THE MACLEAN PUBLISHING COMPANY  
LIMITED.**

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**H. T. HUNTER, Vice-President.**

**H. V. TYRRELL, General Manager.**

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No. 30

## REVIVING FROZEN FISH

**F**ROZEN fish is not done with so far as its life is concerned. Hitherto the world has thought that when a fish was frozen it had, in the process, parted with life. Now arises a Swiss scientist, M. Pictet, who, according to reports, has proven the opposite. M. Pictet recently put twenty-eight live fish in a box that contained water rich in oxygen in which several pieces of ice floated. The temperature of the water was then reduced very gradually, thus inducing a slow freezing process. After two months the cake, it is said, was gradually thawed and the fish were found to be alive.

If this experiment really happened as reported, it opens up tremendous possibilities with regard to fish as a commercial item. We should be able, were this process workable, to secure Alaskan salmon and export them to foreign markets where, after the gradual thawing process, they would be sold as fresh fish. And frozen fish would come down to inland Canadian markets and there be thawed out again, and presented to the public as live fish.

If this experiment has been performed once it can be performed again. This might effect quite a change in the fish trade.

## EFFECT OF A TEA EMBARGO

**T**HE authorities in Great Britain recently placed an embargo on all teas going to neutral countries. This is liable to have an appreciable effect on the tea market here; in all probability, a strengthening effect. The United States, while not, per capita, a user of teas to anything like the extent which is the case in Canada, is nevertheless an importer of teas of no mean standing. It is a neutral country. Tea men expect that teas consigned to the United States

will be shipped to Canada first, and thence exported to their consignees. This would create a real tea market in Canada. At present we have none of much moment. A likely result would be a firming-up of values.

The trade, no doubt, has missed the reports which, six months and a year ago, were almost a feature of our weekly market columns to the effect that teas at London were up another farthing or halfpenny as the case might be. Teas have had less fluctuation, and on the whole, have advanced less during this last half year than during the twelve months previously. The setting-up of a tea market here, as a by-product of Britain's embargo, might conceivably boost prices, and set them on the climb once more.

## MORE SHIPS FOR TRADE

**A**T a recent dinner a gentleman of the cloth, who is chaplain in a Canadian battalion, offered a somewhat unusual grace. It was "For what is set before us we thank Almighty God and the British Navy." As a grace it was a distinct innovation and it contained a large significance. The British Navy is very much to be thanked for food in these times. From now on it is even more so to be thanked inasmuch as more ships have been allotted to waterways which carry craft cargoes by foodstuffs and such. This is a result of the recent naval affray off Jutland. Two hundred ships had been tied up in the Baltic since the beginning of war and these have been liberated. They passed through the Skager Rack to various seas.

Not only therefore may we devoutly thank the British Navy for "things set before us," but we may thank it for that those things do not cost so much to obtain before they are set before us.



The problems of freights, as readers of this paper well know, has had much to do with the abnormal advance in the index figure which indicates the cost of living. Freights are now cheaper than for many moons, and foodstuffs should show the effect of that fact in their price. The retailer will welcome this. He has much of the burden of higher prices to bear, inasmuch as it is his to explain to the feminine purchaser the why and wherefore of the higher prices appearing on his price tickets. Grocers can be as heartfelt in their grace as the chaplain of the battalion, and offer a quota of thanks to the British Navy!

#### WAR A BOON TO SUGAR PLANTERS

**F**EW have benefited from the European war, as have the sugar planters of the West Indies.

James Dougall, a sugar planter from Jamaica, who is in Montreal on a trip, states that the sugar industry was never better on the island on account of the high prices brought about by the war, which shut the beet root sugar from Germany and Austria out of the British market.

He hoped it would be shut out for all time. Before the war out of a total world's crop of 16,000,000 tons, half being sugar cane and half beet root, some two million tons came from Germany, one million from Austria, while a million was grown in France, and, of course, the latter is now eliminated for the time being.

Being asked as to the total product of the island Mr. Dougall said that this year's crop of sugar will probably reach forty thousand tons, but the island could grow at least a hundred thousand tons, and he hopes the war will, at least, bring about such a result. The war, he added, had been a fine thing for the trade of the island, and more especially in sugar and rum, but as regards bananas bottoms have been so rare that their shipment has been greatly interfered with. In fact they have to hustle to get sufficient steamers to send out their sugar shipments.

Formerly the admission of the German and Austrian sugars into Great Britain free told very heavily on the Jamaica planters, and the industry generally throughout the British West Indies, but a great revival was brought about when the war broke out.

#### WARE THE PRODUCE FAKIR

**E**VERY honest grocer is daily conducting a campaign against any and every variety of fakir. And every honest grocer is at all times willing to do his bit towards the elimination of the business crook from the commercial organism. Here is an opportunity.

A species of "fakir" whose operations are attracting attention in Western Canada again at the moment is the transient produce dealer. This man works in a subtle way. He starts in business in a certain town, and floods the country merchants and farmers with

circulars to the effect that he will pay extra good prices for produce. The unwary take him at his word, without consulting authorities as to rating at all, and ship their produce. Usually, the first two or three shipments are paid for. But early in the game comes a day when the shipments leave the merchant, and are indubitably received by the fakir-produce man, who decamps, while the shipper whistles for his money.

There are plenty of reliable produce houses whose word is their bond, and whose reputation is as clean as their standing is long. These are the firms with which to deal. You can trust them. Why, for the sake of a promised extra price, hand your produce over to men whom you do not know?

Several cases have come to hand recently. The Saskatoon Section of the Retail Merchants' Association at present is trying to steer its members clear of this kind of fakir. The Secretary of that body reports that during the two weeks ending June 30, "two different persons who operated so-called produce houses have vanished from the scene of their activities, leaving a cloud of N.S.F. cheques behind them. One of these men to our knowledge defrauded eighteen merchants in amounts ranging from \$15 to \$60." The Secretary continues—and this is the part worth special attention—: "In both instances we had a report on file shortly after the men started in business, and strongly advised merchants that no shipments should be made unless sent C.O.D."

Merchants have nobody but themselves to blame if they are caught. Mercantile bureaus exist to provide the man who is in doubt as to a concern's standing with complete details on the point. Merchants should use these resources. Surely it is the sanest of business rules to trust no one who is not proven trustworthy? There are a number of produce dealers with whom you have dealt and you have proven them to be fair and square in their business dealings. Ship your produce to them. By trusting the "fakir" not only do you lose money but you help to pay the board of a flim-flammer—a fraudulent thief who is too yellow to thieve in any but this, the meanest, most slinking kind of way. If a man whom you knew to be a rascal came up and asked you to lend him a five dollar bill you would laugh in his face.

**CARE SHOULD** be exercised by all members of the trade in placing the proper war tax stamp on patent medicines. A fine was imposed on a grocer the other day of \$50, not including costs, for omitting to comply with the law in this respect.

\* \* \*

**THE VALUE** of the refrigerator in the grocery and provision store is never better emphasized than when the mercury is trying to squeeze off the top of the thermometer.



# Big Picnic At The Falls

Hamilton and Brantford Grocers and Their Friends Spend a Happy Day There — Many Contests, Including a Ball and Bowling Game — Honors in These Divided — Refreshments Disbursed on an Army Scale—Some of the "Leading" Events.

*Special Staff Correspondence.*

**N**IAGARA FALLS, Ont., July 25. —If Victoria Park here did not see the Hamilton and Brantford grocers and their friends once a year, it would wonder what struck it—or rather what missed it. On Wednesday last, the joint picnic of the Hamilton retail grocers and Brantford retail grocers and butchers' associations was held here in the spray of the world-famed cataract. So many events of importance occurred that it would require more than an ordinary historian to record them all.

The day was fine, as Hamilton and Brantford Grocers' days always are. No less than four trainloads of people came down from the Ambitious City and one train load from Brantford, together with visitors from Niagara Falls, making six or seven thousand people in all. There were bands, baby contents, balloon ascensions, ball games, bag pipes and Bay Hill among the head lines and naturally a gala day was the result.

President John Knox—a name long famous in Biblical history — and George Bickell, of the Hamilton and Brantford associations respectively, were naturally busy men during the day. There were so many contests to be pulled off, that it was absolutely necessary for them to roll up their sleeves early in the morning and dig in. They were ably assisted by committees and the final result was another great picnic chalked up against the two associations.

When the Canadian Grocer representative had wended his way around to the park nothing could be seen of such celebrities among the grocers as Wm. Smye, Ed. Hazel, Jas. Main, Jas. Lawrie, J. Kirkpatrick, John Young, etc., etc. Where had they disappeared to was the uppermost question? With the assistance of J. M. Semmens, they were located in the cupola of the park pavilion counting the proceeds. There was money galore,

and it was said that a dray was necessary in escorting it to a Niagara Falls bank. Be that as it may, the picnic was undoubtedly a big success from the two important standpoints—attendance and financial.

### They Seldom Lose the Ball Game

The ball game was another win for the Hamilton team. It is an annual event between Hamilton and Brantford grocers, but has developed into such a scientific affair that the old stand-bys, apart from Geo. Cann, are a little reticent about playing. To make a long story short the Hamilton boys carried off the cigars. The Brantford nine felt the loss keenly of their manager, John Kew, who on account of illness missed the picnic for the first time in many years.

The refreshment pavilion at the park was a story within itself. A revenue of caterers spent the day baling out coffee, tea and milk to any of the excursionists with a will to any. A supply of 200 gallons of milk, 400 gallons of tea, 400 gallons of coffee were to be had for the asking. More than 5,000 pails were distributed for the carrying away of the refreshments. "Gus" Ante and E. H. Young would be glad to explain privately to anyone just how warm it was under this pavilion.

Alderman W. J. Mellen, who never misses a picnic, had one of the hardest jobs to perform in judging the babies. Some 40 or 50 sunny faces had to be viewed by him and his confreres, two Hamilton controllers, as well as those of the mothers and anyone who has judged a baby contest before knows that this is no light performance, especially on a hot day. At any rate, Mr. Mellen felt that at the conclusion of the judging he was entitled to a holiday, and spent it in Niagara Falls, N.Y., seeing the sights. Whether he has recuperated

sufficiently to be back in Brantford, had not officially reached us at time of publication.

The other side of life, the men and women in their eventide were also to be judged so that the platform was adorned by octogenarians as well as by the babies.

### Telephone City Bowlers Best

Still another important contest was the bowling game between Hamilton and Brantford grocers. The result proved that the latter were one too many for their Hamilton friends. The score stood 26 to 25. The game was played on the celebrated lawn of the Niagara Falls Club in the afternoon when old Sol was beaming forth to the best of his ability. While the Brantford eight made it hot for the Hamilton bowlers, he made it hot for both. The bowlers lined up as follows:

Brantford—	Hamilton—	
A. E. Young	H. Markle	
S. Burnley	F. Alderson	
F. C. Harp	J. M. Semmens	
F. S. Hartley, sk.	E. B. Meal'ey, sk.	
	12	12
A. McAdams	J. L. Brown	
H. Gowman	G. Smith	
R. Gowman	W. Butler	
J. B. Wilson, sk.	J. A. McIntosh	
	13	sk. 12
	—	—
	25	24

### The Men Behind the Gun

The officers of the Hamilton Grocers' Association and the Picnic Committee who were largely responsible for the success of the outing, included the following:—

John Knox, president; James Lawrie, first vice-president; D. K. Clark, second vice-president; James Main, treasurer; M. R. Hill, secretary.



Some Picnic Scenes: Left to right—Getting ready for the bowling game; F. C. Harp and J. M. Semmens on the green; preparing for the races; line up of prominent grocers, including Pres. Geo. Bickell, "Dad" Mellen, Pres. John Knox, J. A. McIntosh, and Bay Hill. Last picture is of G. Gardner and Wm. Smye.





Left to right: W. J. Mellen in a quandary judging the babes; another bowling scene, with J. L. Brown in the foreground; three Brantfordites, C. H. Brown, F. C. Harp and A. Coulbeck; Geo. Cann advises the park policeman; J. Venator, secretary of the games committee, and one of the real busy men.

Executive Committee—John Young, chairman; J. L. Brown, J. Venator, W. Smye, S. Hamilton.

Picnic Committee — James Lawrie, chairman; J. Main, treasurer; M. R. Hill, secretary.

Transportation — J. Kirkpatrick, chairman.

Refreshments—Gus Ante, chairman, and E. H. Young.

Games—J. Knox, chairman, and J. Venator, secretary.

Printing—W. Smye, chairman.

Music—H. Taylor, chairman.

Reception Committee—J. L. Brown, E. Hazell.

Finance Committee—E. Hazell and John Young.

Auditors—G. Dawson and J. McIntosh.

The Brantford Picnic Committee who energetically looked after the Brant-

ford end of the picnic was:—John Kew, F. S. Hartley, F. C. Harp, Geo. Bickell, W. J. Mellen, F. S. Blain, secretary.

#### Sprays From the Falls

George Cann operated the megaphone even after taking part in the great ball game.

It required a good eye to follow Mr. Adam's balloons. They were last seen among the few downy clouds and may be there yet.

The Hamilton grocers are after the scalp of a Pittsburg man. Anyone who doesn't know where Hamilton is, they claim should be put off the earth.

The Brantford bowlers won. You could see fire in their eye long before the game got underway; at that the game was mighty close.

Comfort Soap Curtis arrived in time to engineer the big soap contest. When

seen by Canadian Grocer representative he looked to be chartering a car at Bridge street. For a "Curtis," it should have been a flying machine.

Jack Knox refused to be drawn into the ball game this year so that the high ones got away from the first baseman.

Wm. Smye now knows what the Germans feel like when a company of Highlanders charge them; he was delegated to catch the winners in the ladies' races.

Among the feature contests were the Sherriffs Jelly race, Zebra Polish and McLarens races, Red Rose Tea marble contest, and Lipton Tea race.

Bay Hill was on the job as usual. What would the picnic be without him?

Arthur Colbeck took the motor route from Brantford to the Falls, and reported the presence of dust on the roads.

John Forth knows the intricacies of Niagara Falls, New York. For information application should be made to him.

## London Grocers Picnic At Port Stanley

The "Port" Proved a Popular Change for the Thousands in Attendance—St. Thomas Grocers Join in and Have Tug-of-War—Baseball Game Produces Some Thrilling Incidents—There Was a Baby Show, Too.

By Canadian Grocer's own Correspondent.

LONDON, Ont., July 25.—The London Retail Grocers held their annual picnic for the first time at Port Stanley on Wednesday last, July 19th. Judging from the large attendance and the enthusiasm shown, it will not be the last to the lakeside. There was fifteen thousand people on the grounds. It is estimated that the majority came from London. There was also an excursion from Norwich, and a large crowd from St. Thomas, as it was their weekly half-holiday. The London & Port Stanley Railway handled the large crowd without a hitch. The trains left on schedule time every hour. The passengers enjoyed the new electric cars as they could throw the windows up and be free from cinders and dust. The run to the lakeside was made in one hour and

ten minutes. Prof. Venuta's Concert Band and the Italian harpers dispensed sweet music all day.

The morning was devoted to a baseball match between the London grocers from the North and South sides. The North started off well, but could not keep up the pace, and the South side won the ten dollars, by a score of 5 to 3. Roy Boug and E. Patterson were the battery for the North side, and C. Pine and Roy Kerr for the winning side. One of the features was Ray Gorman turning an impromptu somersault over Cyril Hayes, while running on the bases. Joe Beechey also won fame by making a great running catch with his glasses on. Ernie Shaw failed to hit in the last innings with the bases full. But as Ernie

says he has often seen Ty Cobb do the same thing. He tries to emulate Tyros.

The grocers and their friends then did justice to the good things in the lunch baskets. Others went to the hotels for their dinner, and at 2.30 p.m., Chairman Harry Ranahan started the sport program. There were races for young and old, of both sexes, besides various funny stunts, like high jumping horses, boxing in barrels, spinsters' dance, Irish and Scotch dances in costume, and last but not the least, the Baby Show. There was one dozen silver cups offered in prizes for boys one year old, boys two years old, girls one year old, girls two years old, also for twins. The twins that captured first prize were Verna and Vera Tye, of London.



### St. Thomas Brethren There

The London grocers were generous with their St. Thomas brother grocers. They had races for St. Thomas grocers and grocery clerks, besides a tug of war between St. Thomas and London grocers. It was a hard struggle. For ten minutes it seemed like a deadlock, when Lew Egan, the captain of the St. Thomas Grocers, gave them the haw, hee, sign to make the last supreme effort. The London ten began to slip inch by inch till they were pulled over the scratch. J. A. McFarlane captained the London team.

The dancing in the pavilion in the evening was enjoyed by hundreds of young people from London and St. Thomas. The heat did not seem to bother them. At least one thousand took a dip in the lake. The ball players all had a dip after the game.

Gordon Drake, who was chairman of the Refreshment Committee, had five

men busy all day, handing out sandwiches, bananas, oranges, soft drinks and cigars to the grocers and their friends all free of charge. At times the two tents were so crowded they had to clear them out, and start over again. Tom Shaw, it was said, had the honor of riding the roller coaster oftener than any other grocer on the grounds. That is Tom's long suit. Gordon Drake and Alf. Cave dressed in clown suits on the downward trip and kept the boys in good humor, with their funny antics. Jim Haskett and Ed. Ryan did the announcing with megaphones. Harry Ranahan was starter. The wholesale grocery and spice travelers acted as judges. "Tom" McCormick and "Dick" Woods were a busy pair, keeping the events going and getting entries.

President Norman McLeod and Secretary Harry Harley were delighted with the way the different committees worked and the large attendance. A very heavy thunder storm came up at

10.30 p.m., and drove the crowds on the beach to the dance hall, but the rain was welcome. The last train arrived in London about one o'clock in the morning, with the remnants—happy but tired.

"Jim" McDougall, of the St. Lawrence Sugar Co., and James Black, manager of McLarty's grocery store, St. Thomas, were judges of Scotch and Irish dancing. Col. Smith, of A. M. Smith & Co.; Harley Brown, of Redpath Sugar Co.; Fred Brown, of Elliott, Marr & Co.; Dr. Gwalchmai, of I. X. L. Spice Co.; Harry Lewis and Tom Haskett, all gave the grocers a helping hand.

Hundreds went out for a lake ride on the beautiful steamer "State of Ohio."

The committee that had charge of the picnic, were: President Norman McLeod, Secretary Harry Harley, Treasurer Thos. Shaw, Harry Ranahan, Thomas McCormick, Richard Woods, Gordon Drake, J. A. McFarlane, Alf. Cave, Cyril Hayes, C. Whitmore, James Haskett, and Ed. J. Ryan.

## Is the Jobber a Necessity?

Address delivered before the recent Manitoba Retail Merchants Convention, by T. D'Arcy McGee, Vice-President Canadian Credit Men's Association

THE following is the address delivered by T. D'Arcy McGee, Vice-Pres. of the Canadian Credit Men's Association, before the convention:

"Mr. Chairman, members of the Retail Merchants' Association, and gentlemen: It certainly gives me a great deal of pleasure on behalf of the wholesale trade of Winnipeg to welcome the delegates to this, the first big retail merchants' convention to our city. It is somewhat of a mixed pleasure. I must confess I come somewhat in fear and trembling to address such a formidable gathering of retail merchants, for two or three reasons. In the first place, I am a jobber—the much abused "middleman" taking what he does not sow—and secondly because I am a credit man—generally recognized as the "bad" man of the house—the one to blame if a good account is passed up, because of too great attention to duty, and the one who gets the blame if a supposed good account goes wrong, and lets the house in for a loss. The credit man also is not supposed to be popular with the merchant, because he asks so many questions of a purely personal character. The popularity has to be passed over to the sales department. And last, but not least, because I am not in the habit of addressing a gathering in public, particularly of prominent business men, who are recognized as possessing the brains of their respective communities. Therefore, anything I might say could not add to their enlightenment.

### Wholesalers Do Not See Retailers.

We as wholesalers have felt for some time that we do not see enough of our retail friends from Manitoba and the West; we have felt that if we had seen them more frequently we would have become better acquainted; we would be better friends, and a great many misunderstandings of the past would disappear. I wish to say right here that you have our hearty sympathy and co-operation in the problems you are trying to solve.

### Planning Winter Carnival

Possibly the reason why we have not been able to get in touch more frequently is because no special summer attraction has been held in Winnipeg during the past year or two, and consequently there has not been the same excuse for you to come to Winnipeg, but while we are not having the usual big summer attraction this year, an energetic committee is being appointed from all the various business associations in the city to

arrange for a big winter carnival to take place during the usual bonspiel time in February, and this we believe should prove a very opportune time for the merchants to come to the city, not alone for pleasure and entertainment, but because it is a favorable time of the year to meet your principal suppliers; the stock taking operations will have been concluded with practically all of you, and you will know the year's net results and your stock requirements; the wholesaler will have received a heavy stock of spring goods and the salesmen of the various houses will be on hand to look after your requirements. It will also be an opportune time for the credit men to meet you and go over the new financial statement and arrange a line of credit for the coming season's business.

In the matter of entertaining it is proposed that we should have a winter ice palace, out-rivaling those of former years at Montreal, reproducing "Old Fort Garry" in ice; we are not afraid to say we have ice in abundance, likewise cold. Everybody knows it, and the former arguments about ice palaces doing the immigration to Canada a great deal of harm will have evaporated in intervening years, as those who have gone back to the old land have told the story of our beautiful weather. We have a municipal light plant, second to none, which will insure ample display of brilliancy, and with the numerous other attractions which will be put on, you may rest assured that a good time will be in store, so make your arrangements now to visit us next February.

### Believes in Associations

It is very pleasant to note the growth of your association. We believe in a strong retail merchants' association where wholesalers can come to their offices and discuss any matters of mutual interest or any misunderstandings, and in 90 per cent. of the cases our differences can be adjusted and in the other 10 per cent. we can agree to differ amicably. Let us get together; we have a great many things in common; we meet on the same platform in the matter of service, in merchandising and profit earning, because none of us are in business for our health; we have got to make a profit.

### A Joint Committee

We have a joint committee of the retailers and wholesalers, of which I am a member, where a great many questions affecting our mutual interests are discussed, such as disposal of bankrupt stocks, cutting out of sell-

ing to consumers, the use by retailers of fictitious names and the matter of false advertising; where a purchaser will advertise purchasing a bankrupt stock that never existed at a low rate on the dollar; the question of meeting mail order competition, the matter of cold storage for produce where it can be marketed to best advantage. In this connection there is a sub-committee of the joint committee of commerce and agriculture taking up the question of marketing and distributing small produce, and I understand your association have sent out 1,000 circulars in an endeavor to discuss intelligently the whole situation.

### Banning N.S.F. Cheques

In the matter of curtailing "N.S.F." cheques, your association will back us up in the stand we have taken and this we believe the Bankers' Association have well in hand. To keep proper books and accounts by the retail merchants; all these are matters of mutual interest and the Credit Men's Association and the Retail Merchants' Association have been working harmoniously in an endeavor to carry on an educational campaign among a certain class of retail merchants who are more or less a menace to good business; in this connection I might say that we very clearly appreciate the fact that your association is comprised of our successful and aggressive merchants, to whom our literature does not apply.

### Winnipeg Dominating West?

I wish to clear up any misunderstanding on this point; because I have heard it hinted that the jobbers are taking quite a lot on themselves. In the amount of good advice they were disseminating among their customers, and that there was too great a tendency to dominate things from Winnipeg; this, of course, came from points farther West where our motives were not clearly understood. You, no doubt, are well aware that there is an idea abroad that if a man cannot make a success of anything else, he can at least open up a general store. It has been easy to obtain credit in the past. This class of man has not only no business ability, no experience in merchandising, little or no education, and probably little or no capital. It is a matter of good luck more than good management that he remains in business for a few years. He probably has kept no books or accounts, and does not know whether he is making or losing money; he has no ability to keep proper records himself, and cannot



afford to hire someone who can. It is for the benefit of this class of merchants that we have endeavored to direct the literature issued by our various committees; our association issued a text book on "proper books of accounts," getting from the Chartered Accountants Association the simplest forms which could be used, and followed to advantage by retail merchants, and we have circulated large quantities of these text books to retail merchants. It is the non-members of your Association we are getting after and who you are getting after.

I spoke of the fact that there were misunderstandings, and that by getting together, a large percentage of these misunderstandings could be dissipated.

**Denies Maybee's Statement**

We are fortunate in having very few misunderstandings with your local association, but when I was in the West recently, I gathered that the objects of the Canadian Credit Men's Association were misunderstood; for instance, the President of the Saskatchewan Retailers' Association—in his annual address—made the statement that we were seeking or had sought legislation from the Saskatchewan Government which would confine assignee business to ourselves, and that it was only by a vigorous protest on behalf of the retailers that this legislation did not go through, and this he classed as the "Wickedest thing that ever happened." This statement was made in connection with the announcement of the successful launching of the Retail Merchants' Trust Company in Saskatchewan, to handle among other things the assignments of their own members; and I wish just here to give this statement an unqualified denial. We never sought legislation of this kind. When Mr. Detchon spent the week end in Moose Jaw with this gentleman recently and was told in advance of what he—the President—intended to say; I understand that Mr. Detchon convinced him that this idea was quite in error—that we had never sought such legislation—that our only object was to improve the service previously given by Saskatchewan assignees, which could only be classed as iniquitous, and if their association or any other assignee could do it better and cheaper to the debtor and creditor, then we would drop out.

**A Case in Point**

A fair sample of the service we have been getting from the Saskatchewan assignee of 1910 and previous to that time might be given in this one which I ran across in some of our old files. (I will not mention name of debtor, assignee or place, for obvious reasons.) "It cost \$1,572 to liquidate assets which netted \$3,475, paying the creditors a dividend of 5 per cent. on the dollar, and in addition to the usual assignees' remuneration allowed, there was a bill of costs, of sundry expenses covering two closely typewritten pages, covering everything an imaginative brain might suggest, and the irony of it was, when the assignees' dividend cheque for this big dividend went forward for payment, it was returned "N.S.F." We only took up the matter of insolvent estates because of the bad and unjustly expensive services previously given in Saskatchewan and Alberta; nevertheless, the above statement got into print in the trade papers, and I take this opportunity of denying it.

**Duties of Trade Investigation**

Another matter which I understand your association has under consideration, and which we are given a trial, is the matter of a travelling representative or investigator in the interests of trade conditions generally. Among other things it is his duty to report on the number of stores in each line of business, and where business is overdone, to have the supply houses of the one suffering most, try and arrange for a more desirable location. He also reports on points where there are trade openings, so that the matter of transfer is simplified. He reports on crop and credit conditions and generally the idea is to bring the retailer into closer touch with his wholesale supply houses. I mentioned as one of the things our association were discussing in joint committee, the question of meeting mail order competition.

**Is the Jobber Needed?**

One of the misunderstandings which seem to have crept in, in the Provinces to the West particularly, is the idea that there is no justification for the jobber being in business; that the proper method of merchandising is from the manufacturer to the retailer in order to meet mail order competition, and that the jobber gives no service for the toll he takes, and generally that a great economic saving could be effected if the jobber were eliminated; I submit that the jobber is exactly in the same position to the retailer that the retailer is to the farmer, and if there is no justification for the jobber, there is no justification for the retailer; it might as well be

direct from the manufacturer to the consumer. In these other lines I have mentioned. If we could provide it is to make the goods; second, the

**The Course of Distribution.**

The natural course of distribution of merchandising is first, the manufacturer whose buy in carload or large quantities, warehousing his merchandise at a convenient, central point for distribution, and third, the retailer who serves the consumer over the counter in small parcels and packages, and I think the history of the jobber in the West alone would amply justify his existence.

**Jobbers Have Invested Heavily**

We have pioneered it during the early and trying days when there were very little transportation facilities as compared with what we now enjoy; when large quantities had to be purchased and shipped West months in advance to meet your requirements, and many of these pioneer wholesale merchants are your supply houses to-day; they have spent vast sums in building huge warehouses, not alone in Winnipeg, but throughout the West, to help build up your Western cities; he has equipped this warehouse with highly paid experts in charge of the various departments, and a large staff to handle and distribute the goods; he has had to act as banker and extend financial assistance to the extent of his financial resources in carrying retail merchants over from one year to another during trying periods of financial stringency and crop failure such as we have experienced in the West within the last three years.

**Jobbers Assisted Retailers**

How many of our small merchants would be in business to-day if it were not for the accommodation extended by the jobber within the last two years? Any concerted action by the wholesalers to realize on their outstanding accounts would have put 50 per cent. of the Western retailers out of business, and where would they have been, had they to depend on the manufacturer for all this accommodation? The manufacturer has to pay cash for the raw material and has to sell for cash.

When the retailers are all able to put their business on a strictly cash basis no doubt those in good financial circumstances will be able to buy direct, but it is more popular fancy than a practical idea to eliminate the middleman. Public opinion has brought him to book to show cause why he should be permitted to live: the consumer wants to know whether the middleman is an economic parasite or a public nuisance; so does the producer, who knows that he has suffered many things and many men stand between himself and the consumer, and the time has come when it is up to the consumer and himself to get together: as far as the jobber is concerned he is ready to answer the summons and to demonstrate to any fair-minded man that his job is as real and vital as that of the grower, the manufacturer or the retailer.

**Jobber Gives Service.**

Speaking a number of years ago of the American jobbers right to be in business, Forrest Crissey, a prominent American writer who is conversant with political economy, asks the question, "What does the jobber give for the toll he takes?" and answers it, "You can tell it all in one word 'SERVICE.'" And I submit that this is true of the Western jobber in Canada to-day. "Service" is what he gives, for the small toll he takes; for, believe me, after providing for Western expenses and Western losses incurred through our unsecured credit system of doing business, his toll is a small one.

Service is the most expensive thing the jobber has to sell; the service he gives contains a large element of plain, hard, physical labor of the sort that you find in every big manufacturing establishment; he gathers his wares from the four corners of the earth, stores them at convenient points to give the retailer service in his buying.

**Back to Pioneer Days.**

I am one of our Western natives and well remember the advent of the C.P.R. in the West and how it was looked forward to by the early settlers. How it would simplify their problems of bringing supplies and taking their small surplus produce out, which previously was transported by Red River carts; and even this slow means of transportation was expensive. In these pioneer days the isolated settlements were largely self dependent and its members were mainly obliged to live on what they could raise. Of course, even the most remote settlement could not meet all their own requirements. It was obliged to bring in from the outside world some of the necessities it could not produce at home, but the expense of hauling was so great that the articles imported from outside were few and of the most urgent character. Their tastes (furnishings, clothing and food tastes) were held down by the stern force of necessity to the most primitive lines. In fact they had no opportunity to develop any taste at all, in the proper sense of that term.

We are continually being reminded of the marvelous changes which have taken place in the last 40 or 50 years, in transportation, in science, in manufacturing, in electricity, and in

inventive progress of every sort, but we are not of to-day's commerce list, as there has been in the public, to say nothing of the other articles live in the primitive way with our tastes limited to necessities the middleman might be unnecessary. But have we being doing it? Who that has tasted of the comforts and luxuries available by our modern methods of merchandising, will be content with the primitive manner of living. Despite war conditions, despite rapidly advancing prices in practically every commodity, and the general topic among us, "the high cost of living" man's wants have steadily been on the increase, with the ever forward march of progress.

America wants many things Europe has to offer, and we have been accustomed to getting them. Europe wants our wheat and meats and American cotton, to say nothing of the hundred other lines on their import list, and we have seen how nearly nations can be plunged into war over the sudden stoppage in this free exchange of commodities because of the demands of the people of one country for the products of another. If the consumer must have the products of all the world brought to him, he must pay for bringing them; he must pay transportation charges both by land and water. The gross revenue of the C.P.R. in 1912 was something over \$123,000,000, and in the last four years it has fluctuated around these figures. At June 30, 1915, gross earnings were about \$99,000,000, and for 10 months of this year they were \$105,000,000, an increase of 25 per cent., and this is only one of the carrying companies by land; add to this the enormous shipping interests involved in carrying the world's trade by water, and you get some idea of the enormous sum paid for transportation.

**Jobber Cuts Freight Costs.**

The jobber is an expert in saving freight costs, as well as in quantity buying that lowers the first cost of the goods. This service is routine. Does the retailer get the benefit of it? He does. Competition between jobbers takes care of that. As an economist in distribution, the jobber renders a constant service to the retailer and consumer, for which he gets little or no credit. This is a mighty important function. The jobber may be popularly blamed for the high cost of the goods on your shelves—this is unjust. His services are indispensable. I could name a dozen things which if they could be curtailed or eliminated would revolutionize the cost of the goods on your shelves. Take the millions of dollars spent in fancy and attractive packages—goods put up at enormous expense so as to appeal to the public in attractive form and convenient to handle; also because we have advanced ideas along sanitary lines. We did not demand the wrapped loaf of bread 20 years ago.

Take the cost of advertising well known lines. They are well known because of the millions of dollars spent in making them well known. Who pays for it? Look over the advertisements in any popular magazine, and they are legion. Yet I understand that in one popular journal only the advertising receipts run a quarter million dollars per issue. The matter of delivery service—in a city this is a big item. Duty on imports. The war, with its upkeep of enormous armies and all the wastage that goes with it.

Then there is the fire waste. You cannot get away from the loss and waste even if you are well insured—it all filters back in the general levy—the food waste, the waste and loss in handling fruits and perishable goods; our modern requirements such as our telephones, our motor cars and motor trucks; the shifting of the rural population to the city, curtailing the production on the farm—increasing the consumption in the city, shifting the balance of supply and demand; the vast amount of money put into non-productive investments during our boom period—all these things have grown upon us and we accept the condition as a matter of course—and pay for it.

I have given you only a few of the reasons why I think the jobber a necessary business adjunct and why we should be doing business at the old stand. The established system as we have it to-day is more economical, because the manufacturer finds it cheaper to sell through the wholesaler with loss eliminated from his cost book and with the jobber calling on him, he has no traveling expenses to pay, while selling to the retailer he must needs employ a small army of salesmen and provide for the greater risk of losses.

I think that the solution of meeting mail competition is to be found along other lines, and that your executive is capable of finding the solution. The live merchant of to-day is not worrying over this matter, because by taking his cash discounts he can buy in the most favorable market, and by making a considerable distinction between cash and credit prices, keeping his premises attractive, employing up-to-date salesmanship methods, he gets the local cash trade, and can afford to select only the best credit risks, or monthly accounts. He does not need to worry over business he is not getting. He is recognized as performing a public service at a moderate profit and will command the respect and patronage of his community.



# Value of Wholesaler As Distributor

An Important Cog in the Wheel of Commercial Organism is the Wholesaler, Says Wholesaler—Saves Times and Money for Manufacturer and Retailer—His Advantage as Distributor is in the Multitude of Things He Distributes—What Would the Retailer Do Without Him?

*Written by a prominent U.S. wholesaler.*

**S**EVERAL years ago a company was formed to manufacture a certain line of merchandise. It doesn't matter what line. Call it a special grocery product. This line has always been sold extensively through the jobbing trade. This company built a model factory. It had ample capital to build and maintain the factory as well as to stock it to a considerable extent. The men at the head of the concern had the very laudable ambition to make the best goods by the most approved and economical methods. They also desired to market their goods with as little expense as possible and felt that they could greatly reduce the selling expense by eliminating all jobbers in the marketing of their goods. They very naturally felt that the jobber would require a certain toll for his own profit, which they figured would either raise the price to the consumer or reduce the profit to themselves, the producers. They could not see how the middleman, who neither made the goods, nor used them, had a right to exist on the products of others.

## Jobber Presents His Case

Just about the time this factory was ready to begin operations, the manager received a visit from the head of a large jobbing concern who wished to negotiate for the marketing of the factory's entire output. On being told of the feeling the management had toward the jobber, he went into the subject just a little, with the result that the manager consented to call the directors to reconsider the subject. At the directors' meeting the visitor was invited to state his reasons for considering why they, the manufacturers, should allow uninterested middlemen to share in their profits. He stated the case as follows:

"Gentlemen, I represent a concern that makes it a business to sell goods. We make no goods whatever. We do not know how to make goods and we do not want to know. We devote our whole energies to the sale of goods. This we have made a study of and have built up a business based on many years of experience. We have learned that the concern which devotes its time to minimizing the troubles and expense of selling goods has no time to cope with the problems incidental to their manufacture. We also believe that the factory which has succeeded in manufacturing an article successfully and economically has solved all the difficulties it should be troubled with and should leave the marketing of that article to concerns which know how to market it better than the maker ever will. We have an army of experienced and expert salesmen. These men cover the entire country, each man making a study of his own particular territory. Each man, because of his experience, knows best how to economize time and money and how to put forth his best efforts in that territory.

"These men have a standing in the trade which is of value to them and to us. They have knowledge of the trade and know when to sell and when not to sell. They also have friendships among the trade, both social and business. To solicit an order for a new line would in many cases be equivalent to securing an order. A few weeks after we would take your line, we would have it represented in every part of the country in which it will sell. And we will have it well represented, better than you could hope to have it in many years. Now, if you give us your line to sell, what will it cost you? **NOT ONE CENT ON ANYTHING UNSOLD.** And it will cost only a small percentage of the price on what is sold. But what will it cost you to market your own goods? Have you ever thought this out? You

will need an army of salesmen. Have you thought of how much this will cost you in salaries alone? Have you thought of how much more for expenses? Where is all this sum coming from? It has got to come out of the sales of your one line alone. Worse than that, the expense will not be only on what you sell, but on what you do not sell as well. Now, mark this well. As far as traveling expenses go, it will not cost us one cent to add your line to our business. As for travelers' salaries, they will cost us nothing for your line unless sold, and then only a trifle as compared with what you would have to pay. Our travelers get their share from hundreds of lines represented at once, while yours would have to be their sole means of a livelihood.

## Bears the Expense

"But this is only one of the many phases of the question. In every branch of the selling end the same principle of economy is applied. When goods are sold they have to be packed up, carted, shipped, charged and collected for. All this the jobber relieves the manufacturer of, or, at least, the most of it. As for packing, which, next to selling, is probably the largest expense, this can be economized by the factory only when selling to the jobber. In selling to the jobber the factory sells in full cases and can always pack its goods so that they case economically. In selling to the retailer, this cannot be done. But the jobber can lessen the cost of packing materially by packing this line with others. For instance, it will cost twenty-five cents to pack a case of goods which are only worth fifty cents. Thus the cost of packing is 50 per cent. of the total cost. But the jobber could pack fifty dollars' worth of miscellaneous material with that case so that the packing cost would not be more than one-half of one per cent. The same is true of cartage. The jobber can send a wagon load of miscellaneous groceries worth a thousand dollars, to the railway station for almost the same cost of a wagon load of some other line worth much less than \$1,000. An economy in freight can be worked by the jobber for the retailer in the same way.

"As for charging and collecting, this is a subject of such importance that it requires especial attention. If you turn your product over to us, you have eliminated one of the hardest problems of business. Our concern is strong financially, you have only one account and you collect when you produce the goods. Or, if you sell only to the good jobbing concerns in the country, you will have only a few good paying accounts. In either case the entire bookkeeping and collecting labor will be so light that it will probably be a pleasure to one of your officers. But what will be the result if you sell direct to the many thousands of small dealers with whom you will have to keep accounts? It will mean an army of clerks, no end of trouble, and an enlargement of capital to take care of the deferred payments.

## Makes Immediate Market

"But still another point. While your goods are made for the consumer alone, it is the middleman who makes the immediate market for them. You manufacture a large stock of goods. You sell that stock to the jobbers all over the country and you make another stock. In the meantime, the jobber sells to the retailer, and buys from you again. Thus you see that between you and the consumer there is a large stock of goods which the jobber has paid for before the consumer has fairly started to use those goods. He thus not only doubles the possible market for you, but like-

wise acts as your storehouse here for you, free of cost, and without investment, has placed your goods awaiting the demand. Gentlemen, please consider this matter carefully. You will find that the jobber is not a parasite in business. He makes economies possible that would not exist without him. He can cheapen the final cost of everything he can profitably handle. He makes it possible for the retailer to be in business with a retailer's capital. He makes it possible for factories to stay in business because he actually makes and maintains their markets. The factory, as a general rule, could no more exist without the jobber or some agency doing the same work under another name, than the jobber could exist without the retailer, or the retailer without the consumer."

Needless to say, the above circumstance, as an actual occurrence, is true in part only. But it is wholly true in principle. There was such a factory started and it did make just such a selling agreement. The factory has been a success from the beginning and the stockholders have never worried about anything but keeping the factory running smoothly and in order. But the argument never took place, simply because there was no need. The members of the company were experienced men and had their selling arrangements made as soon as they decided on the proper selling agency. They did not need to be told, like many factories, as well as many retailers, need to be told, that the ultimate cost of all manufactured articles handled by jobbers to-day would be much higher if it were not for the jobbers' distribution of them. "The proof of the pudding's in the eating."

Bicycle manufacturers started out to sell their own goods. Bicycles sold from \$125 up. The jobbers took hold of the business and down came the bicycles to twenty-five dollars. And in the season the only factories which made any money were those which finally put their goods into the hands of the jobbers. Sewing machines are now bought at ten dollars. Before jobbers handled them they cost from fifty to sixty dollars. Automobile lovers were agreeably surprised recently by a drop in the price of tires. That was the time some of the tire manufacturers abolished their expensive and unprofitable selling agencies and sought the aid of jobbers. All through the line the same story goes. As sure as an article tried to stay on the market without the jobber it was expensive and the price came down as soon as the jobber took it.

Let us try to imagine a retail grocer starting up and continuing in the grocery business without the benefit of the wholesaler. Let us give him the benefit of all doubt and suppose him perfectly capable of starting the business without any advice. Let us suppose he understands the details of the business fully, as well as the special conditions which prevail in his particular location. Let us suppose that he has ample means to carry on his business properly.

## What He Would Need

To properly equip a modern retail grocery store he will need several hundred different items, irrespective of size. To buy these from the makers, the prospective dealer will find he will have to deal with hundreds of different factories. This means that he will have to visit, or correspond with, or receive representatives from each one of these factories. You can take your own case and figure just how many different factories are represented by the lines you carry. It is astonishingly large.



A moment's consideration of this point alone should convince one of the absurdity of attempting to equip a well-assorted retail store from factory stock without the aid of a well-established medium.

But let us speculate a little. He must carry raisins. He can buy a first-class grade from a Spanish grower — who reserves a very high grade of currants for this market. For these he must send to Spain—if there is no wholesaler or distributor. A second grade comes from California, it may be. He sends there for them. He could, of course, buy both lots from a New York house. But if he does so—enter the jobber, then and there. Take teas. What would the grocer do who decided to manage without any middleman? He must do his own importing. He must import several grades of teas, and different teas from different countries. Or take soft drinks, various as they are in their quality and consequent price. To cater to the public demand to-day, several lines must be carried, if every customer is to be pleased.

A very careful investigation of this will prove its truth, even though it seem absurd and trivial. At first thought, one may suppose that the case is much exaggerated and that the trouble could be greatly minimized by buying certain general lines from the same factory: such as good and cheap biscuits from one concern; all classes of dried fruits from another; the entire line of soft drinks from another, etc. Such is not the case, if jobbing is to be entirely eliminated. It will be found that the factory which makes good biscuits does not often make cheap ones, although it often sells them. It finds it so much better to be a manufacturer of the good line and a jobber of the cheap lines. The retailer who decides to buy all his dried fruits from one concern (other than a jobber) of established reputation will find his good fruits packed by that concern and the cheap ones by another, which specializes in cheaper goods.

**Buys Well Ahead**

Here is another point. The jobber buys well

ahead of the season. He has brought goods into his stock when he could do so to the best advantage. He has brought them in large quantities always with a thought to the least possible transportation and handling expense. Is it possible for the retailer to imagine the chaos that would prevail when the season for nuts came around if those nuts should all be stored in large stocks at the warehouses of those who have picked them, instead of annually distributed by the jobbers according to the country's needs? And the principle that applies here applies to everything the retailer buys through the jobber.

Speaking broadly, distribution of the world's goods is an immense problem which properly belongs to the jobbers. They can always maintain themselves amply out of the savings they effect and greatly benefit others as well. The jobber has a right to feel proud of his position and any person in his employ may truly feel that he is engaged in some of the world's real work.

## Ontario R. M. A. Board Meets

Reports of Various Officers Were Received—Number of Resolutions Were Adopted—Now 259 Branches in Province.

**T**HE seventeenth annual convention of the Retail Merchants' Association of Canada, Ontario Provincial Board, was held in the Assembly Hall, at the corner of Yonge and College Streets, Toronto, on Monday, July 24. The president, B. W. Ziemann, Preston, presided. A number of important matters were discussed and reports received from the various officers. Following are the resolutions passed:

**RESOLUTION NO. 1**

That it is the opinion of this Convention that when a Municipality opens Free Markets or enters into any Commercial undertaking and pays the expenses of the same out of public monies that they remit the business taxes that they collect from the business firms whom they enter into the Competition with.

**RESOLUTION NO. 2**

That it is the opinion of this Convention that vigorous action should be taken against those who violate the Trading Stamp Act or the False Advertising Act, or any Act of a similar nature that has been secured by our Association and that such prosecutions should be undertaken by the Dominion Board under the direction of special Committees appointed by the Executive of the Provincial Board, and we also recommend to the Dominion Board the advisability of their asking the Dominion Government to have an official appointed to prosecute those persons who falsely advertise any article, similar to the inspector who prosecutes those who violate the Gold and Silver Marking Act.

**RESOLUTION NO. 3**

That whereas it has been reported to this Board that a number of our members who live in Districts outside of that in which Express Companies deliver parcels are greatly inconvenienced by the limited Express service, that we ask the Incoming Executive Officers to take this subject up and deal with it in a manner desired by the members.

**RESOLUTION NO. 4**

That whereas a request has been forwarded to this Board of the Credit Men's Trust Association asking our support in an endeavor by them to have every Retail Merchant or firm doing business within the Province of Ontario, registered by the Government, giving the name of the firm, who it is owned by, whether an individual or partnership, and to pay a sum estimated at about \$5.00 for doing so, and

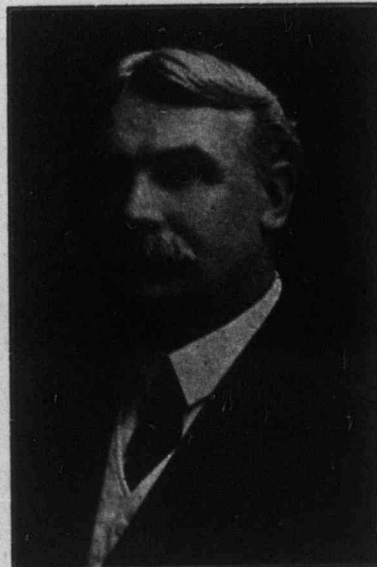
whereas we understand that the same request has been made to the Officers of our Association in all of the other Provinces that this matter be referred to the members of the Dominion Board expressing the opinion of this Convention that we believe that this is a matter that should be dealt with by the Department of Trade and Commerce at Ottawa, and that they should see that every firm doing business in Canada is registered and financial provision made for the same through the Department.

**RESOLUTION NO. 5**

That it is the opinion of this Convention that provision should be made by the Dominion Board to provide literature so that it could be distributed by the Officers of the Ontario Board to every member of the Association throughout the Province so as to let them know what the Association has done and is doing.

**RESOLUTION NO. 6**

That it is the opinion of this Convention that any attempt on behalf of our Association to enter into any Commercial enterprises whereby we either take an active part in, or lend the name of our Association to promote the sale of any product is not only detrimental to the same.



**D. W. CLARK**  
Grocer elected first vice-president on the Ontario R.M.A. Board.

policy of our Association, but it evinces evidence of our lack of strength to enforce the trading policy that we think that Manufacturers should adopt and follow, and we therefore recommend the speedy adoption of the Price Maintenance Contract Plan by the Dominion Board and the discontinuance of the use of the name of our Association wherever it has been adopted.

**RESOLUTION NO. 7**

That this Convention again places itself on record as being opposed to Co-operative Societies and Farmers' Clubs and that we again refer this matter to the Dominion Board and ask them to have the importance of this subject taken up with the wholesale trade and the Manufacturers.

**RESOLUTION NO. 8**

That whereas several of our members have been prosecuted in the Police Court for having in stock goods that are in sealed packages and bottles that have been sold to them for pure products, but which have been found to be adulterated, we therefore recommend that our Board, through their delegates, take this subject up with the officers and members of the Dominion Board and provide a remedy for the same.

**RESOLUTION NO. 9**

That it is the opinion of this Convention that all strawberries sold should be specified under the act, and when they are sold by the box, the size specified should be used. We request that this matter be referred to the Dominion Board and that they be asked to take immediate action on the same.

**RESOLUTION NO. 10**

That inasmuch as the public are being educated by the press through publications, and on public platforms by a certain school of thought, to the belief that the Municipality, the Province and the Dominion should enter into the public ownership of all utilities, and Commercial enterprises, and whereas a definition is made by them as to where public ownership ends, and where private ownership begins, and whereas these persons who advocate these measures are generally loud in their condemnation of the owners of private capital, which is engendering an antagonistic spirit between those who own capital and those who do not, and in doing so they are interfering with the investment and development of private capital to the injury of every Municipality, we hereby request the Dominion Board to appoint a special Committee to study this subject and report on the same to the Officers of the Provincial Boards at an early date.

**RESOLUTION NO. 11**

That whereas in cases of prosecution in the Police Court for violating the False Advertising



ing Act, it has been found that the Act does not make any provision for accepting the written report of the Analyst who may analyze any goods so advertised, and that the Analyst himself must appear and give evidence, we therefore recommend that this matter be referred to the Dominion Board and that they take such steps as to remedy the same.

#### RESOLUTION NO. 12

That it is the opinion of this Convention that it would be a great advantage to our members to have a certificate given to them when they become members and that a seal be attached each year bearing the date and year of Membership and the impression of a suitable Trade-Mark which should be adopted by the Association, and we recommend that this resolution be forwarded to the Dominion Board, and request that immediate action be taken.

#### RESOLUTION NO. 13

That the incoming Executive be requested to appoint a special Committee to study and prepare an amendment to the Division Court Act, whereby the present Division Court Act can be simplified for the Collection of small debts, the securing of a smaller amount than that, that can be secured by garnishee, and also by lien, and that the amendments they propose be prepared in time for the next Session of the Ontario Legislature.

#### RESOLUTION NO. 13

That it is the opinion of this Convention that greater interest would be taken in the organization work of our Association if provision was made for holding District Meetings throughout the Province, and that the Officers should attend and address the same, and that the holding of banquets throughout the Winter months should be encouraged.

#### RESOLUTION NO. 14

That this Convention again place itself on record as being fully in favor of the Price Maintenance Contract Plan, and that we are pleased to know that the Dominion Board are taking steps to have the same put into operation throughout Canada.

#### RESOLUTION NO. 15

That this Convention is in full accord with and heartily endorses the proposals presented for the consideration of the Dominion Board regarding the proposals to remedy the selling by wholesalers to our customers, and also the proposal presented for the consideration of Manufacturers, and we hereby instruct our delegates to support the same and have them put into operation by the Dominion Board at once.



W. C. MILLER

Re-elected secretary of the Ontario Board.

#### RESOLUTION NO. 16

That it is the opinion of this Convention that some active steps should be taken at once to carry on the work of community development so as to induce the public to spend their money in their home town and that the incoming Executive be requested to give it their immediate attention.

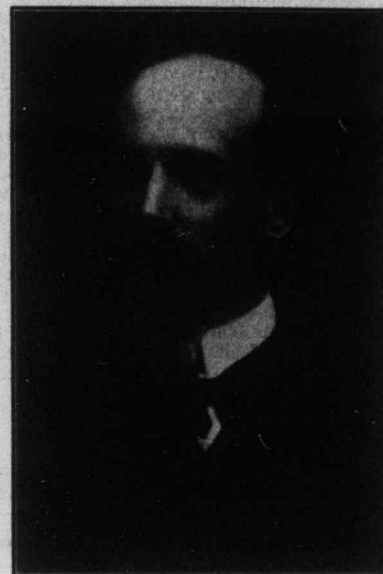
#### RESOLUTION NO. 17

That we, as officers and members of the Ontario Provincial Board of "The Retail Merchants' Association of Canada," incorporated, desire to express our high appreciation of the services rendered and the advice given to us by the Dominion Board of our Association through the Secretary, Mr. E. M. Trowern. We feel that the practical knowledge which he secured during the time he was engaged in the Retail business and the close study that he has given to the many retail problems that have come before him from time to time through the various sections of trade, and the care and attention that he has given to commercial legislation has enabled him to give us information that is very valuable and helpful in our work, and we desire that a copy of this resolution should be sent through the President to the officers of the Dominion Board.

The officers elected at the meeting on Monday were the following:

President, B. W. Ziemann, Preston; first vice-president, D. W. Clark, Toronto; second vice-president, W. J. McCully, grocer, Stratford; treasurer, F.

C. Higgins, Toronto; and secretary, W. C. Miller, Toronto.



F. C. HIGGINS

Treasurer of the Ontario Branch R.M.A. Board. Mr. Higgins is also a grocer.

## The Traveller and the Female Clerk

Editor Canadian Grocer.

Dear Sir,—I have noticed your articles from time to time re giving commercial travellers a respectable hearing, and must agree with you in the matter as far as pertains to legitimate travelling salesmen out to do business. However, there is another class of travelling salesman that is the other side of the story. This is the class that thinks it his God-directed business to entertain every young girl that is employed in stores (provided they will be entertained). In these times of help-scarcity, merchants find it necessary to employ a great many girls—in many cases quite young girls—just out of school or business colleges, unfamiliar with the ways of the world or the ways of business.

In many cases they are nice, innocent young girls, with an exceedingly strong liking for the opposite sex and an idea that flirtation is a part of business life. This is the class of girl that the fresh young commercial man feels it his unbounded duty to entertain, and thus steal the time that belongs to her employer. The class of commercial man I speak about is known to every one who has occasion to patronize stores (where girls are employed), hotel dining rooms, railway stations or any other public place where they can demonstrate their "mashing" abilities. He is always smart in his own opinion, but in no one else's.

The writer happens to be unfortunate enough to have to employ one of these hypnotic-eyed young girls along with other girls. She is a girl of fairly good family, with absolutely nothing against her character, but her misconstrued idea that her duty lies in entertaining every flip commercial man that comes along, very much to her detriment. Whilst there are one or two other girls employed in this store, the flip young man cannot see any but the goo-goo-eyed one, who is about 17 years of age.

The writer is thoroughly enjoying the hair-brained action of many of the commercial men, and has managed to lessen the number of wholesale houses he has been doing business with, as I will positively not give an order to this class of commercial man. Should this style of traveler have a decent hearing?"

A CANADIAN GROCER.

### BOOTH FISHERIES GET CANADIAN CHARTER

The Booth Fisheries Co., a Chicago fish concern, has been granted a Dominion charter for a Canadian Company with an authorized capital of \$1,000,000. The company will be known as the Booth Fisheries Co., of Canada, and will have its head office in Toronto. The company controls the Dominion Transportation Company, which operates the steamers Caribou and Manitou from Owen Sound.





## CURRENT NEWS OF WEEK

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



### Quebec and Maritime Provinces

H. J. Newby, of John Duncan & Co., has left Montreal to make his semi-annual trip to Newfoundland.

The retail merchants of St. John, N. B., will observe another Dollar Day on Wednesday, August 23. The merchants are making preparations on a more elaborate scale than before.

The engagement has been announced of Joseph Laporte, son of H. Laporte, President of Laporte Martin Ltee, wholesale grocers of Montreal, to Miss Helene Herdt, eldest daughter of Mrs. and Henry Herdt, general manager of the Dominion Glass Co.

By direction of the Montreal Board of Control an invitation was extended to the Board of Trade, Chambre de Commerce, the Corn Exchange and the Canadian Manufacturers' Association, the Trades and Labor Council and the St. Jean Baptiste Society, to meet on July 24th, for the purpose of organizing a meeting to commemorate the Second Anniversary of the declaration of war in accordance with the suggestion of the Prime Minister.

John J. Gillies, wholesale fruit merchant, Montreal, died last week. He had been ill since the beginning of the year, and his death was not unexpected. The deceased was thirty-six years of age. He was born in Glengarry, Ont., but came to Montreal at an early age, and had been in the fruit business here since he left school, going into business for himself some years ago. Ex-Mayor D. J. Gillies, grocer, of Cornwall, Ont., is a brother. The deceased was a prominent member of the Montreal Fruit Exchange and of the Dominion Council Knights of Columbus.

### Ontario

The National Candy and Cone Co., Toronto, sustained damage of \$1,400 in a fire during the week.

A. T. Hunter will this year be the Grimsby district agent for the wholesale fruit and produce commission house of Mason & Sons, Montreal.

F. J. White has opened a brokerage office in Toronto to handle fruit and produce, evaporated fruits, beans, etc., as well as grocery specialties. He is located at 27-29 Wellington Street East.

Frederick Oliver has purchased the retail business of the Aylmer Condensed Milk Company, corner of Ross and Myrtle streets, St. Thomas. He will re-

move his present stock of teas, coffees, spices, etc., to the new location where he will open for business.

Wm. C. Miller, secretary Ontario Board of the R.M.A., will be in Port Arthur and Fort William next week on his way to Winnipeg to attend the annual meeting of the Dominion Board. On Tuesday evening next a dinner will be tendered Mr. Miller in Fort William by the associations, in connection with the organization work.

The employees of the Harris Abattoir Company, Toronto, held their picnic to High Park last week. Large motor trucks decorated with flags and bunting were provided by the company to carry the many employes and their families to the park where a very pleasant afternoon was spent.

Those who took part in the tug of war at Port Stanley between the London and St. Thomas grocers were: London—J. Rowntree, Charles Ross, Fred McDonald, Ed Noel, Thos. Shaw, Harry Hooper, F. G. Gartshore, A. A. McFarlane, D. Hodge (anchor), J. D. May. St. Thomas—E. Phillips, Fred Nunney, John Black, Leslie Mattis (anchor), A. Hill, R. Braybrook, C. Jolly, F. Harding, B. Charlton, Chas Raisin.

### Western Canada

The Vancouver Retail Grocers' Association will picnic on Saturday, August 5th, at Bowen Island.

The building and dry kilns will cost about \$30,000 and the machinery and equipment about as much more.

Watson & Truesdale, Winnipeg, manufacturers' agents, have been appointed selling agents of the Young-Thomas Soap Co., of Regina, Sask.

A test case decided recently in the Vancouver police court held that it was lawful to sell fruit on Sundays, but not cigars. Fruit was held to be in the same category with bread, the right to sell which on Sunday had been previously established.

Potatoes will be the chief product handled by the new evaporating plant and when in full working order it is claimed it will have an output of about four car-loads per day. Carrots and onions will also be handled as well as fruits.

Among those from Ontario who will likely be attending the annual meeting of the Dominion Board, R.M.A., in Winnipeg, are B. W. Ziemann, Preston; E.

M. Trowern, W. C. Miller, and D. W. Clark, Toronto; J. W. McCully, Stratford, and F. C. Higgins, Toronto.

The Aylmer Condensed Milk Co., Hamilton, Ont., have opened an office in the Cold Storage Building, 7th Ave. and Halifax street, Regina, Sask. S. McCrimmon is in charge. They have also opened an office at 704 Merchants Bank Building, Winnipeg, with G. W. Nickerson in charge.

A New Westminster, B. C., report states that the new \$60,000 evaporating plant being erected by the Canadian Products Co., is now assuming definite shape and it is expected that the plant will be in operation early in August. It is being rushed in preparation for this year's vegetable crop.

### N. S. AND N. B. WHOLESALERS MEET

The annual joint meeting of the New Brunswick Grocers Guild and the Halifax Grocers' Association was held last week in Digby, N. S. Allan H. Westmore, president of the New Brunswick Association, occupied the chair and the representatives present included: G. E. Barbour, Thomas Gorman, J. Hunter White, F. B. Schofield, W. M. Barlow, T. Collins, Harold Lynam, W. C. Cross, R. G. Schofield, and C. W. deForest, of St. John; H. G. Bauld, M. Dwyer; F. E. Elliott, A. C. Pyke, S. O. Hogg and R. M. Symons of Halifax; R. Fitzrandolph, Fredericton, and J. F. Edgett, Moncton.

The meeting was devoted to a general discussion of trade conditions, one feature being, the chairman said, to the study of methods to reduce expenses and thus enable the wholesalers to get goods to the consumers at lower prices, and to improve conditions generally. It is said, unofficially, that the meeting devoted considerable time to the discussion of relations between the wholesalers and the sugar refineries in St. John and Halifax.

### BISCUIT FACTORY SOLD

The Noble Manufacturing Company of St. Thomas, Ont., biscuit manufacturers, which made an assignment four months ago, has been purchased by Peter Kolb, of Toronto, for \$45,000. Mr. Kolb was formerly manager of the candy department of the factory. It is anticipated the factory will be in operation about the first of August.



# Run of Sockeye Reported Light

Prices for Canned Salmon Probably Be Higher — Spanish Valencia Raisins a Normal Crop — Sugar Prices Hold Firm.

Office of Publication, Toronto, July 20, 1916.

**J**UST now thoughts of business men are centred on the prospects of the new grain crops. In Ontario the hot weather has forced the wheat fields along in the ripening process and it is expected harvesting operations will be general by next week. Already in certain sections—in the neighborhood of Lake Erie—some of the wheat crops have been taken off. In the West harvesting is expected to be general by August 15. Everything points to a good crop. The kernels of grain will possibly not be as large as they would if there had been more rain. The acreage will be smaller. But the yield per acre will be fully as large as last year if present indications are not changed by future circumstances.

Trade during the past week has been characteristic of the summer months. There has been a big consumption of cooked meats of all kinds. The egg consumption has not been as large as in cooler months, and strictly new-laid eggs are reported somewhat hard to secure. Creameries are having their troubles in keeping the cream from getting over-ripe. Dairy butter is somewhat scarce in the market. The demand for fresh meats has been greatly curtailed.

In the fruit lines lemons have had a sensational upward move in price, an advance of two dollars per case being recorded. This has been due to the exceptional demand by reason of the continued hot weather, together with a shortage in supply. Raspberries are coming along in better quantities, but the lack of rain has allowed the berries to dry up to a certain extent. Vegetables are reaching the markets very slowly. Hot weather has also affected the production of these commodities. Supplies of whitefish and salmon continue good with the consumption falling off slightly.

## Quebec Markets

**SUGAR.**—The raw market has fluctuated from day to day, but there has been no material change. There appears to be no immediate prospect of any advances, and on the other hand, nothing to warrant a decline. It is now getting to the end of the Cuban crop, which is in strong hands in a position to hold it. There is no other large crop coming in before the end of the year. Local stocks, both in wholesaler and retailers' hands, are said to be rather light, as buying has been very careful for several weeks.

	Per 100 lbs.
<b>Extra Granulated Sugars—</b>	
100 lb. bags .....	\$ 20
20 lb. bags .....	\$ 30
2 and 5-lb. bags .....	\$ 50
<b>Extra Ground Sugars—</b>	
Barrels .....	\$ 55
50 lb. boxes .....	\$ 75
25 lb. boxes .....	\$ 95
<b>Yellow Sugars—</b>	
No. 1, 100 lb. bags .....	7 00
Dark yellow, 100 lb. bags .....	7 00
Bright yellow, bbls. only, cwt. ....	8 05
<b>Powdered Sugars—</b>	
Barrels .....	\$ 35
50 lb. boxes .....	\$ 55
25 lb. boxes .....	\$ 75
<b>Paris Lump—</b>	
100 lb. boxes .....	\$ 80
50 lb. boxes .....	\$ 90
25 lb. boxes .....	\$ 10
<b>Crystal Diamonds—</b>	

Barrels .....	\$ 80
100 lb. boxes .....	\$ 90
50 lb. boxes .....	\$ 90
25 lb. boxes .....	\$ 20
Cartons .....	\$ 45
Half cartons .....	10 15
Crystal Dominoes, cartons .....	9 55

**DRIED FRUITS.**—Trade in dry fruits at the present time is quiet and buying is of the hand-to-mouth variety. The market is firm and eyes are turned to the new crop. The market on apricots is very firm on account of crop reports in California. It is thought that apricots will sell for October delivery at about 20c. Spot stocks of peaches have advanced slightly, now being quoted at 29c. This on account of higher prices for the new crop, which will be about 10c to 11c. Pears are now selling at 14c, but it is expected that the new crop will be cheaper, probably about 13c. The current market is very strong, as delivery of all European supplies is so uncertain that it is difficult to know what the future of this market will be. Prunes are a little easier this week. This was expected, as it was stated in last week's Grocer. The Association had been holding, but as buying is very slow, no doubt were forced to ease off their prices.

	Per lb.
<b>EVAPORATED FRUITS.</b>	
Apples, choice winter, 25-lb. boxes.....	0 00 1/4
Apples, choice winter, 50-lb. boxes.....	0 00

Apricots .....	0 14	0 15
Nectarines, choice .....	0 11 1/4	0 11 1/4
Peaches, choice .....	0 08	0 08
Pears, choice .....	0 13 1/2	0 13 1/2
<b>DRIED FRUITS.</b>		
<b>Candied Peels—</b>		
Lemon .....	0 24	0 25
Lemon .....	0 20	0 21
Orange .....	0 19	0 20
<b>Currants—</b>		
Filiatras, fine, loose, new .....	0 14	
Filiatras, packages, new .....	0 15	
<b>Dates—</b>		
Dromedary, package stock, old, 1-lb. pkg. ....	0 10	
Faris, choicest .....	0 12 1/2	
Hallowee, loose, new .....	0 09 1/2	
Hallowee, 1-lb. pkgs. ....	0 09	
<b>Figs—</b>		
5 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
7 crown, 12-lb. boxes, fancy, layer, lb. ....	0 12	
8 crown, 12-lb. boxes, fancy, layer, lb. ....	0 11 1/4	
1 lb. glove boxes, each .....	0 12	
Cal. bricks, 10 oz. ....	0 09 1/2	
Cal. bricks, 16 oz. ....	0 10	0 11
Cal. layers .....	0 10	0 11
Cal. fancy, table, 10 lbs. ....	1 50	
<b>Prunes—</b>		
30 to 40, in 25-lb. boxes, faced.....	0 11	0 13
40 to 50, in 25-lb. boxes, faced.....	0 10 1/2	0 10 1/2
50 to 60, in 25-lb. boxes, faced.....	0 10	0 10
60 to 70, in 25-lb. boxes, faced.....	0 09 1/2	0 09 1/2
70 to 80, in 25-lb. boxes, faced.....	0 08	0 08
80 to 90, in 25-lb. boxes, faced.....	0 08	0 08
90 to 100, in 25-lb. boxes, faced.....	0 08	0 08
<b>Raisins—</b>		
Malaga, table box of 22 lbs., 3-crown cluster, \$2.50; 4-crown cluster.....	3 75	
Muscatais, loose, 3-crown, lb. ....	0 09	
Muscatais, 4-crown, lb. ....	0 09 1/4	
Cal. seedless, 16 oz. ....	0 12 1/2	
Fancy seeded, 16 oz. pkgs. ....	0 10 1/2	0 11
Choice seeded, 16 oz. pkgs. ....	0 10 1/2	0 10 1/2
Valencias, selected .....	0 11	
Valencias, 4-crown layers .....	0 11 1/2	

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

### Montreal

**NUTS.**—Spot stocks of shell walnuts, Bordeaux halves, are up to 34c to 35c. Freshly cracked walnuts for fall delivery are quoted from 36c to 38c. The peanut market is steady, and is not likely to be any easier until something definite is known of the new crop. Present reports are that the crop will be good. If so, prices should be a little easier for fall.

Almonds, Tara, new .....	0 16	0 17
Grenobles .....	0 16	0 17
Marbots .....	0 13 1/4	0 14
Shelled walnuts, new, per lb. ....	0 34	0 35
Shelled almonds, 25-lb. boxes, per lb. ....	0 40	0 42
Shelly filberts .....	0 15 1/2	0 16
Filberts, shelled .....	0 35	
Pecans, large .....	0 19	0 21
Braxils, new .....	0 15	0 16
Peanuts, American, roasted .....	0 09	0 12 1/4

**DRIED VEGETABLES.**—The situation in beans is unchanged. The market is very strong, and spot stocks of good quality beans are very, very light. There appears to be a good stock of poor quality beans. These are practically the only available stock. There are a few shipments being received from Europe, but as they are coming so slowly, the prospects are the stock will continue to be very light until the new crop comes in, which will probably not be until late in October. August and September generally see a lot of business done in beans, especially as there is very heavy buying being done in September. The situation in beans and peas is very similar to that in beans, inasmuch as there is a great scarcity of good quality and fairly



good stocks of poor peas. There is no change in their quotations.

Beans—	
Canadian, 3-lb. pickers, per bushel.....	6 00
Canadian, hand-picked .....	5 90
Canadian, 5-lb. pickers .....	5 80
Yellow eyes, per bushel .....	5 70
Lima, per lb. ....	0 08 1/4
Peas, white soup, per bushel .....	3 25
Peas, split, bag 98 lbs. ....	5 00
Barley, pot, per bag .....	3 25
Barley, pearl, lb. ....	0 04 1/2

SPICES.—There is no change of any importance since last week. Trading is normal, with a good demand for some lines brought on by the excessively hot weather. Pepper retains a strong position, and the tendency of the whole market is toward firmness.

	5 and 10-lb. boxes	1/2-lb. pkgs. dozen	1/4-lb. tins lbs.
Allspice .....	—0 16	—0 09	—0 23
Cassia .....	—0 27	—0 85	—0 25
Cayenne pepper .....	—0 28	—	—0 25
Cloves .....	0 30—0 32	—0 80	—0 29
Cream tartar—55 to 67c.			
Cinnamon, per lb., 35c.			
Ginger, Cochin .....	—0 25	—	—0 31
Ginger, Jamaica .....	—0 28	—1 15	—0 29
Mace .....	—0 80	—	—1 00
Nutmegs .....	0 45—0 45	—0 45	—0 80
Peppers, black .....	—0 28	0 85—0 90	—0 25
Peppers, white .....	—0 35	1 15—1 20	—0 37
Pastry spice .....	—0 22	0 95—1 20	—0 29
Pickling spice .....	0 18—0 22	—	—
Turmeric .....	0 21—0 23	—	—
Lower prices for pails, boxes or ballers when delivery can be secured.			
Cardamom seed, per lb., bulk .....	2 00	2 50	
Carraway—			
Canadian .....		0 13	
Dutch .....		0 20	
Cinnamon, China, lb. ....	0 14 1/2	0 16	
Mustard seed, bulk .....	0 19	0 23	
Celery seed, bulk .....	0 36	0 46	
Shredded coconut, in pails .....	0 21	0 23	
Pimento, whole .....		12-15	

COFFEE.—Local quotations in coffee remain unchanged, and the market is steady. Some firmness was shown in primary markets, but no reason is ascribed to it. The opinion locally seems to be that the market is likely to remain quite steady for some time.

Coffee, Roasted—	
Bogotas, lb. ....	0 27 0 31
Jamaica, lb. ....	0 22 0 24
Java, lb. ....	0 33 0 36
Maraicao, lb. ....	0 22 0 23
Mexican, lb. ....	0 27 0 28
Mocha, lb. ....	0 33 0 36
Rio, lb. ....	0 18 1/2 0 21
Santos, lb. ....	0 21 0 23
Chicory, lb. ....	0 12 0 14

TEA.—The trade in tea this week has been very, very quiet, due no doubt to the hot weather. First crop of Japan tea is said to be a short supply this year, but the quality is very good. Weather conditions have not been favorable so far to the second crop. Ivro Japan are selling it from 28c to 30c. Reports of the new crop China tea have not been as favorable as first anticipated, but there has been no definite confirmation of reports. All Southern China teas are reported inferior in quality to those of last year. Lower prices have been quoted for the last week or ten days for Ceylon and Indian teas, but the quality has not been good. Good Ceylon and Indian still maintain their price.

MOLASSES AND SYRUPS.—The market on molasses maintains its strength, and there appears to be no indication of future weakness. There are some supplies coming in, but these have been only sufficient to fill some of the or-

ders taken in the early part of the year, and, while they help out to some extent, do not relieve the situation very greatly. One wholesaler states that he has a shipment of 2,000 puncheons driving this week, but that this will probably only be enough to fill orders taken during the month of February last.

	Prices for	Fancy.	Choice.
		Island of Montreal.	
Barbadoes Molasses—			
Puncheons .....	0 59	0 51	
Barrels .....	0 62	0 54	
Half barrels .....	0 54	0 55	
For outside territories prices range about 3c lower.			
Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.			
Corn Syrups—			
Barrels, per lb., 3 1/2c; 1/2 bbls., 4c; 1/4 bbls. ....	0 04 1/2		
Pails, 8 1/2 lbs., \$1.95; 25 lbs. ....	1 40		
Cases, 2 lb. tins, 2 doz. in case .....	2 85		
Cases, 5 lb. tins, 1 doz. in case .....	3 00		
Cases, 10 lb. tins, 1/2 doz. in case .....	2 90		
Cases, 20 lb. tins, 1/4 doz. in case .....	2 85		
Cane Syrups—			
Barrels, lb., 5 1/2c; 1/2 bbls. ....	0 05 1/2		
Cases, 2 lb. tins, 2 doz. in case .....	4 80		

RICE.—The rice market continues to be firm, and there is no indication at present of easier prices. As a hot weather food it has enjoyed a good sale, but in view of the fact that it is probably the cheapest food on the market to-day, there is no doubt that the sales should increase, as it is substituted for other higher-priced foods. There is no new development in transportation conditions, which are really controlling the rice market.

	Per cwt.
Rangoon Rices—	
Rangoon, "B" .....	4 30
"C.C." .....	4 10
India bright .....	4 45
Lustre .....	4 50
Fancy Rices—	
Mandarin, Patna .....	4 50
Pearl .....	5 00
Imperial Glace .....	5 70
Sparkle .....	6 30
Crystal .....	5 00
Snow .....	5 20
Ice drips .....	5 30
Prices are per 100 lbs., packed in bags (250 lbs.), half bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12 1/2 lbs.).	
Imported Patna—	
Per lb.	
Bags, 22 1/2 lbs. ....	0 06
Half bags, 11 1/2 lbs. ....	0 05 1/2
Quarter bags .....	0 05 1/4
Velvet head Carolina .....	0 08
Sago, brown .....	0 05 1/2
Tapioca—	
Pearl, lb. ....	0 10 0 11
Seed, lb. ....	0 10 1/2 0 11

CANNED GOODS.—The position of all classes of canned goods continues to strengthen with the advance in the season, and available supplies fall far short of inquiries in some lines. The latest development in this respect is the receipt by John T. McBride of cables from France asking for 250,000 1-lb. tins of boiled beef, free from sinews and bone, and with a maximum of 50 per cent. of jelly, weekly for an indefinite period. It is stated that there is no prospect of filling this order.

Canned goods are advancing. It is said there are no supplies at all of tomatoes in canners' hands. Last week only a few small lots were cleaned up by wholesalers, who paid from \$1.17 1/2 to \$1.20. Some wholesalers are still selling at \$1.20, but this appears to be a very favorable price. Wholesalers express the opinion that all canned goods

will go up. Crop prospects seem to be none too good. In view of the shortage of labor it makes the situation more precarious, and will undoubtedly have a tendency to force prices up.

## Ontario Markets

Toronto, July 27.—Many things are being attributed to the continued hot weather these days. It is affecting the fruit and vegetables to a noticeable degree. Vegetables are not reaching the market in as large quantities as the dealers would like. Tomatoes are coming to market under conditions that make the percentage of losses heavy. It has been hard for vegetable dealers to handle this line without loss.

In the provision market, cheese has been an uncertain quantity as to price. It is asserted the prices are governed entirely by the export demand. Government buyers come into the market unawares, and pick up a big block of cheese and the price takes a leap upward. With the cessation of buying the prices become easier again.

Conditions all point to another excellent grain crop, and there is an optimistic feeling throughout the country in consequence. It is being taken in a philosophic way, however, and is not being watched with the feverish interest that was characteristic of last year. Prosperity has become almost a settled condition, and another good crop added to the one of last year is coming to be looked upon as a matter of course.

SUGAR.—Buyers of both raws and refined sugars are holding off. Demand for refined has been somewhat disappointing to the refiners. The opinion is held in certain quarters that August requirements have not been provided for and that heavy buying should result. There have been no new transactions for either raw or refined. Although there were heavy arrivals of raws in the New York market, the market advanced a 1/4c from the low point of 5 1/8c for raws, but since that time the market has eased 1-16c, and is now quoted at 55-16c. Stocks are low at the present time, and any considerable demand would force the refiners to buy raws heavily, for which they would undoubtedly have to pay higher prices. The situation with respect to raws is in strong hands at the present time. There have been no price changes during the week.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags .....	8 26
50 lb. bags .....	8 26
10 lb. bags .....	8 43
2 and 5-lb. cartons .....	8 55
Nova Scotia refined, 100-lb. bags .....	8 16
New Brunswick refined, 100-lb. bags .....	8 26
Extra Ground Sugars—	
Barrels .....	8 61
50 lb. boxes .....	8 81
25 lb. boxes .....	9 01



Powdered Sugars—	
Barrels	8 41
25 lb. boxes	8 81
Crystal Diamonds—	
Barrels	8 86
10 lb. boxes	9 01
50 lb. boxes	9 06
Paris Lump—	
100 lb. boxes	8 96
50 lb. boxes	9 06
25 lb. boxes	9 26
Yellow Sugars—	
No. 1	7 86
Barrels granulated and yellow sugar to retail at 5c per cwt. above bag prices.	

**MOLASSES.**—The market in fancy Barbadoes has stiffened up considerably during the past week. There is very little to be had under 64c per gallon at the present time. West India molasses also has become firmer in price, and is now quoted at 43c to 45c. Corn syrups and cane syrups remain at former prices.

Corn Syrups—	
Barrels, per lb., 4c; 1/2 bbls., 4 1/2c; 1/4 bbls.	0 04 1/2
Pails, 35 1/2 lbs., \$1.95; 25 lbs.	1 50
Cases, 2 lb. tins, 2 doz. in case	2 75
Cases, 5 lb. tins, 1 doz. in case	3 15
Cases, 10 lb. tins, 1/2 doz. in case	3 05
Cases, 20 lb. tins, 1/4 doz. in case	3 00
Cane Syrups—	
Barrels, lb., 5 1/2c; 1/2 bbls.	0 05 1/2
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy, gallon	0 64
West India	0 43 0 45

**TEAS.**—The tea market in London is firming up again after recent reactions, due to poor quality of teas. Latest reports from that city say that the supplies are on a moderate scale. Advices from Calcutta relative to the Indian tea situation stated that in Assam and Terai the outturn last month was normal, but in other districts it was poor. The immediate prospects were stated to be fair.

**COFFEE.**—The coffee market is continuing strong and advancing with values of Brazil coffees, Santos and Rio, a half to 3/4c. higher. Very large commitments for shipments from Brazil August-October for European account have been bargained for, the coffee to be stored in New York during the continuance of the war. European stocks being practically exhausted the buying is evidently in anticipation of the expected sharp advance when exports can be made to central European states now enemy countries. The effect of this buying has reduced available stocks at the source for the general export trade making the total for the present crop year below the usual average. Dealers assert their belief that coffee under present normal prices is good property to hold as it would seem that the natural and speculative demand will cause considerable rise in prices in near months. Mild grades, such as Bogota, Maracaibo, Mexicans, etc., have been written up to about the same advance as Brazil coffee. The roasting trade in the United States has been more active in the market recently.

**SPICES.**—All spices have maintained a firm market during the week. Cream of tartar continues easier as the result of good news from the Western battle

front. There are no price changes to record.

Allspice, whole	Pure, lb.	6 15
Cassia, whole	0 25	
Cloves, whole	0 30	
Curry, in 5-lb. tin	0 28	
Caraway seed	0 25	
Celery seed	0 45	
Coriander seed	0 17	
Ginger, whole	0 25	
Mace, whole	0 75	
Mustard, pure	0 28	
Mustard seed	0 27	
Nutmegs, whole, large	0 55	
Nutmegs, ground, in 5-lb.	0 40	
Pepper—		
White, whole	0 33	
Black, whole	0 24	
Cayenne	0 31	
Compound, black	0 15	
Compound, white	0 24	
Spices, pickling, whole, 5 lbs.	0 16	
Spices, ground, 5 lbs.	0 22	
Spices, pastry, 5 lbs.	0 24	
Tumeric powder, in 5-lb. tins	0 25	
Sage, thyme, mint and savory, for 1c tins, doz.	0 93	
Sage, English	0 45	
Sage, Greece	0 33	

**BEANS AND PEAS.**—The demand for beans and peas continues. Prices hold firm at present high levels. There have been no price changes during the week.

Beans, choice primes, bush.	5 00
Beans, hand-picked, bushel	5 25
Peas, blue, bushel	3 50 3 60
Split	5 00

**DRIED FRUITS.**—Advices from Spain are to the effect that the Valencia raisin crop in that country is estimated at 13,500 tons, which is a fair average quantity as compared with other years. In the California dried fruits the condition with respect to prunes is looking slightly better. Recent estimates are inclined to increase former ones. Raisins in every variety are very firm. A good average crop is expected, but it is thought it will not be sufficient to meet the demands. There have been no price changes during the week.

Apples, evaporated, per lb.	0 08 1/2	0 09
Apricots—		
Std., 25's, faced	0 15	0 15 1/2
Choice, 25's, faced	0 18	0 19
Extra choice, 25's, faced	0 19	0 20
Fancy, 25's, faced	0 20	0 21
Candied Peels—		
Lemon	0 18	0 20
Orange	0 18	0 20
Citron	0 23 1/2	0 25
Currants—		
Filiatras, per lb.	0 16	0 16
Patras, per lb.	0 16	0 17
Vostizzas, choice	0 16	0 17 1/2
Cleaned, 1/2 cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09 1/2	0 10
Fards, choicest, 60-lb. boxes	0 09	0 09 1/2
Pa. ckage dates	0 10	0 10 1/2
Halloweens	0 08 1/2	0 09
Prunes—		
30-40s, California, 25-lb. boxes	0 14	
40-50s, 25-lb. boxes	0 10 1/2	0 11
50-60s, 25-lb. boxes	0 09 1/2	0 10
60-70s, 50-lb. boxes	0 09 1/2	0 09 1/2
70-80s, 50-lb. boxes	0 09 1/2	0 09 1/2
80-90s, 50-lb. boxes	0 09 1/2	0 09 1/2
90-100s, 50-lb. boxes	0 09	0 09 1/2
25-lb. boxes, 1/2c more.		
Peaches—		
Choice, 50-lb. boxes	0 09	0 09
Stds., 50-lb. boxes	0 08	0 08 1/2
Choice, 25 lbs., faced	0 09	0 09 1/2
Extra choice, 25 lbs., faced	0 09 1/2	0 10
Fancy, 25 lbs., faced	0 10	0 10 1/2
Raisins—		
Valencia, Cal.	0 09	0 09 1/2
Seeded, fancy, 1 lb. packets	0 10 1/2	0 11
Seeded, choice, 1 lb. packets	0 10	0 10 1/2
Seeded, choice, 1 lb. packets	0 09 1/2	0 10
Seedless, 12 oz. packets	0 11	0 11
Raspberries, black, dried, 25-lb. boxes	0 50	0 52

**RICE AND TAPIOCA.**—There has been a big demand for rice. It is one of the popular summer foods. Prices have not changed, however. There is a fair demand for tapioca.

Rice—	
Bangkok "B," per cwt.	4 80
Bangkok "OC," per cwt.	4 80
Bangkok, fancy, per cwt.	4 38 5 55
Patna, fancy	0 07 1/2 0 09
Tapioca—	
Pearl, per lb.	0 10 0 11
Seed, per lb.	0 10 0 11

**CANNED GOODS.**—With the big demand for canned goods of all kinds tomatoes is one of the lines that has been sold out. There has been an advance of 10c. on tomatoes, now selling at \$1.40. Prices for the new goods have not been named yet, but dealers are expecting them in the near future. In these higher prices are looked for. The run of sock-eye salmon at the West coast has been poor so far and this will tend to send the price of canned salmon higher. There has been no advance in these goods during the week.

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

Salmon, Sockeye—	
1 lb. talls, cases 4 doz. per doz.	2 75
1/2 flats, cases 8 doz., per doz.	1 75
Five cases or more, 2 1/2c doz. less than above.	
Chums, 1-lb. talls	
Pinks, 1-lb. talls	0 97 1/2 1 20
Cohoos, 1-lb. talls	1 90
Red Springs, 1-lb. talls	2 00
Humpback, 1/2-lb. tins	0 50
Canned Vegetables—	
Tomatoes, 3's	1 40
Peas, standards	1 00
Early June peas	1 05
Corn, 2's, doz.	1 00
Corn, fancy, doz.	1 15

## Manitoba Markets

Extremely hot weather continues, and has given quite an impetus to sales of canned goods, cooked meats and other seasonable lines. Both city and country demand for staples is satisfactory, while for fancy goods there is but a dull trade. Business is, however, on a good foundation. There is no lack of money in circulation; no lack of employment, and crop prospects are generally excellent. Wheat is all headed out, and much of it past the blossom stage. Rust and hail might do damage here and there, but as a whole a rather better than average crop is assured. The last Government report placed the condition of wheat at 102. In the meantime grain prices have had a notable advance during the week, due to speculative buying in the United States, based on damage reports to the spring wheat areas of South Dakota and Minnesota.

There is some anxiety as to the supply of labor that will be available for harvest. The demand will no doubt be very heavy and scarcity of labor has affected business in certain lines already. The recent rise in salt was due to no other cause.

**SUGAR.**—Prices are unchanged, but the market is unsettled and expecting an advance. "Prices are likely to go higher before they go lower." is a very general opinion, the basis of which is hard to discover. The demand is good and will



improve as the preserving season comes along. A good crop of wild fruit has greatly stimulated country sales.

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

**SYRUPS.**—Syrups are out of season in hot weather, and trade in them is slack. Future prices will be governed by the corn crop. Should existing prices for that cereal be maintained an advance in corn products must be expected. It would appear that wheat prices are at present holding up corn values.

Corn Syrup—	
2s, per case 2 doz.	2 80
5s, per case 1 doz.	3 23
10s, per case 1/2 doz.	3 11
20s, per case 1/4 doz.	3 12
1/2 barrels, by the lb.	4 65
B. C. Cane Syrups—	
3-lb. tins, 2 doz. to case, per case	4 05
5-lb. tins, 1 doz. to case, per case	4 75
10-lb. tins, 1/2 doz. to case, per case	4 45
20-lb. tins, 3 tins to case, per case	4 35

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

Molasses—	
	Per gal.
Barbadoes, 1/4 bbls., per gal.	0 65
New Orleans, tins, 24 x 2 lb. case, \$2.20; 24 x 3 lb. case, \$3; 12 x 5 lb., \$2.60; 6 x 10 lb., \$2.55.	

**DRIED FRUITS.**—There is nothing new to report other than that prices of currants and apricots, as reported last week, hold.

Dried Fruits—	
Evaporated apples, choice, 50's	0 07 1/2
Evaporated apples, choice, 25's	0 08
Evaporated apples, 3-lb. cartons	0 30
Pears, choice, 25's	0 12 1/2
Apricots, choice, 25's	0 14 1/2
Apricots, choice, 10's	0 15 1/2
Peaches—	
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Currants—	
Filixras, dry cleaned	0 13 1/2
Vozizras, dry cleaned	0 14 1/2
1 lb. package Amalias	0 14 1/2
2 lb. package	0 29
Dates—	
Hallowee, loose, per lb.	0 09
Hallowee, 12-oz. pkgs.	0 08 1/2
Raisins, California—	
16 oz. fancy, seeded	0 10
16 oz. choice, seeded	0 09 1/2
12 oz. fancy, seeded	0 08
12 oz. choice, seeded	0 07 1/2
Raisins, Muscatels—	
3 crown, loose, 25's	0 08 1/2
3 crown, loose, 50's	0 08 1/2
Raisins, Cal. Valencias—	
25-lb. boxes	0 09
50-lb. boxes	0 09 1/2
Prunes—	
50 to 100, 25s	0 07 1/2
80 to 90, 25s	0 07 1/2
70 to 80, 25s	0 08 1/2
60 to 70, 25s	0 09
50 to 60, 25s	0 09 1/2
40 to 50, 25s	0 10 1/2
Peels—	
Orange, lb.	0 17 1/2
Lemon, lb.	0 18
Citron, lb.	0 21 1/2

**DRIED VEGETABLES.**—Beans are scarce and dear, and the only supplies available are Japanese beans, which are selling at \$4.80 per bushel. There is no probability of a decline in prices until the new American crop comes in. and it

is too early yet to estimate its probabilities.

Beans—	
Japanese white beans, bu.	4 80
White beans, fancy, hand-picked, bu.	5 00
White beans, 3-lb. pickers, bushel.	4 65
California Lima Beans—	
80-lb. sacks	0 07 1/2
Barley—	
Pot, per sack, 96 lbs.	3 20
Pearl, per sack, 96 lbs.	4 30
Peas—	
Split peas, stck., 96 lbs.	5 50
Whole peas, bushel	3 30

**RICE.**—Rice and tapiocas are steady, with tapiocas expected to go lower.

Rice and Tapioca—	
No. 1 Japan, per lb., 100-lb. bags	0 05 1/2
No. 2 Japan, per lb., 100-lb. bags	0 04 1/2
Siam, per lb., 100-lb. bags	0 04 1/2
Patna, per lb., 100-lb. bag	0 07 1/2
Carolina, per lb., 100-lb. sacks	0 08 1/2
Sago, pearl, sacks, per lb.	0 08 1/2
Tapioca, pearl	0 08 1/2

**SPICES.**—The Old Country markets are reported as a little weaker, but prices are still very high and unchanged locally.

Allspice, ground	0 11 1/2	0 14 1/2
Cassia, ground	0 22	0 22
Cream of tartar, 98% guaranteed	0 58	0 58
Cloves, whole	0 26	0 26
Cloves, ground	0 28	0 28
Ginger, Jamaica, ground	0 27 1/2	0 27 1/2
Nutmegs, ground	0 26	0 30
Pepper—		
Ground, black, 10-lb. boxes	0 27	0 31
Ground white, 10-lb. boxes	0 31	0 31
Whole, white	0 31 1/2	0 31 1/2

**COFFEES.**—The slight advances noted last week in both Santos and Rios still hold. The market is firm.

Coffee—	
Green, choice, No. 7 Rio	0 14 1/2
Green, choice, No. 5 Rio	0 15 1/2
Green Santos	0 18 1/2
Roasted, Rio, in bulk, bbls.	0 18
Roasted Santos	0 23
Maracibo, green	0 19
Chicory, lb., Canadian, 14-lb. tins	0 10 1/2

**ALBERTA MARKETS (EDMONTON)**

By Wire.

Edmonton, July 27.—Few changes have been recorded in the Edmonton wholesale market during the past week. The new pack of lobster has arrived, and is quoted at \$1.80 for quarters and \$2.75 for halves. Canned meats show a slight advance. Macdonald's tobacco has declined 2c a pound. The produce market is weak. Eggs are selling at \$6.75 to \$7 per case for No. 1's. Butter is quoted at 23c pound, with No. 2 at 22c. Starch has advanced a quarter of a cent per pound, and corn syrup 20c case. Beans continue firm. The market has advanced on canned goods. Another advance of 15 per cent. is recorded in sal soda. Lard has declined 20c per case. Bacon bellies are selling at 26c.

General—	
Beans, small white Japan, lb.	0 08
Flour, No. 1 patent, 98's	3 40
Molasses, extra fancy, gal.	0 77
Rollled oats, ball	3 00
Rollled oats, 80s	2 60
Rice, Siam, cwt.	3 90
Potatoes, local, per bush.	0 40
Sago and tapioca, lb.	0 09
Sugar, pure cane, granulated, cwt.	9 35
Shelled walnuts, finest halves, lb.	0 38
Shelled walnuts, broken, lb.	0 28
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 18 1/2
Butter, creamery, lb.	0 32
Butter, No. 1, dairy, lb.	0 23
Lard, pure, 5s, per case	10 15
Bacon, smoked backs, per lb.	0 23 1/2
Bacon, smoked bellies, per lb.	0 26
Lard, pure, 3s, per case	10 35
Eggs, new laid, per doz.	0 22
Eggs, case	6 75
Canned Goods—	
Tomatoes, 3s, standard, case	3 10
Tomatoes, 2s, standard, case	2 25
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 45
Apples, gals., Ontario, case	1 95

Strawberries, 2s, Ontario, case	4 90
Raspberries, 2s, Ontario, case	4 50
Salmon, finest sockeye, talls, 48x1s, cs.	9 65
Salmon, pink, talls, 48x1s, per case	4 25
Lobster, 1/2s, per doz.	3 00
Dried Fruits—	
Currants, lb.	0 13 1/2
Evaporated apples, 50s, per lb.	0 10
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 16
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 07 1/2
Sultana raisins, Cal., extra fancy	0 15
Valencia raisins, Cal., lb.	0 10

**ALBERTA MARKETS (CALGARY)**

By Wire.

Calgary, July 27.—The new season's pack of lobsters is now being offered at \$2.25 for quarters and \$3 for halves. No. 1 pork and beans have advanced 5c dozen. Starches and syrups have made slight advances. Some cuts of bacon and hams show slight decline. Low-priced brooms are practically off the market, and further advances are looked for. Lemons have gone up in price, and are now selling at \$8.50. Oranges advanced to \$5.25 a case. New potatoes are selling at \$5.75 per barrel. Raspberries are quoted at \$2 to \$3 per crate.

General—	
Beans, small white Japan, lb.	0 08 1/2
Flour, No. 1 patent, 98's	3 40
Molasses, extra fancy, gal.	0 75
Rollled oats, ball	3 00
Rollled oats, 80s	3 05
Rice, Siam, cwt.	4 90
Potatoes, local, per bush.	0 50
Sago and tapioca, lb.	0 10
Sugar, pure cane, granulated, cwt.	9 25
Shelled walnuts, finest halves, lb.	0 49
Shelled walnuts, broken, lb.	0 30
Produce and Provisions—	
Cheese, No. 1, Ontario, large, per lb.	0 18 1/2
Butter, creamery, lb.	0 30
Butter, No. 1, dairy, lb.	0 25
Lard, pure, 5s, per case	10 30
Bacon, smoked backs, per lb.	0 23 1/2
Bacon, smoked bellies, per lb.	0 25 1/2
Lard, pure, 3s, per case	10 00
Eggs, new laid	9 00
Eggs, No. 1	8 00
Canned Goods—	
Tomatoes, 3s, standard, case	3 70
Corn, 2s, standard, case	2 35
Peas, 2s, standard, case	2 45
Tomatoes, gals., case	2 35
Apples, gals., Ontario, case	1 75
Strawberries, 2s, Ontario, case	4 80
Raspberries, 2s, Ontario, case	4 80
Salmon, finest sockeye, talls, 48x1s, cs.	10 00
Salmon, pink, talls, 48x1s, per case	4 80
Lobster, 1/2s, per doz.	3 00
Dried Fruits—	
Currants, lb.	0 15
Evaporated apples, 50s, per lb.	0 10
Peaches, choice, 25s, per lb.	0 07 1/2
Apricots, choice, 25s, per lb.	0 17 1/2
Pears, choice, 25s, per lb.	0 14
Prunes, 90-100	0 08
Sultana raisins, Cal., extra fancy	0 15
Manchurian shelled walnuts	0 30
Fresh Fruits and Vegetables—	
Oranges, Val., box	5 25
Lemons, box	8 50
Raspberries, crate	2 60

**SASKATCHEWAN MARKETS**

By Wire.

Regina, Sask, July 26.—Prunes have advanced 1/4c per pound during the week. Apricots are higher at 17 3/4c. In canned goods, tomatoes advanced 10c, and corn and peas 5c each. Beans are being quoted at a slightly higher figure.

Produce and Provisions—	
Butter, creamery, per lb.	0 29
Butter, dairy, No. 1	0 21 1/2
Cheese, per lb.	0 18 1/2
Eggs, new laid	0 20
Lard, 5's, per case	10 35
Lard, 10's, per case	10 30
Lard, 20's, per case	10 10
General—	
Beans, Ontario white, per bush.	4 85
Coffee, whole roasted, Rio	0 21 1/2
Cream of tartar, lb.	0 60
Cocconut, lb.	0 22
Flour, 98's	3 40
Rollled oats, 80s	1 37 1/2
Rollled oats, 90s	3 60
Rice, per cwt.	4 35
Onions, B.C., 100 lbs.	3 00
Sugar, standard gran., per cwt.	9 14
Sugar, yellow, per cwt.	8 29



Tapioca and sago, lb. ....	0 08
Almonds, shelled, 47-49c; almonds ....	0 45
<b>Canned Goods—</b>	
Apples, gala, case .....	1 80
Beans .....	2 25
Corn, standard, per 2 dozen .....	2 25
Peas, standard, per 2 dozen .....	2 45
Flums, Lombard .....	2 10
Peaches .....	3 10
Raspberries, 4.33; Strawberries .....	4 73
Tomatoes, standard, per case .....	2 90
<b>Salmon—</b>	
Sockeye, 1's, 4 dozen case .....	9 60
Sockeye, 1/2's .....	12 45
Cochoes, 1's .....	6 10
Humpbacks, 1's .....	4 10
<b>Dried Fruits—</b>	
Apricots, per lb. ....	6 17 1/2
Currants, lb. ....	0 15 1/2
Citron peel, lb. ....	0 21 1/2
Lemon peel, lb. ....	0 20 1/2
Orange peel, lb. ....	0 20 1/2

### NEW BRUNSWICK MARKETS

By Wire.

St. John, July 27.—Changes in the market during the past week are all again upward, with one exception. Dealers report consumption is normal, and that consumers, now being used to higher prices, are no longer protesting, and are buying in usual quantities. American clean pork is up to \$33 and \$34. Cornmeal advances to \$1.90. Ontario flour responded to rise in wheat, and is now selling at \$6.75. White beans are now selling from \$5 to \$6, with a wide range of prices, due to much poor stock being drawn out by high prices. Molasses jumped again to 60c, with practically no stocks on hand. Pork and beans are up to \$3.70 and \$4. New potatoes are now selling as low as \$1 bushel, with old stock firm at \$3 barrel. Eggs are higher at 32c.

Fresh hennery eggs furnish one of the surprises of the market, advancing to 38c retail, a record price for this time of the year in New Brunswick.

<b>Produce and Provisions—</b>		
Bacon, breakfast, per lb. ....	0 22	0 23
Bacon, roll, per lb. ....	0 17	0 21
Beef, corned, 1's .....	2 50	2 66
Pork, American clear, per bbl. ....	33 00	34 00
Butter, dairy, per lb. ....	0 25	0 25
Butter, creamery, per lb. ....	0 30	0 32
Eggs, new laid, per doz. ....	0 30	0 32
Lard, pure, lb. ....	0 17	0 18 1/2
Cheese .....	0 17	0 17 1/2
<b>Flour and Cereals—</b>		
Cornmeal, gran. ....	6 35	6 35
Cornmeal, ordinary .....	1 90	1 90
Flour, Manitoba, per bbl. ....	7 35	7 35
Flour, Ontario .....	6 75	6 75
Flour, buckwheat, western, 98-lb. bag .....	3 50	3 50
Rollod oats, per bbl. ....	6 25	6 25
<b>Fresh Fruits and Vegetables—</b>		
Apples, box .....	3 00	3 25
Lemons, Messina, box .....	4 00	4 25
Lemons, Cal., box .....	5 00	6 00
Oranges, Cal., case .....	4 00	5 00
Potatoes, new, bush. ....	1 00	1 00
<b>Sugar—</b>		
Standard granulated .....	8 25	8 30
United Empire .....	8 15	8 20
Bright yellow .....	8 05	8 10
No. 1 yellow .....	7 85	7 90
Paris lumps .....	9 25	9 30
Beans, white, per bush. ....	5 00	6 00
Molasses, Barbadoes, gal. ....	0 55	0 60
Cream of tartar, per lb., bulk .....	0 51	0 53
Currants .....	0 14 1/2	0 14 1/2
Pork and beans, case .....	3 70	4 00
Rice, per cwt. ....	5 25	5 50

### DEMAND FOR CANADIAN FISH

An English house importing oysters, fish and poultry, who have branches all over England, and who have been in business for over one hundred years, have written as follows to the Commissioner of the Saskatoon Board of Trade regarding Canadian salmon and halibut:

"We should like to report that there has been a remarkably good demand for Canadian salmon and halibut this sea-

son, the result being that practically all the stocks have been completely sold out, and the market is bare. There is every prospect of a further increase in the demand, as the public are beginning to take to the fish, and many of the fishmongers are now selling it as "Canadian salmon or halibut."

"It would be a great advantage, however, and ultimately lead to a great expansion in this trade, if the goods were consigned to England in smaller packages of uniform weights. We suggest that the fish should be graded, and the small fish should be packed in cases of 56 pounds each, and the large fish in cases of 100 pounds each. The uniform weights would save no end of trouble here, and would greatly help on the sale, while the smaller packages would bring in as purchasers many men who at present will not touch as large a package as a 3-cwt. case."

### TUNA FISHERIES OF SAN FRANCISCO

According to N. B. Scofield, who has charge of the commercial fisheries department of the California Fish and Game Commission, the waters of San Francisco, as well as Monterey and Santa Cruz, are equally as good as those around Santa Catalina island for tuna fishing. Mr. Scofield bases his statements upon an investigation which he conducted into the tuna fishing industry during the past two months. He says:

"Deep-sea fishermen have demonstrated that we have practically all of the fish that have made the waters around Catalina island known all over the world to sportsmen," said Scofield. "The leaping tuna, the white sea bass, the barracuda, rock bass, sword-fish and long-finned tuna or albacore can all be caught in the waters off shore between Monterey and San Francisco. Fishermen have to go ten or fifteen miles off shore here to get some of these fish, but I believe this adds more to the sport, if anything.

"In the south the island offers more or less shelter from the open water. Here one has to be a good boatman. The fishing grounds in the south have been widely exploited and every year they attract sportsmen from as far away as South Africa. Some of the same sort of exploitation would attract many sportsmen to the fishing grounds here."

### NEWFOUNDLAND NEWS

R. M. Scott, manager of Bishop's Sons & Co., and E. T. Snow, manager of Bowring Bros., St. John's, have had beautifully dressed windows recently, featuring grape juice. These gentlemen follow closely the advice given from time

to time in Canadian Grocer, and both firmly believe that grape juice is going to be a strong line this season in view of the coming prohibition legislation in Newfoundland.

W. J. Murphy, for many years with T. J. Edens, has recently opened a store on Prescott street in the premises formerly occupied by Mitchell's Bakery.

James Stott, probably the longest established grocer in Newfoundland, retires at the end of the year.

W. A. Ellis, of Ellis & Co., is at present on a business trip to Toronto and other Canadian cities. Mr. Ellis visits Canada and the States at least twice a year.

The fruit, confectionery and restaurant business of B. J. McGarry, St. John's, is offered for sale.

W. E. Bearn, grocer, of Duckworth street, has opened a branch store on Rawlin's Cross, in the heart of the residential section. This store is under the management of Gordon Bearn.



**Pte. Sidney Messenger.**—He has been admitted to the military hospital at Lewisham, London, England, suffering from shock, according to word reaching his parents at 53 Dresden avenue. Pte. Messenger has only been in the trenches a few weeks, having been drafted from the 74th Battalion. In a letter written June 7 he stated that he was preparing to go to the trenches. He is 20 years of age, and employed at the Christie-Brown Company.

**Kenneth Turnbull, Barton Brown, Fred Smith.**—Smoking outfits were given Privates Kenneth Turnbull, Barton Brown and Fred Smith, of the 91st, by their associate employees of the Empire Flour Mills, Toronto, and accompanying the much-appreciated gifts the entire staff wishes the young men good luck and good health and quick return home. Major Corrie, of the 25th Regiment, made the presentation, joined with the employees in their good wishes for the safety of the patriotic young soldiers.

**Lance-Corporal Alexander Wallace,** killed in action, had been in the trenches since February. His next-of-kin reside in Scotland. He made his home in Toronto with friends at 4 Labatt avenue. He was employed by the William Davies Company.



**EXPERIENCES IN CASH BUSINESS**

Editor Canadian Grocer:

Dear Sir,—I was very much interested in "Enquirer's" letter in your issue of July 7, relative to doing a cash business, and would advise him in the strongest terms possible to "go ahead," and stick after he starts. When I commenced business here two years ago the stores were giving unlimited credit and I did the same thing but last year there being a bumper crop I thought it a good time to start cash. So I advertised the fact well and wrote a letter to all my customers that commencing with the 15th of November I would do a strictly cash business.

I met many who thought I was doing wrong and that I would cut my business in half. But I made up my mind that what I did I would do right, and one customer would not be paying for another's bad debts. However, we got started and for December we did a very heavy business. Then for January supposed to be quiet, we did just 100 per cent. over the previous January, and all cash, while the previous January was cash and credit. For February we did 50 per cent. more, and there was an increase all along the line. However (and here is where I made the mistake) we started giving limited credit in April, and we will have to do it now until fall, but this fall in November we start cash to stay, and we will stop supposing we only do 50 per cent. what we are doing now. It is simply a matter of education and the sooner you start on a cash basis, the sooner you will cease your worries and solve your difficulties and be at peace with yourself and the world.

Yours very truly,

MANITOBA GENERAL MERCHANT.

**CANADA'S MILLING CAPACITY**

The North-western Miller has recently completed its annual census of the milling capacity of Canada. The figures are as follows:

	Flour Mills	
	No. mills	Bbls. daily
	1914	
Nova Scotia .....	31	800
New Brunswick .....	47	1,600
Prince Edward Island .....	20	600
Quebec .....	36	14,500
Ontario .....	247	62,500
Manitoba .....	52	16,500
Saskatchewan .....	39	7,500
Alberta .....	31	7,000
British Columbia .....	6	1,000
Totals .....	609	112,000
1912 .....	634	111,000
	Oatmeal Mills	
	No. mills	Bbls. daily
1914 .....	15	6,675
1913 .....	14	6,715

Of the flour milling capacity shown, 62,000 barrels per day lies east of the Great Lakes, and 50,000 barrels west of that natural division.

In arriving at these figures, a number

of small mills that usually appear in the directories as flour mills, but are really only chopping plants, have been left out of the calculations, and a few western mills that have been shut down so long as to be practically useless have also been eliminated.

Of the total capacity shown, fifteen companies own 64,000 barrels, and several of these are almost too small to be classed as of major importance. The remainder are all single plant concerns of less than 500 barrels daily capacity.

**JAPANESE SUGAR**

When Japan took over Formosa in 1895, reports the American commercial attache at Peking, the island produced 75,000 tons annually of native sugar. This industry has been developed by the Japanese Administration until there are now produced in Formosa 350,000 tons annually. Millions of dollars have been invested by the Japanese in sugar mills in the Island.

Exports of Japanese sugar during the past year were stimulated by war conditions and amounted to considerable. According to the Manchuria Daily News, contracts have now been signed for 31,000 tons for Australia, 8,000 tons for Hong Kong, 15,000 tons for Canada and 25,000 tons for India, China, Manchuria and Korea, making the aggregate 74,000 tons for exportation.

The demand in China amounts to about 80,000 tons, of which it is expected that Japan will supply about 30,000 tons. There are a few modern sugar mills in China, but these are very small.

**A HOT WEATHER READER**

The following reader was recently used in the local paper by T. B. Cramp, a grocer in Orillia, Ont.:

During the hot weather it is particularly desirable to buy your groceries and provisions from a grocery where the facilities for storing and handling are of the best. No other grocery in Orillia has such cold storage, air-light, dust-proof, and insect-excluding conveniences as Cramp's big grocery. Try Cramp's during the hot weather.

Supplies of fresh raspberries are received daily, direct from the growers, also red and black cherries, for table use or preserving, in quart boxes or by the basket. Gooseberries, red and black currants, oranges, bananas and lemons.

As usual, Cramp's is the refuge in the scarce time for potatoes. First-class old potatoes, in small measure or by the bag. Most people will be using old potatoes by preference for some time to come.

Those who need them still can get berry boxes and fruit baskets, in large or less quantities. It is interesting to note that Cramp this week filled an order for berry boxes from Newcastle, New Brunswick. The fact indicates a scarcity.

Pure cane sugar, gem jars all sizes; jem-rings, parowax, etc.

Have you any trouble with your baking this hot weather? Try any one of Cramp's "Big 4" brands of flour and you will get satisfactory results.

**SERVICE DEPARTMENT**

Editor, Canadian Grocer.

Dear Sirs,—I am interested in a "paper packer" to save all our waste paper.

Can you advise me with whom to take the matter up?

F. C. WILLIAMS.

Ridgeville, Ont.

Editorial Note.—This information has been sent direct.

The Editor Canadian Grocer:

Dear Sir,—Will you kindly give me the address of the makers of vegetable fountains? Thanking you in anticipation.

Yours faithfully,

JOHN J. PHILLIPS.

Maple Creek, Sask., June 15, 1916.

Editorial Note.—The Galesburg Cornice Works and Willis Mfg. Co., both of Galesburg, Ill., U.S.A., are makers of this fountain.

**A HINT TO 'PHONE CUSTOMERS**

E. Guillet, grocer, Cobourg, Ont., publishes the following notice in the town newspapers: "While the war is on and so many of our young men have gone to the fighting line, there is a great deal of difficulty in securing good drivers for delivery wagons. Our customers who have 'phones can help us very much by ordering once a day instead of three or four times daily. We will appreciate it very much if they will kindly act on this suggestion as far as possible."

Edit. Note.—Mr. Guillet is certainly working along the right lines.

**SHIPS THAT HAVE PASSED AWAY**

Following is a partial list of the names that used regularly to call at Montreal, and which have been sunk in the war. In addition to these ships, a number of the Canada Steamship and the Black Diamond Line have been sunk: Royal Edward, Hesperian, Anglo-Columbus, Donna Conna, Dunelm, Easington, Englishman, Iona, Jacona, Kron Prince Olav, Manchester Commerce, Manchester Engineer, Meniasiana, and Morwiana.

Blue Rimmon, Ltd., Winnipeg, have issued a revised edition to their cook book prepared for every day use in western homes. The revised edition is very similar as regards recipes to previous editions, but there is an addition of a section on bachelor cooking; also a few pages on various classes of foods and how to use them to best advantage; table setting; common mistakes in cooking; hints on carving, etc.





# FRUIT AND VEGETABLES



## Number of Fruits Advance in Price

**Lemons Go Up \$2 Case—Cantaloupes, Oranges and Limes Also Increase in Price**

**Montreal**

FRUIT.—There has been a striking advance in the price of Lemons. Verdellis and Messina are now quoted at \$7.00 a box, an advance of about \$2.00 over last week. The hot weather has created an especially good demand but in addition there is a report from Palermo that African wind known as the Sirocco has destroyed most of the lemons on the trees and only a few thousand boxes will be shipped from Palermo. There have been other advances due to the hot weather. Cantaloupes are now quoted from \$4.50 to \$5.00. California Oranges, \$5.00 to \$5.25, and Limes, \$1.25 to \$1.50. These are all advances over last week's quotations. Canadian Apples, Red Astrachan and Early Williams are a little more plentiful on the market and selling at \$1.75 per hamper. Though the price is not changed for Grape Fruit they are scarce and difficult to secure at \$7. Blueberries have dropped to 90c. from the opening price last week of \$1.25. They are very good quality and selling well.

Apples, Red Astrachan	1 75
Apples, Early Williams	1 75
Bananas, bunches	2 25
Cantaloupes, per crate	4 50
Cherries, crates	2 50
Cherries, black, eating, 6-qt. basket	1 00
Cherries, red, eating	0 75
Cherries, red, sour	0 50
Grapefruit, 46-54-64-80-96	7 00
Gooseberries, per gal.	0 40
Blueberries, per box	1 25
<b>Lemons—</b>	
California	3 25
Verdellis	5 00
Messina, 300 size, box	4 50
<b>Oranges—</b>	
Valencias, late	4 75
Jamaica, 196-200-216	2 30
Porto Rico, 126-150-250-268	2 50
Plums, 4 basket crate	2 00
Peaches in baskets, 6 to crate	3 50
Peaches	2 00
Pears, Calif., per box	4 00
Pineapples, 25-34 and 30-35	3 50
Raspberries, Canadian, 6-qt. pail	0 75
Limes, per box	1 25
Watermelons, each	0 80

## AMERICAN NEW POTATOES DECLINED 50c. BARREL

**Montreal**

VEGETABLES.—The feature of the vegetable market is a big drop in the price of tomatoes. Jersey tomatoes last week quoted at \$3.50 are now selling at \$1.50 to \$1.75 per crate. This is due to the fact that large shipments have been received during the past week. New

potatoes have declined 50c. per barrel and are now quoted at \$3.50. On the other hand New Brunswick's in 80 lb. bags have advanced from \$1.90 to \$2.00. Spanish Onions have dropped 50c. per crate, now selling at \$5.50. There are some quarter cases selling at \$2.00. On account of great supplies carrots have dropped from \$1.00 to 75c. Trade in most lines is not brisk. Tomatoes and potatoes are selling best.

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

## Lemons Jumped \$2 Case During Week

**Big Summer Demand and Shortage of Supplies Has Been Cause of Phenomenal Increase—Raspberries More Plentiful**

**Toronto**

FRUIT.—The long stretch of hot weather has caused a big demand for lemons and sent the prices skyrocketing. During the week the prices went hurtling upward from \$5 to \$7 per case. Dealers state that it looks as though an \$8 price were not far in the offing. There is a shortage of supply to meet present needs. Oranges, too, are becoming scarcer and the price on these has advanced 25c per box. Gooseberries and red currants have gone upward in price as a result of the diminishing supply. Raspberries are coming to the market in large quantities and the prevailing price for these at the time of quotation was 13 to 15 cents a quart. This is a decline of approximately two cents a quart. The

first Elberta peaches arrived in the market this week and were being quoted at \$2.75 to \$3 for a crate of six baskets. These are the American peaches. The extreme hot weather has caused the raspberries to be of a comparatively poor quality, the sun having dried them up to a considerable extent. Huckleberries are being quoted at \$1.25 to \$1.50 per 11-quart basket. The quality is improving. Strawberry supplies are very small.

Apples, American harvest, hamper	1 75	2 00
Bananas, bunch	1 50	2 25
Blackcaps, qt.	0 13	0 15
Cantaloupes, Georgia	2 75	3 50
Cantaloupes, Cal.	0 75	6 50
Cherries, Can., 11-qt.	0 75	0 90
Cherries, Can., 6-qt. basket	0 30	0 50
Cherries, Oxhearts	0 75	1 00
Gooseberries, 6-qt. basket	0 40	0 50
Grapefruit—		
Cuban, case	4 80	
Florida, case	5 50	
Grapes, Cal., case	4 00	4 25
<b>Oranges—</b>		
Late Valencias, case	5 00	5 25
Peaches, California, box	1 25	1 75
Peaches, Georgia, hamper		3 25
Peaches, Elbertas, 6-basket crate	2 75	3 00
Pears, boxes		3 00
Plums, 4 baskets	1 75	2 75
Lemons, Verdelli, case	6 50	7 00
Limes, per 100	0 13	0 15
Raspberries, red, qt.	0 13	0 15
Strawberries, Can.	0 08	0 10
Watermelons	0 60	0 75

## VEGETABLES HAVE SHOWN STEADY PRICE DECLINES

**Toronto**

VEGETABLES.—There has been a number of price reductions in vegetable lines during the week. Vegetables have been coming to the market very slowly. The hot weather has had the effect of drying up vegetables. American cabbage is now off the market and Bermuda onions have also followed. The American yellow onions are in. Green peas are getting brown and sere looking. Ontario potatoes are not reaching the market in any considerable quantities. East Virginia new potatoes are quoted at \$3.40 to \$3.65 per barrel. Beets have been slow in arriving and the price has gone up to 50c a dozen. Canadian cabbage are coming in larger quantities and the price is slightly easier, being now quoted at \$3 to \$3.25 per case.

Cabbage, Canada, case	3 00	3 50
Beets, doz.	0 60	0 50
Beans, green	0 60	1 00
Beans, wax	0 60	0 75
Carrots, new, doz.	0 60	0 30
Cauliflower, case	4 00	4 25
Celery, Canadian, dozen	0 80	0 50
Cucumbers, hamper	1 75	2 00
Cucumbers, basket	0 75	1 00
<b>Onions—</b>		
Yellow, American, 50-lb. hamper	2 25	
Spanish, crate 40 lbs.	1 75	2 25
Green, doz. bunches	0 20	0 30
Lettuce, leaf, doz.	0 15	0 25
Lettuce, head, dozen and half	0 75	1 00
Parsley, 11 qt. basket	0 40	0 40
Peas, green, Canadian, basket	0 25	0 50
Peppers, green, basket	0 25	0 75
<b>Potatoes—</b>		
Ontario, bag	1 90	
New, barrel	3 40	3 65
Tomatoes, Georgia, 3-basket crate	2 25	3 00
Tomatoes, Canadian, 11-qt. basket	1 50	2 00

(Continued on page 43.)





# FISH AND OYSTERS



## Pickled Salmon and Trout Season Here

**Demand for Salmon Continues Good—Lobsters are Finding Ready Market**

**Montreal**

FISH. — The trade during the past week has kept up fairly well in spite of the hot weather. There is a good demand for salmon, halibut, haddock and all kinds of lake fish. There is no improvement in the demand for salt and pickled fish. Reports are current that the cod fishing is very good. Though few contracts have been made, prices ruling are reasonable. The pickled salmon and trout season is now on, and it is expected some sales will be effected in a few days. So far it has been impossible to have an idea of the prices. The trade in bulk and shell oysters is very quiet. Lobsters alive and boiled are in good demand and supplies are not over plentiful. River fish such as eel, carp, sturgeon are in good demand and selling at normal prices.

SMOKED FISH	
Haddies, per lb., new cured	.09
Haddies, fillets, per lb.	.12
Digby herring, box	1.30
Smoked boneless herring, 10-lb. box	1.30
PRAWNS, SHRIMPS, LOBSTERS	
Lobsters, medium and large, per lb.	0.25
Prawns, Imperial gal.	2.25
Shrimps, Imperial gal.	2.25
FRESH SEA FISH	
Halibut	13 —14
Haddock, fancy, express, lb.	5 —6
Mackerel, medium, each	16
Mackerel, per lb.	6
Steak, cod, fancy, express, lb.	6
Flounders	9
Flounders, New York	9
Salmon, Western	15 —16
Salmon, Gaspe	13 —14
FRESH LAKE FISH	
Carp, lb.	0.08
Pike, lb.	0.08
Perch	0.10
Whitefish, lb.	0.13
Lake Erie whitefish	0.09 1/2
Herrings, each	0.05 1/2
Herrings, lb.	0.05
Lake trout	0.13
Eels, lb.	0.08
Dore	0.14

## Lobster Demand Has Been Unusual

**Trade Has Been Maintained Longer This Year Than in Previous Years—Good Supply of Whitefish**

**Toronto**

FISH.—Salmon trout and whitefish are the fish products that have been in the market in large quantities during the past week. Hot weather, however, continued to interfere with the consumption to a certain extent. Lobsters have

had an advance of 5c per pound during the week and are now selling at 45c. The market for lobster has kept up unusually well this season. There has been a steady demand up to the present, which is noted by fish dealers as being unusual. Lobsters are largely consumed by the hotel trade and it is asserted that visitors to this city have been numerous and for this reason the consumption of lobsters has been steady. The end of the season is approaching for lobsters, however, and this may have something to do with the increased price. Western salmon has increased in price from two to four cents per pound and Gaspe has also taken an upward start of two cents per pound. This latter fish is now practically off the market.

SMOKED FISH	
Haddies, per lb., new cured	0.08
Haddies, fillets, per lb.	0.10
Digby herring, box	0.16
Smoked boneless herring, 10-lb. box	1.25
PRAWNS, SHRIMPS, LOBSTERS	
Lobsters, medium and large, per lb.	0.45
Prawns, Imperial gal.	2.50
Shrimps, Imperial gal.	2.50
FRESH SEA FISH	
Halibut	0.15
Haddock, fancy, express, lb.	0.07
Mackerel, medium, each	0.08
Mackerel, per lb.	0.08
Steak, cod, fancy, express, lb.	0.08
Flounders	0.07
Flounders, New York	0.07
Salmon, Western	0.16
Salmon, Gaspe	0.18
FRESH LAKE FISH	
Carp, lb.	0.08
Pike, lb.	0.08
Perch	0.10
Whitefish, lb.	0.10
Lake Erie whitefish	0.10
Herrings, each	0.07
Herrings, lb.	0.07
Lake trout	0.10

## Salmon Easier in Price at Winnipeg

**Winnipeg**

FISH AND POULTRY.—Salmon is a little easier at 15c per lb. All other lines of fish and poultry unchanged. Good fat chickens are worth 23c. What broilers are on the market are worth about 35c.

Fish	
Fresh salmon	0.16
Fresh halibut	0.11
Steak, cod, per lb.	0.08
Lake Winnipeg whitefish	0.09 1/2
Fresh finnan haddie	0.11
Kippers, per box	2.00
Fresh lake trout, per lb.	0.12
Bloaters, per box	2.00
Salt mackerel, 20-lb. kit	3.00
Pickeral, lb.	0.10
Smoked gold-eyes, doz.	0.50
Poultry, Live	
Fowl	0.22
Broilers	0.35

## REVIVING FISH

The feat of freezing live fish and reviving them several weeks or months later has been achieved by the Swiss scientist, M. Pietet.

The scientist put twenty-eight live fish in a box that contained water rich in oxygen, in which several pieces of ice floated. The temperature of the water was then reduced slowly until it froze.

At the end of about two months the cake was gradually thawed, and the fish, it is said, were found alive. In such an experiment, the scientist reports, it is essential that the water be gradually frozen, and that it shall have contained pieces of ice for from fifteen to eighteen hours before the whole mass is frozen. The process of thawing must also be slow. Through this process it is believed that Siberian sturgeon and Alaskan salmon can be exported alive to distant markets.

(Continued from page 42.)

## Vegetables Flood Western Markets

**Quality of Crops Excellent—New Potatoes Expected in Winnipeg Next Week—Strawberries Off Market**

**Winnipeg**

FRUITS AND VEGETABLES.—Apples and strawberries are off the market. Oranges are scarce and of indifferent quality, but still high in price. Cherries are still fairly plentiful. Native vegetables are flooding the market, and are of excellent quality, and new crop potatoes will put in an appearance next week. Retailers should this year be able to secure winter stocks of native staple lines at very reasonable rates. There will be much less imported stuff than was the case in the past two years.

Fresh Fruits	
Bananas, lb.	0.04 1/2
Cherries, 24 pt. box	4.50
Cantaloupes, crate	7.00
Grapefruit, case	6.00
Strawberries, B.C., case 24 pts.	3.50
Valencia oranges, case	5.50
California lemons	6.50
Plums, crate	1.75
Peaches, crate	2.75
Raspberries, crate	4.00
Apricots, crate	2.25
Watermelons	7.00
Vegetables	
Cabbage, new, crate	3.50
Peppers, per basket	0.75
Mushrooms	0.80
Carrots, per lb.	0.08 1/2
New potatoes, lb.	0.04
B.C. potatoes	0.09
Alberta potatoes	0.05
Garlic, per lb.	0.25
California head lettuce, case	4.00
California onions, sacks	5.00
Mississippi tomatoes, crate 4 baskets	1.50
Green peas, lb.	0.20





# FLOUR AND CEREALS



## Think Reports of Rust Unfounded

**Disposition to Credit Reports of Black Rust Damages in a Measure for Speculative Purposes**

**Montreal**  
**FLOUR.**—During the past week there have been marked advances in the wheat market following reports of the spread of black rust throughout some of the Western States and also in Manitoba. During the week the advance has amounted to about .03c. There appears to be some feeling that report may not be well founded and circulated for speculative purposes. If the report, however is substantiated, it is quite likely there will be further advances. The flour market in sympathy has been strengthened, but no changes have taken place. The demand is not particularly good for future deliveries, but the buying is good for deliveries within sixty days. The export demand is good.

Manitoba Wheat Flour—	Per bbl. of 2 bags
First patents	6 00
Second patents	6 10
Strong bakers	5 90
Winter Wheat Flour—	Car Small
Fancy patents	lots lots
90 per cent. in wood	5 85 6 10
90 per cent. in bags	5 40 5 65
	2 40 2 50

## BUSINESS BEING DONE IN CEREALS NOT LARGE

**Montreal**  
**CEREALS.**—There is little change to report in the cereal market. Rolled oats remain firm. The demand is about normal for this time of the year, but as usual business being done is not large.

Commeal—	Per 98-lb. sack
Gold dust	2 50
Rolled Oats—	90's in fute.
Small lots	2 75
25 bags or more	2 80
Packages, case	3 90
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in fute.	4 00
Rolled Wheat—	100-lb. bbls.
Hominy, per 98-lb. sack	4 00
Hominy, per 98-lb. sack	2 75
Corn flour, bag	2 35
Eye flour, bag	2 65
Barley, pot	3 00
Barley, pearl, lb.	0 04 1/2

## DEMAND FOR MILL FEEDS IS GOOD IN ALL LINES

**Montreal**  
**FEEDS.**—In spite of the fact that there has been exceptionally good pasture this year the demand for all lines of feeds is very good. There is no change in present quotations, but there has been a firming up in the market, and there is less tendency on the part of some millers to sell at lower prices than those quoted.

Mill Feeds—	Per ton
Bran	21 00
Shorts	24 00
Middlings	26 00
Wheat moulee	30 00
Feed flour, bag	31 00
Mixed chop, ton	32 00
Crushed oats, ton	34 00
Oats, chop, ton	34 00
Barley, chop, ton	32 00
Feed oats, Manitoba, bush	6 37
Feed wheat, bag	1 90

## Export of Flour At a Standstill

**High Freight Rates and Increased Price of Wheat Have Stopped Export Shipments**

**Toronto**  
**FLOUR.**—There has been a big rise in the price of wheat during the past week owing to the continued reports of damage from rust in the Western United States. The increase during the week has been in the neighborhood of seven cents per bushel for No. 1 Northern. The first part of the week the prices quoted were \$1.29 1/4 per bushel for No. 1 at track bay. Flour prices, however, have remained unchanged. In the face of the damaging reports from the United States the reports from Western Canada continue good. It is expected harvesting will be general in the West by August 15. In Ontario the warm dry weather has forced the ripening of the grain and it is expected that harvesting will be general throughout Ontario next week. In the Lake Erie district some fields were harvested last night. The export of flour has been shut off entirely on account of the high freight rates and the increased cost of wheat.

Manitoba Wheat Flour—	Small lots, per bbl. of 2 bags	Car lots.
First patents	6 70	6 50
Second patents	6 20	6 00
Strong bakers	6 00	5 80
Ontario winter wheat flour, 90 per cent.	5 00	4 30

## WHEAT FOODS HIGHER BECAUSE WHEAT ADVANCED

**Toronto**  
**CEREALS.**—Owing to the rapid increase in the price of wheat all wheat foods have advanced in sympathy during the past week. Wheatlets, formerly selling at \$3.50 per 98-lb. bag, are now selling at \$3.75. There has also been an advance in the price of split peas of 25c per 98-lb. bag. Corn flour has also made an advance of 50c per 98-sack, the present price being \$3 to \$3.25.

Barley, pearl, 98 lbs.	4 20	4 40
Ruckwheat gats, 98 lbs.	4 80	4 80
Corn flour, 98 lbs.	3 00	3 25
Commeal, yellow, 98 lbs.	2 80	2 80
Graham flour, 98 lbs.	7 75	7 75
Hominy, granulated, 98 lbs.	3 00	3 00

Hominy, pearl, 98 lbs.	3 00
Oatmeal, standard, 98 lbs.	3 25
Oatmeal, granulated, 98 lbs.	3 25
Peas, Canadian, boiling, bush	1 00
Peas, split, 98 lbs.	5 25
Rolled oats, 90-lb. bags	2 95
Rolled wheat, 100-lb. bbls.	3 25
Kye flour, 98 lbs.	2 80
Whole wheat flour, 98 lbs.	3 00
Wheatlets, 98 lbs.	3 75

## MILL FEEDS HAVE A STILL FIRMER TENDENCY

**Toronto**  
**FEEDS.**—Hot weather conditions have increased the demand for mill feeds by the drying up of pastures. If the warm weather continues mill men look for a still higher price in these commodities. There is a shortage in the rough grains such as barley, oats and peas and this will tend still further to send the price of feeds upward. Middlings during the past week have been quoted as high as \$27 per ton by some dealers.

Mill Feeds—	per ton
Bran	21 00
Shorts	24 00
Special, middlings	26 00
Feed flour, per bag	1 55 1 70
Oats—	
No. 3, Ontario, outside points	0 49 0 50

## Bearish Tendency In Flour Is Looked For

**Thought Prospects of Enormous Crop of Wheat May Have Some Effect on Flour Prices**

**Winnipeg**  
**FLOUR AND CEREALS.**—Flour prices are steady and not high, as compared with the price of wheat. Wheat has been strong on reports of rust in Dakota, but it is probable that the prospects of an enormous crop in the Canadian West will have a bearish influence in the near future.

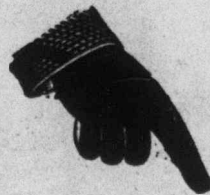
Mill feeds are up in price and in good demand. Bran is at \$20 per ton; shorts \$21, crushed oats and barley \$28.

Flour—	
Best patents	6 50
Bakers	6 10
Clears	5 40
XXXX	4 40
Cereals—	
Rolled oats, 90 lbs.	2 25 2 30
Rolled oats, pkg., family size	3 75
Wheat flakes, case	3 75
Oatmeal, standard and gran., 98 lbs.	2 75
Commeal, 98 lbs.	2 45
Feeds—	
Bran, ton	20 00
Shorts, ton	21 00
Middlings, ton	26 00
Mixed chop, ton	28 00 30 00

Thompson's Malted Food Company of Canada, has been incorporated with a capital stock of \$100,000. The chief place of business of the concern is to be at Windsor, Ont.



# Do you stock these two trade winners?



Dealers everywhere are enthusiastic regarding the profitable popularity of

## RAINBOW FLOUR and GOLD SEAL FLOUR

—the housewife's favorites.

**RAINBOW FLOUR** is the ideal for bread-making. The results produced from a first trial will make the housewife a steady customer. Rainbow Flour is always of a uniform high-grade quality, and its uniformity of moisture, fermentation and baking always produces perfect bread.

**Gold Seal Flour**—the perfect pastry flour—is made of the best Ontario Wheat. Whenever used, the pies, buns, cakes and pastry it produces create lasting customers for the Gold Seal dealer.

We carry an extensive line of bulk and package cereals, every one of which is as perfect as science and skill can make them.

Investigate our values.

**Canadian Cereal & Flour  
Mills Co., Ltd.**

TORONTO - - - CANADA



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



## Cost \$5000 to Equip This Store

Oxford Provision Co., Montreal, Make Appearance Their Chief Advertising Feature — A Grocery Store With Special Department for Meats, Butter, Eggs, Etc.—A Display Refrigerator, Computing Scales and Glass Front Bin Fixtures Among Equipment.

*Based on an interview with R. Boileau, manager of the Oxford Provision Co., Montreal.*



The attractive interior of the Oxford Provision Co.'s store, Montreal. Fixtures and equipment include computing scale, meat slicer and chopper, glass front counters, patented bin fixtures, display refrigerator counter, rest chairs, etc. The refrigerator counter for provisions is a particularly useful equipment for the hot weather.

**T**HE Oxford Provision Co.'s store in Montreal lies in the midst of a small group of other grocer stores when it was recently opened the problem of possible overcrowding was very much in evidence. It was plainly evident that the store must be made to have a character entirely of its own if it was to survive the competition of three other groceries in the same block, to say nothing of the much larger number in the general neighborhood.

### Food Equipment the Most Necessary

Various methods presented themselves—so many it would be idle to mention them all. By a process of elimination that was based on the facts in hand it was decided that the obvious, hence the ideal plan to follow to ensure success was to give the store an original and distinctive individuality by equipping it in the most modern manner.

### \$5000 Invested.

The results justify that reasoning and the expenditure of \$5,000 for the equipment of a comparatively small suburban

store. The interior has the general appearance of a jewelry store. Cleanliness and smartness are the outstanding features of that appearance. They are so predominant that the fact may be appreciated even from a distance up the street at once putting the store in a class by itself in the mind of the chance passer by.

### Detail of Equipment.

The equipment outlay was apportioned as follows: Bins and show cases amounted to \$2,800; scales and meat cutters \$1,000; refrigerator \$460 and chairs, desk, lighting fixtures and incidentals \$800. The store is laid out so as to give a roomy effect. Near the entrance a large open faced refrigerator show case is used for displays of perishable goods that show up well and that stand in need of pushing. A vegetable table has the center front of the floor; the rear is taken up by the little desk—office which is thus centrally located and is a distinct ornament to the store. Except for the chairs nothing else is on

the floor. The two sides are lined with bins and show cases in the usual manner except that those fixtures are possibly more attractive than the general run of such equipment.

At the end a large silent salesman refrigerator extends across the room. The face is glass-covered and shows the goods displayed inside. Behind them and in the center of the refrigerator is the ice. In front of the refrigerator is another short counter. There are four computing scales so placed as to reduce walking and waiting to a minimum. The whole lay out is such that the immaculate cleanliness of the store is brought out in great detail by the spick and span fixtures. The place shines.

### An Auto Delivery System

An auto delivery system is used to great advantage. The same idea of utilizing a necessary fixture of the business by making it as attractive as possible is carried out here. The auto is screened in, very attractive in design (Continued on page 48.)





# PRODUCE AND PROVISIONS



## Butter Prices Are Thought to be High

**Demand for Smoked and Cooked Meats Continues Good—Butter Market Has Strengthened**

**Montreal**  
**PROVISIONS.**—This week shows no special changes in this market. Demand is good for smoked and cooked meats, particularly in hams. The lard market is steady and unchanged.

<b>Hams—</b>		
Small, per lb.	0 22	0 24
Medium, per lb.	0 21	0 23½
Large, per lb.	0 22	
<b>Bacon—</b>		
Plain, bone in	0 24	
Boneless	0 23	
Peameal	0 23	
<b>Bacon—</b>		
Breakfast, per lb.	0 26	
Roll	0 18	
Shoulders, bone in	0 16	
Shoulders, boneless	0 17	
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 34	
Hams, roast, per lb.	0 36	
Shoulders, boiled	0 28	0 27
Shoulders, roast	0 27	
<b>Dry Salt Meats—</b>		
Long clear bacon, 50-70 lbs.	0 15½	
Long clear bacon, 80-100 lbs.	0 14½	
Flanks, bone in, not smoked	0 15½	
<b>Barrelled Pork—</b>		
Heavy short cut mess	30 00	Per bbl.
Heavy short cut clear	32 00	
Clear fat backs	33 00	
Clear pork	33 00	
<b>Lard, Pure—</b>		
Tierces, 550 lbs., net	0 17	
Tubs, 50 lbs., net	0 17½	
Tins, 50 lbs., net	0 17½	
Pails, wood, 30 lbs., net	0 17½	
Pails, tin, 30 lbs., gross	0 17	
Cases, 10 lbs. tins, 60 in case	0 17½	
Cases, 5 and 5-lb. tins, 60 in case	0 18½	
Bricks, 1 lb. each	0 18½	
<b>Lard, Compound—</b>		
Tierces, 575 lbs., net	0 14½	
Tubs, 50 lbs., net	0 15	
Tins, 50 lbs., net	0 15	
Pails, wood, 30 lbs., net	0 15½	
Pails, tin, 30 lbs., net	0 15½	
Cases, 10-lb. tins, 60 in case	0 15½	
Cases, 5 and 5-lb. tins, 60 in case	0 16	
Bricks, 1 lb. each	0 17	
<b>Hogs—</b>		
Dressed, abattoir killed, cwt.	16 25	

## BUTTER RECEIPTS FOR WEEK LARGER QUANTITY

**Montreal**  
**BUTTER.**—The receipts during the past week were 20,726 boxes which shows an increase over the previous week. The market strengthened during the week. The only reason which is ascribed to it is that it is in sympathy with the advance in cheese. There is no export demand at present and those speculating for storage admit that present prices are high. At Cowansville on Saturday sales were made at 29½c. and at St. Hyacinthe 29c. There is no change in local quotations.

<b>Butter—</b>		
Finest creamery, fresh made	0 31	
Dairy prints	0 28	
Dairy solids	0 25	
Separator prints	0 26	
Bakers	0 23	

## HOT WEATHER EGGS POOR IN QUALITY

**Montreal**  
**EGGS.**—Receipts during the past week were 20,505 cases which is higher than the previous week. These figures however, include figures for export. Generally speaking egg market is quiet and the tendency is toward getting the country price down as the hot weather eggs are proving to be a poor quality. The country buying price is 25 to 26c. loss off. There continues to be some exporting done but principally through shipment of American eggs.

<b>Eggs, case lots—</b>		
No. 1's	0 29	0 29
Extras	0 32	

## FARMERS TOO BUSY TO BOTHER SELLING POULTRY

**Montreal**  
**POULTRY.**—Deliveries of live poultry have not been as large this week. The reason given is that farmers are busy with haying and other crops. The consequence is that the market has steadied and there is a possibility of there being an advance. The quality is showing an improvement, but there is still room for much improvement in the quality of ducklings which has been very poor. Quotations remain unchanged.

<b>Poultry—</b>		
<b>Frozen Stock—</b>		
Turkeys	0 29	0 31
Ducks	0 20	0 20
Geese	0 17	0 18
Roasting chickens, milkfed, 5 lbs. or over	0 30	
Roasting chickens, ordinary	0 22	
Squabs, Canadian, pair	0 60	
Squabs, Philadelphia, pair	0 70	
Pigeons, pair	0 25	0 30
<b>Fresh Stock, Dressed—</b>		
Fowls, large, per lb.	0 26	
Fowls, small, per lb.	0 23	
Turkeys, Tom, per lb.	0 27	0 28
Turkeys, Hen, per lb.	0 28	0 30
Broilers, per pair	1 25	1 40
<b>Live Stock—</b>		
Fowl, 5 lbs. and over	0 23	0 23
Fowl, small	0 20	0 21
Turkeys	0 22	0 23
Ducks, young	0 26	0 30
Ducks, old, per lb.	0 20	
Geese	0 13	0 15
Chicken	0 15	0 15

## REACTION IN CHEESE MARKET LOOKED FOR

**Montreal**  
**CHEESE.**—An advance in prices has been the feature this week. The advance is one which is very difficult to explain, and exporters admit that cheese cannot be sold at a profit over the extreme prices paid at some of the Boards last week. The highest price paid was 17c. at Kingston. The receipts for the week were 74,010 boxes, which is less than the previous week. Possibly the falling off in shipment is partly due to difficulty in getting boxes and the

hot weather may have affected production. It appears to be expected that there will be a re-action on the cheese market this week. Local prices remain unchanged.

<b>Cheese—</b>		
1916 make	0 16	0 17
Stilton	0 22	
1915 make	0 20	

## OFFERINGS OF OLD HONEY FAIRLY LARGE

**Montreal**  
**HONEY.**—The offerings have been fairly large though very little new honey has been purchased to date. The general opinion is that there will be a heavy crop this year. So far no market price has been established.

<b>Honey—</b>		
Buckwheat, tins	0 09½	
Strained clover, 60-lb. tins	0 12	
Strained clover, in 10-lb. tins	0 12½	
Strained clover, in 5-lb. tins	0 12½	
Comb honey, white clover, per section	0 16	
Comb honey, buckwheat, per section	0 13	

## Cooked Meats Are Still in Control

**Prices Remain Firm as Result of Big Hot Weather Demand—Smoked Meats Not as Active**

**Toronto**  
**PROVISIONS.**—Cooked meats of all kinds still hold the king-pin situation in the meat market. With continued hot weather the consumption of boiled and cooked hams has been very large. Smoked meats, however, have shown a tendency to be easier—the demand not being quite as large during the past week. All fresh meats are slow movers as the result of the conditions which affect the big consumption of cooked meats. The lard market has also been slow, very little changing hands. Prices for provisions remain unchanged.

<b>Hams—</b>		
Light, per lb.	0 24½	0 25
Medium, per lb.	0 23½	0 24
Large, per lb.	0 22½	0 23
<b>Bacon—</b>		
Plain	0 26	0 29
Boneless, per lb.	0 28	0 30
Pea meal, per lb.	0 28	0 28
<b>Bacon—</b>		
Breakfast, per lb.	0 25	0 29
Roll, per lb.	0 20	0 21
Shoulders, per lb.	0 30	0 31
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, ton lots	0 18	0 19
Long clear bacon, small lots	0 18½	0 19½
Fat backs, lb.	0 16	0 17
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 35	0 36
Hams, roast, per lb.	0 35	0 36
Shoulders, boiled, per lb.	0 30	0 31
Shoulders, roast, per lb.	0 30	0 31
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl.	30 00	31 00
Short cut, per bbl.	32 00	33 00



<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb.	0 17	0 17½
Tubs, 50 lbs.	0 17¼	0 17½
Pails	0 17½	0 18
Bricks, 1 lb., per lb.	0 18¾	0 19
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb.	0 14½	0 14¾
Tubs, 50 lbs.	0 14½	0 14¾
Pails, 20 lbs., per lb.	0 14½	0 15
Bricks, 1 lb., per lb.	0 15¾	0 16
<b>Hops—</b>		
Live	11 50	11 75
Dressed, abattoir killed.	16 50	17 00

**CREAMERIES FIND IT DIFFICULT TO KEEP CREAM**

**Toronto**  
**BUTTER.**—Creameries have experienced a difficulty during the past week with over-ripe cream. This is, of course, due to the long-continued hot weather. Prices have held firm during the week with prices a shade higher at country points. On the whole the quality of the butter has not been as good as in recent days. Trading in this commodity has not been as brisk in recent days. Good dairy butter has been hard to secure. There has been a fair demand for this article.

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

**GOVERNMENT ORDERS CAUSE CHEESE TO FLUCTUATE**

**Toronto**  
**CHEESE.**—The prices for cheese at the present time are governed largely by Government purchasers for use of the troops. During the past week there was an erratic market owing to this cause. Considerable quantities were picked up by Government buyers and the price quoted was as high as 19c during the week. Now that the orders have apparently been placed for the present at least the market has shown an easier tendency and is being quoted now at 17 to 17½ cents. New twins are being quoted at 17¼ cents to 17¾ cents.

<b>Cheese—</b>		
New, large, per lb.	0 17	0 17½
New, twins, per lb.	0 17½	0 17¾
Sept., large, per lb.	0 22	
Sept., twins, per lb.	0 22½	
Sept., triplets, per lb.	0 22½	

**HARD TO GET STRICTLY NEW LAID EGGS JUST NOW**

**Toronto**  
**EGGS.**—Dealers have found it extremely difficult to get strictly new laid eggs during the past week. They report goodly quantities of so-called fresh eggs, but say these are for the most part little better than seconds. Some dealers are willing to pay as high as 30c a dozen for the kind that carry a guarantee and 25c for the ordinary grades. People during the hot weather have shown a disposition to be very critical of their egg buying and the demand has not been as large. Slow deliveries in freight at distribution points in the East has operated to send the quality of eggs into the doubtful column.

<b>Eggs—</b>		
New laids, cartons	0 31	0 33
New laids, ex-cartons	0 29	0 30
No. 2's	0 24	0 25

**DUCKLINGS ARE MORE PLENTIFUL IN MARKET**

**Toronto**  
**POULTRY.**—Quack-quacks are coming to market in larger numbers at the present time. With the advancing season they have grown to a size that makes it profitable to market them. These ducklings are being taken eagerly by buyers and are selling at 15 to 16 cents. There has been a good demand for broilers during the week. Quite a considerable number of the birds reaching the market are small, thin ones under a pound and a half each, and there is no special demand for these. They are not considered good value and prices for them have been poor. The demand for old fowl continues good and prices for these have remained unchanged. Broilers, however, have taken a drop of 5c a pound.

<b>Poultry—</b>		<b>Live</b>	<b>Dressed</b>
Spring broilers (1½ lbs. and over)	0 20-0 25	0 25-0 35	
Old fowl, lb.	0 16-0 18	0 20-0 22	
Milk-fed	0 17-0 20	0 25-0 26	
Ducklings		0 15-0 16	

**HONEY CROP REPORTED FINEST FOR SOME YEARS**

**Toronto**  
**HONEY.**—The new crop of honey which is just now being taken from the hives is reported to be a large flow with the quality the finest for some years past. The big clover crop has been the determining factor to give a bountiful supply. The new flow is expected to be in the hands of the dealers by August.

<b>Honey—</b>		
Buckwheat, bbls., per lb.	0 07¼	0 07½
Buckwheat, tins, per lb.	0 07½	0 08¼
Clover, 50 lb. tins, per lb.	0 12½	0 13½
Clover, 10 lb. tins, per lb.	0 14	0 14½
Clover, 5 lb. tins, per lb.	0 14	0 14½
Comb, No. 1, doz.	2 75	3 00
Comb, No. 2, doz.	2 25	2 50

**Tendency of Hog Prices to Advance**

**Brisk Demand for All Cooked Meats— Egg Receipts are on Decrease —Butter Lower**

**Winnipeg**  
**PRODUCE AND PROVISIONS.**—The hog market is very firm and at the close of last week they were quoted at \$10.75 to \$10.90 per cwt., while receipts are light. Hog products are consequently inclined to advance. Hot weather has caused a brisk demand for cooked meats and sausage. There is some falling off in the cream supply, and egg receipts are on the decrease. Creamery butter is 1c lower. Cheese is very firm.

<b>Hams—</b>		
Light, per lb.	0 22	0 23
Medium, per lb.	0 20	0 21
Large, per lb.	0 19	0 20
<b>Bacon—</b>		
Breakfast, per lb.	0 22	0 23
Breakfast, select, lb.	0 26	0 28
Backs, per lb.	0 22	0 23
<b>Dry Salt Meats—</b>		
Long clear bacon, light		0 16½
<b>Cooked Meats—</b>		
Hams, boiled, per lb.	0 31	
Shoulders, boiled, per lb.	0 23	0 24
Roast hams, lb.		0 35
<b>Barrelled Pork—</b>		
Meat, pork, bbl.		27 00
<b>Lard, Pure—</b>		
Tierces	0 15	
Pails	3 32½	

<b>Cases, 10s</b>	10 05
<b>Cases, 5s</b>	10 15
<b>Cases, 3s</b>	10 20
<b>Cartons</b>	0 17½
<b>Lard, Compound—</b>	
Tierces	0 13½
Tubs, 50s, net	6 74
Pails, 20s, net	2 80
<b>Butter—</b>	
Fresh made creamery, No. 1	0 28
Creamery, No. 2	0 26
Best dairy	0 22
No. 2 dairy	0 20
Cooking	0 16
<b>Eggs—</b>	
Fresh	0 22½
<b>Cheese—</b>	
Ontario, large	0 19½
Ontario, twins	0 20½

**COST \$5,000 TO EQUIP THIS STORE**  
 (Continued from page 46.)

and coloring and with, of course, the firm's name or other facts of interest painted on it in gold letters. The system enables us to serve a wide territory very effectively and cheaply.

**Cleanliness of Equipment**

The appearance of this equipment must be largely credited for the very gratifying results that have occurred since the opening. The cleanliness is particularly emphasized. Only a cash business is done and two of us have taken in \$100 a day since we opened up and the trade so far exceeds our capacity that we are increasing our clerical force already.

The object here is to have a well balanced grocery store, keeping all articles that are co-related but not forcing one department at the expense of the other. Although the name of the Oxford Provision Co. implies special attention to the provision department the name was really chosen because of its general character as applied to provisioning of all kinds. Aside from the generally useful character of a good equipment for all classes of goods the more pretentious fixtures are found to be invaluable for the presentation of the freshness of the perishable goods. We feature a particular brand of butter from the creamery and as in the case of eggs, especial pains are taken to get it while it is fresh and keep it so. Cooked and dressed meats are specialized in. A bakery and confectionery is also operated and at a later date cut flowers will be added. This last department will be used more as an advertising adjunct than anything else. It so happens that the neighborhood is well supplied in every other way but this and it seems possible that the handsome equipment may be utilized to very good advantage to keep and show off flowers and at the same time advertise the store. Groceries, nevertheless, constitute the bulk of the business and in no department does the equipment benefit more than in this one.

Great attention is paid to attractive lettering of signs which are changed every couple of days. Prices are marked up in every case and are based on market changes which are closely followed up or down as the case may be.





## THROUGH OTHER SPECTACLES



### FLOUR TO TRINIDAD

(St. John Telegraph)

That the importation of Canadian flour into Trinidad continues most satisfactory is the report made by the Canadian commercial agent at the Port of Spain.

He points out, however, that the United States has not by any means relinquished her competition in an article of which they held a practical monopoly of for over a century, notwithstanding the preferential duty against them of one shilling per barrel.

The complications in the freight service in the Dominion during the first two months of the present year caused some encouragement for the U.S. competition and the opportunity was taken full advantage of, although the result of the tie-up in Canadian freight traffic was a situation in the island approaching almost a complete flour famine. Since that time the receipts of flour at Trinidad have been above normal, with the consequent result that the situation has eased off and the supply on the market is well calculated to handle the demand.

### A MAPLE SUGAR CASE

(Sherbrooke Record.)

Mr. Justice Globensky rendered judgment in the Superior Court in a case of considerable interest to maple sugar manufacturers and dealers. This was an action in which Louis Lafrance sued H. Richeur for \$300 damages under the following circumstances: Some two years ago plaintiff was convicted before the district magistrate and sentenced to pay a fine and costs for selling a compound as pure maple sugar. Plaintiff had purchased the article in question from defendant and alleged that in consequence of the publicity given to the matter his reputation as a leading merchant in the village of Danville had suffered. Plaintiff further contended that under the act the seller of maple sugar which is not the pure article, is obliged to acquaint the purchaser of the fact, and the label must specify that it is a compound. In the present case it was claimed by the defendant that he notified the plaintiff that the sugar he sold him was a mixture, but this was denied by plaintiff, and defendant failed to establish his contention. The court awarded plaintiff defendant to pay to plaintiff the sum of \$35.40, the amount of fine and costs imposed by the \$50 as exemplary damages, and also ordered district magistrate.

### PASS THE SALT

(From the Guelph Mercury)

Some humorist left two sheafs of barley at the Mercury office this morning, labelled respectively, "barley grown by daylight savings," and "barley grown by standard time." The barley grown by the good old-fashioned standard time was fat and flourishing. It was four feet tall, with stalks like young maple trees, and heads like county councillors'. The barley grown by daylight savings was just about a foot high, weak and puny, and with nary the sign of a head at all. The standard time barley looked like the seven ears of corn that Pharaoh dreamed about in the Old Testament, which ate up the other seven ears. Only the standard time barley looked as if it had eaten up a couple of fences, a grindstone, a farm house, and a horse and democrat as well. The daylight saving barley looked like

a button-hole bouquet, while the standard time barley looked like the proverbial mustard tree in which the fowls of the air gather and lay their eggs. The standard time barley showed what tremendous benefits can be derived from lying in bed an hour longer in the morning, while the daylight savings barley was a terrifying exhibition of the frightful effects of getting up an hour too soon. It was an exhibition which should make everyone who saw it eternally grateful to the city fathers for their heroic decision yesterday to turn back the hand of the clock one hour and save the lives of suffering citizens. In fact, it almost made one wish that they would turn the hand back two or three hours while they are at it.

### CANNED SPINACH

(From the Chicago Examiner)

Canned spinach has increased in popularity in the last six years, largely on account of the lively competition among the packers striving to excel each other in the quality of their output, rather than in the lowness of their prices.

It is of rather recent origin as an article of canned food in this country, but has been packed in France for many years. The plant grows very low to the ground and is therefore apt to be loaded with sand and grit. The washing of the leaves is not only highly essential, but must be carried on in a most systematic and careful manner, for the presence of sand in the canned spinach is easily detected.

The spinach is fed in thin layers in a revolving cylinder or blancher, in which there is a perforated pipe delivering sharp sprays of water. This process requires from three to five minutes, after which the spinach is filled into cans by weight. The cans are thoroughly examined, and then processed for from thirty-five to forty minutes at 235 degrees.

Canned spinach of the better grade will be found to be very economical and less bothersome to prepare than the fresh plant. All the flavor, color and taste are preserved, and for the preparation of the various recipes it will be found to be equally useful as the fresh grown vegetable.

A good test for canned spinach is to empty the full content into a white enamel pan and then feel the bottom of the pan with the tips of one's fingers. Any grit or sand will be easily detected in that way.

### BINDER TWINE SITUATION AND OUTLOOK

(From Cordage Trade Journal)

June was only a moderately active month in the Binder Twine market. In most sections, the crops were so backward and so unpromising that there was not a keen demand for binder twine. It is extremely fortunate that crops have not been any more heavy than they are, as the sisal fibre market developments during the last three weeks have been such as to almost create a panic among twine manufacturers despite the current moderate demand for binder twine. Mexican complications brought fears of a complete stoppage of the supply of sisal fibre from Yucatan. This has not occurred—nor is it probable that anything more than a temporary cessation will take place in any event—but the shortage in the

supply of sisal, compared with the demand of the current season, is now being made apparent by the depletion of stocks of sisal in Merida and Progreso, Yucatan. This led, first, to a complete withdrawal from selling by the Comision Reguladora del Mercado de Henequen, and, then, to the resumption of selling for August shipment at an advance of 2% cents over the prices that prevailed the middle of June. Early this year it was estimated that the actual production of sisal would show a reduction of 200,000 bales from the production of 1915. Heavy shipments as a result of the record production of 1914 and 1915 had a considerable effect in lulling consumers in the United States into a state of false security and causing a belief to grow that the prediction of a reduction of 200,000 bales was an invention to justify high prices for sisal. How much the consumption of sisal fibre has been stimulated by the abnormally low relative price of Mexican sisal during the last six months is a point undetermined but there is no question that there has been a very heavy consumption of sisal outside of ordinary binder twine this year.

At this time last year, members of the binder twine trade were estimating that the consumption in the several sections of the country in which they did business would be from ten to fifty per cent. greater than in 1914. Now, these same members of the trade are mostly estimating a reduction in the consumption from last year's total. Members of the trade are rather more conservative in estimating reductions than in estimating increases; that is, they will say that a prospective increase is 40 per cent. or 50 per cent., but when a decrease is promised they hesitate to use figures, and content themselves with saying that there will be "some decrease" or that the consumption will be "smaller."

### QUALITY VERSUS PRICE

(From the Optimist.)

Trade marks and advertising have conspired together to exalt quality as the primary basis of competition. Prior to the latter-day development of advertising and trade marks, competition between producers was based almost entirely upon the price of goods to the middleman. The consumer had nothing to say about it.

In times past the wealthy malefactor could crowd out lesser manufacturers by reducing prices until he forced them to sell out to him or go into bankruptcy. Thus were formed monopolies that could and did cheapen quality and raise prices.

There never can be a monopoly in advertising, therefore, one manufacturer stands as good a chance as another to win favor for his trade mark, by backing up his publicity with quality. The trade mark makes the consumer the deciding factor in all purchases, because it enables him to identify the goods.

It must be borne in mind that the trade mark has a dual function; it not only identifies goods so that they may be easily purchased again if they are found to be satisfactory, but it also renders them easy to avoid in case they prove unsatisfactory.

Manufacturers of trade-marked goods of similar character are thus induced to compete in quality and service, as that is the only way they can win—by making their trade mark stand for satisfaction. Under this modern system the question is not whether an article is cheap, but whether it is good value.



# Wholesale Grocers Sell Tilley's Shoe Dressings



They Are  
Well Known  
and  
Good Sellers

They Yield  
Good Profits

Write for Prices  
to Wholesalers

**WE MANUFACTURE:**

Regent Shoe Paste, Suede Dressings,  
Patent Leather Cream, Combination  
Dressings, Colored Glaze Kid Cream,  
White Shoe Dressing, all kinds.

Tilley Shoe Dressings are made for every kind of shoe and  
their quality is unbeatable.

**Chas. Tilley and Son**

Manufacturers

90 Richmond St.

TORONTO

## Who is Your Customer?

THE finding, holding and multiplying  
of customers is your great business  
—probably your great problem. There's  
no royal road—no priceless route—to  
them. The plain way to find, interest  
and persuade them is the well-traveled  
way, the way of Public Advertising.

But the ideal medium—what is it?

If you are seeking a single medium of  
potency, of prestige, of sufficient circula-  
tion, you will find it in

### MACLEAN'S MAGAZINE

You know of this magazine, but do you  
know it through use?

It can't do everything, but it can do  
much. It can make your product, com-  
modity or service known nationally—  
and this at small cost per annum.

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

Published by

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

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

**BAKING POWDER**

**WHITE SWAN SPICES AND  
CEREALS, LTD.**

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

**ROYAL BAKING POWDER**

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

**DOMINION CANNERS, LTD.**

**JAMS**

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

	Screw Top	Per Doz.
	Glass Jars	
	16 oz. glass	
	2 doz. case	
	Per Doz.	
Apricot .....		\$2 45
Assorted .....		2 35
Blackberry .....		2 35
Blueberry .....		2 35
Currant, Red .....		2 35
Currant, Black .....		2 45
Cherry .....		2 35
Gooseberry .....		2 25
Plum .....		2 10
Plum, Green Gage .....		2 25
Pear .....		2 25
Peach .....		2 25
Raspberry, Red .....		2 45
Raspberry, Black .....		2 35
Raspberry and Red Currant .....		2 35
Raspberry and Gooseberry .....		2 35
Strawberry .....		2 50

**CATSUPS—In Glass Bottles**

	Per doz.
1/4 Pts. Delhi Epicure .....	\$ 1 20
1/4 Pts., Red Seal, screw	
tops .....	1 00
1/4 Pts., Red Seal, crown	
tops .....	0 90
Pts., Delhi Epicure .....	1 90
Pts., Red Seal .....	1 40
Pts., Tiger .....	1 15
Ots., Delhi Epicure .....	2 40
Ots., Red Seal .....	1 75
Ots., Lynn Valley .....	1 75

**BAKED BEANS WITH PORK.**

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

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

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

**"AYLMER" PURE ORANGE  
MARMALADE**

	Per Doz.
10 1/2 oz. Gross Jars .....	\$ 0 75
Tumblers, Vacuum Top, 2	
doz. in case .....	1 15
12 oz. Glass, Screw Top, 2	
doz. in case .....	1 40
14 oz. Glass, Screw Top, 2	
doz. in case .....	1 00
16 oz. Glass, Screw Top, 2	
doz. in case .....	1 90
16 oz. Glass, Tall, Vacuum	
Top, 2 doz. in case .....	1 95
2's Glass, Vacuum Top .....	3 10
2's Tin, 2 doz. per case .....	2 75
4's Tin, 12 pails in crate,	
per pall .....	0 50
5's Tin, 8 pails in crate,	
per pall .....	0 61
7's Tin or Wood, 6 pails	
in crate .....	0 78
14's Tin or Wood, 4 pails	
in crate, per lb. ....	0 11
30's Tin or Wood, one pall	
only, per lb. ....	0 11

**BLUE**

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

**CEREALS**

**WHITE SWAN** Per case

Pancake Flour (Self-rising),	
2 doz. case, wgt. 50 lbs. ....	\$2 70
Biscuit Flour (Self-rising),	
2 doz. to case, weight 50	
lbs. ....	2 70
Buckwheat Flour (Self-ris- ing), 2 doz. to case, wgt.	
50 lbs. ....	2 70
Diet Flour, 5 lb. bags, per	
doz. ....	4 80
Breakfast Food, 2 doz. to	
case, weight 85 lbs. ....	3 60
Health Flour, 5 lb. bags,	
per doz. ....	2 40
King's Food, 2 doz. to case,	
weight 65 lbs. ....	4 80
Wheat Kernels, 2 doz. to	
case, weight 65 lbs. ....	3 50
Barley Crisps, 3 doz. to case,	
weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case,	
weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case,	
weight 50 lbs. ....	3 60

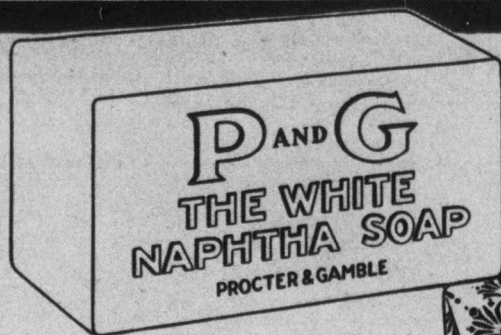
**COCOA AND CHOCOLATE**

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz. ....	4 50
Perfection, 1/2-lb. tins, doz. ....	2 40
Perfection, 1/4-lb. tins, doz. ....	1 25
Perfection, 10c size, doz. ....	0 90
Perfection, 5-lb. tins, per lb. ....	0 37
Soluble bulk, No. 1, lb. ....	0 22
Soluble bulk, No. 2, lb. ....	0 20
London Pearl, per lb. ....	0 24
(Unsweetened Chocolate)	
Supreme chocolate, 1/2's, 12-	
lb. boxes, per lb. ....	0 37
Perfection chocolate, 20c	
size, 2 doz. in box, dos. ....	1 80

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





The WHITE  
Naphtha Soap

in the BLUE  
Wrapper



**I**F you could number among your customers all the women who do their own work you would have most of the trade.

A good way to attract this trade is to sell articles that appeal to these housekeepers from the labor-saving standpoint.

**P. AND G.**—The White Naphtha Soap is one of them. It saves so much effort in the hardest work of all—washing—that women who use it once become steady customers for it.

*The Procter & Gamble Distributing Co.*

*of Canada, Ltd.*

*Hamilton, Canada*

Send for advertising matter for use in your store.

You save 10 cents a box in buying assorted 10 bar lots of the following: Ivory Soap, Gold Soap, P. and G.—The White Naphtha Soap, Pearlina and Bonide. For a well-rounded line you need them all.



# WESTERN CANADA MANUFACTURERS' AGENTS AND WHOLESALE GROCERY BROKERS

## W. H. ESCOTT CO., LTD. CALGARY

(E. H. Delfer, Manager)

Branches at  
REGINA, CALGARY and  
EDMONTON

Head Office: Winnipeg

## Broom and Whisk Values THAT SATISFY



Long wearing, satisfaction giving is the outstanding characteristic of the Brooms and Whisks we manufacture. Dealers everywhere find them reliable sellers and dependable profit getters.

To all points between Ottawa and Windsor we ship F.O.B. destination, at the following rates:

A limited number of Carpet Brooms, with Bamboo Handle, while they last, \$4.25.

Other lines we have at \$2.90, \$3.40, \$3.90, \$4.25, \$4.50, \$4.80, \$5.00 and \$5.25.

Whisks, \$1.15 per dozen and up.

Send a card to-day for our price list. We offer you values not obtainable everywhere, and give personal attention to every order.

### J. C. SLOANE CO.

Makers of Fine Brooms and Whisks

845 5th Avenue, - Owen Sound, Ontario

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

### BORDEN MILK CO., LTD.

#### CONDENSED MILK

Terms net 30 days.

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

#### EVAPORATED MILK

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

#### CONDENSED COFFEE

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

#### COFFEE. WHITE SWAN SPICES AND CEREALS, LTD.

#### WHITE SWAN

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

#### ENGLISH BREAKFAST COFFEE.

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

#### MOJA

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

#### PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.

1 lb. tins, 2 doz. to case, weight 45 lbs., per lb....	0 27
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#### FLAVORING EXTRACTS WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS.

1 oz. bottles, per doz., weight 3 lbs. ....	\$ 1 05
2 oz. bottles, per doz., weight 4 lbs. ....	2 00
2½ oz. bottles, per doz., weight 6 lbs. ....	2 20
4 oz. bottles, per doz., weight 7 lbs. ....	3 50
8 oz. bottles, per doz., weight 14 lbs. ....	6 50
16 oz. bottles, per doz., weight 23 lbs. ....	12 00
32 oz. bottles, per doz., weight 40 lbs. ....	22 00
Bulk, per gallon, weight 16 lbs. ....	10 00

#### CRESCENT MFG. CO. CRESCENT MAPLEINE

Per doz.

½ oz. (4 doz. case), weight 9 lbs., retail each 15c....	\$1 35
1 oz. (4 doz. case), weight 14 lbs., retail each 30c....	2 50
2 oz. (3 doz. case), weight 15 lbs., retail each 50c....	4 25
4 oz. (2 doz. case), weight 17 lbs., retail each 90c....	7 50
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.00..	13 25
Pint (1 doz. case), weight 29 lbs., retail each \$3....	24 50
Quart (1 doz. case), weight 53 lbs., retail each \$5.50..	45 00
Half gallons, each, retail each, \$10 .....	7 50
Gallons, each, retail each \$18 .....	14 50

#### GELATINE

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

#### W. CLARK, LIMITED, MONTREAL.

Compressed Corned Beef, ½s. \$2; 1s. \$3.35; 2s. \$6.50; 6s. \$23; 14s. \$60.	
Roast Beef, ½s. \$2; 1s. \$3.35; 2s. \$6.50; 6s. \$23.	
Boiled Beef, 1s. \$3.35; 2s. \$6.50; 6s. \$23.	
Jellied Veals, ½s. \$2; 1s. \$3; 2s. \$4.50; 6s. \$21.	
Corned Beef Hash, ½s. \$1.50; 1s. \$2.50; 2s. \$4.50.	
Beefsteak and Onions, ½s. \$2; 1s. \$3.25; 2s. \$6.25.	

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



# Serve Your Customers Right in "Riteshape"



## THAT Big "Riteshape"

Gives you distinction and advantage. There is no 10-pound dish except the "Riteshape." It is the great carrier of all big orders. There is more money in a purchase that amounts to three or four dollars than there is in one that amounts to but thirty or forty cents.

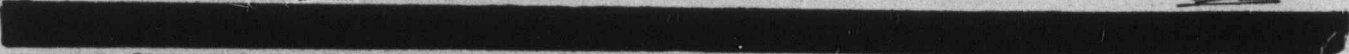
And the 10-pound "Riteshape" guarantees style, class and satisfaction in the delivery of the big order.

Use the big "Riteshape" for a display dish. Decorate the window with it. Use it for counter display. Fill it with seasonable delicacies and stick a price tag on it. It saves handling. It indicates a careful, sanitary service.

Get all sizes of "Riteshapes" from jobbers or from

**VICTORIA PAPER & TWINE COMPANY**  
MONTREAL Limited TORONTO

THE OVAL WOOD DISH CO., Manufacturers  
DELTA, OHIO, U.S.A.



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



When you sell

# HEINZ

## 57

### VARIETIES

PURE FOOD PRODUCTS

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

**H. J. Heinz Company**  
Canadian Factory:—Leamington, Ont.  
Warehouse:—Toronto

# BACK BACON

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

Made Under Government Inspection.

**F. W. Fearman Co.**  
LIMITED  
HAMILTON

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

- Cambridge Sausage, 1s, \$3.00; 2s, \$5.50.
- Boneless Pigs' Feet, 1/2s, \$1.75; 1s, \$2.50; 2s, \$5.50.
- Lambs' Tongues, 1/2s.
- Sliced Smoked Beef, tins, 1/2s, \$1.75; 1s, \$2.80; 4s, \$15.50.
- Sliced Smoked Beef, glass, 1/4s, \$1.35; 1/2s, \$1.95; 1s, \$2.95.
- Tongue, Ham and Veal Pate, 1/2s, \$1.50.
- Ham and Veal, 1/2s, \$1.20.
- Potted and Devilled Meats, tins —Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
- Potted Meats, Glass — Chicken, Ham, Tongue, 1/4s, \$1.45.
- Ox Tongues, tins, 1/2s, \$3.00; 1s, \$5.50; 1 1/2s, \$8.25; 2s, \$10.75.
- Ox Tongues, Glass, 1 1/2s, \$10.50; 2s, \$13.00.
- Mince-meat, Hermetically Sealed Tins, 1s, \$2; 2s, \$3.25; 3s, \$4.55; 4s, \$6.25; 5s, \$8.
- In Palls, 25 lbs., 12c lb.
- In 50 lb. Tubs, 12c lb.
- In 85 lb. Tubs, 11 1/2c.
- In Glass, 1s, \$2.30.
- Plum Pudding, 1s, \$2.30; 2s, \$3.
- Clark's Peanut Butter — Glass Jars, 1/2, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Palls, 17c.
- Clark's Peanut Butter—Palls 24 lbs., 17c per lb.
- Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
- Pork and Beans, Plain Talls, 1s, 80c; 2s, \$1.30; 3s, \$1.90; 6s, \$6; 12s, \$8.50; 3s, flat, \$1.70. Individuals, 65c doz.
- Pork & Beans, Tomato Sc. Talls, 1s, 80c; 2s, \$1.30; 3s, \$1.90; 6s, \$6; 12s, \$8.50; 3s, flat, \$1.70; Individuals, 65c doz.
- Pork and Beans, Chili, 1s, 80c; 2s, tall, \$1.30; 3s, flat, \$1.70; individuals, 65c doz.
- Tomato Sauce, 1 1/2s, \$1.10; Chili Sauce, 1 1/2s, \$1.10; Plain Sauce, 1 1/2s, \$1.10.
- Pork and Beans, 1 1/2, Chili Sauce, 95c doz.
- Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.25.
- Clark's Chateau Chicken Soup, \$1.10.
- Clark's Chateau Concentrated Soups, 95c.
- Clark's Chateau Concentrated Soups. No. 1, Assorted, 95c.
- Spaghetti with Tomato and Cheese, 1/2s, 95c; 1s, \$1.30; 2s, \$2.35 doz.
- Fluid Beef Cordials, 20 oz. btls., 1 doz. per case, at \$10.00 per doz.
- English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

THE N. K. FAIRBANKS CO., LIMITED.

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

Tierces ..... 0 14 1/2  
Palls ..... \$2 93

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

All orders received must be shipped within a period of 30 days.

Advance over tierce basis for small packages:

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

- LAPORTE, MARTIN, LIMITED  
Montreal. Agencies  
BASIN DE VICHY WATERS,  
L'Admirable, 50 btles, litre,  
cs. .... 5 50  
Neptune ..... 7 00  
San Rival ..... 8 00

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

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

- IMPORTED GINGER ALE  
AND SODA  
Ginger Ale, Trayders, cs., 6  
doz. pts., doz. .... 1 15  
Ginger Ale, Trayders, cs., 6  
doz., splits, doz. .... 0 95  
Club Soda, Trayders, cs., 6  
doz. pts., doz. .... 1 05  
Club Soda, Trayders, cs., 6  
doz., splits, doz. .... 0 95

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

- JAPAN TEAS  
H. L., ch. 90 lbs., lb. .... 0 25  
Victoria, ch. 90 lbs., lb. .... 0 30

- COFFEES  
Victoria, Java and Mocha  
Blend, 1-lb. tin, lb. .... 0 34 1/2  
Victoria, Java and Mocha  
Blend, 5, 10, 25, 50-lb.  
tins, lb. .... 0 32  
Princess, Java and Mocha  
Blend, 1-lb. tin, lb. .... 0 22

- MUSTARD  
COLMAN'S OR KEEN'S  
Per doz. tins  
D. S. F., 1/4-lb. .... \$ 1 00  
D. S. F., 1/2-lb. .... 2 90  
D. S. F., 1-lb. .... 5 75  
F. D., 1/4-lb. .... 0 90  
Per jar  
Durham, 4-lb. jar ..... 0 95  
Durham, 1-lb. jar ..... 0 31

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

- SPICES  
WHITE SWAN SPICES AND  
CEREALS, TORONTO  
5c 10c  
Round Oval lith.  
litho. dredge.  
dredge. 2 1/2 oz.  
Per doz. Per doz.

- Allspice ..... \$0 45 \$0 90  
Arrowroot, 4 oz.  
tins, 85c .....  
Cayenne ..... 0 45 0 90  
Celery salt .....  
Celery pepper .....  
Cinnamon ..... 0 45 0 90  
" whole, 5c.  
pkgs., window  
front, 45c .....  
Cloves ..... 0 45 0 90  
Cloves, whole, 5c.  
pkgs., window  
front, 45c .....  
Curry powder .....  
Ginger ..... 0 45 0 90  
Mace ..... 1 25  
Nutmegs ..... 0 45 0 90  
Nutmegs, whole,  
5c pkgs., window  
front, 45c .....  
Paprika ..... 0 45  
Pepper, black ..... 0 45 0 90  
Pepper, white ..... 0 50 0 95  
Pastry spice ..... 0 45 0 90  
Pickling spice,  
window front, 90c .....  
Shipping weight  
per case ..... 10 lbs. 15 lbs.  
Dozens to case... 4 4



**FULL CARS EXTRA  
FANCY ARKANSAS  
ELBERTA  
PEACHES**

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

**BIG  
SELLERS**

**PRICES  
REASONABLE**

*The House of Quality*

**HUGH WALKER & SON**

**GUELPH, ONTARIO**

**Established 1871**

**Hot Weather Fruits**

**Lemons, Limes, Oranges,  
Cantaloupes, Watermelons,  
Grape Fruit, Pears,  
Peaches, Plums, Raspberries,  
Cucumbers, Tomatoes  
and Bananas.**

**EVERYTHING THE BEST.**

**Weekly price lists mailed to any responsible  
dealer.**

**WHITE & CO., LIMITED**

**TORONTO**

**Wholesale Fruits and Fish**

**Are You Interested?**

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

**RATES:**  
(payable in advance)  
2c per word, first insertion.  
1c per word, subsequent inser-  
tions.  
5c extra per insertion when re-  
plies are to be addressed to  
Canadian Grocer.

**No Other Paper Reaches  
All These Men.**

- In Selling a Business?
- In Buying a Business?
- In Engaging a Clerk?
- In Securing a Position?
- In Securing a Partner?
- In Disposing of Second-hand  
Fixtures?

Then you should use  
Canadian Grocer's Classified Ad.  
Columns.

It should find for you among  
the progressive Grocers of Canada  
at least one individual who is on  
the lookout for just such a pro-  
position that you have to offer.

**Canadian Grocer**  
143-153 University Ave., Toronto

**Fruits**

**Bananas**

**Lemons**

**Oranges**

**and also**

**All Early**

**Vegetables**

**Lemon Bros.**

**OWEN SOUND, ONT.**

**Lemons**

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

**"St. Nicholas"**

**"Queen City"**

**"Kicking"**

**J. J. McCabe**

**Agent  
TORONTO**

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





# Brunswick Brand will boost your canned sea food sales

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

## Brunswick Brand Sea Foods

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

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

Here's the Brunswick Brand list:

- 1/4 Oil Sardines
- Kippered Herring
- Herring in Tomato Sauce
- Finnan Haddies  
(Oval and Round Tins)
- Clams

## Connors Bros., Ltd.

Black's Harbor, N.B.



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

Laundry Starches—	
Boxes	Cents
40 lbs., Canada Laundry	.06 1/4
40 lbs., Canada White Gloss,	
1 lb. pkg.	.06 1/4
48 lbs., No. 1 White or Blue	
Starch, 3 lb. cartons	7 1/4
100 lbs. kegs No. 1 White	.06 1/4
200 lbs. bbls., No. 1 White	.06 1/4
30 lbs., Edwardsburg Silver	
Gloss, 1 lb. chromo pkgs.	.07 1/4
48 lbs., Silver Gloss, in 6	
lb. tin canisters	.08 1/4
36 lbs., Silver Gloss, in 6	
lb. draw lid boxes	.08 1/4
100 lbs., kegs Silver Gloss,	
large crystals	.07 1/4
28 lbs., Benson's Satin, 1	
lb. cartons, chromo label	.07 1/2
40 lbs., Benson's Enamel,	
(cold water), per case	3 00
20 lbs. Casco Refined Potato	
Flour, 1 lb. pkgs.	12 1/4
Celluloid	
Boxes containing 45 cartons,	
per case	3 60
Culinary Starch	
40 lbs., W. T. Benson &	
Co.'s Celebrated Prepared	
Corn	.07 1/4
40 lbs., Canada Pure Corn	.06 1/4
(20 lb. boxes 1/4c higher)	

### 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 1/4
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07 1/4
Barrels, 200 lbs.	.06 1/4
Kegs, 100 lbs.	.06 1/4
Lily White Gloss—	
1-lb. fancy carton cases	30
lbs.	.07 1/4
8 in case	.08
6-lb. toy trunks, lock and	
key, 6-lb. toy drum, with	
drumsticks, 8 in case	.08 1/4
Kegs, extra large crystals.	
100 lbs.	.07 1/4
Canadian Electric Starch—	
Boxes, containing 40 fancy	
pkgs., per case	3 00
Celluloid Starches—	
Boxes containing 45 cartons,	
per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06 1/4
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07 1/4
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07 1/4
(20-lb. boxes 1/4c higher than 40's)	

### COW BRAND BAKING SODA

In boxes only.	
Packed as follows:	
5c packages (96)	\$ 3 20
1 lb. packages (60)	3 20
1/4 lb. packages (120)	3 40
1/2 lb. 60	} Packages Mixed 3 30
1 lb. 30	

### SYRUP

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

Perfect Seal Jars—3 lbs.,	
1 doz. in case	\$ 2 80
2 lb. tins, 2 doz. in case	2 75
5 lb. tins, 1 doz. in case	3 15
10 lb. tins, 1/2 doz. in case	3 05
20 lb. tins, 1/4 doz. in case	3 00
(5, 10 and 20 lb. tins have wire handles.)	
Barrels, about 700 lbs.	.04
Half bbls., about 350 lbs.	.04 1/4
Quarter bbls., about 175	
lbs.	.04 1/4
2 Gal. wooden pails, 25 lbs.	1 50
3 Gal. Wooden Pails, 38 1/2	
lbs., each	2 10
5 gal. wooden pail, 65 lbs.	
each	3 35

### LILY WHITE CORN SYRUP

2 lb. tins, 2 doz. in case	\$ 3 25
5 lb. tins, 1 doz. in case	2 65
10 lb. tins, 1/2 doz. in case	3 55
20 lb. tins, 1/4 doz. in case	3 50

### ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	4 80
Barrels, per 100 lbs.	5 25
1/2 barrels, per 100 lbs.	5 50

### THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.

Rogers' Golden Syrup	
Manufactured from pure cane sugar.	
2 lb. tins, 2 doz. in case	\$4 05
5 lb. tins, 1 doz. in case	4 75
10 lb. tins, 1/2 doz. in case	4 45
20 lb. tins, 1/4 doz. in case	4 35
Delivered in Winnipeg in carload lots.	

CALIFORNIA FRUIT CANNERS ASSOCIATION	
CALIFORNIA RIPE OLIVES DEL MONTE BRAND	
Size	Mam. Large Med.
2 1/2 Can.	\$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can	14.00 12.00 9.00

### CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND	
Size	Mam. Large Med.
2 1/2 Can.	\$ 4.75 \$ 3.75 \$2.50
No. 1 Tall Can	2.75 2.25 1.60
No. 16 Jar	3.00 2.25 1.80
No. 4 Jar	1.50 1.25 1.15
No. 10 Can	14.00 12.00 9.00

YUBA BRAND	
2 1/2 Can	\$3.00 \$2.25
No. 1 Tall Can	1.50 1.20
No. 10 Can	9.00 8.00
Picnic Can	.90

### INFANTS' FOOD MAGOR SONS & CO., LTD.

Robinson's patent barley, 1/2-lb. tins, ....	
1-lb. tins, ....	
Robinson's patent groats, 1/2-lb. tins, ....	
1-lb. tins, ....	

STOP-ON POLISHES	Doz.
Polish, Black, Tan, Ox-blood and Nut-brown	0 85
Dressing, White, 4-oz. bottle	2 00

NUGGET POLISHES	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 85
Cord Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

YEAST	
White Swan Yeast Cakes, per case, 3 doz. 5c pkgs.	1 20

### IMPERIAL TOBACCO CO. OF CANADA, LIMITED, EMPIRE BRANCH.

Black Watch, 8s, butts	9
lbs.	\$ 0 60
Bobs, 6s and 12s, 12 and 6 lbs.	0 45
Currency Bars, 12s, 1/2 butts, 12 lbs., boxes 6 lbs.	0 46
Currency, 6s, 1/2 butts, 9 lbs.	0 46
Stag Bars, 6 1/2s, butts, 11 lbs., boxes, 5 1/2 lbs.	0 48
Walnut Bars, 8 1/2s, boxes 7 lbs.	0 64
Pay Roll, thick bars, 8 1/2s, 6 lb. boxes	0 68
Pay Roll, thin bars, 8 1/2s, 5 lb. boxes	0 68
Pay Roll, plug, 8 1/2s, 12 and 7 lb. caddies	0 68
Shamrock, plug, 7 1/2s, 1/2 butts, 12 lb. boxes, 6 lbs.	0 57
Great West, pouches, 9c.	0 72
Forest and Stream, tins, 11s, 2 lb. cartons	0 89
Forest and Stream, 1/4s, 1/2s and 1-lb. tins	0 80
Forest and Stream, 1-lb. glass humidors	1 00





**A name that means quality—big advertising—big sales**

Here's the "big five" Lever Brothers' products that are making the cash registers ring all day long in thousands of grocers' stores. The headline to this advertisement gives the reasons. Our friends in the trade are recommended to profit by our reputation and prestige and to "push the goods that are pushed the easiest"—Lever Brothers'.

**Lever Brothers Limited, - Eastern Avenue, Toronto**

**Casual Customers become Steady Customers when you sell them the best liked jam in Canada—**



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

People buy Furnivall's because they find in it a delicious, appetizing goodness, a flavor quite unique, and a look of quality as well as a taste of quality. That's why Furnivall's is the most popular line of jams in Canada.

Place your order to-day. It will surprise you how quick-selling Furnivall's Jams really are. Get your nearest jobber to send you a trial supply.

**FURNIVALL-NEW, LIMITED**

**HAMILTON, ONTARIO**

**AGENTS:**

Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg, Man.—W. L. Mackenzie & Co., Ltd. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

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



## Stephen Leacock

contributes an article "Is Permanent Peace Possible?"  
—an excellent summary of conditions governing international relations.

## Robert W. Service

supplies another of his wonderful war poems, "The Flowers," written at the front, where he is driving a motor ambulance.

## Agnes C. Laut

writes on "Business—and the Fatal Spiral," an excellent article dealing with a serious condition in business which has gradually developed.

## Arthur Stringer

## Arthur E. McFarlane

## L. M. Montgomery

These three well-known Canadian authors give brilliancy and distinction to the fiction contents.

## H. F. Gadsby

contributes an article on Dr. Michael Clark, M.P., the Free Trade advocate of the Commons.

All in the August issue of MacLean's Magazine, together with a dozen other features, and the Review of Reviews department. Get a copy at your news-stand, or, better still, send in your subscription. Yearly subscription price, \$1.50.

# August MacLean's

Now on sale at All News-stands

The MacLean Publishing Co., Limited, 143-153 University Ave., Toronto



# Buyers' Guide

## CLASSIFIED ADVERTISING

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

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

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

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

### WANTED

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

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

COMPETENT BUYER AND MANAGER DESIRES change. A firm desiring to install grocery, provisions, fruits and meats can secure the services of one who is practical in all departments, or the charge of several branch stores considered. High references can be given. Apply Box 101, Canadian Grocer, University Ave., Toronto.

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

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

WANTED—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.

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

## "TRENT LOCK" EGG FILLERS

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

**OAKLEY'S KNIFE POLISH**

20-102-1111

JOHN OAKLEY & SONS, LIMITED,  
LONDON, ENGLAND.

### AGENTS:

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

## 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 this paper.

Try it out.

**CHIVER'S  
JAMS—JELLIES—MARMALADE**  
Are guaranteed absolutely pure and of the highest quality.  
Send us your orders.  
Agents:  
Frank L. Benedict & Co., Montreal

We are now located in our new and more spacious warehouse at  
**60-62 JARVIS ST.**  
**TORONTO SALT WORKS**  
GEO. J. CLIFF

PORT ARTHUR, ONT. MONTREAL, QUE.  
**FRESH FISH**  
FOR NEXT WEEK  
Halibut, Cod, Haddock, Trout,  
Whitefish  
Price Quality Service  
**J. BOWMAN & CO.**  
26 Duncan St., Toronto, Ont.

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

## Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

ALL ORDERS PAYABLE  
IN ADVANCE.

PRICE \$2.00

MacLean Publishing Co.  
143-153 University Ave., Toronto





# Hot Weather Specialties THAT BRING GOOD PROFIT

Make the most of the hot weather season: display Sterling Brand Summer Specialties prominently.

*Suggest Coolness in Your Display*

Sterling line of hot weather specialties leave you a good margin of profit.

Here is the line:

- Raspberry Vinegar,**
- Orangeade,**
- Lemonade,**
- Fruit Syrup and**
- Fruit Flavors,**
- Unfermented Wine.**

Get this line turning your money over at a nice profit.

WRITE FOR FULL PARTICULARS OR SEND ALONG YOUR ORDER.

**T. A. LYTLE CO.**

LIMITED

STERLING ROAD

TORONTO

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# For a Change



At this time when most lines are away up in price, the offer of first quality staples at prices below their present market value gives you the opportunity to realize bigger sales and larger profits.

Every line listed below is guaranteed to give you absolute satisfaction:

1,000 cs.	Sunset Standard Peas	.....24/2s	.90	doz.
1,000 "	Red Pitted Cherries, Heavy Syrup	...24/2s	1.15	"
1,700 "	Red Raspberries, Heavy Syrup	....24/2s	1.35	"
600 "	I.C.B. Apples	.....6s/gallons	2.50	"
700 "	Garden City Yellow Peaches, Heavy Syrup	.....24/2s	1.50	"
400 "	California Prunes, Faced, 25s	.....70/80	.09	lb.
400 "	" " " " 25s	.....90/100	.08	"
65 H/C Y T	Congou Black Tea, 60 lbs. net	.....	.15	"

Owing to the uncertain state of the market, these prices are subject to change without notice.

If you are already acquainted with these brands, send us your order now, so as to be assured of your supply. If you do not know the high standard of these goods, write for samples to-day.

## TO ARRIVE—Fall Delivery

800 c/s Millar's Jams

Strawberry - Raspberry - Black Currants

1s and 2s - Cases 4 doz. - Casks 12 doz.

Ask our prices and we get your business.



## Laporte, Martin, Limitée

Wholesale Grocers

584 St. Paul Street West

MONTREAL



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



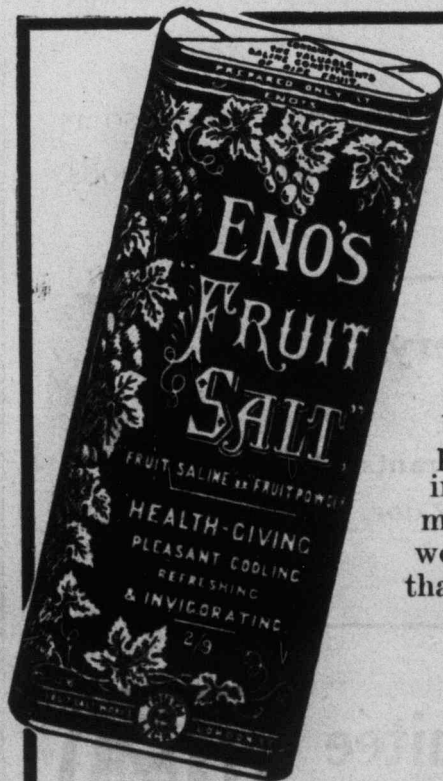
**Imperial Rice Milling  
Co., Ltd.**  
VANCOUVER, B. C.



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

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

It is making  
a hit.



## Doctors' Bills Rob You

### Eno's "Fruit Salt" cuts them out and helps your business

Of course, doctors are very necessary, and they must live, but even they do not care for the kind of patients who are "just feeling a little off color" and in most cases would sooner you would sell them a regulator than be bothered with them.

Doctors' bills are not conducive to better business for you, in fact they mean retrenchment.

Why not stock a few bottles of Eno's "Fruit Salt" and recommend it to your patrons. Every household should use this harmless, invigorating regulator. It is a positive preventative of many forms of disease, saves much suffering and more doctors' bills.

*Now is the time to act—stock Eno's "Fruit Salt" (it's the original and only fruit salt). Display it, sell it.*

**J. C. ENO, LTD., "FRUIT SALT WORKS"**  
LONDON, ENG.

Agents for Canada: Harold F. Ritchie & Co., Ltd., 10-14 McCaul St., Toronto

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



CANADIAN GROCER



## Get a better grip on jam and bottled goods sales

Pin your faith to the reliability and proven selling merits of the well known ANCHOR CAP. People have come to look for Anchor Caps on all bottled goods. They know that the contents are just as fresh as when first sealed—the Anchor Cap positively eliminates leakers. The manufacturer proud of his product protects its flavor, its goodness, its purity against all possible change with the positive security of Anchor Caps. To fail to use this securest of all seals is to withhold from you your most convincing sales inducement. See to it that your next order of bottled goods bears this dependable seal. Your wholesaler will furnish Anchor Caps on any bottled goods line. Tell him your requirements and specify Anchor Caps.

**Anchor Cap & Closure Corporation of Canada**  
LIMITED  
Sudbury St. West, Foot of Dovercourt Road      TORONTO, CANADA

# GREEN TEA

Just received in store

## New Season Crop Japans

Special selections from choicest gardens, which we accept only when they meet our requirements for *STANDARD CUP QUALITY*, of delicate flavor and strength.

Our reputation as specialists in Japans is maintained by the experience acquired in supplying the Canadian Trade in increasing volume year by year for over 40 years. Prompt attention to enquiries.

**KEARNEY BROS., LIMITED**

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

ESTABLISHED 1874

MONTREAL



## CANADIAN GROCER

A COMPLAINT WELL-HANDLED IS AN ASSET OF THE PAST FROM WHICH THE FUTURE SHOULD DRAW DIVIDENDS

# How we handled this complaint

## The Complaint

LAKE OF THE WOODS MILLING CO.,  
Montreal.

Moss Lake, Sask., April 21, 1916.

Gentlemen:—Kindly send me your cook book. I think I deserve one. I've been on this blessed old homestead nine years now "batching," and during the whole of that time I've only had one and a half sacks of flour which were not FIVE ROSES. The first was either XXX or else XXXX; anyway it would have killed a dog. I didn't understand either flour or cooking and bought it on the advice of a so-called friend: I think he must have wanted my land. Anyway I survived and cheated him. The last 100-lb. sack of FIVE ROSES I got a few months ago was pretty bum, and I could make nothing decent at all with it; but I must say in all honesty, it's the only bad sack I've ever had. So I think you owe me a cook book. Anyway, I've no stamps handy, but please yourselves.

Yours truly,  
(Sgd.) J. W. DENTON.

Montreal, May 17th, 1916.

J. W. DENTON, ESQ.,  
Moss Lake, Sask.

Dear Sir:—You are quite right. If anyone is entitled to a free cook book, his name is Denton. We mailed you a copy last week, and hope it will reach you in good condition. If for any reason it did not arrive, or you should desire further copies, just drop us a line and we will see that you are supplied.

We are glad to note that it took you nine years to find a bad bag of FIVE ROSES flour, but are sorry that you should have been the victim. If you will let us know when and where you got this inferior bag, we will see that it is replaced without cost to you. As you are aware, we want to live up to our guarantee when given the opportunity.

Yours truly,  
LAKE OF THE WOODS MILLING CO.,  
LIMITED.

## We Reply

## The Come-Back

LAKE OF THE WOODS MILLING CO.,  
Montreal.

Moss Lake, Sask., June 2nd, 1916.

Gentlemen:—Yours of the 17th ult. to hand, also two pencils for which please accept my thanks. They are certainly a tasty advertisement. The cook book I have not as yet received, but presume it will come through in due course.

I must say I was greatly surprised at your letter. It's a bit of a corker when a company can start throwing sacks of flour in with cook books, especially in war-time. I guess the war is to blame for my bad bag of flour. However, I didn't start the war, and it's hardly fair that my "innards" should suffer for Kaiser Bill's, the Potsdam Lyre's misdeeds: if he'd got the sack of flour in place of me, I'd have kept mum and not said a word.

I got the sack of flour off MacPherson, of Norquay, Sask., and as to date as near as I can say, it was somewhere round Xmas. I don't keep my bills beyond just checking the goods when I get home, as I've never run a bill with Mac yet, always pay cash.

However, if you write Mac, he will verify this, and of course I don't expect you to take my word, because I complained about it to him and fetched out a half sack of "—" flour. Would not fetch a sack as I'd never tried it and being bitten with one whole sack was enough to be going on with. I finished the "—" flour two days ago, and as I'd no time to go to town, I've fallen back on the other. But it's bad, in fact to tell you the honest truth and using strictly Parliamentary language (it's d— rotten). Anyway, I won't make a song and dance about it, but if you could throw in a motor car and a team of horses and, say, a household of furniture and a few fancy little stunts like that, you know—well!

Mind you, gentlemen, I didn't ask for a sack of flour. I only asked for a cook book, and it speaks well for your firm the way you have met my complaint.

Happy is he that expecteth little, for verily he shall not be disappointed.

Yours faithfully,  
(Sgd.) J. W. DENTON.

## More from us

J. W. DENTON, ESQ.,  
Moss Lake, Sask.

Montreal, June 22nd, 1916.

Dear Sir:—We thank you for your letter of the 2nd instant and the information therein contained. We have referred the correspondence to our Winnipeg office, and no doubt you will hear from them shortly. Thanking you for your complaint, we are,

Yours truly,  
LAKE OF THE WOODS MILLING CO., LIMITED,  
Montreal.

## The Guarantee lived up to

LAKE OF THE WOODS MILLING CO.,  
Montreal.

Winnipeg, June 27th, 1916.

Gentlemen:—As requested, we have to-day instructed our agents, the Norquay Trading Company, at Norquay, to deliver a bag of FIVE ROSES free of charge to J. W. Denton, Moss Lake.

Yours truly,  
LAKE OF THE WOODS MILLING CO., LIMITED,  
(Sgd.) N. J. Breen,  
Mgr. Flour Dept.

THESE LETTERS TAKEN VERBATIM FROM OUR FILES AT MONTREAL