

**PAGES
MISSING**

CANADIAN GROCER

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

Vol. XXXI.

PUBLICATION OFFICE: TORONTO, JUNE 22nd, 1917

No. 25

Welch's

"The National Drink"



Welch's is staple and sells with the same certainty as sugar, flour or any other staple you stock.

But it gives you the turnover of a specialty and thus a better profit than any ordinary staple can command.

For Welch quality will hold permanently your present customers and Welch advertising will bring new ones.

Stock and display this "standard" in grape juice. Welch's is all you need to make a sure, cash-register profit.

Sold by Leading Jobbers

THE WELCH CO., LIMITED

ST. CATHARINES

ONTARIO

SUMMER IS COMING!

That means your customers are going to be more particular about their shoes. A window display of these polishes occasionally has proven very profitable. Summer time is polish time—get your stock in without delay—it pays.



The Season's Leaders



Ask for Prices and Complete Catalog



Top Notch

White kid and white leather cleaner.

Albo

White round cake, canvas cleaner and whitener, in lacquered metal box (2 sizes).

Bostonian Creams

Put up in all the popular colors and shades. Most perfect cleaner and polishing cream for the finest grade of colored kid and calf leathers.

Cleanall

Cleans and freshens cloth top shoes, also silk and satin.

White Heel

Instantly makes white, heels and edges. Will not crack or chip off. Will have a big sale this season.

Quick White

(Liquid) makes dirty canvas shoes clean and white. A sponge in every package, so always ready to use.



Get In Touch With Your Jobber Now

or write Whittemore Bros., Corp., Boston, Mass.

PROHIBITION BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

Your Best Assistant is Borden's Advertising

YOU will realize this if you devote a little window or counter space to a Borden display.

Few grocery specialties are so firmly established and enjoy such a steady demand as

BORDEN'S MILK PRODUCTS

Their splendid good qualities is of course the chief reason for this, but the heavy steady volume of Borden advertising has built up this demand, increasing it year by year until grocers in every community find Borden's one of their very best and most profitable sellers.

Link your business with this sales creating advertising.

Borden Milk Co., Limited

LEADERS OF QUALITY

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver

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

Dealers Profit from Coffee- Satisfaction

Never has an American commodity so quickly won wide-awake Canadian dealers as has Royal Blend—the popular coffee from the U.S. Dealers have taken to it because of the large and easy profit to them, and because their customers find that Royal Blend Coffee enables them to serve the same coffee as is served by Canada's best hotels.

Order a case from any of the following importers:—

BELLEVILLE—J. E. Walmsley & Co.
HAMILTON—James Turner & Co.
KINGSTON—W. G. Craig & Co.
LINDSAY—J. E. Adams & Co.
LONDON—M. Masuret & Co.
OTTAWA—H. N. Bate & Sons, Ltd.
PETERBORO—Rishors Ltd.
SUDBURY—D. L. McKinnon
TORONTO—Groceries Ltd.



FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

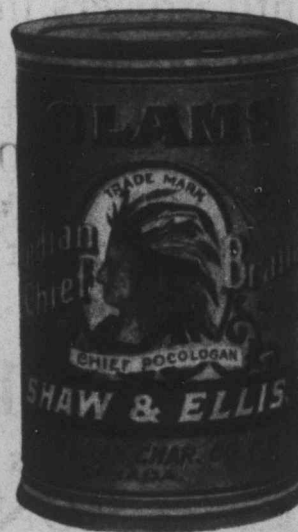
OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

INDIAN CHIEF BRAND CLAMS

Always Reliable



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

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

Order from your Jobber.

Packed By

SHAW & ELLIS
Pocologan, N.B.

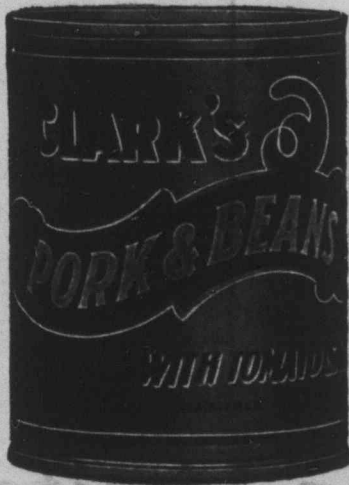
CLARK'S

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.

Clark's



PORK and BEANS



We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

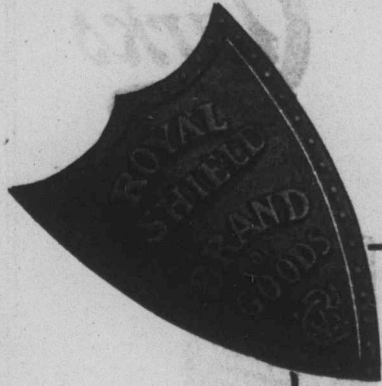
Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL

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

There's Profit and Prestige in every sale of Royal Shield Brand of Goods

*Stock the lines that have
won approval
everywhere*



You'll find a stock of Royal Shield Products the key to daily increasing sales and better customer-confidence. For Royal Shield quality pleases the most particular housewife and brings her in again for a further supply.

Keep a window or counter display constantly working for you, and don't hesitate to recommend any product bearing the Royal Shield Trade-Mark.

Just look over our list of branch houses listed herewith and order a supply from the one nearest your store. Prompt shipment will follow and better selling will result immediately.

Campbell Bros. and Wilson, Limited

IMPORTERS AND WHOLESALE GROCERS

WINNIPEG, CANADA

BRANCHES:

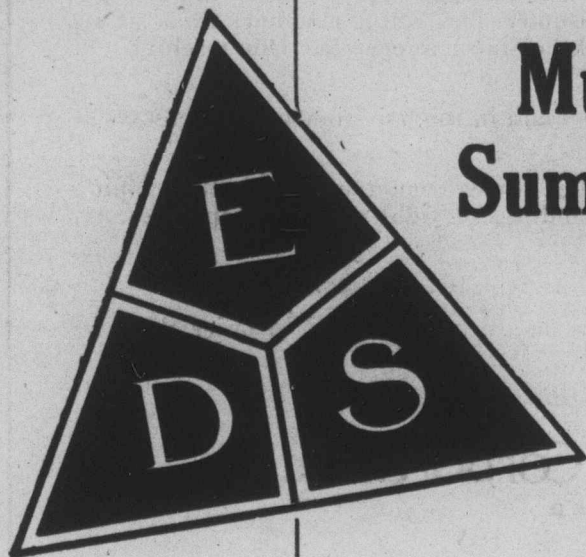
Campbell, Wilson & Horne, Ltd.—Calgary, Lethbridge, Edmonton, Red Deer.

Campbell, Wilson & Miller, Ltd.—Saskatoon.

Campbell, Wilson & Strathdee, Ltd.—Regina, Swift Current.

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

Feature E.D.S. Raspberry Vinegar now



The Much Liked Summer Drink

Public approval has long ago set its unmistakable seal on the E.D.S. Products and E.D.S. Raspberry Vinegar has long enjoyed the confidence and the esteem of everybody as an ideal hot weather beverage.

The profits to be had through selling this line make a little effort on the part of the Grocer decidedly worth while.

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

MAKE A DISPLAY

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



E. D. Smith and Son, Limited

WINONA, ONT.

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

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

Cutting Your Labor Cost

Let us show you how to get greater production at a smaller labor cost with Anchor Caps and Sealing Machines.

Anchor Caps are sealed mechanically at a much greater speed than is possible by hand and the seal once made remains air-tight until the cap is removed by the consumer. The sealing machines are of strong and simple construction with low upkeep, and do not require skilled labor to operate. One machine will do more and better work than five or six women.

Our representatives make regular inspections of the machines and in this way they are kept always at the point of highest efficiency.

With Anchor Caps and Machines the goods can be handled direct from the filler to the capping machine and then to the labeller without the necessity of rehandling or tightening the caps a second time.

The caps are shipped ready to use and no liners or paraffin are required.

We will be glad to place any of our machines in your factory on thirty days' trial in order that you may try them out under your own factory conditions.

Write for catalogue and full particulars.

Anchor Cap & Closure Corporation
OF CANADA, LIMITED

FACTORY AND
GENERAL OFFICES



50 Devereaux Road
TORONTO, ONTARIO

JAPAN TEAS

**Are the best purchase on the market
at present prices.**

☛ They have not *so far* been affected seriously by the shipping situation. But complications are developing and rates will be much higher.

☛ ***We can quote low prices AT PRESENT.***

KEARNEY BROS., LIMITED

Tea—IMPORTERS—Coffee

33 St. Peter Street

MONTREAL

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



Tall Butter Jars
(Dark Glazed inside; Light and Dark or White Glazed outside)

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



Preserve Jars
(With Stone Covers)

	Per doz.
1/4 gal.	\$1.15
1/2 gal.	1.50
1 gal.	2.00
1 1/2 gal.	2.50
2 gal.	3.60
3 gal.	5.00 ^s
4 gal.	6.50

Jar can be made air-tight by sealing with wax.



Churns with Stone Covers
(Dashers included)

	Per dozen
2 gallon	\$ 5.76
3 gallon	7.20
4 gallon	8.64
5 gallon	10.00
6 gallon	11.50
8 gallon	18.00
10 gallon	22.00
12 gallon	24.00

Cheaper and more sanitary than wooden churns.

THREE OF OUR BIG SELLERS

On July 1st these prices will be withdrawn, after that higher prices will prevail. Take advantage of these prices now.

NOTE PRICES—You can figure the profits now, then send for our illustrated catalogue, and get in line to reap some of this profit.

The Toronto Pottery Co., Limited

617-8 Dominion Bank Building

King and Yonge Streets

TORONTO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.



Don't Blame Us

if your peanut butter sales are not up to expectations this Summer; we are trying hard to convince you that

Bowes

PEANUT BUTTER

is the most profitable and popular line in its field. Better guard against disappointing your customers and yourself, by selling this well-known brand.

NOW IS A GOOD TIME TO START

Manufactured and Guaranteed by

The Bowes Company, Ltd.

TORONTO

Branches: Winnipeg, Man., and St. John, N.B.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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

WESTERN PROVINCES



Western Representation

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

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

TRY US. WE CAN PRODUCE THE RESULTS YOU WANT.

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame East

WINNIPEG

F. D. COCKBURN

Grocery Broker & Manufacturers' Agent

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

149 Notre Dame Avenue East, Winnipeg

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

THE H. L. PERRY CO.

214-216 Princess St., Winnipeg

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

Storage Distributing Forwarding

Six Thousand Copies Sold

A recent circular describing THE GROCER'S ENCYCLOPEDIA contained several pages of commendations by wholesale and retail grocers; by manufacturers and food experts; by editors, librarians, and educationists. But even more impressive is the fact, just announced, that **Six Thousand Copies** have been sold. This is wonderful testimony to its practical money-making and money-saving value.

If YOU do not already own a copy, why not make yourself a present of one?

The Grocer's Encyclopedia is the source from which hundreds of up-to-date grocers, scattered throughout the country, are obtaining the information that is creating for them new and higher business reputation and is delighting and astonishing their customers.

Why not help yourself into the same class when you can do it so easily—merely by reading a book which you will find much more entertaining than a daily newspaper?

You will read a few lines here and an article there, and, before you realize it, you will have absorbed a great deal of knowledge on the goods you handle—you will have, at your tongue's end, interesting information that customers will enjoy hearing from you—and that will speedily give you the reputation of a man who "knows everything about all kinds of foods."

You will be surprised to observe what a difference such a reputation will make in the way that people think of you and refer to you. It establishes you as an **authority** in your line of business. Your word and your opinion will carry much more weight than they do to-day.

Such knowledge and such reputation are a great deal in return for an outlay of only \$10.50—the price of the Encyclopedia, delivered to you.

Copies can be obtained from **THE CANADIAN GROCER**, 143-153 University Ave., Toronto.

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

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WESTERN PROVINCES.

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

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

402 Chambers of Commerce, Winnipeg

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG

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

DISTRIBUTION & SERVICE
from
COAST to COAST.

W. H. Escott Co.
Limited
Manufacturers' Agents
Wholesale Grocery Brokers
Winnipeg, - Manitoba

BRANCHES: Regina Saskatoon
Calgary Edmonton

ESTABLISHED 1907

G. B. Thompson & Co.

Wholesale Commission Broker and Manufacturers' Agent

We can handle a few more good lines. Storage Warehouse and Transfer Track.
137 Bannatyne Ave. East, WINNIPEG
Established 1898

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents

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

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distri-
bution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
508 Merchants Bank, Winnipeg

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

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

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

Donald H. Bain Co.

HEAD OFFICE: WINNIPEG, MAN.

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

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

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ONTARIO

Live Representation

ON TORONTO MARKET
SECURES BUSINESS

If you are looking for new business,
communicate with

WHITE & McCART, LIMITED

Car Lot Distributors

309-310 Board of Trade Bldg.

TORONTO ONTARIO

Reference: Dominion Bank, Toronto.

Maclure & Langley, Limited

Manufacturers' Agents

Grocers, Confectioners
and Drug Specialists

12 FRONT STREET EAST TORONTO

This Space is Yours

For \$2

On Yearly Order

W. G. PATRICK & CO.
Limited

Manufacturers' Agents
and Importers

51-53 Wellington St. W., Toronto

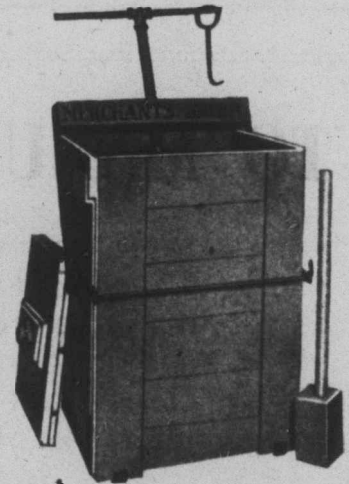
Gallon Apples
Fancy and Choice
Seeded Raisins

**W. H. Millman
& Sons**

Wholesale Grocery Brokers
TORONTO

Merchants Baler

MADE IN CANADA



No.	Bale	Weight	Price
2	17x18x31	140 lbs.	\$21.00
3	18x24x33	160 "	25.50
4	18x28x36	175 "	27.75

"f.o.b. Toronto."

Stephenson, Blake & Co.

Manufacturers

60 Front St. West, - Toronto

W. G. A. LAMBE & CO.
TORONTO

Established 1885

SUGARS FRUITS

The HARRY HORNE CO.

Toronto, Can.

BROKERS AND IMPORTERS

Food Stuffs, Grocery Sundries, Drug
Sundries and Confectionery

We carry stocks in our own Warehouse
(when necessary).

We employ a steady staff of salesmen.
(Get in touch with us.)

**Hamblin-Brereton
Co., Limited**

Wholesale Grocery and Confectionery
Brokers

KITCHENER WINNIPEG CALGARY

**COVERING PORCUPINE
DISTRICT**

Agent with headquarters in Timmins, call-
ing on mines and retail trade, wants num-
ber of other lines to handle. On the job
all the time.

Address A. L., Box 85, Timmins, Ont.

**DRIED AND EVAPORATED
APPLES.**

Apple Waste and Chops, Specialties

H. W. Ackerman

BELLEVILLE ONTARIO

W. F. ELLIOT

Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)

FORT WILLIAM, ONT.

Established 1909.

OPEN FOR AGENCY FOR THE
CITY OF OTTAWA

Satisfaction Guaranteed.

Best of Reference.

M. M. WALSH

310 BAY ST. OTTAWA

Kindly mention this paper when
writing the advertiser.

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

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

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

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

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.

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

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

**KING GEORGE'S
NAVY** CHEWING TOBACCO

brings the customer back again

And it's the "repeats" that count, the steady, every-day "repeats" that KING GEORGE'S NAVY will bring you.

Just try out a little display in your tobacco show case. See if results don't prove our statements.

Suggest King George's to every chewer. Satisfaction is certain.

Rock City Tobacco Co., Ltd.

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

Furnivall's
FINE
FRUIT
PURE **JAM**

New Pack 1917
Strawberry Jam
NOW READY

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

Furnivall-New, Limited
HAMILTON, CANADA

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

JAPAN TEA



WEIGHING TEA

You will have an entirely new idea of how good tea can be, if you drink "JAPAN TEA." It has a satisfying flavor, a delicacy of aroma that imparts a subtle finish to a delightful meal—and is unquestionably the best natural stimulant for body and brain.

ON SALE AT ALL GROCERS

The Japanese Government prohibits adulteration and coloring of Tea

Particular people, whose tea requirements must be met with a product of unexcelled purity, show a marked preference for "JAPAN TEA"—the fine, rich, full flavored product of the Flowery Kingdom.

Dealers who constantly feature this delicious beverage are reaping big results from our extensive Consumer Advertising. Why not connect your tea department with this fruitful source of lasting profit and customer satisfaction?

Holiday Suggestions

How would you like to secure this Club Bag or Camera?

You can secure one—or both—and add considerably to your profits at the same time by selling these big favorites — O-PEE-CHEE GUM in Spearmint, Peppermint and Licorice flavors, and MINTEES, WINTEES, CINTEES and CLOVEES.



BLACK WALRUS GRAIN CLUB BAG
Premium No. 53

THE CAMERA, which is highly efficient in every respect, will be sent you with an order for 12 boxes assorted O-Pee-Chee Gum and Mintees, etc. This assortment, with Camera, costs you \$9.75 (in British Columbia and Alberta, \$10.00)—sales will net you \$12.00 — a profit of \$2.00 to \$2.25, and the Camera for yourself!



PREMO CAMERA—Premium No. 50



THE CLUB BAG, with an assortment of 16 boxes, costs you \$14.00 (in B.C. and Alberta \$14.50). At 5c each the 320 rolls or bars bring you \$16.00—a profit of \$1.50 to \$2.00 on the transaction—and you keep the Club Bag!



CUT THIS CORNER OFF AND
MAIL TO-DAY!

O-Pee-Chee Gum Co., Ltd., London, Ont.

Ship Premium No.

Name of Jobber.

Address of Jobber.

Retailer sign here.

Post Office.

Station.

Send Catalogue.

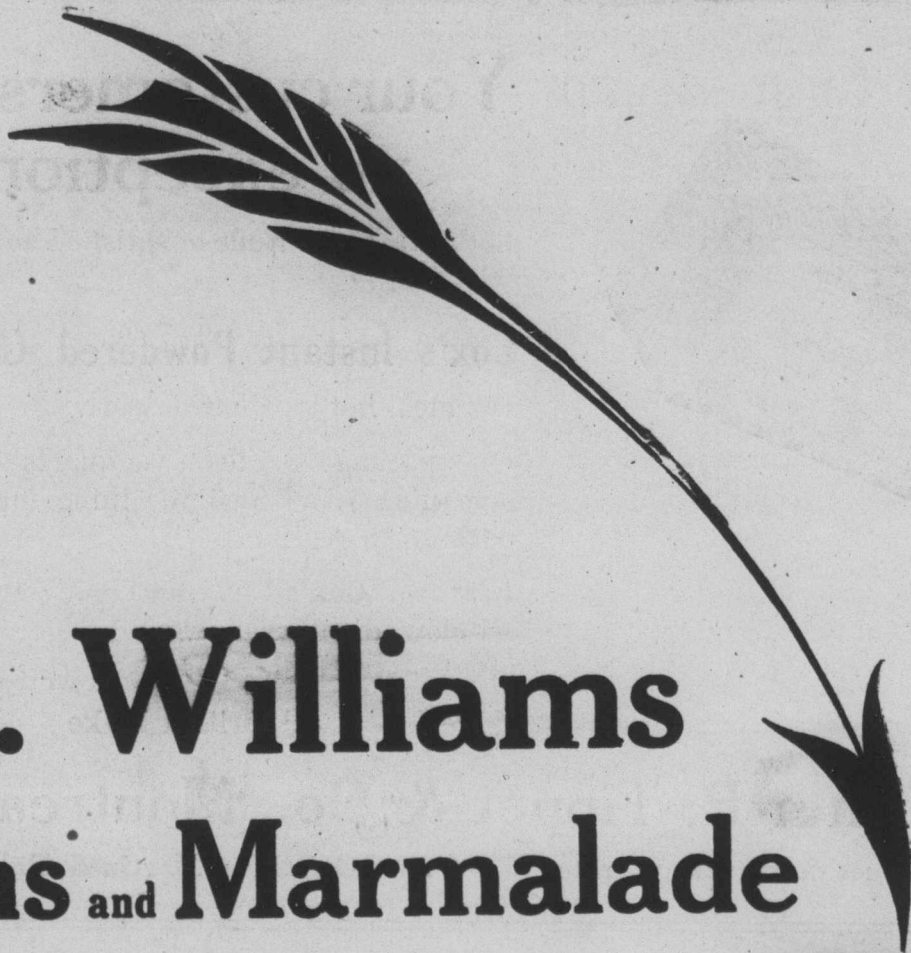
Our illustrated Premium Catalog will show you a splendid assortment of attractive and useful articles which our representatives may easily secure.

MAIL US
THE COUPON
TO-DAY

O-Pee-Chee Gum Co.

Limited
LONDON CANADA

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



St. Williams Jams and Marmalade

*New Season's Jam
Now Ready*

Tins and glass are difficult to obtain and would advise securing your requirements early.

Send us your order to be shipped through your Jobber.

Freight prepaid on 5 cases or over.

Maclure & Langley Limited

12 Front Street East, TORONTO
123 Bannatyne Ave., WINNIPEG





Your customers are no exception

to the vast multitude of satisfied housewives
who find in

Cox's Instant Powdered Gelatine

the ideal hot weather dessert.

One package makes two quarts of clear,
sparkling jelly—just the thing for serving
with fresh fruits.

Feature "Cox's" in your shelf counter and
window displays now and you will reap
many extra dollars of profit this summer.

All British Make

Arthur P. Tippet & Co., Montreal

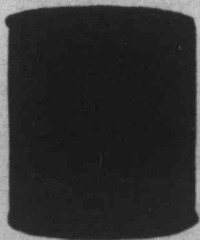
WINNIPEG—Tees & Persee, Limited

VANCOUVER—Martin & Robinson, Ltd.

Make Malcolm's a feature of your summer displays

Malcolm Milk Products—the entirely All-Canadian line that is winning more
and more admirers everywhere on account of its splendid convenience and
unusual good qualities.

Summer days are particularly suited to the sale of Malcolm Milk Products.
For all manner of outing folk—campers, picnics, cottagers, etc., these Cana-
dian-made Milk lines are absolutely unrivalled.



5-case lots delivered to
any point in Ontario,
Quebec and Maritime
Provinces. Freight paid
up to 50c per 100 lbs.



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

"The Only Canadian Milk Company"

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



SELL PRESNAIL'S PATHFINDER CIGARS

Prove your loss to a cent in case of fire

*You can do it with an
International Account Register*

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

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



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

INTERNATIONAL SAFE COMPANY, LIMITED
FORT ERIE, ONTARIO

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

You should sell

REGINA BAKING POWDER

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

Keep a stock displayed and note the "repeats."



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

The New Breakfast Food



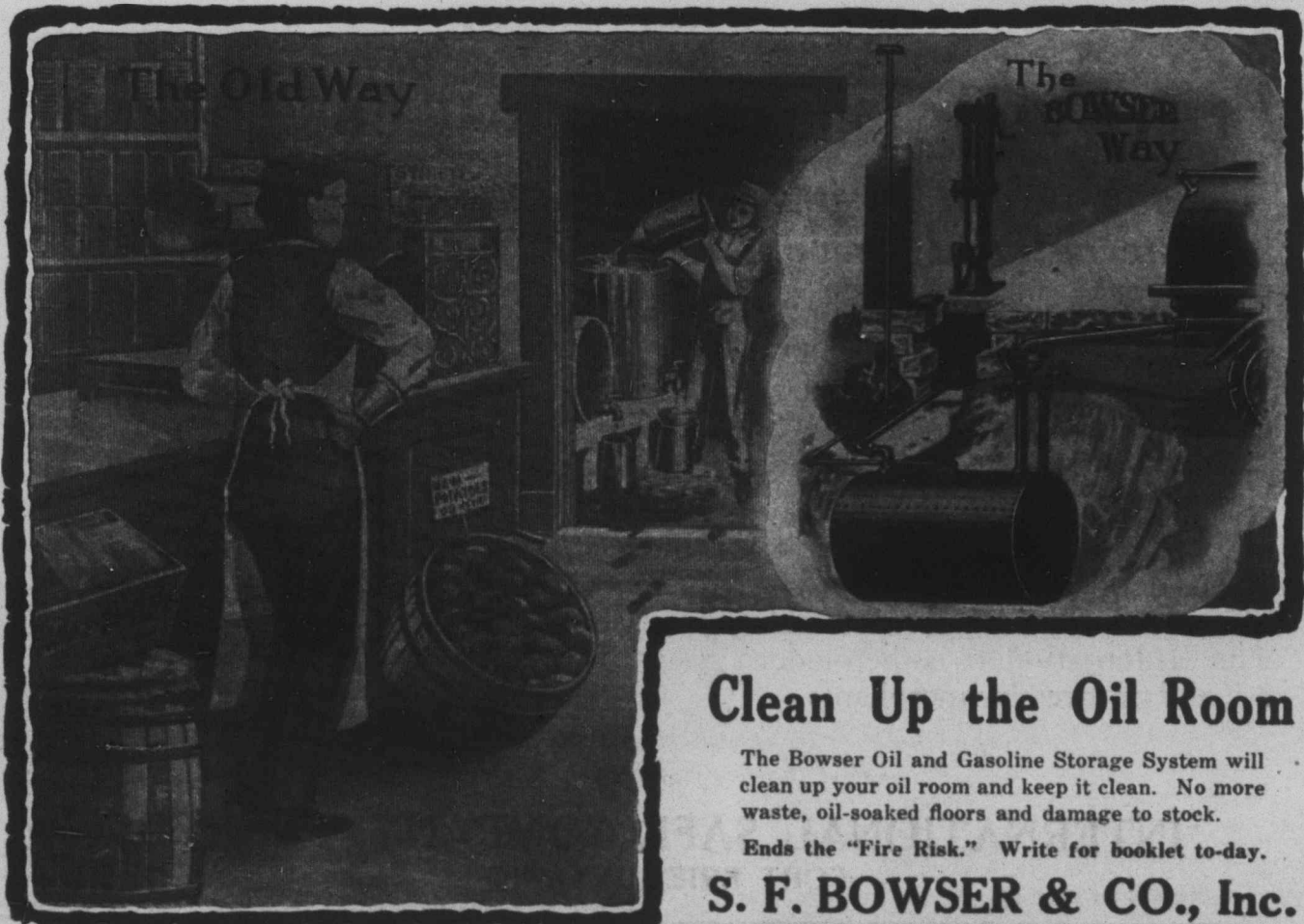
Dutch Tea Rusks

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

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

Packed 36 15c packages to the case.

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



Clean Up the Oil Room

The Bowser Oil and Gasoline Storage System will clean up your oil room and keep it clean. No more waste, oil-soaked floors and damage to stock.

Ends the "Fire Risk." Write for booklet to-day.

S. F. BOWSER & CO., Inc.

Sales Offices in All Centers Ft. Wayne, Ind. Representatives Everywhere



Why do Grocers like to Sell Red Rose Tea?

Because it never disappoints a customer. Its rich Indian flavor and strength makes friends and holds them. It helps you get a larger share of the tea trade.

Ninety-nine out of every hundred homes in your locality will welcome

OCEAN BLUE

Probably you would not care to do business with the other one. Ocean Blue is such a contrast to the ordinary qualities that housewives are glad to use it.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24 & 26, Wellington St., W., Toronto. Western Agents: For Manitoba, Saskatchewan and Alberta: W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avory, Rooms 5 and 8, Jones Block, 467 Hastings Street West, Vancouver, B.C.

The New Improved Van Berkel Slicer



Make Your Summer Cured Meat Sales More Profitable

The Van Berkel Meat Slicer (new model) will show you how. No more waste. No more lost profits. No more dissatisfied customers. Profits saved pays the cost.

Write for particulars.

The Hobart Mfg. Co.
149 Church St.
TORONTO
Sole Agents for Canada

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



Keen's Oxford BLUE

displayed in your store on counter, window or shelf will bring you bigger sales and a good profit on every sale.

Everybody knows Keen's Oxford Blue. It only remains for you to link up with its world-wide popularity.

Ask your wholesaler.

Magor, Son and Company, Limited

191 St. Paul St. West, MONTREAL

30 Church Street, TORONTO

PURITY FLOUR

(THE ALL-PURPOSE FLOUR)

IS A SURE "REPEATER"

—the housewife who tries one sack always comes back for more. Any dealer who wants to do **more** flour business can always increase his trade—and profits too—with Purity Flour.

And don't forget that we are using liberal space in the newspapers and magazines to tell Canadian housewives that Purity Flour serves every baking need—bread, pies, cakes, biscuits, rolls, etc.—and that it is the most economical food product on the market.

Take advantage of this wide publicity and reap your full share of business—and profits.

Write For Particulars About Our Fall Advertising Campaign.

Western Canada Flour Mills Co., Ltd.

TORONTO

WINNIPEG



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

CANADIAN GROCER

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TORONTO, JUNE 22, 1917

No. 25

Convention of Ontario R.M.A.

Members Meet at Headquarters in Toronto—Reasons for Dropping Arrangement with Financial Paper Are Discussed—Financial Statement Shows Balance for Year—Important Resolutions Are Discussed.

THE annual meeting of the Ontario Branch of the Retail Merchants' Association of Canada was held in Toronto on June 20, at the Association headquarters. The attendance, while not large, was a representative one, and the proceedings were characterized by a tendency, not only to discuss the broadest retail problems in a broad way, but also to do so with business-like incisiveness. Many important problems were discussed and dealt with. Decisions were reached on a number of vital problems and action was decided upon in several instances to assert the views of the retail merchants of Ontario in quarters and in ways that would ensure consideration.

President B. W. Zieman was in the chair, calling the meeting to order at 10.45. The regular business of the association was first proceeded with.

The first order of business was the reading by Secretary Miller of the minutes of the meetings held by the Ontario Board during the year. Among other important matters reference was made to the arrangement which had been made to supply the Journal of Commerce to members and to raise the membership fees, which arrangement was rescinded at the following meeting of the board.

Financial Information Wanted

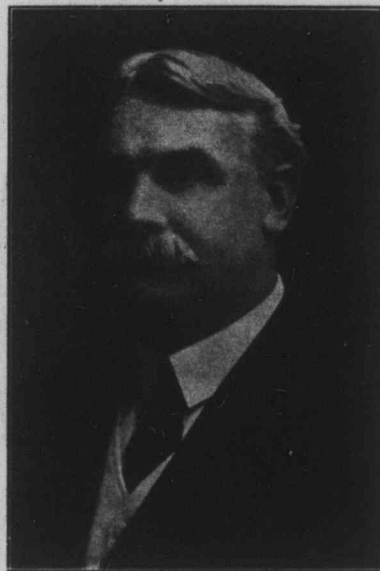
Mr. Watters, of Ottawa, asked for further information with reference to the arrangement made, and afterwards rescinded, with the Journal of Commerce. He was still receiving the paper, despite the fact that the arrangement with the board had been discontinued.

Mr. Zieman explained that the members who had paid the increased fee were still receiving the Journal of Commerce, and would continue to receive it, until the expiration of the term.

Mr. Watters—"What was the financial arrangement with this paper? How do we stand?"

Mr. Zieman explained that the financial arrangements had been made by Mr. Beaudry. The Journal of Commerce were paid out of the organization funds of the Dominion Board, but he was not in a position to say just what it was. Mr. Beaudry was not present.

Mr. Watters expressed regret that Mr.



D. W. CLARK, Toronto
Re-elected 1st Vice-President

Beaudry was not on hand to give the full details. It had always been the case that uncertainty had existed in regard to the financial side of association matters. He felt that he could not go back and report to the Ottawa members this year unless he took back complete information with reference to the finances of the association. He regretted that it was not possible to supply the details with reference to the contract with the Journal of Commerce.

Why Contract Was Rescinded

Secretary Miller explained at some length why the contract with that paper had been rescinded. When the arrangement was made by the Ontario Board it had been on the understanding that it was being made between the Ontario Board and the Dominion Board. It developed later, however, that the arrangement in reality was being made with Mr. Beaudry and the publishers of the Journal of Commerce. Later it became apparent to the members of the Ontario Board that the association was being used to increase the circulation of the

paper in question, so that the publishers could secure advertising by showing the manufacturers that the paper was going to all members of the association in Ontario. This was the reason why the Ontario Board had decided not to go ahead with the matter. He had understood from Mr. Beaudry that practically no money had been paid over to the publishers. In any case, he was able to say positively that no money from the Ontario funds had been paid.

Mr. Watters asked how the board had been able to rescind the contract made.

Mr. Miller explained that the arrangement had been rescinded with the consent of the publishers after a meeting held in Montreal, attended by the officers of the Dominion Board.

Mr. Watters then moved the acceptance of the secretary's report, and the motion carried.

Report of the President, B. W. Zieman, of Preston

The president, Mr. Zieman, of Preston, welcomed the retail merchants of Ontario to their eighteenth annual convention. He spoke of the difficulties of getting a satisfactory attendance either at the convention or at the local meetings. The only time it was possible to get a large representation was when something threatened the interest of the merchants.

He was glad, however, to feel that those who were present had a most vital interest in the activities, and were willing to sacrifice their own private interests for the larger benefits of the merchants as a whole.

Mr. Zieman spoke of his two years of service as president of the association, speaking of the strenuous scenes that the association had lived through in that time. He foresaw the likelihood of still more serious days to come. Times were good as a whole, but with war conditions no one could foretell the future. There was also the danger of those activities that were arising to fight the retailer. He asserted that few merchants were making any very rosy profits; but that was not affecting the activities of those opposing the retailer.

Mr. Zieman noted the fact that, though

there was a tendency to remain away from association meetings, there was, he was glad to say, no tendency to remain outside the association. He noted one instance, however, where one town had decided to form their own association rather than pay the larger fee of the association. He mentioned the fact that prior to the formation and activities of the R.M.A. the merchants had paid 60 per cent. tax on their rental value, while now, owing to the activities of the R.M.A., this had declined to 25 per cent. This, he pointed out, would be sufficient to pay a good many fees.

He urged the careful consideration of the personnel of the executive for the coming year, in view of the fact of the important measures that would naturally be brought to their attention.

Speaking of the financial statement, Mr. Zieman stated that it was not as good as could be wished, but under the circumstances he thought it was very creditable. Something of the large deficit entailed by the fighting of the Trading Stamp cause was being paid off every year, and he believed that in the year to come the financial standing would be found to be much more satisfactory.

Mr. Miller reported as follows:

"I have pleasure in submitting for your consideration my secretarial report for the past year, and I am pleased to state that the work of the Association during that time has made very material progress. But my report this morning will be brief on account of a previous report submitted to our Executive Officers at their last meeting, and which is embodied in the Minutes of the same, and which have already been read to you this morning. As there are so many other matters which this meeting must take up, and which are of such vital importance to every retailer, I will content myself with reviewing some of the features, more particularly in connection with our legislative work. At this session of the house, the Bulk Sales Act, which our Association has opposed for the last few years, but which after different conferences with manufacturers, wholesalers, the Associated Board of Trade, and Canadian Credit Men's Association, we at last succeeded in having the objectionable clauses removed from the Act, and in its final draft, which was finally endorsed by this Association, and which extends to the retailer and farmer, the same protection and advantages as that which the wholesalers and manufacturers sought, the Bill received its final reading, and is now on the Statutes, and becomes operative on Oct. 1st of this year.

"An Act to amend the Pharmacy Act is also introduced, and which would have been detrimental to the interests of several sections of our Organization, and which was amended so that no class discrimination would be shown in its enactment.

"A Bill was introduced to facilitate the incorporation of Farmers' Clubs, Co-operative Societies, etc., and as we have been successful in having the Government refrain from extending any special privileges to these Co-operative concerns, we again succeeded in having the Act amended in conformity with the wishes of our members.

"An Act to amend the Municipal Act, to empower the municipalities of this province to enter into the fuel and food business was introduced by the Hon. W. D. McPherson. Several representative delegations waited on the Government, protesting against the municipalities being given this power, pointing out that the merchants represented approximately 75% of taxpayers of the community, and that as such we objected to our moneys being used for experimental purposes by the Municipality, to enter into competition with the merchants. The Bill, however, became law, but we secured from the Government, the right to

receive a two-thirds vote of the Local Council, the sanction of the Lieut.-Governor in Council, and the approval of the Ontario Railway and Municipal Board. Representations were also made to the Government re the Hawkers and Transient Traders By-laws, and as the two Acts at the present time are somewhat conflicting, and sufficient protection not extended to the merchants, I would recommend that this Convention take action at this meeting, so that further representations can be made to protect the merchants from the ever-increasing encroachments of the pedlar and transient trader throughout the Province of Ontario. We are endeavoring to secure a small Debts Court Recovery Act, similar to that which is in operation in the Province of Manitoba, and which has been found to be of such inestimable value to the merchants of that province. Other provinces in the Dominion are endeavoring to secure the same legislation, and it is hoped that every merchant will extend to us, both their moral and financial support to secure this important legislation.

"An Act to amend the Lien Laws Act will be introduced at the next Session of the House, and as this Act affects a number of the sections of our Organization, a subsequent reso-



W. C. MILLER,
Secretary of the Provincial Board.

lution will be placed before you to-day, which should receive the unanimous endorsement of this Convention. Legislation has also been introduced that will make the passing of a N.S.F. cheque illegal, and we sincerely trust that within the near future this important legislation will be placed upon the statutes.

"The Knowles Bill, which by this time is well known to our membership, has been strenuously opposed by our Organization, and at the present time we are conducting a vigorous campaign in opposition in every province throughout the Dominion.

"An amendment to the Pure Foods and Drugs Act must be secured from the Government at as early a date as possible.

"During the year a large number of prosecutions have taken place under the Act, and a large number of our members have been included among the victims. We are now securing from the Government statistics showing the Government analysis of any products which come under the category of the Act, and which on analysis have been found to be adulterated. On receipt of this information from the Government, we have communicated the same to our membership, which has been the means of saving a large number of merchants from prosecution. A large number of complaints have reached this office in connection with the ever-increasing practice of smuggling, which has been carried on at border points, and through representations made to the Government we have received com-

munications that conditions have been greatly improved. Different advertisements appearing in local newspapers throughout the province, and which properly came under the False Advertising Act, have been submitted to us, and after corresponding with the different firms in connection with the same, we have received courteous replies, and thanks for bringing this matter to their attention. But a further amendment to the False Advertising Act will be submitted for your consideration at this meeting.

"A very grievous question, and one which is affecting every part of the province, is the fact that the garnishment of salaries from Government employees, cannot be secured, and some representations should be made by this Convention, as the merchants complain that they are conversant with this fact, and those employees are amongst their largest debtors. The question of co-operative buying is also one which is occupying the attention of the different sections of our Organization, and while some are working with more or less success, the matter is one which should be discussed freely and openly at this Convention.

"We have at the present time, approximately 256 branches in our Organization, and the membership from June last year to May 31, total 1,263 members. In view of the fact that during the months of September and October, during the re-organization, no effort was made to secure members, and which I think is satisfactory, despite the fact that our fee has been increased to \$10. At the present time we have made and are making satisfactory progress, and after reducing our liability to the extent of \$756.64, we have bettered our financial standing to the extent of \$508.

"All correspondence has been promptly answered, and we have endeavored to give our entire membership the best possible service.

"We have issued monthly bulletins to our entire membership, keeping them posted from time to time of the work and deliberations of our Organization. We have a number of live local branches that are doing good work, and it is to be hoped that during the coming year that the other branches which we are organizing will get in line, and have their regular meetings.

"I have visited as many branches as time and circumstances would permit, and on every occasion have been received with every courtesy and kindness. I desire to thank the Executive officers of the Board, who have so ably assisted me in the performance of my duties, and who have freely given of their time in assisting in their attendance at the branch meetings throughout the Province.

"I also desire to thank the Organizing and Office staff for their kindness and co-operation and efficiency in the responsibilities that were placed upon me.

"I also desire to express our appreciation of the Trade Press for the kindly manner in which they have given such publicity to the work, aims and objects of our Organization, and I would recommend that a Resolution of appreciation be passed to the Trade Press before our meeting adjourns.

"The service of the examination of our members' freight bills, insurance policies, etc., has been largely taken advantage of, and we request any of our members who have not yet availed themselves of this service, to take advantage of it, without delay.

"Through the medium of our Credit Reporting Department approximately \$200,000 has been collected by the merchants at no cost to themselves.

"In conclusion I desire to thank the officers and members generally for the kind assistance they have extended to the Association and myself personally, and trust that the deliberations of this Convention will be productive of good results, give an inspiration to those present to carry back with them to their Local Branches, the fact that the 'key note' of success to-day is in organization.

"All of which is respectfully submitted."

Mr. Waters, of Ottawa, moved the adoption of the report, seconded by Mr. Fisher, of Lindsay.

In answer to a question from Mr. Fisher, Secretary Miller explained that since the fees were increased the membership had shown an increase.

Association for the purpose of taking some definite action thereon, are of the opinion that any "Daylight Saving" plan that is proposed, in order to be effective and not cause confusion, should be Dominion-wide in its operations, and that the Executive Officers of this Board be requested to submit a copy of this resolution to the Premier, the Hon. Sir R. L. Borden, and the Members of the Dominion Cabinet and suggest that if such a measure is passed that it be put into effect from April 1st to October 1st in each year.

Mr. Clark stated that this had been his hobby for a long time. Mr. Clark pointed out that the recommendation had already been passed.

Mr. McCully urged that the recommendation be withdrawn. This was done.

AMENDMENT TO THE PRESENT LIEN LAW.

Re Amendment to the Present Lien Law.

THAT WHEREAS some section of our Association find it necessary to have the present Ontario Lien Law amended, and they are asking our support to help them in securing the same, that the Executive Officers of this Section be authorized to co-operate with the executive officers of the Ontario Provincial Board, to assist them in securing such legislation, providing it meets with the approval of the Officers of this Section.

This was carried.

CONVENTION WOULD NOT ENDORSE MAIL ORDER INQUIRY

Re Mail Order Inquiry.

THAT WHEREAS it has been decided by the Officers and Members of the Ontario Provincial Board to ascertain as to the amount of injury that is being done to the Cities, Towns and Villages of Canada by circulating petitions for the signature of Retail Merchants, to show that they are in sympathy with this inquiry; that this meeting places itself upon record, as approving of the same, and that they urge upon every member of this section to sign the same when presented.

Mr. Miller stated that this resolution was being fathered by the Dominion Board. The idea being to find out what amount of business is being done in different communities without paying taxes.

Mr. Watters urged that by passing such a recommendation, and so endorsing the investigation, they were advertising the mail order business.

If the mail order house was sound economically, then no amount of resolutions would affect them. Moreover, if the mail order house was economically doing the business of the country, it ill-behaved the retail merchants to oppose it.

Still another member urged the wisdom of blowing your own horn, instead of that of the mail order house.

W. J. McCully suggested that the resolution be withdrawn. We are retailers, he stated, and can compete with the mail order house. The resolution was withdrawn.

INLAND TRADE COMMISSION

THAT the members here assembled place ourselves on record as being in full accord with the proposal of the Dominion Board of our Association to have an Inland Trade Commission, as well as a Bureau for the retail, wholesale and manufacturing trades under the Department of Trade and Commerce at Ottawa, to be conducted as is more fully set forth in the report of the Dominion Board on the subject.

This resolution was unanimously endorsed.

DISCRIMINATION IN PRICES

THAT this Convention desires to place itself upon record as being opposed to the system adopted by some manufacturers of giving special prices to some dealers, who make it a practice of advertising certain lines of goods at lower rates than the said goods can be purchased by the ordinary retail trade; and that whereas the legitimate retail trade are collectively the largest buyers, and as such, they contribute most towards the profit of manufacturers; that we ask that this system be discontinued, or otherwise we ask the manufacturers to adopt the price contract or re-sale selling plan, whereby these price-cutters cannot use staple lines for the purpose of deceiving the public.

W. J. McCully stated that when the price-cutter got through with cutting prices he would be out of business. Leave them alone was Mr. McCully's suggestion.

Mr. Miller pointed out that in other branches of trade this discrimination was a more serious item than in the grocery business.

Mr. Watters objected to the form of the resolution. It appeared, he stated that the merchants were afraid of the price-cutting. It was moved by Mr. Watters and Mr. McCully that the resolution be withdrawn. This motion was carried.

RECOMMENDATION REGARDING SMALL DEPTS.

Re Legislation for the Collection of Small Debts.

THAT WHEREAS it is the intention of the Ontario Provincial Board of our Association to apply to the Ontario Provincial Government for an amendment to the Division Court Act, whereby small debts can be collected at a very much lower rate than it now costs to collect the same; and that we are in full sympathy with such action, and we will do all we can to assist in securing the same.

Mr. Miller pointed out the advantage to be derived from this recommendation. And the matter was adopted without further discussion.

BUSINESS TAX RECOMMENDATION

THAT WHEREAS the officers and members of the Ontario Provincial Board desire to have the rate of 25% which is placed on the value of land and premises of all Retail Merchants, so as to ascertain the amount of business tax that they now pay, be reduced to 10% of the assessed value, instead of 25%, be approved of by this meeting, and that we hereby agree to assist the Executive Officers of the Ontario Provincial Board to secure the same.

Mr. Miller pointed out that expression of opinion had been received from merchants from all parts of the country, which was something tangible to present to the Government.

D. W. Clark expressed full approval of the resolution, and thought it was one of great moment and one that the members of the Association should staunchly champion. The resolution was carried, without dissent.

DIRECT TO CUSTOMERS

THAT we, as Retail Merchants in Convention Assembled consider that it is not a fair practice for wholesalers to sell their goods to the Retail Trade, and at the same time solicit trade from those who are, or should be, our customers; and who do not carry stocks of goods, as this system is not only unfair to us, but it places us in

an unfair position with those persons who are privileged to buy at, or near, the same prices that we are charged; and it also injures the business of the manufacturer.

We therefore agree that this subject should be taken up at the Joint Meeting of Wholesalers and Retailers, with a view to having the same discontinued.

It was moved that this recommendation be referred to the Dominion Board.

REGARDING CO-OPERATIVE SOCIETIES

THAT WHEREAS we understand that legislation is about to be introduced so as to give co-operative societies special privileges over those who are now conducting their businesses under the Joint Stock Companies Act; and that inasmuch as the Dominion Board of our Association have been successfully opposing this proposed legislation, for a number of years, that we ask the Executive Officers of the Ontario Provincial Board to take whatever action they may deem advisable to oppose the introduction of this legislation into the Ontario Provincial House.

There was no discussion on the resolution, the meeting passing the recommendation without comment.

COMMUNITY DEVELOPMENT

THAT INASMUCH as it has been deemed advisable by the officers and members of the Ontario Provincial Board of our Association to devise some plan that would tend to keep the circulation of currency as much as possible within the home town, and secure for the merchants more business within their municipality and help to build and develop the community; that we heartily endorse the same, and pledge ourselves to give the Association all the assistance we can.

B. W. Ziemann pointed out that the idea of the resolution was that meetings should be held in the different communities to urge the merchants to make a stronger campaign to urge the people to buy at home. The merchants are the people who have to make the first move in this matter, yet they were very indifferent.

Mr. Fisher of Lindsay—stated that there were some merchants who themselves were sending to the departmental stores to buy, he thought that the merchant himself needed to be convinced of the wisdom of the buy at home idea.

Mr. Moyer urged the danger and disintegrating force of petty rivalry. Merchants are afraid of one another, indeed all classes of the country were feeling the effect of the lack of community interest.

He saw a very serious effect in that it was militating against the smaller places. It was militating against the service given by the stores. The farmer said that he dealt with the departmental store because he couldn't get what he wanted at his local store, and the local store merchant says he doesn't stock the article because the farmer sends to the departmental store for it; so there arises a circle of misunderstanding that was being the death of the small town.

Mr. Moyer urged that people in these towns were afraid to force the question, that they were being bound by silence, when only the most full discussion; and earnest co-operation could protect the merchant against the activities of the mail order house.

TRANSIENT TRADERS AND HAWKERS ACT

THAT the members of this Convention herein assembled desire to place ourselves on record as being fully in accord with the proposal of the Executive Officers of the Ontario Provincial Board to have the present Pedlars' and Transient Traders' Act amended so as to prevent persons who are not engaged in the wholesale and manufacturing business, and who do not occupy premises in the municipality, from soliciting business from the householders within the municipality.

This recommendation was adopted without discussion.

EXAMINATION OF INSURANCE

WHEREAS the Executive Officers of the Ontario Provincial Board of our Association have made arrangements, whereby all of our members can have their Insurance Policies examined by a qualified Insurance Agent, so as to ascertain if the policies are properly drawn, and to explain to the members the exact amount that they would receive in case of a loss by fire.

As we consider this an important service, we ask all our members to take advantage of the same.

This recommendation was adopted without comment.

RE WORKMEN'S COMPENSATION ACT

THAT we in Convention herein assembled, hereby strongly oppose any attempt to make the application of the Workmen's Compensation Act apply to the Retail Trade; as we understand that it is the intention of the Provincial Government to include all classes in its operations, we ask the Executive Officers of the Ontario Provincial Board of our Association to oppose the same, very strenuously.

Mr. Ziemann urged that the Association had spent money and energy in combating this Act, and he believed that possibly they were making a mistake.

The firms interested in this were the departmental stores, who were not members of the Association.

He urged that the Act be made effective against all merchants. Then he thought merchants would realize some of the benefits that the Association had been to them in protecting them against such legislation. The recommendation was finally adopted. Mr. McCully of Stratford and Mr. Ziemann of Preston being the only dissenting voices.

CREDIT REGARDING RESOLUTION

WHEREAS a Credit Reporting Department has been inaugurated by the Association, and which has been in operation for some time, and found to be of great service, and a great saving to our members, that we endorse the same, and ask our members to take all the advantage they can out of it.

This was carried without comment.

RETURNED SOLDIERS

THAT in view of the fact that representations have been made by the National Service Board of Canada to the effect that a large number of Retail Clerks and others in the employ of Retail Merchants have enlisted since the outbreak of the war, and whereas a large number of them are now returning, partially disabled, as well as wounded, and that they are discharged from the Convalescent Homes, and they seek employment, that we as members of "The Retail Merchants' Association of Canada," request the co-operation of all Retail Merchants in assisting them to secure positions, which will not only be suitable for them,

but also be as remunerative for them as possible, and that we urge all Retail Merchants the necessity of giving them the preference, so as to show our appreciation for the sacrifices they have made for their King and Country.

And be it resolved further that a Committee be appointed in every Branch of our Association throughout Canada to co-operate with the National Service Board and the Dominion Board of our Association in order to secure statistics and other information, relating to the qualifications of those seeking employment.

Mr. Watters urged that the Association join with the Soldiers Aid Commission in furthering this idea, this was added as an amendment to the original resolution. The amendment was called unanimously.

FREIGHT AND CARTAGE CHARGES

THAT in view of the fact that freight and cartage charges are being paid by some Retail Merchants, and not by others, that we deem it advisable that all our members be notified that those who do not wish to pay freight and cartage charges, that they specify this when purchasing their goods, as we find that a very large number of our members make the condition when buying, that the goods must be delivered to them

paying freight charges at both ends. The recommendation was then passed without comment.

FALSE ADVERTISING

THAT we desire to place ourselves on record, as being strongly in favor of the Legislation secured by the Dominion Board of "The Retail Merchants' Association of Canada," to prohibit the false advertising of goods, and that members of this section be requested to forward to the Secretary of the Ontario Provincial Board of this Association, all advertisements, or catalogues, in which they find goods falsely misrepresented, and that they be requested to take action thereon.—Carried.

TO AMEND CRIMINAL CODE

An amendment to the Criminal Code was recommended, making the owner of a business responsible for any false statement made in any advertising. This was carried.

TRADING STAMP AND COUPON SCHEMES

THAT this Convention desire to place ourselves on record as strongly favoring the legislation which was secured by the Dominion Board of "The Retail Merchants' Association of Canada" to prohibit the giving of Trading Stamps, and coupons which are issued in an illegal manner, and we ask every member to forward to the Secretary of the Ontario Provincial Board of the Association, any advertisements, or coupons that are issued with the intention of violating the Trading Stamp Act.

This resolution was adopted.

PRESENT SYSTEM OF DISTRIBUTION OF CATALOGUES THROUGH THE MAILS

THAT WHEREAS we have learned that it is the custom of the Postal authorities to allow catalogues to be sent by freight to the various Postmasters of Canada, who distribute the same in their zones, at a much lower rate than the catalogue houses would have to pay, providing they were mailed from their head office, and that we herein assembled place ourselves on record as being in favor of the action taken by the Dominion Board, whereby they ask that all catalogues be treated in the same manner as ordinary mail.

Mr. McCully stated that two tons of mail order catalogues had been sent to Stratford and distributed there.

Mr. Watters stated that he was strongly in favor of this motion. It was an action, he said, to defraud the Government.

Mr. Miller stated that the Government were quite cognizant of this action. The resolution was adopted.

SOME SPIRITED DISCUSSION ON QUESTION OF MUNICIPALITIES GOING INTO RETAIL TRADE

THAT WHEREAS considerable agitation has been created throughout the Province of Ontario, by theoretical Socialists, and others, who are not familiar with the problem of Retail distribution to have the municipalities enter into the retail sale of various articles, and we believe that this course would not only be injurious to the Cities and Towns in which it was adopted, but also unfair to those retailers who have invested their capital and their time in the various businesses that this proposal would affect, and we therefore desire to place ourselves on record as being opposed to any such proposal, and we ask the Executive Officers of the Ontario Provincial Board of our Association to take whatever action is necessary to oppose the same.

Mr. Watters objected to the word "socialist." He thought it was a slur on a great cause and urged that the word



F. C. HIGGINS,
Re-elected Treasurer.

free of freight or cartage charges, and they are buying and receiving their goods on these terms.

And we believe further that before any charges are made by the Railways in Freight Rates that they should notify the Secretary of the Dominion Board of our Association at Ottawa, of their intention and give us opportunity of meeting with them to consider the question before any definite action is taken. The present system of raising the rates without giving any justification for doing so, raises a doubt in the minds of the merchants, as to whether the increase is justifiable or not, and when doubt and uncertainty exists, there is always dissatisfaction. On the other hand, if the reasons for an increase were explained to the merchants, and they found them to be fair, all doubt and uncertainty would be removed.

This Convention therefore recommends that the above resolution be adopted, and forwarded to the Ontario Provincial Board to take action thereon.

Mr. Miller, in presenting this resolution, urged the injustice of merchants

"faddist" be used in place of the word "socialist."

Mr. McCully objected to the resolution as a whole, claiming it was unnecessary.

Mr. Watters contended that there should be a discrimination between individuals, and a municipality, the latter of which may be swayed by popular prejudice. It was, he thought, a ground for fear, just as every force to be feared that has more powers than the established systems.

Mr. McCully urged that there was no need to fear competition, and that the condition necessary before such activities could be undertaken were sufficient protection.

Mr. Ziemann charged that these municipal officials were easily influenced, and that therein lay the danger. Moreover, he urged the great danger was that they do not meet business conditions as they exist. The resolution was adopted.

A RESOLUTION TO SUPPORT THE GOVERNMENT IN USING EVERY EFFORT IN THE FURTHERANCE OF THE WAR

F. C. Higgins strongly championed the resolution. The resolution was carried.

A resolution to ask the Government to have the Commissioner investigating the paper situation also to examine the costs of wrapping paper.

F. C. Higgins thought that this was a matter that could best be handled by such an organization as the Inland Trade Commission, that the Association was advocating, but pending the appointment of such a Commission, he favored the resolution. The resolution was passed.

DISCUSSION OF LAWYER AS A FOOD CONTROLLER

Appointment of Hon. Mr. Hanna Calls for Much Criticism. Merchants Object to Appointment of Lawyer to this Post

D. W. Clark presented a resolution expressing the disapproval of the appointment by the Dominion Government of the Hon. W. J. Hanna, the legal representative of the Standard Oil Company as Food Controller, and deprecated the fact that lawyers were always named for these positions.

Mr. McCully thought the Government had made a good choice—and if Mr. Hanna was worth \$25,000 to the Standard Oil Company he would be worth a good deal to the country.

Mr. Watters claimed that it was not much of a compliment to the business interests of the community that a lawyer was appointed as food controller.

Mr. Dowson thought that there were plenty of merchants capable of holding the position, but he urged that the Association was late in its protestations.

Neil Carmichael held that now was not the time to quarrel with the appointment but rather to make the best of

OFFICERS OF THE ONTARIO EXECUTIVE FOR THE COMING YEAR

President—B. W. Ziemann, Prest-
1st Vice-Pres.—D. W. Clark, To-
onto.

2nd Vice-Pres.—Henry Watters,
Ottawa.

Treasurer—F. C. Higgins, Tor-
onto.

Secretary—W. C. Miller, Toron-
to.

Representatives to the Dominion
Board—The Executive Officers.

Representatives to National Ex-
hibition Board—Thomas Bartram,
Toronto; D. W. Clark, Toronto.

the conditions, and to concentrate energies on what was most wanted and support the man who had been appointed to the work.

There was such a difference of opinion in the matter that Mr. Clark withdrew the resolution with the comment. "Its right all the same."

The Trade Press Thanked

A Resolution of thanks to the Press who have always so well and ably upheld the interest of the trade. The resolution was unanimously carried.

Members Attending Convention

Among those present at the Convention were the following members: A. J. Ruggles, Floradan; A. B. Snyder, Glenallan; Henry Watters, Ottawa; A. V. Lonev, Worthington; Geo. S. Klein, Hamilton; C. Georges, Owen Sound; W. E. Sproule, White River; Chas. Kurtzman, Hamilton; B. W. Ziemann, Preston; J. H. Edwards, Carleton Place; T. A. Fisher, Lindsay; W. W. Staples, Lindsay; W. J. Carlisle, Lindsay; W. J. Duncliffe, Waubaushine; C. A. Powell, Ottawa; F. C. Higgins, Toronto; F. H. Mickus, Preston; T. A. Kingmill, London; D. W. Clark, Toronto; W. C. Miller, Toronto; Chas. G. Bird, Hamilton; Thomas Bartram, Toronto; C. B. Dunke, Kitchener; T. H. Corbeau, Penetang; J. W. McCully, Stratford; Neil Carmichael, Toronto; R. Dowson, Toronto.

H. C. SCHRADER SELLS OUT LARGE FLORIDA INTERESTS

This Familiar Pack Will Soon Appear Under New Name

H. C. Schrader, who has long been known as a successful operator in Florida fruits and vegetables, has definitely severed his connection with the firm which bears his name. Mr. Schrader will devote himself entirely to the management of the Associated Fruit Company, of Chicago, of which he is sole owner. The Florida business is now the property of the Fanning-Charters Fruit Distributing Co., and Jos. A. T. Trombetta. As Mr. Schrader did not sell the rights to use the original name, the company will

appear under a new name in the near future.

TOBACCO REQUISITIONED IN BRITAIN

Owing to the shortage of shipping and the consequent necessity of economizing, all available supplies of tobacco will be requisitioned by the British Board of Trade, which will assume immediate control of all such stocks including manufactured tobacco, cigars, cigarettes, and snuff. The board will fix prices and regulate dealings with the aim of limiting deliveries and sales to the scale of 1916. It is not proposed to impose any restrictions on the supply of tobacco to forces from overseas.

NEW COLD STORAGE PLANT

A concrete cold storage plant for fish, three stories, 200 by 90 feet, is being erected by the Reid-Newfoundland Company at St. John's, Nfld. The building will have a capacity of 10,000 pounds of fish. It is the object of the company to make the plant a central storage for the entire island. Fish will be shipped in refrigeration steamers to all parts of the world. Another plant will probably be located in Labrador. It is contended that by the process to be used fish can be kept two years in perfect condition.

SWEET POTATO SUPPLY REDUCED BY WASTE

One-fifth of the sweet potato crop of the Southern States—10,000,000 bushels of the average crop of 50,000,000—is lost annually by decay. Careless handling at harvest time and improper storage cause almost the entire loss. To save these 10,000,000 bushels to the food supply this year, and also take care of the probable increase in production, is the object of efforts of specialists of the United States Department of Agriculture, to induce growers in the South to prepare well-ordered storage houses as soon as possible for the coming harvest.

FOOD PRICES IN CANADA HIGHER BY 38 PER CENT.

Official statistics of retail prices of food given by the London, England, Board of Trade Labor Gazette, show an increase up to March 31 of 94 per cent. as compared with July, 1914. Food prices in other countries show increases as follows: Austria, 171.7 per cent.; Italy, 70 per cent.; United States, over 24 per cent.; Canada, 38.5 per cent.; Australia, 25.3 per cent., and New Zealand, 25.2 per cent.

HIS BEST ASSET

I would not be without the CANADIAN GROCER for many times its cost. By following the market reports, I have saved a good many times more than it cost me. It is really the best asset that I have.

ED. A. KELLAWAY.

IN the first year of their fight to get a toe-hold in the mercantile life of the Illinois town where their country store is located, the "Patrick Boys" did a total business of only a little more than a thousand dollars a month. Their trade for the year just passed touched the eighty thousand point—and that in a town of only two thousand inhabitants.

There is nothing unusual about the town or the country surrounding it; nothing particularly advantageous about the location of the store. Most young men, finding themselves with a store on their hands in such a little town, would have considered the case impossible. But the Patrick Boys believed that the proper kind of enthusiasm put into any proposition, anywhere, would produce success. They started first with the clerks in the store.

Regular meetings of the force were instituted right away; and at one of the first of them the senior partner said: "Now, boys, I want each one of you to go through the stock and make a list of any articles that seem to you to be moving too slow."

Before he had gone through half of the lists that resulted, and heard the comments of the clerks upon them, young Patrick realized that he had "started something." While some of the suggestions offered as to the movement of slow goods did not wholly meet his own judgment, he decided that it was better worth while to let a clerk make a mistake than to take a chance of chilling his initiative. So he said to his helpers:

"I'm going to give each of you a good, square chance to back up his judgment and put his plan over, just as if he owned the whole store. Each of you has his own customers and his own circle of friends. Beginning two weeks from to-day, we are going to have a series of week-end special sales; and the first will be Jim's sale, and will be so advertised. He is to select the articles to be used as leaders, and fix the prices at which they will be sold. He will write the advertising, and will personally arrange the window and counter displays.

"But there is one thing that we must clearly understand at the start: this is no narrow-gage contest between clerks for a personal popularity medal. Naturally, every one of you will hustle to get out all his friends when his own week is on; but the co-operation that each of you gives to the other fellow when the other fellow is having his week is going to count for just as much and perhaps a little more, in the eyes of my brother and myself, as will a big record



SPEEDING UP THE STORE

By FORREST CRISSEY

Reprinted from "Every Week."



for his own week. Now, go to it on that understanding!"

Special Sales Conducted by Clerks

Jim picked as his leader about the most hopeless article that he could find in the store. The season for putting up home-made preserves had been under way long enough, at that time, to demonstrate very clearly that, owing to the increased price of sugar, the housewives of the community were holding off in the matter of putting up fruit. A month before, based on the expectations of a normal demand, the store had bought a quantity of the best quality of can rubbers, and there was every indication that about two thirds of them would still be in stock when the home canning season was closed.

Owing to the unusual quantity involved in the purchase, these can rubbers had been bought very closely. Jim decided that a cut in price which would simply absorb the extra margin secured by good buying would prove a sufficient attraction to make the goods move. Of course, there were other leaders

for Jim's week; but he put the emphasis on can rubbers.

The sale opened Thursday, because the local newspaper appeared that day. Jim worked nearly all Wednesday night arranging his display. In the preceding issue of the paper he had had one preliminary advertisement, and he had passed the word along to all his personal friends that he was anxious to make his week the success of the store.

The procession of customers that crowded the store from Thursday noon until Saturday night demonstrated two things very conclusively: first, that Jim was a popular young man in the community; second, that the success of his sale was altogether too big to be accounted for on the score of personal popularity alone, and that most of it must be accredited to the soundness of his judgment in selecting his leaders and fixing their prices, and to the effectiveness of the merchandising methods that he brought into play.

When the door of the store was closed late that Saturday night, they had sold eighty gross of can rubbers. The sale had brought a number of new customers into the store, and the volume of business done was of almost record-breaking proportions. Jim didn't forget to thank the other clerks for the loyalty with which they had co-operated. Tom had the next turn, and Jim worked just as hard to make Tom's week a success as he had to score hard when his own name was heading the advertising.

In the course of this experiment,

which spread over about six or seven weeks, some of the clerks discovered that their judgment on certain articles and the prices at which they could be moved was decidedly faulty. On the whole, however, the plan of giving each clerk a week in which to show how far and fast he could go in the role of running the store was a decided success. Not only did it speed up sales, but it distinctly increased the team-work spirit of the force.

Making Use of the Show Windows

John Haakenson owns a country store in Wisconsin. It isn't a big store, but the percentage of its profit in proportion to the amount of business it does would make many a bigger merchant show envy. John got his training in one of the old-fashioned country stores, where the merchant knew very little about his costs, gave altogether too much credit, and complained that "a man couldn't get more than a decent living out of a country store." The day came when the local bank had to take over a store across the street. John went to the banker and arranged to buy the store in at a low price.

There then began such a show of speed as that section had never witnessed in a country store. The show windows, which had before been used to house bunches of speckled fruit and wilted vegetables, were painted, and dressed each week with something very seasonable and very appetizing—one week an attractive display of tea, with a card telling something about the history of tea; later, a display of dried fruits, with pictures of the sections where the fruits grew; and, again, a display of macaroni cooked in tempting forms, with signs to point out the nutritive value of macaroni and its usefulness in fighting the rise in the cost of living.

With the problem of the show windows solved, John turned his attention to the clerks. People who complain at the woebegone and generally ambitionless demeanor of country grocery clerks should take into account the fact that the average rate of pay for clerks is about twelve dollars a week. John knew that ambitious, live clerks can increase sales; and he couldn't possibly figure out how a man with a family to support can be either very live or very ambitious on twelve dollars a week. He began raising salaries among his clerks, rewarding good work before the worker thought to ask for it, pushing the payroll up, until to-day there is not a clerk in the store that does not get at least twenty dollars a week.

It was ruinous, said John's competitors. No country store could stand it. But they didn't understand: they didn't realize that John was running on high speed, while they were plowing along on low. Many things are possible on high speed that can't be done on low. John knew his costs to the last fraction: he was using his windows, using the enthusiasm of his men, and especially using the brains of every man who came to sell him goods.

"Basket Sample Day"

No drummer ever escaped from that store without yielding John an idea as to how his sales might be increased. One day a drummer suggested a "basket sample day."

The general plan was to advertise a special "cash and carry" day on which a market basket of manufacturers' samples would be given free to every customer who bought a dollar's worth of goods, to be paid for in cash and carried away by the purchaser. Other country merchants had tried the plan, simply filling the baskets with everything the manufacturers were willing to give away. John went at it differently. He planned every item to go into the basket, and carefully considered its future trade-building possibilities. His aim was to have nothing in that basket that would not be a business-getter.

Then, of course, he made his selection of samples with an eye to giving as great a variety as possible. From the house of the salesman who gave him the suggestion he received four hundred quarter-pound packages of a high-quality tea. A big milling concern contributed an equal number of five-pound bags of flour, while a syrup concern sent three hundred small cans of its product.

Almost every manufacturer of grocery package goods was represented in that basket. In order to emphasize its appeal to the housewife, John secured four hundred neat aprons with pockets—and certain makers of woodenware contributed clothespins with which to stuff those pockets, ready for wash day. The exact retail value of the contents of that basket was \$1.10.

The "cash and carry" day was one of the biggest that this store ever had, and the four hundred baskets were swept away long before closing time.

"And did those baskets build trade?" exclaimed the drummer who suggested the plan. "Did they! Well, say, I can't speak for any of the other things that went into the basket, but I do know definitely about what the plan did to trade in the brand of tea of which we gave him four hundred samples. It simply multiplied it by five; and John has not only been able to hold this remarkable gain, but to increase it gradually ever since. Many other goods in that sample basket had much the same history.

"No merchant, however, should jump to the conclusion that a basket of any old samples shot over the counter and then forgotten will do the same work. For a month or more after the basket day you might hear a clerk in that store asking a customer: 'How did the coffee in that sample can suit your taste? Most of our trade have liked it immensely, and we are selling more than three times the quantity of it now that we did before the baskets went out.'

"Nothing that was represented in the basket was permitted to be forgotten. That was the secret of the success of the whole thing. Basket day brought John so many new customers that he

will probably repeat it, with an entirely different line of samples."

It is not difficult to find instances that point to the percentage system as one of the most effective devices that can be used in throwing the sales of a force of clerks into third speed. According to one traveling salesman for a big wholesale grocery, there is no other single thing that can compete with this for producing cash-register results and in getting their dependable repetition week after week. This man says:

Selling on a Percentage Basis

"The best country merchant that I ever encountered—he is not now in business—operated on a percentage basis. He had a cash-register drawer for each clerk, and the salesmen were paid a straight six per cent. on everything they sold. They were the liveliest, cleanest, brightest little bunch of grocery clerks I ever saw in one country store in my life.

"While each clerk had his own department or particular section of the store for which he was held responsible, you can bet that, with a commission of six per cent. in sight, no clerk stayed out inside his own little allotment of floor space. The service that customers of that store received was great. Of course, those clerks got more money than those working for any other store in my territory,—probably about sixty or seventy per cent. more,—but they certainly earned it.

"How can you expect any young man with the makings of any sort of a salesman in him to acquire a real spontaneous interest in the things that he is expected to sell, when he can see only twelve dollars a week as the top reward of his services? A retail grocer may not like to be told this, but the fact remains that right here is the real reason why the possibilities of retail grocery salesmanship have come so far from realization. On the average, foods are sold with less intelligence than any other form of merchandise. By this I mean that they pass from the hand of the retailer to that of the consumer on a more meager basis of information than any other kind of goods.

"Time and again I have said to storekeepers: 'If you and your salesman knew what is to be said about the teas that I sell you, and would pass that information on to the customers coming into your store, your sales would double inside of one month, and would keep that advance, too.' The same thing applies to almost every other form of foods. Take stuffed olives as an example. Give me a chance at ten housewives who are not in the habit of buying olives, for example, and I'll undertake to sell seven of them simply and wholly by telling them interesting story of how olives are grown and handled.

Tickling the Customer's Palate

"There is hardly an article of food in your entire stock that hasn't an interesting story behind it, and if that story is told to the average customer it is

(Continued on page 36)

Why M.O. Houses Flourish

Retail Merchants Have Not Developed as Rapidly as the Farmers—Retailers Now Have to Justify Their Existence—Wholesaler Performs an Important Function.

“A DECADE ago in the United States, stated E. B. Moon, principal speaker at the Manitoba R. M. A. Convention, it was easy for a man to go into business. He got a line of credit and a little capital and opened a store. The people's wants were few and the merchants were reasonably successful. The result was, he made money. However, that era did not last long; competition became keen, and the farmers made more money. Their wants increased and multiplied, but the majority of the merchants merchandized as before, resulting in division and dissatisfaction of the greater part of agricultural United States with the retailer.

“About that time there came a new factor—the mail order element. That multiplied the problem and made still more dissatisfaction with the methods of distribution. Their problem now as retailers was to justify their existence as retailers, to show that they performed a service, and that the country could not do without them. In the United States some of the retailers made themselves believe that the wholesaler was the sand in the gear, but they found that the wholesaler performed a function and rendered a service, and that when he was eliminated it was necessary to pay for him just the same.

“What was wanted was better merchants, more efficient wholesalers, co-operation and brotherhood all the way. They had got to have an efficient store which was thoroughly organized. Many of them had learned that from the mail order houses. For many years the average retail store had not realized the cost of doing business, and had no system of conducting intelligent sales effort.

“Organize your stores,” said Mr.



J. W. KELLY,
Elected President of the Manitoba
Retail Merchants' Association.

Moon. “I believe I am right in saying that it is not a system of accounting that you need so much as a system of retailing, which is a little bigger. You can have a good bookkeeper and yet be inefficient. However, you first want a good system of accounting so that you will know your costs, know when business is falling off, and why. You will know what lines are falling off and why, and where to direct your next effort to bring business up.

“Retail merchants fail because they do not know how and where to take their profits. The pathway of retailing is

strewn with wrecks because of that. In addition to the inventory you must have a gross profit sheet. The tendency for merchants is to cut prices here and there, and there and here, regardless of knowledge of where they will come out on profit. Perhaps the idea of price selling is to blame much for that. I have no regard for price cutting. There is another way to sell goods. I have little respect for the merchant who does not realize the danger of cutting prices haphazard without knowing where he is going. I think grocers are much to blame for this evil, because they have made it too easy for inexperienced men to get into business. But it is going to be so hard to run a store that only efficient retailers will be able to run one.

Want Efficient Clerks

“We will suppose you have got a good accounting system and you are selling the right merchandize; what else do you require? You want efficient sales help, efficient clerks. You city merchants have probably developed plans whereby you train your help in salesmanship, in the knowledge of goods, so that they can render service to your customers, but you country merchants have probably not got there, and it is as important to have efficient clerks as to be organized and to have a good system of accounting. In many respects the efficient help is more important. For the clerk stands for the proprietor, and the mistakes he makes can never be successfully met by the proprietor, for he does not hear about them. Thus there is no way of overcoming this difficulty but to train him in an intelligent way.

“In the olden days the traveling man was an instructor. He came with his trunks, stayed three or four days and told you all about every piece of merchandize he had. The old-time merchant actually knew merchandize, but competition became keen, and the traveling man comes in to-day and says, ‘Mr. Moon, do you want anything to-day? I want to get out by the five train.’ He does not



Part of group photo of merchants in attendance at Manitoba Retail Merchants' Association Third Annual Convention held at Winnipeg, May 12-13-14.

want to spread out his goods; he is saving time and making you inefficient, and is losing money for his house. The traveling man should spend some time with his customers.

"There are a lot of country merchants who, when a traveler calls, say they have not time to look at his line. Those merchants are losing opportunities, and they need to revise their methods. They cannot afford to neglect to look at the travelers' goods whether they need them or not. They owe it to the community whom they are trying to serve to look at those goods. The traveler performs a valuable service, but for the past thirty years dealers have not been making the most of their opportunities in this direction.

"And some of the traveling men do not know their merchandize. They should not be sent out on the road until they do know it. We need to get back to the methods of a quarter of a century ago. Let us have the old-time traveling man back, and as far as merchandizing is concerned, let us get back to the old-time merchants.

"When you know your merchandize and you have told your clerks about it, do not forget that the important thing is courtesy in showing and answering questions about it. It ought not to be necessary to say this. The big chain stores lay more stress on courtesy than on any other item. In the United States we have a chain system of 225 stores. They started with a capital of \$10,000, and now have a capital of \$200,000,000. This firm has a book of instructions of twenty-two pages, and fourteen of these pages are devoted to courtesy in all its bearings.

"Why do I talk so much about clerks? In the United States much of the dissatisfaction with retailers is from people on the farms. Out of one thousand farmers' wives to whom I wrote, six hundred and thirty-two replied that one of the reasons they sent their orders to the mail order houses was because clerks in stores were inefficient and discourteous. Get those figures—632 out of 1,000.

They were dissatisfied with the spirit of the store, and when your country is settled as thickly as Illinois and Indiana, I hope you will not have this problem to deal with. If you train your clerks you will not have this trouble as we have had it, nor have the mail order problem as we have it to-day.

"When you have got your clerks efficient and rendering a service, what else? Years ago people used to go into a store and ask for things; farmers are getting away from that now. City people have not been asking for things for years. You have got to learn to tell your customers

what you have got; you have got to advertise it; that is the modern way of selling goods—reducing overhead. Advertising, how? Not merely by newspaper, not merely putting a picture in the paper and your name at the bottom, or publishing a picture of a piece of merchandize; advertise by telling people of the goods in your store, by describing them, and telling them all about them, by putting sales talk in your copy, and making them want your goods by giving ninety-nine per cent. of your efforts to description and one per cent. to price, display and arrangement."

Retailers Should Improve Advertising

Speaker at Manitoba Convention Tells Retailers How to Meet Outside Competition—Should Follow Mail Order Houses in Advertising.

E. B. MOON, speaking before the Manitoba Retail Merchants in convention last week, declared that rural merchants of Western Canada would some day have to look at the competition from a different angle than at the present time. "Whenever you get to the end of trolley lines you will have another class of competition," he said, "but the business that the city merchant gets away from you should not worry you. With their success you will grow proportionately. The rural merchants should be big enough and broad enough to know that large city dealers can handle certain articles at a profit which the smaller towns could not. In the United States the rural merchants made this mistake. The result was that the farmer and small town purchaser went to the mail order house.

"Do not be afraid to boost for the Winnipeg merchant," Mr. Moon declared. "In this problem of competition there should be dove-tailing of interests that will let both the small town and the big town merchant develop."

In speaking of mail order competition,

Mr. Moon said there were two ways to fight this evil; the first by a strong organization, and the second by informative and intelligent advertising. "Every merchant should be conscripted to belong to organizations of this character. The most efficient merchants in the United States are the ones who have belonged to associations the longest.

"On the point of advertising, I would say that the proper kind of publicity is the publicity that is bound to bring results and build up a business. Publicity advertising, in my opinion, is too old-fashioned. What the people want is informative advertising—the kind that will hit the nail on the head and answer all the questions desired by customers."

Copying M. O. Catalogues

Mr. Moon gave several examples of how they could profit by copying descriptions given in the mail order catalogue. He took the case of mackerel, and read the description which was of the most enticing character. He kept his audience in laughter by his comments on this copy. He drew attention to the fact that



Some more of the delegates to the Manitoba R. M. A. Convention held in Winnipeg. A report of the Convention appeared in last week's issue.

the mackerel were all selected. He said you could almost imagine Sears-Roebuck standing on the shores of the Atlantic Ocean and picking these mackerel out specially for their mail order customers. Then he read to them the formula for brine which they use for preserving the flavor, and described their sanitary arrangements for packing them under Government regulations.

Proceeding, Mr. Moon said that in his store they copied this description, and their sales jumped to six and a half times what they were before they used that copy in their local newspapers. He drew the attention of his hearers to the fact that in the United States the mail order house sold goods in the sizes required by the farmers. When the farmers were pioneers their wants were few. Now that the farmer was prosperous many of the dealers continued to use their old methods of merchandizing. The dealers must first learn to sell his goods in right quantities and consequently to use the right kind of descriptive matter in his newspaper copy, telling the farmer all he wants to know about the goods. "If," said Mr. Moon, "you have a mail order house to compete with, get their catalogue and see that the description you give of your goods are not less attractive than theirs. Watch them change their methods and change yours to conform with them. Remember that they do things systematically. If they do not get the farmer to-day, they will get him to-morrow, or the day after. The dealer, to compete with him, must have well laid down schemes for every week in the year, advertising goods that are in season. If you cannot write as good copy as the mail order house, then copy theirs."

Looking at this matter from a new angle, Mr. Moon told them that he picked out a list of farmers in the United States who were buying from the mail order houses. He asked a number of them why they did this. One of the replies he received was from a very intelligent farmer, a graduate of an agricultural school, who was a thinking man. This farmer in his letter stated that one of the main reasons why they bought from the catalogue was because of the "lure of the unknown." The farmer and his family, after the chores and supper, sat down to look at the catalogue. Each saw something that he or she wanted. They were attracted by novelties. Eventually, the list was made up and the goods sent for. Then pleasurable anticipation reigned supreme until the goods arrived. Who, asked this man, does not like to open boxes when they arrive from the mail order house? The goods bought were mostly what the women wanted. His wife sometimes thought she had no clothes to wear and the trusty catalogue was her salvation."

Addressing the dealers, Mr. Moon told them how important it was to be considerate to people from the country.

Manitoba Men Consider Resolutions

Consensus of Opinion Sought on Cartage Question—Labeling Food Products—Co-operative Delivery—Small Debts Court Endorsed—Freight Tariff Changes Opposed.

During the course of the convention a number of very important resolutions were brought up for consideration. Among them the questions of most general interest were probably those noted herewith.

CARTAGE QUESTION AGAIN

The question of cartage was introduced and was threshed out thoroughly. Half the meeting seem disposed to refuse to pay cartage believing that if



FLETCHER SPARLING,

General Manager, Hudson Bay Co.'s Winnipeg store, elected 2nd Vice-President Retail Merchants' Association, Manitoba Branch

they took a strong stand that wholesalers would absorb this charge. The president, Mr. Rannard, was one of the leaders of this line of thought. The other half of the meeting was inclined to think that it was impossible for the average country dealer to adopt the attitude of passive resistance, and it was pointed out by Mr. Hutchinson, of Saskatoon, that many retailers were compelled to conform to the customs of the wholesalers who were carrying them. It seemed to be the general opinion, however, that it would be much better if the two provinces united in a joint conference of retailers and wholesalers, and decided whether this cartage charge was equitable or not. If it was not, and the wholesalers refused to drop it, then the retailers could decide on drastic action.

The resolution read was to the effect that the consensus of opinion of merchants throughout the provinces be secured on this cartage charge. The resolution was moved by R. J. Campbell, of Campbell and Campbell, Brandon. Mr. Campbell in moving this resolution,

stated that he had discussed it with a number of manufacturers. Some of them refunded the cartage, while others claimed that if they did not charge it direct, it would be charged some other way. Personally he thought there was something wrong when the dealer several miles from the centre of Winnipeg could have his goods delivered free of charge when a dealer in the country had to pay.

As it seemed to be the feeling of the meeting that some attempt should be made to take a decisive stand, it was decided that during September or October that the merchants unite in refusing to pay cartage. Mr. Campbell, mover of the resolution, said he would amend the resolution so as to deal with this matter in an effective way. The resolution was then passed.

PROPER LABELING OF FOOD PRODUCTS

J. C. Macdonald, member of the firm of Macdonald-Chapman, Ltd., wholesale grocers, Winnipeg, brought up the question of having a law passed making it compulsory to have the correct weight of contents put on canned goods labels. He stated that it had been customary in Canada to refer to canned goods as 2's and 3's, and so forth. This year it had been necessary to bring canned goods in from the States and the law there stated that it was necessary to put the net weight of the goods on the label. As this appeared as 1 lb., 12 ounces, they had had much trouble from retailers who thought they were getting short weight. Thus, it would be in the interests of all if there was a law in Canada making it compulsory for canners to do the same here.

It was moved by H. L. Montgomery, of Deloraine, that the Dominion Government be requested to amend the Pure Food Act, so as to make it necessary that all package and bottled goods should have the net weight in legible manner on the package as well as date at which the goods were packed, and that misbranding be made a criminal offence.

ALLOWING FOR SHRINKAGE OF CHEESE

Another resolution of great interest to the retail trade was moved by H. L. Montgomery, of Deloraine. It was to the effect that retailers should receive full weight from suppliers on the same principle as they were compelled to sell. We mention the case of a retailer who had bought some cheese which was 8½ lbs. short in weight. At 25c per lb. that

amounted to \$2, and he believed there would be more complaints of this kind if merchants exercised more care on receipt of their goods. They were too willing to take for granted that the amount in the cheese was correct. In this case there was considerable correspondence, and eventually the wholesaler asked if the retailer did not know that cheese was sold at the weight at which it left the factory. The retailer did not get a rebate. This was serious, as cheese was quoted in the public press at a certain figure, and if the cheese arrived short weight it made it difficult to get that price for it.

If it was necessary, said Mr. Montgomery for the wholesaler to make up the shrinkage he should do so on his price. The law should compel him to give the retailer all he had paid for.

CO-OPERATIVE DELIVERIES

There was a resolution to the effect that co-operative deliveries between general stores should be popularized



John McDonald, of McDonald & Foreman, Brandon, Man., who won the computing scale offered to the member securing the largest number of new members for the Association during the year.

throughout towns in Manitoba. Mr. A. G. Box, of Souris, moved this resolution and explained that co-operative delivery system had been started in Souris in May this year, they had divided the town in sections and have had route cards printed. Each merchant had a place at the back of his store where the delivery man found the parcels, and there were no questions asked, the delivery man simply got the parcels and delivered them. This was reducing the cost of delivery as well as cost to the consumer. This matter seemed to interest everybody, the opinion was expressed that something should be printed about this question.

A resolution on the small debts court act was endorsed. The mover said that this Act had been very beneficial to the retail trade, but they wanted broader

powers for the magistrate to administer the Act. The resolution was to the effect that the executive endeavor to secure amendment to this Act to make it more effective.

A resolution expressing disapproval of the new clauses in the freight tariff which was moved by Mr. R. J. Campbell, Brandon, who said they should fight it tooth and nail. He said it only made a difference of 10 or 15 per cent., but there were some items that went as high as 100 per cent. At a time when they were running their business to prosecute the war as effectively as possible, it was difficult for dealers to sustain further penalties of this kind. Mr. Rannard, our president, told the convention that their office had already arranged to look after their interests, and engaged Mr. Pitblado, of Winnipeg, to be on hand when this matter was brought up on June 22.

POTATO SURPLUS THIS YEAR Increased Yield Largely Through Back- yard Planting Will Release Other Things for Overseas

The Department of Agriculture has announced that the potato crop in Ontario this year will be larger than in an average year, and considerably larger than that of last year, if weather is favorable. Some time ago fears were expressed lest high prices of seed consequent upon the disastrous weather and short crop of last year might result in a decreased acreage, but careful inquiries made in the potato-growing communities reveal that this is not the case.

Reports from the Maritime Provinces indicate increased plantings of potatoes running from 10 per cent. to 25 per cent.

Inasmuch as the average yield in Canada is more than sufficient for local needs, there should be a surplus this year under favorable conditions, and this should prove very useful in augmenting the home supply and freeing more exportable commodities for shipment overseas to Britain and her Allies. In this connection it is also gratifying to note that an increased harvest of beans of approximately 100 per cent. is expected in Ontario this year, and it is well known that beans constitute an admirable food-stuff for overseas shipment.

The Department rendered very valuable service in the distribution of seed potatoes by distributing upwards of forty carloads and placing prospective purchasers in touch with sources of supply where they could purchase their supplies at wholesale prices.

MILLIONS OF EGGS LOST BY WETTING

According to specialists it is estimated that approximately 5,016,000 dozen eggs spoil needlessly every year in cold storage owing to the fact that clean eggs have got wet or dirty eggs have been washed before sending them to market. Investigation of large quantities of stored eggs show that from 17 to 22 per cent. of washed eggs become worthless in storage, whereas only 4 to 8 per cent. of dirty eggs stored unwashed spoil. The explanation is that water removes from

the shell a gelatinous covering which keeps air and germs out of the inside of the egg. When this covering is removed by washing or rain germs and molds find ready access to the contents and spoil the eggs.

This is an enormous loss in storage eggs, but it can be prevented if producers and egg handlers refrain from washing eggs destined for the storage markets and take trouble to reduce the number of dirty eggs by providing plenty of clean sheltered nests for the hens. This matter should receive particular attention during the months of March, April and May. Millions of eggs spoil in storage because they have been exposed to dew, dirt and sun in stolen nests in the grass or fence corners.

SHOULD INSPECT GELATINE MANUFACTURE

A bulletin by the chief analyst on the subject of edible gelatine urges that rigid inspection of all gelatine factories should be undertaken by Government. This is desirable, owing to the fact that there is a greatly varying range of material available for the manufacture of glue, and in various stages of decomposition, such as dead animals of all kinds, and it must be recognized that in order to give the consumer a guaranteed gelatine in which selected and unobjectionable materials have been used that efficient inspection is required. In Canada this is done, but the Department states that nowhere in Canada is gelatine manufactured beyond the actual requirements of the manufacturer in his own business. For this reason practically all the gelatine used in jelly powder manufacture, in ice cream, etc., is of foreign manufacture, and it was with regard to these outside manufacturing plants that the suggested inspection should take place.

TOBACCO REPLACES LIQUOR IN REVENUE DEPARTMENT

The Inland Revenue Department reports that tobacco has taken the place of liquor as the great inland revenue producer. During April the excise on tobacco and cigars amounted to about one million dollars, while that on spirits was about three-quarters of a million. The total inland revenue for the month was \$2,043,533, or just a little less than during the same month one year ago.

RECORD PRUNE CROP

Present indications point to a record crop of prunes in California the coming season, yet contract prices have been drawn at 7c per pound and even better for the orchard run. The high price no doubt is based on the certainty that stocks of old in all positions will be entirely cleaned up before the new season opens. With the market cleared of supplies and over 350,000 retail dealers to be supplied, not to say anything regarding foreign demand, it looks as if requirements will be the largest on record, if high prices do not cut into the consumption, which may be affected also if the apple crop is large.

A Miner Who Moved a Mountain

How a Technical Specialist With Great Executive Ability
Created the Greatest Copper Mine
in the World

CONTROLLING the operation of a group of mines with a pay roll of \$1,500,000 a month—that is the executive task of Colonel D. C. Jackling. And these companies have grown from nothing in the short space of ten years. However, the mines themselves are not so interesting as the history of them. There is a story behind that \$1,500,000 pay roll which reads like the tales of the Arabian Nights, with the exception that the magic and mystery are dispelled by a study of the man and the methods which created it. Here is the story as told in *System*, the Magazine of Business:—

"Ten years ago a number of mines in the Oquirrh Mountains in Utah, which had been operated for a quarter of a century, were abandoned. Gold, silver and lead were no longer to be had in paying quantities, and although it was well known that the mines contained copper ore in enormous quantities, the grade was so low that it would not repay the cost of mining alone—to say nothing of the cost of teaming it out from the terrific maze of mountains and canons.

A mining engineer, Colonel D. C. Jackling, who had been a salaried man at one of the mines, had studied that low-grade ore. Only two parts in a hundred were worth anything. They laughed at Jackling for wasting a moment's time on dirt that contained less than six or seven parts ore. But after the mines were closed down, the Colonel raised a little capital, went to New York and Boston, and interested other capitalists. He came back to the mountains, bought up the old equipment at bargain prices. Thereupon the Utah Copper Company was born.

To-day that company produces the greatest copper tonnage of any mine in the world. Any adequate description of it requires the use of superlative adjectives. It is working the greatest open mine of the world, not excepting Kimberly in Africa. It has, from the start, paid handsome profits on probably the lowest grade ore ever carried to a smelter. It handles every day a far greater tonnage of raw material, silicates, and metal than any other mine in operation. And in handling that tonnage, it has built the most costly industrial railroad in the United States.

When Jackling, then a young engineer whose work had always been confined to very small operations, talked low-grade ore to the eastern capitalists, he backed up his arguments by descriptions of a new method. He urged the abandonment of all underground work, with its costly shafts, drifts, and tunnels. He proposed, in other words, to demolish mountains of ore with gigantic power-drills and steam shovels. The mere audacity of the plan must have appealed to those capitalists.

To-day there are 25 terraces around one of those mountains and 60 miles of standard-gauge tracks on the terraces. The highest set of tracks is more than fifteen hundred feet above the level of the canon where the mining camp of Bingham huddles in the shadow of surrounding peaks.

Last year they used six tons of explosives every day, shattering down fifty thousand tons of surface waste and porphy ore. At the smelter the results were 200 ounces of gold, 2,000 ounces of silver and 400,000 pounds of copper every day—an aggregate value of \$75,000. That was the daily average for a year.

That, however, is only a portion of what the Colonel has accomplished; for his mining knowledge, his executive abilities and his mechanical ingenuity so impressed the eastern men that they bought other copper mines—five in all, in Montana, Nevada, Arizona, and New Mexico, and made Jackling the general manager of the whole group. The pay-rolls of those mines amounted to more than seventeen millions of dollars in the past twelve months.

Next to the astounding demolition of the mountains in the Oquirrh range, the High Line Railroad is the most spectacular exhibit of Jackling's daring originality. Railroads through canons are by no means uncommon in the intermountain region, but they always follow the natural course of the canon bed. Colonel Jackling said:—

"We'll keep on a high level—and go round the mountains, through the mountains, and over the canons. We've got to send fifty thousand tons down hill every day for twenty miles. If we make it run itself out by gravity, we can afford to put into building the railroad."

So he ran it that way. It starts a thousand feet above the canon at Bingham and runs with a two per cent. down grade (at some spots four per cent.) through tunnel after tunnel, around the waists of mountains, over canons—one of the viaducts is 690 feet long and 190 feet high—until it comes out of the mountain range to the edge of the Great Salt Lake. There stand the immense crushing mills, the concentrating plants, and the smelters. The cost of that twenty miles of track was over three million dollars—one mile of it alone cost over half a million.

But Jackling made that low grade copper pay for it. The railroad does nothing but carry out ore and carry in supplies. Not a passenger rides over the road unless he has business with the mines, a few sight-seeing tourists excepted. Freight? There is none but mine supplies and camp requirements.

But it pays, as nearly everything that Jackling has designed pays. Four of the heaviest and most powerful locomotives

ever built are in the road's service. About all they do is to haul empty cars back from the smelter to the mines. The loaded cars, after starting, scarcely require a pound of steam for the entire twenty-mile trip, except for the brakes. Perhaps nowhere in the country is freight moved by rail so cheaply as on this road.

The management of six great mines, hundreds of miles apart in five different states, would appear to be enough to keep one man busy. Jackling travels continually between them, keeping in close touch with the local managers. He puts on overalls and goes through the mines. He never lets himself seem overworked nor harassed by any problem.

Colonel Jackling, although trained as a technical specialist, has unusual business ability. He can instantly see the value of a new business idea designed to improve the methods of handling men, equipment, or accounts. Also, he is a capable financier. On the formation of the Alaska Gold Mining Company he was appointed managing engineer. The projects of this company involved the installation of the greatest gold-mining equipment ever devised, and the building of a railroad and a town.

Instantly after his appointment with the Alaska Company, Jackling made a contract in Seattle for the construction, at his own expense, of an ocean-going steam yacht. It cost \$300,000. He uses it for his transportation to and from Alaska.

This would suggest wild extravagance. As a matter of fact it is merely Jackling's means of "keeping in touch." From Salt Lake to Idaho and Montana, then to Seattle and Alaska, and back through Nevada and New Mexico into Utah, is a round trip of about seven thousand miles over land and water. Much of it is bad travel. Jackling makes that round trip at least twice each year, and he carries his office with him every mile of the way. On his steam yacht and in his private car his books, maps, drawings and papers are always at hand.

Jackling's mining interests look like a man-sized job. But just for good measure, apparently, he is also vice-president of two railroads, and two banks, and is a director in seven other large concerns. His business policy is: "Get down to bed-rock economy—both of time and means."

Yes, he makes it all pay. Last year he paid a tax on an income of three quarters of a million dollars. And it is barely a dozen years since he was drawing \$150 a month as an assistant engineer at a small mine.

\$2,000,000 BEAN CROP IN HURON COUNTY

Unusual activity in bean production in Huron county, Ontario, is noticeable this year. Last year the county's crop was worth a million dollars. The 1916 crop was twice as big as the crop of the previous year, and this year the bean-growers are planning for a crop that will net them nearly two million dollars. Given favorable weather, Huron's bean crop in 1917 will be equivalent in value to the 1914 bean crop of the entire province.

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No. 25

EDITORIAL BRIEFS

THERE seems to be no scarcity of money with some people. The Liberty Loan at 3½ per cent has been oversubscribed by nearly a third. Nearly three million people bought liberty loan bonds.

* * *

THE Kaiser is telling Constantine that he will see that he is restored to his throne. Just about this time probably Constantine is waking up to the realization that there are a lot of promises that the Kaiser will not be able to make good, and that this is one of them.

* * *

UNCLE SAM does not propose to be fleeced by profiteers. Coal and oil is being secured by the United States navy, at prices to be decided later by President Wilson. Canada might have saved a sizable sum if she had adopted the same principle at the outset of the war.

THE CUSTOMER AND THE HIGH COST OF LIVING

AT THE outbreak of the war an elderly couple in a small village in Ontario purchased fifty small bags of flour as a safeguard against the bitter days that were then anticipated. The husband has since died, but of recent date the wife was enabled to sell a few of the bags of flour and thus provide the money for a nice little vacation.

Now doubtless these two elderly people gathered nightly around the dining room table with the paper spread out before them, and read the vivid accounts of the food profiteers as discovered and exposed by

the newspapers, and with their eyes popping out of their head with horror wondered how human beings could be so wicked.

This is only one case, but as every grocer knows, in the days immediately following the outbreak of war there were people laying in stocks of food products far and away in excess of their regular demands.

Now wherein does the crime of the hoarder of food differ from these smaller hoarders.

Of course every thinking man knows that all this talk of hoarding is largely imaginary, that the conditions that are horrifying the people to-day are exactly the same conditions that were in force before the war and were considered quite right, honorable and necessary.

Let us grant that there are profiteers, for the sake of argument. Even so their activities are not nearly as dangerous as the hoarding of the individual. The profiteer hoards for profit, and he will release his holdings at a profit. If there is a possibility of loss he will release them at considerably less than he paid for them. But the small buyer, buys for his own use, and confused by panic buys far more than his requirements. Profit does not move him. He holds on to the goods. Probably they waste and are a total loss, in any event no amount of money can be counted on to draw them back. They are withdrawn from circulation. This unnecessary hoarding is one of the large factors in the increase in prices. It would be well for the grocer to call attention to this fact that whenever a customer purchases more than they can possibly require they are adding to the high cost of living.

MR. O'CONNOR VINDICATES THE COLD STORAGE

W. F. O'CONNOR, the High Cost of Living Commissioner in a preliminary statement covering the investigations into Cold Storages up to the end of 1916, stated that he regrets that the Cold Storage companies, have not so much but so little on hand considering the home and foreign requirements. There is an absolute absence of undue accumulation and the popular impression to the contrary is totally unfounded.

This is the second of the clean Bills that Mr. O'Connor has presented. Last week we published his findings regarding the wholesale trade in which he completely exonerated them from any suggestion of profiteering. This week we are publishing the finding on the Cold Storage Companies. It is to be hoped that the public and the newspapers will pay due attention to these reports. They are the refutation of many unjust aspersions and the full justification of the food trading interests of the country that have been so much under discussion.



CURRENT NEWS OF WEEK

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



MARITIME PROVINCES

Robert Jones, grocer, St. John is dead. Preparations are being made for the re-opening of the former Alexander Gibson, Ltd., stores in Marysville, N.B., J. Cowan of St. John will be the manager.

Paul and O'Neil P. Cote of Seigns, Madewaska County, N.B., have formed a partnership under the name of Paul Cote & Son, to do business as general merchants.

Charles W. Stewart, proprietor of the Maritime Cornmeal Mills, St. John, died on June 9, after a short illness. He was one of the pioneers in cornmeal milling in St. John and has been prominent in the industry for many years.

The annual report of the Atlantic Sugar Refineries, Ltd., St. John and Montreal, show that the year's business totalled \$8,000,000, an increase of twenty-five per cent. over the previous year ending April 30, 1916. The report states that the profits on sales average only two per cent., a smaller margin than any other business in Canada. L. R. Wilson, the former treasurer and general manager, was elected a director.

QUEBEC

M. Lavut and E. Kahan have been registered. M. Lavut & Son, wholesale grocers, Montreal.

Edwin Scruton, Western representative of Chase & Sanborn, coffee importers, Montreal, has returned to his headquarters at Calgary after a visit to Montreal lasting about ten days.

Comment of sales managers in wholesale business in Montreal during the week has been to the effect that the uncertainty as to Conscription has had a retarding effect on business during the part of June so far marked off the calendar.

A million dollars damage reported to have been done in Sorel, Quebec by a fire which broke out in the business section and industrial district early on Tuesday morning. Equipment was sent from Montreal to aid in combatting the outbreak.

Al. Hager, manager of the New England Fisheries Co.'s Pacific Coast branch at Vancouver, has been visiting Montreal and the United States' headquarters of the firm, returning to Vancouver via the States. Mr. Hager reports affairs in B.C., flourishing, and fisheries prospects good.

Ontario

W. E. Phillips, Toronto, Ont., is succeeded by E. Grills.

J. R. Reid, Toronto, has been succeeded by E. E. Cosburn.

J. Bennett, grocer, Hamilton, has sold to Mrs. N. Swarbrick.

Geo. A. Derousie, Mille Roches, Ont., is offering his grocery business for sale.

Ontario Creameries, Ltd., of London and Toronto, is closing out its Toronto branch.

A. C. Macpherson, president of Macpherson Fruit Company, Winnipeg, is dead at Stratford, Ont.

Dominion Canner, Ltd., St. Thomas, suffered recent heavy loss through hail smashing the glass in the company's hot houses.

R. Bay, general store, Prussia, Sask., has been succeeded by Eskin & Naimark.

A. D. Wilson, general store, Vantage, Sask., has been succeeded by Wilson Bros.

C. G. Carter, grocer, of Winnipeg, has sold the Portage and Aubrey St. store to C. F. McGhie.

George F. Galt, of Blue Ribbon, Ltd., Winnipeg, who suffered an acute attack of rheumatic fever at Christmas, has sailed from England for Canada.

Nearly all of the leading retail grocers of Winnipeg will close their places of business at 1 p.m. each and every Wednesday afternoon during the months of June, July, and August.

A special committee of the City Council of Calgary appointed to investigate the suggested corner in flour, has completed its sitting. The examination of F. Ham, of the Western Canada Flour Mills, one of the principle witnesses, revealed the fact that it took five bushels of wheat to make a barrel of flour and that the cost of production including a profit of 30 cents per bag, amounted to \$1.50. Further questioning, however, brought out the fact that prices were controlled from Winnipeg. The committee therefore reported that retailers had not sufficient flour on hand to control prices, that the mills did not have enough flour to control prices, and as the matter was beyond the control of the civic committee they recommended that the matter be investigated by the Dominion authorities.

DON'T WASTE BREAD

If half a slice is enough for you, please cut the whole slice in half; do not break it.

Everyone must save bread
It is a national duty. Will you help?

ISSUED BY THE
NATIONAL WAR SAVINGS COMMITTEE
LONDON.

This is the reproduction of a card used in all the large hotels in England, to urge the necessity of saving. By the elimination of unnecessary waste by this and other means, the United Kingdom has been enabled to fight off the last great card of the Germans, starvation by submarine blockade. While Canada is not faced with this danger, a little of this policy of saving might go a long way toward a solution of the high cost of living problem.

Francis Dumbrille, a leading resident of the township of Augusta, died on Saturday last at his home in Maitland, following a surgical operation. He succeeded his father in the conduct of a general store business, and also discharged the duties of postmaster. He is survived by a widow and four children.

Western Provinces

A. Lepore, grocer, Edmonton, Alta., has discontinued.

NO VARY PRODUCTS CO. CHANGES HEADQUARTERS

The No Vary Products Company, on June 1, changed the headquarters of their company from Grand Forks, North Dakota, to Minneapolis, Minn. The main reason for the change was the need of a closer association with the manufacturing end of their business. The new address of the company is Resler Building, Minneapolis, Minn.

CANADIAN OYSTER NOTES

During the year ending March 31, 1917, the catch of oysters in Canadian waters was 13,493 barrels, valued at \$69,039. During the twelve months ending March 31, 1916, the catch was 20,507 barrels, valued at \$97,751.

During the month of March, 1917, the catch was 412 barrels, valued at \$2,684, as against 308 barrels, valued at \$1,312, during the corresponding month of the year 1916.

SPEEDING UP THE STORE

(Continued from page 28)

expression about making one's mouth water tells the whole thing. The moment you awaken your customer's interest in a certain food, you summon an ally in salesmanship in the form of a natural human appetite.

"Generally speaking, the grocery clerk has depended upon this appetite to do the selling for him. But, under the stimulating influence of a chance to get all that he can earn, any live clerk is going to find out all he can about the things that he sells, in order to gear up his selling ability.

"The more that grocers, grocery clerks, and grocery customers learn about the foods they eat, the better it will be for all concerned. The average consumer of to-day knows a lot more about foods than did the consumer of a decade ago. This, I confess, is not especially the fault of the retail grocer. The magazines have done wonders in educating the housewife in food matters—though, to be sure, much misinformation has been handed out in these channels along with that which is sound.

"But the whole point is that there is a wide latitude for the education of the general public concerning human foods, and that the grocer or grocery salesman who takes the job of helping in this educational work is going to find himself handsomely paid for his trouble in increased sales. If you want to speed up the grocery store, make it a real educational center in all matters relating to food."

And what applies to the store itself applies with equal force to every clerk in it. The shortest cut to more money and better position for a clerk is to know the interesting selling facts about his goods. If the store for which he is working doesn't appreciate the increased sales which that study brings, there will be no difficulty in finding a store that will. The day of the sleepy old grocer that couldn't do more than furnish a "decent living for one man" is passing. The grocery is being speeded up.

HOW ST. LAWRENCE SUGAR AD. SHOULD HAVE READ

In the issue of CANADIAN GROCER of June 15, there were one or two typographical errors in the announcement of the St. Lawrence Sugar Co., on the inside front cover. This advertisement should have read as follows:—

"Preserving season is close at hand. Give your customers St. Lawrence Diamond Granulated, and ensure satisfaction and success with their jams and preserves."

NO JUSTICE IN THAT

"Have you anything to say before sentence is pronounced against you?" asked the judge.

"The only thing I'm kickin' about," answered the convicted burglar, "is bein' identified by a man that kep' his head under the bed clothes the whole time. That's wrong."

Cold Storage Vindicated

W. F. O'Connor in His Findings Regarding Cold Storage Frees Them From the Charges of Excessive Hoarding or Exorbitant Profits—The Item of By-products Not Yet Investigated.

ON Monday afternoon of this week, the Minister of Labor, presented the preliminary statement of the Commissioner on the High Cost of Living, dealing with the question of cold storage. A mass of figures were quoted to show the operation of these companies. The report in question dealt with investigations up to the end of 1916 and proves to a conclusion that the many reports fostered by the public press and irresponsible individuals, calling attention to the enormous holdings of some of these cold storage and adducing from this a charge of illegal hoarding were absolutely without foundation. There was no attempt on the part of the Commission to plead any case. He stated the facts of the case as he had found them, but these facts were in themselves quite eloquent enough.

Some Actual Figures

A few figures taken from this report will suffice to show the conditions as actually discovered by the Commissioner:

During 1916 butter "all grades," cost the cold storage companies an average of 30 83-100 cents per pound, and they sold it at an average price of 32 73-100 cents per pound.

Cheese cost them an average of 18 11-100 cents per pound, and they sold it at an average of 18 88-100 cents per pound.

Eggs cost them an average price of 26 1-10 cents per dozen. They sold for home consumption at 29 21-25 cents per dozen, and for export for 33 61-100 cents per dozen.

Beef, all grades, averaged the cold storage companies in cost 10 ¼ cents per pound, and they sold it at an average price of 11 9-20 cents. The average selling price for home consumption of all grades of beef was 11 ¼ cents per pound.

Pork averaged them in cost 14 21-25 cents per pound, and was sold at an average of 16 83-100 cents for export and of 15 37-50 cents for home consumption.

Bacon cost 16 57-100 cents per pound, and sold at an average of 20 12-25 cents; the average sale price for home consumption was 19 33-100 cents per pound.

Mutton and lamb averaged 16 4-5 cents in cost and sold at an average price of 17 41-100 cents; export and domestic average sale prices were about the same.

These, of course, represent wholesale prices, but the Commissioner is authority for the fact that these figures actually represent the situation as it exists. The prices given by the cold storage were carefully checked, he reports, by examination of actual invoices received by retailers, and found to be correct.

Not Too Much Storage, but Too Little

Mr. O'Connor expresses his regret in his report, not that the cold storage companies have so much on hand, but that

they have so little considering the home and foreign requirements. There is, he states, an absolute absence of undue accumulation despite the popular impression to the contrary.

The prevailing high prices he credits to excessive foreign demand, and states that if any control of prices is contemplated it might most wisely be directed toward limitation of export prices. The home prices, he thought, might then be left to look after themselves.

The only phase of the cold storage situation not dealt with in the report is the item of by-products. This matter had not to the present been thoroughly investigated.

CANNERS NEED HELP

Canning factories in the Hamilton district are still suffering from lack of help, and a big wastage of fruit is feared unless the situation can be relieved immediately. One factory which has fourteen cars of berries on the tracks, has been advertising for 350 women and girls, but few have answered the call. The factories are confronted with the worst shortage of help they have ever experienced.

FISH CANNERIES TO BE LICENSED

A Bill to amend the Fisheries Act has been referred by the House of Commons to a fisheries committee. Mr. Hazen explained that at present lobster and salmon canners only are licensed and the object of the new legislation was to have all fish canneries properly enrolled and placed on the same basis at a nominal fee. Another provision which applied to Western Provinces was the leaving to the judgment of the Minister as to whether irrigation works should be screened at the outlets to prevent fish going upstream and dying. Sometimes irrigation ditches are located so that screens are unnecessary, hence the new legislation covering this point.

IMPORTED CHEESE REQUISITIONED IN BRITAIN

Prior to his resignation of the Food Controllorship of Britain, Baron Devonport ordered all cheese imported from Canada, Australia, and the United States, requisitioned, and henceforth all dealings in it will be controlled. Cheese will be put on the market at a price enabling retailers to sell it at sixteen pence per pound.

The prices on beans, peas and pulse have also been fixed in the retail trade, and arrangements have been made for an automatic reduction in the price of beans averaging two cents a pound in July, and a similar reduction in August.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

WITH a sagging tendency in the wheat market during the week flour was in a weaker position. Demand for this commodity is light in the face of the fluctuating market. Some Ontario mills are shipping flour into the United States and this is keeping them fairly busy. Demand for millfeeds is lighter on account of the excellent grass pasture for stock at present. Sugar declined 15c. per hundred. Local demand is still very light. Reports of the sinking of 40,000 tons of sugar in ten days by submarines has put a measure of firmness in the market by reason of the fact that supplies have been decreased by that much. The rainy season has now set in on the Island of Cuba and production of raw sugar will diminish from this time forward.

Butter and eggs were in easier market, in the latter commodity considerable declines being recorded, due to the unexpected increase in production. Cheese held steady at recent prices, but there was a disposition on the part of dealers to pay slightly more to the factories for their output. Demand for poultry is light and prices on live hens and spring chickens have been easier in consequence. Condensed and evaporated milk have again been increased in price. Certain brands of baking powder have been moved upward and cut tobaccos of various kinds quite generally are selling at higher quotations.

Business during the week has been slow, wholesalers attributing the slackness to the fact that retailers are carrying sufficient stocks to meet their needs for a time. Wholesalers are not anxious over the situation as they have been doing an excellent business ever since the beginning of the year until within the past three or four weeks. The situation has induced lower prices in rice, quotations being down in certain quarters.

QUEBEC MARKETS

MONTREAL, June 19.—An easier tone to the provision market affecting eggs and butter, is noted this week. Flour seemed weaker, but the outlook was uncertain, and buying was not active. Some of the cereals are firmer. Japanese teas are in demand and firm, new crop being expected shortly in this country. Black teas are firm as ever, and may advance following increased freight rates. Sugar has declined. Canned milk and cream have advanced. Dried fruits are dull. Fresh fruits and vegetables show seasonable changes, some towards easier prices, some lines firmer. Fish are in fairly easy market at present, with some falling off in supplies of certain lines.

Canned Milk And Cream Advanced

Montreal.

VARIOUS LINES. — The condensed milks are again advanced by 25 cents a case of four dozen, making Borden's \$8.25 and other lines from \$7.40 up to the Borden scale. Evaporated cream is also up, the family size now costing \$5.50 per

case. There has been a reduction of 5 cents a dozen on Javelle Water, and one firm of wholesale grocers has reduced price of pure lard by 3¼ cents a pound, making the 20-lb. pails \$5.75. Glucose has advanced 50 cents per 100 lbs., and sells at from \$7.50 to \$8.25 per 100 lbs. Cotton twine is up again, three-ply being now quoted at 43 to 44 cents a pound, and 4-ply at 45 to 46 cents per pound.

Sugar Registered A 15-Cent Decline

Montreal.

SUGAR.—There has been a decline in sugar of fifteen cents per 100 lbs., all the refiners making the same reduction. Extra granulated sugar is now at \$8.20 base or \$8.25 delivered in the City of Montreal by wholesalers. The reduction follows a period of quiet business, with consistently good reports as to production from primary markets, and no word of difficulties more than the markets are prepared for as to transportation. Just how the market may trend for the next few days is not predicted. With preserving season near there may be renewed demand and ad-

vances. Demand at present is quiet. The yellow sugars have been graded differently of late by refiners. They are now arranged No. 1, No. 2 (or by one firm "Golden"), and No. 3 of "dark" yellow. This change distinguishes the grades readily.

	100 lbs.
Atlantic and St. Lawrence Sugar Companies, extra granulated sugars.....	8 20
Acadia Sugar Refinery, extra granulated	8 20
Canada Sugar Refinery, extra granulated.	8 20
Dominion Sugar Co., Ltd., crystal granulated	8 20
Special icing, barrels	8 40
Diamond icing	8 40
Yellow, No. 1	8 40
Yellow No. 2 (ad Golden)	7 70
Yellow, No. 3	7 60
Powdered, barrels	8 30
Paris lumps, barrels	8 80
Paris lumps (boxes), 100 lbs.	8 90
Crystal diamonds, barrels	8 80
Crystal diamonds (boxes 100 lbs.)	8 09
Assorted tea cubes boxes	8 80
Cut loaf (50-lb. boxes)	9 05
Cut loaf (25-lb. boxes)	9 25

For deliveries in Montreal City district add 5c to above refinery price if purchased through wholesalers.

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

Canned Goods Are In Good Demand

Montreal.

CANNED GOODS.—Steady demand is reported as regards canned goods, and prices remain firm. Reports as to the planting of the ground for the crops required for next season's pack are encouraging, but the weather has been unsatisfactory for peas recently. Tomatoes are only just getting into the ground—late for these, but no anxiety is felt as yet regarding any crop except peas, which require more sunshine. Opinions are heard—though voiced early—that prices for canned goods may open high this season, even as high as last season, but nothing is certain on this score yet.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats.....	2 45	
1 lb. talls, cases 4 doz., per doz.	3 00	
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	1 45	
Pinks, 1-lb. talls	1 75	1 80
Cohoes, 1-lb. talls	2 65	
Red Springs, 1-lb. talls	2 70	
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	2 25	
Canadian sardines (case)	6 75	7 00
Canned Vegetables—		
Tomatoes, 3s	2 25	2 30
Tomatoes, U.S. pack		2 25
Tomatoes, 2½s	2 15	2 20
Peas, standards	1 35	
Peas, Early June	1 45	
Beans, golden wax	1 60	
Beans, Refugee	1 50	1 60
Corn, 2s, doz.		2 00
Corn (on cob, gal. cans, doz.)		3 50
Red raspberries, 2s	2 25	2 45
Simcoes		2 75
Red cherries, 2s		2 25
Strawberries, 2s	2 40	2 50

Blueberries, 2s, doz.	1 35
Pumpkins, 2 1/4s	1 70
Pumpkins, 3s	1 75
Pumpkins (gallon), doz.	6 00
Apples (gallon)	3 75
Peaches, 2s (heavy syrup)	1 75
Pears, 3s (heavy syrup)	2 45
Pineapples, 1 1/4s	2 25

The Greek Currant May Come In Fall

Montreal.
DRIED FRUITS.—Reports regarding the dried fruit market generally incline to the idea of dullness. Demand is restricted by the high range of prices prevailing. Prunes promise even more firmness, but actual advances have not developed. There are hopes now that Greek currants may be available since the embargoes laid upon Greece have been eased up under the new Allied regime. It is believed that a big crop of new Greek currants is coming along, while there are still cargoes of old crop awaiting shipment. Some of these have been at the wharves since last November. Some were on board ship but had to be landed again at the port of shipment. Under these disturbed conditions Greek currants have been in most exceptional market, firm, scarce, and altogether an uncertain quantity. They are so still, and only good fortune can bring supplies for next Christmas trade.

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

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

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

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

Figs—		
Spanish (new), mats, per mat.	2 40	2 40
Comadore (Portugal), per mat 33 lbs.	2 40	2 40
Prunes, California—		
30 to 40, in 25-lb. boxes, faced	0 13 1/2	0 15
40 to 50, in 25-lb. boxes, faced	0 13	0 14
50 to 60, in 25-lb. boxes, faced	0 12 1/2	0 12 1/2
70 to 80, in 25-lb. boxes, faced	0 12	0 13 1/2
90 to 100, in 25-lb. boxes, faced	0 11	0 11
Prunes (Oregon)—		
30s	0 13	0 13
40-50s	0 12 1/2	0 12 1/2

Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, \$3.00; 4-crown cluster, \$3.50; 6-crown	3 75	3 75
Muscatsels, loose, 2 crown.	0 10 1/2	0 10 1/2
Muscatsels, loose, 3-crown, lb.	0 11	0 11
Muscatsels, 4-crown, lb.	0 11 1/2	0 11 1/2
Cal. seedless, 16 oz.	0 12 1/2	0 14

Fancy seeded, 16 oz. pkgs.	0 12 1/2	0 12 1/2
Choice seeded, 16 oz. pkgs.	0 12	0 12
Valencias, selected	0 11	0 11
Valencias, 4-crown layers	0 11 1/2	0 11 1/2
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

Molasses Supplies Are Irregular

Montreal.
MOLASSES AND SYRUPS.—There is a big demand for molasses, and wholesalers are doing their best to meet this with a good deal of uncertainty prevailing as to supplies. News of further losses of cargoes is fortunately absent this week, but the conditions of transportation are not at their best. Prices are steady at the recent advances. Corn syrups have not altered this week, but are in good demand with firmness of market tone. Cane syrups also are in steady firm market.

Barbadoes Molasses—		Prices for
		Fancy, Choice, Island of Montreal
Puncheons	0 74	0 68
Barrels	0 77	0 71
Half barrels	0 79	0 73
For outside territories prices range about 3c lower.		

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.
Cane Syrup (Crystal Diamond)—
 2 lb. tins, 2 doz. in case, per case. 5 50
 Barrels, per 100 lbs. 6 50
 Half barrels, per 100 lbs. 7 00

Nut Market Keeps Firm In Tone

Montreal.
NUTS.—Steadiness of market, less demand, and prices from the wholesaler really less in some cases than those prevalent in primary markets characterize the nut situations. There have not been any arrivals of interest during the week, and reports of recent submarine sinkings of steamers bound from Britain do not include accounts of any nut consignments lost to the knowledge of importers. Peanuts continue firm. Prices are in some cases higher than those quoted by half a cent, but supplies are still available at the lower quotations. The market is, however firm for all kinds of nuts.

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

Still Some Canadian Hand-Picked Beans

Montreal.
BEANS.—There are still a few Canadian handpicked beans and three-pound pickers on the market at prices as quoted

last week. The scarcity of this line of dried vegetables is most marked, but seeding was done this spring on an extensive scale, according to reports, and probabilities are that beans will not be so costly after the new crop is available. Some interest attaches to the report that possibly the Government may prohibit the canning of non-perishable foodstuffs such as beans, and this would be a factor likely to affect the market should the steps be taken. The United States Government has moved already in this direction, it is reported.

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

Rice Is Steady; Tapioca Advanced

Montreal.
RICE AND TAPIOCA.—The market for rice is unchanged this week, but is firm. The weaker tone to flour indirectly affects rice, preventing the firmness due to ship shortages from developing into more strength. Demand is good, but there is no special market feature. Tapioca has advanced half a cent and both seed and pearl tapioca are now 14 1/4 to 15 cents a pound. The outlook in tapioca is increasingly firm, the strength of this market having been pointed out for some time by CANADIAN GROCER.

"Texas" Carolina, per 100 lbs.	9 90	9 90
Patna (fancy)	10 15	10 15
Real Carolina, per 100 lbs.	11 00	11 50
Patna (good)	9 40	9 40
Siam, No. 2	7 25	9 15
Siam (fancy)	8 40	8 40
Rangoon "B"	7 35	7 35
Tapioca, per lb.	0 14 1/4	0 15
Tapioca (Pearl)	0 14 1/2	0 15

Coffee and Cocoa Still Undisturbed

Montreal.
COFFEE, COCOA.—The market for coffee keeps absolutely steady at present quotations, and shows no sign of movement one way or another. Demand is good, but not better than normal for time of year. Coffee should not show any violent price fluctuations if past experience is a guide, but those in closest touch with the markets do not make any predictions, and merely point to past records for the years of war. Cocoa is also quiet with demand falling off for the summer. It is pointed out that retailers can increase demand for cocoa in summer by suggesting the merits of iced cocoa as a food beverage but cocoa is apt to be considered a cold weather drink.

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

Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	0 18	0 25

Advances in Freight Rates on Indian Tea

Montreal.
TEA.—Arrivals of black teas are coming in only just sufficiently to preclude the idea of any tea famine, but prices keep as firm as ever. It is announced by cable that cost of space from Calcutta is to advance by 5½ cents per pound on teas for July shipment. This has not yet affected markets but it inevitably will. The chances of trouble in China are looked upon with doubt as this may affect tea shipments in Japanese bottoms. There was recently an advance of two cents a pound on Japan teas, and since then there have been cable advices that a 1½ cent advance has gone into effect on all first crop leaf grades of Japans under 25 cents. No information has yet been received as to later crop teas, but everything points to a very strong market. There has been a big domestic demand for desirable teas.

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

Spice Market has A Breathing Spell

Montreal.
SPICES.—There has been a lull in demand for spices following an exceedingly busy period when owing to the firm condition of market buying was brisk and continued. It would seem now that most of those in need of spices have laid in stocks, and leading spicemen in Montreal agree that this is wisdom for the firmness of markets maintains, and the chances of relaxation are small indeed for the future. A slight movement in the easier direction in New York affected pepper but only momentarily, and the market on this side was not affected in the slightest. The general tone of all spices at present is very firm, and in cream of tartar there is a decided scarcity.

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

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

Fruit and Vegetable Market are Normal

Montreal.
FRUIT AND VEGETABLES. —

Oranges are firmer this week, and lemons are considerably higher. Grape fruit are firm. Apples are still available on the market, a few Ben Davis and Winesaps being disposed of in boxes. Water melons were a shade higher this week, a temporary phase, as they will be more plentiful very soon. In vegetables there have been a few reductions in seasonable lines, and some advances. Red onions which appeared on the market in a small supply last week have again vanished. Potatoes keep costly at \$4.25 per bag, but the ordinary Quebec potato is found still at \$4.00. New potatoes by the barrel are lower at \$11.50. Mississippi flats tomatoes are easier. As supplies increase all lines of seasonable goods in fruit and vegetables will be easier.

Bananas (fancy large), bunch.	2 75	3 50
Oranges—		
Navel, per box	4 35	
Floridas	5 00	
Valencia, ordinary and large.	4 25	5 00
Grape fruit	2 75	3 25
Lemons	4 50	5 00
Limes, box of 80		1 50
Pineapples, Cuban, crate	3 50	4 00
Watermelons (U.S.), each	0 60	0 75
Apples (in boxes)—		
Winesap	4 00	
Ben Davis	4 00	
Cauliflower, per doz. bunches.	3 00	4 00
Celery, greentop, per crate	4 00	
Celery (U.S. washed), doz.	1 50	
Onions, Bermuda, crate 50 lbs.	3 25	
Onions, Texas (crystal wax), crate 50 lbs.	3 00	
Texas onions (red), crate	2 50	2 75
Onions, Australian, sack 100 lbs.	6 50	
White onions, per bag (100 lbs.)	6 00	
Potatoes (Green Mt.), bag, 80 lbs.	4 25	
Potatoes (new), per hamper.	4 00	
Potatoes (new), per bbl.	11 50	
Potatoes (N.B.), bag	4 25	
Potatoes (Quebec)	4 00	
Potatoes (sweet), per hamper.	4 00	
Carrots, per bag	4 00	
Carrots (new), doz. bunches.	0 90	
Beets, per bag	2 00	
Beets (new), doz. bunches	1 25	
Parsnips	1 50	
Peas (new), per hamper	3 00	
Turnips (new), per doz.	1 25	
Lettuce, curly, per box	2 00	
Lettuce, Romaine, doz.	1 00	
Lettuce, Boston, box of 2 doz.	2 25	
Tomatoes (Florida), per crate.	3 25	3 50
Tomatoes, Mississippi Flats	1 25	1 60
Horse radish, per lb.	0 25	0 40
Cabbage (new), Charleston, crate		4 00
Cauliflowers (doz.)	3 50	4 00
Beans, U.S. wax, basket	3 25	3 75
Beans, U.S. green, basket.	3 75	
Leeks, per doz. bunches	2 00	
Parsley, doz.	0 50	1 50
Mint, doz.	0 50	
Watercress, doz.	0 50	
Soinach, per bbl.	4 00	
Rhubarb, per doz.	0 25	
Eggplant, per crate	6 50	7 00
Cauliflower, crate	4 00	
Garlic (Venetian), lb.	0 10	0 12
Endive (Canadian), lb.	0 12	0 15
Strawberries (Louisiana), pints.	0 25	
Strawberries (quarts)	0 20	
Cucumbers (Fla.), basket	3 75	4 50
Cherries (Calif.), box	3 25	
Artichokes (Jerusalem), bag	1 25	

Fish Markets are Steady and Busy

Montreal.
FISH.—Trade in fish has been as good

as could be expected during the week following last report and prices in general are about at the same level. Halibut from the West Coast is not so plentiful this week, and prices will become firmer before long. It is felt that supplies will probably be short. Gaspe salmon was abundant for a few days, and was selling very low, but all of a sudden arrivals fell off, and prices are now again firm. Lake and River fish is coming in in good supplies, and at steady prices. Local shad is now in the market and selling well at good prices. The lobster season is now closed in a few districts, and as a consequence prices are tending upwards. Bulk and shell oysters are quiet.

SMOKED FISH		
Haddies	0 10	0 11
Haddies, fillet	0 14	0 15
Digby herring, bundle of 5 boxes		0 90
Smoked boneless herring, 10-lb. box		1 40
Smoked eels		0 12
SALTED AND PICKLED FISH		
Herring (Labrador), per lb.	\$10 00	
Salmon (Labrador), per bbl.	20 00	
Salmon (B.C. Red)	17 00	
Sea Trout, red and pale, per bbl.	15 00	
Green Cod, No. 1, per bbl.	14 00	15 00
Mackerel, No. 1, per bbl.		22 00
Codfish (Skinless), 100-lb. box		10 00
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 10
Codfish, Shredded, 12-lb. box		1 80
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 12	0 15
Prawns, Imperial gal.		3 00
Shrimps, Imperial gal.		2 50
Scallops		2 75
FRESH FROZEN SEA FISH.		
Halibut	16	17
Haddock, lb.		06
Mackerel (med.), each		20
Mackerel (large), each		25
Cod steak, fancy, lb.		8
Salmon, Western	15	16
Salmon, Gaspe	18	20
FRESH FROZEN LAKE FISH.		
Pike, lb.	0 10	0 12
Perch	0 10	0 11
Whitefish, lb.	0 14	0 15
Lake trout	0 14	0 15
Eels, lb.		0 10
Dore	0 11	0 12
Smelts, No. 1		0 15
Smelts, No. 1 large		0 20
Oysters—		
Selected, gal.		2 00
Ordinary, gal.	1 75	1 85
Malpeque oysters (choice, bbl.		12 00
Malpeque oysters (choice), bbl.		12 00
bbl.		10 00
Cape Cod shell oysters, bbl.		12 00
Clams (med.), per bbl.		8 00
FRESH FISH		
Haddock	0 05 1/2	0 06
Steak Cod	0 06 1/2	0 07
Market Cod	0 05 1/2	0 06
Carp	0 10	0 11
Dore	0 14	0 15
Lake trout	0 14	0 15
Fike	0 10	0 11
B.C. Salmon	0 15	0 16
Gaspe Salmon	0 16	0 17
Gaspereaux, each		0 03
Western Halibut	0 17	0 18
Eastern Halibut	0 16	0 17
Shad (Roe), each	0 50	0 65
Do., (Buck)	0 40	0 45
Flounders	0 06	0 07
Perch		0 09
Bullheads		0 12
Whitefish	0 15	0 16

ONTARIO MARKETS

TORONTO, June 20.—Changes in grocery lines have continued in the upward direction during the week for the most part, although in some instances there was a disposition to quote lower prices in order to stir up trade.

Rice was one of the commodities that registered declines during the week. Business has been slow with the grocery trade, but there is no disposition to feel uneasy about the situation as wholesalers generally welcome the chance to get things

cleared away and a respite from the heavy business that has been transacted ever since the beginning of the present year. Wholesalers express the opinion that retailers are fairly well stocked up and that there has been a cessation of buying pending the time when their stocks are cleared to lower levels. Collections are a trifle slow, but there is no uneasiness over this condition.

Canadian Sugar Declined 15c Hundred

Toronto.

SUGAR. — Canadian sugar refineries lowered the price on sugar 15c. per hundred during the week. Reports of general rains have been made on the Island of Cuba, which would seem to indicate that the season of heavy production of sugar will be curtailed during the month of June. Up to the end of May the production in tons had reached 2,558,351 tons against 2,709,700 tons last year to the same time. The production of sugar during the month of May was the largest May production on record. Visible production to June 9 was 2,644,274 tons, as against 2,770,700 tons, or within 126,426 tons of last year's crop up to that time. The Cuban Government has passed a law taxing sugar 10c per bag at the factory. This tax takes effect from November 1, 1917. While production has been mounting in Cuba, which would have the effect of making easier conditions in the sugar market taken by themselves, still the submarine factor has been at work and is causing serious inroads into the sugar supplies. As reported in despatches during the week 40,000 tons of sugar had been sunk in ten days by submarines. Provided the crop in Cuba comes up to recent estimates of 3,000,000 tons, the loss of 40,000 tons would be equivalent to approximately 1 1/4 per cent. This is only the loss of one ten-day period. If such losses are continued there is every possibility that a still greater firmness might be put into the market. There were on June 11 estimated to be 62 centrals grinding as compared with 25 last year at the same time. Canadian refiners were in the market for raws during the week and 500 tons Peruvian raws were bought at 4 11-16c and 3,000 bags of Surinams also at 4 11-16c. Freights from Cuba are easier, there being free offerings of steamers. Demand locally is still quiet, but with the coming of the fruit-preserving season is expected to be heavier. A slight change has been made in the grading of yellow sugars. Where formerly there were only two grades there are now three classifications of yellow. No. 2 yellow is sold 10c under No. 1 yellow and No. 3 yellow is sold 20c under No. 1. Atlantic, St. Lawrence and Canada Sugar Refining Companies have the three grades, while the Acadia Sugar Refining Company still continues to make only No. 1 and No. 2 grades.

	100 lbs.
Atlantic, St. Lawrence extra granulated sugars	8 34
Acadia Sugar Refinery, extra granulated.	8 34
Can. Sugar Refinery, extra granulated.	8 34
Dom. Sugar Refinery, extra granulated.	8 20

Yellow, No. 1	7 94
Special icing, barrel	8 55
Powdered, barrels	8 55
Paris lumps, barrels	8 94
Assorted tea cubes, boxes	8 94

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

Condensed And Evaporated Milk Up

Toronto.

MILK, BAKING POWDER, TOBACCO.—An increase of 25c. per case has been made in the price of all evaporated and condensed milk of the Borden brand with the exception of baby size evaporated on which the increase has been 10c per case. Chocolatta has been advanced 5c per tin and is now quoted at \$2.80 per

JAM PRICES ANNOUNCED

Prices for fall delivery on jams have been announced during the week by E. D. Smith, Dominion Cannery, Wagstaff's and St. Williams companies. In 16-oz. glasses the new price for the three former companies is \$2.90 per dozen on strawberry, with raspberry quoted at \$2.75 per dozen. Four-pound tins are quoted by all four companies at 74c for strawberry and 71c for raspberry and black currant. St. Williams prices on strawberry are \$2.70 and \$2.65 for raspberry and black currant. In some cases this represents a decline from recent prices quoted by wholesalers. In four-pound tins there is a decline of 3c per tin.

dozen, whereas the 1-lb. size is now quoted at \$5.50 per dozen to the retailer. Messrs. Procter & Gamble have withdrawn their ruling against the sale of their Lennox brand soap and are now offering this brand for sale. This concern has also withdrawn the limitation of ten-box orders for drop shipment and are now willing to accept business in any quantities. All orders, however, are subject to acceptance before price is confirmed. An increase in 1900 Dairy Baking Powder has been made, which now makes the new selling price for 1s at \$1.90 per doz., 1/2s at \$1.30 and 1/4s at 90c. Keene's mustard has been advanced 4c. per pound. Cut tobacco has been increased in price and some of the lines now sell as follows: Houde's No. 1. 1/4s, 62c lb.; Encore, 1-14s, 56c. per lb.; Senator, 1-12s, 98c lb.; Sun Roll, 1-18s, 80c per lb.; Rainbow, 1-11s, 90c per lb.; Petit Bleu, 1-16s, 68c per lb. Richards quick naphtha has been advanced to \$5.75 per case. St. William's strawberry jam in 4-lb. tins are quoted at 80c per tin.

Canned Goods All In Strong Market

Toronto.

CANNED GOODS.—There was a generally steady tone to the market for canned goods during the week, in some

lines considerable strength being noted. Canned corn sold up as high as \$2.25 in certain quarters. Stocks of this latter commodity are dwindling rapidly and will probably be exhausted before the new crop corn comes in. Alaska pink salmon was quoted up 5c from the lower level of last week. Tomatoes are quite generally holding steady as stocks are getting within narrow compass.

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

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

Bulk Molasses Goes Still Higher

Toronto.

MOLASSES, SYRUPS.—The firmness noted in the molasses market in these columns for some time past has worked out toward higher prices on bulk molasses in barrels. Quotations in half-barrel lots now range as high as 50c per gallon, which represents an increase of 2c. The stipulation with respect to open prices on canned molasses has been continued, manufacturers must still have a chance to confirm orders before their representatives accept them. Crystal Diamond cane syrup has made an advance of 70c per case for 2s, now selling at \$5.50. Red Fox molasses has also advanced and is now quoted 1 1/2s at \$4.40 per case. Corn syrups held in steady market during the week.

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

Dried Fruits Are In Drifting Market

Toronto.

DRIED FRUITS.—There is little activity in dried fruits at the present time due in large measure to the situation in the producing districts. There are favorable reports of a large crop both for prunes and raisins and buyers are not inclined to place orders for future de-

livery until they are able to see what developments may take place. There is uncertainty in the market in the United States due to the possibility that the Government may regulate prices. Demand locally on dried fruit is somewhat light. Wholesalers show a desire to clean out their stocks of figs, as the season for these is drawing to a close. In some instances Australian currants were advanced 2c per pound. There is no improvement in the situation with respect to currants and conditions seem to point to very short supplies of this commodity.

Apples, evaporated, per lb.	0 13½	0 14
Apricots, choice, 25's, faced.	0 24	0 26
Candied Peels—		
Lemon	0 25	0 26
Orange	0 26	0 27
Citron		0 30
Currants—		
Filiatras, per lb.		0 22
Australians, lb.		0 23
Dates—		
Excelsior, pkgs., 3 doz. in case	3 60	3 75
Dromedary dates, 3 doz. in case	4 50	4 60
Figs—		
Taps, lb.	0 05½	0 06
Malagas, lb.		0 10
Prunes—		
30-40s, per lb., 25's, faced.		0 16
40-50s, per lb., 25's, faced.		0 15½
50-60s, per lb., 25's, faced.		0 15
70-80s, per lb., 25's, faced.		0 13¾
80-90s, per lb., 25's, unfaced.	0 10½	0 12½
Peaches—		
Choice, 25-lb. boxes	0 13½	0 14
Raisins—		
California bleached, lb.	0 14½	0 15
Valencia, Cal.	0 10½	0 11
Valencia, Spanish	0 10	0 12
Seeded, fancy, 1-lb. packets.	0 12	0 13
Seedless, 12-oz. packets	0 12½	0 13½
Seedless, 16-oz. packets	0 15½	0 16

Undertone To Tea Market Still Firm

Toronto.—Although some sellers of teas quoted prices 1c down during the week on future delivery there was no general disposition to quote lower prices on spot teas. There is a quietness in the tea market, which in this respect is sharing the condition generally prevailing in the grocery trade. There is a firm undertone to the market even in the face of recent arrivals of teas. There is still a visible shortage of tea and the uncertainty of getting additional stocks from India and Ceylon prevails. Prices remained unchanged from those of last week.

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

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

Coffee Crop Late But A Heavy One

Toronto.—**COFFEE, COCOA.**—Reports of a heavy crop of coffee in the Brazilian fields continue to come forward, but it is stated to be somewhat backward in maturing and this is operating to give a firmer tone to the market. With a heavy crop and with large stocks already existent in the United States there is every indication that needs may be more than taken care

of. Locally the market remained featureless. There has been a fair demand for both coffee and cocoa. Chicory is in very firm market owing to the shortage of supplies. Some dealers are out of the market altogether.

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

Spice Market Held Steady During Week

Toronto.—**SPICES.**—There was a steadiness to the spice market during the week, prices being high, there is a disposition to eliminate further advances as long as possible. Demand for spices is somewhat quiet during the present season, with the exception of pickling spice, in which there is some little activity. Cream of tartar held in firm market at the advances recently recorded. Pepper was also in a firm position.

	Per lb.	
Allspice	0 15	0 18
Cassia	0 25	0 35
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 35	0 45
Ginger	0 25	0 35
Mace	0 90	1 25
Pastry	0 25	0 30
Pickling spice	0 20	0 25
Peppers, black	0 32	0 38
Peppers, white	0 38	0 45
Nutmegs, select, whole, 100's		0 40
Do., 80's	0 45	0 50
Do., 64's		0 60
Mustard seed, whole	0 25	0 30
Celery seed, whole	0 40	0 45
Coriander, whole	0 30	0 38
Caraway seed, whole	0 75	0 90
Cream of Tartar—		
French, pure		0 60
American high test		0 65

Peanuts Expected To Be Higher Still

Toronto.—**NUTS.**—Importers of peanuts are of the opinion that the top of the market in this commodity has not yet been reached and that before fall comes round in some instances look for prices of the shelled variety to be higher. In the local market an advance of 1c per pound from the low quotation was recorded during the week, making the range now from 17c to 18c per pound. Walnuts are also in very firm position and further advances are looked for by some importers. One importer stated it as his belief that they would be fully 5c per pound higher by fall in case lots. California walnuts are about cleaned out of the market and further supplies are not available.

In the Shell—		
Almonds, Tarragonas, lb.	0 20	0 22
Walnuts, Bordeaux	0 18	0 20
Walnuts, Grenobles, lb.	0 18	0 20
Filberts, lb.	0 18	0 19
Pecans, lb.	0 17	0 19
Peanuts, roasted, lb.	0 14	0 18
Brazil nuts, lb.	0 15	0 20
Shelled—		
Almonds, lb.	0 42	0 48
Walnuts, lb.	0 55	0 60
Walnuts, California		0 60
Peanuts, lb.	0 17	0 18

Easier Prices On Rice Were Quoted

Toronto.—**RICE, TAPIOCA.**—There was a disposition to quote lower prices on rice during the week, some wholesalers being down ½c per pound from the range of last week. Trade has not been very active in this commodity and lower prices were named as an inducement to stir up trade. In the Southern rice market, however, prices are holding firm with very little being offered. France has again been in the market for rice in spite of the high prices prevailing and the excessive freight rates. The new crop rice is reported to be making favorable progress.

Texas, fancy, per 100 lbs.	9 50	11 50
Siam, fancy, per 100 lbs.	7 50	9 00
Siam, second, per 100 lbs.	7 00	8 00
Japans, fancy, per 100 lbs.	8 50	9 50
Japans, second, per 100 lbs.	7 50	8 50
Chinese, per 100 lbs.	7 75	8 00
Tapioca, per lb.	0 13½	0 15

Japanese Beans Easier In Price

Toronto.—**BEANS.**—Japanese beans were easier in price during the week, being quoted \$1 per bushel under the quotation of last week in some quarters. High price of beans, together with the coming of fresh vegetables, is curtailing the consumption of beans. Lima beans are somewhat scarce in the local market as wholesalers are not inclined to stock up at present high prices, many preferring to keep out of the market altogether.

Ontario, 1-lb. to 2-lb. pickers, bu.	9 50	11 00
Rangoons, per bush.	9 00	9 50
Yellow eyes, per bushel		9 60
Japanese, per bush.		9 60
Black eyes, Cal., bushel		6 50
Limas, per pound	0 19	0 20

Cornflakes Show Advance Of 30c Case

Toronto.—**PACKAGES.**—An advance of 30c per case was recorded in the price of Quaker corn flakes during the week, which makes the selling price now \$3.30. Purity oats, on the other hand, in 2-lb. size show a decline of 5c per case, being now quoted at \$1.40. Triscuit has advanced 10c per case and is selling at \$2.10. Post Toasties are in strong market and advances are hinted at. There has been a good demand for package oats, but with the coming of the summer season this demand is expected to give place to other breakfast foods.

Cornflakes, per case	3 00	3 40
Rolled oats, round, family size, 20s	4 00	4 50
Rolled oats, round regular 2-lb. size, case	1 40	1 80
Rolled oats, square case, 20s.	4 00	4 00
Shredded wheat, case		4 90
Cornstarch, No. 1, pound cartons		0 10¾
Do., 2, pound cartons		0 09¾
Starch, in 1-lb. cartons		0 10¾
Do., in 6-lb. tins		0 12½
Do., in 6-lb. papers		0 09¾

Whitefish Coming More Plentifully

Toronto.—**FISH.**—Whitefish reached the local market in better supply during the week

and prices were 1c per pound lower than last week in consequence. Trout was somewhat scarce during the period and prices held steady. Restigouche salmon were lower in price by 1c to 2c per pound and fancy haddock was quoted at 7c to 8c per pound. In some quarters fancy steak cod was quoted at 9c, which is 1c below that of last week. Fresh pike and pickerel from the Northern and Western lakes arrived during the week. Demand for fish has been fairly good.

SMOKED FISH.

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

PICKLED AND DRIED FISH.

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

FRESH SEA FISH.

Halibut, medium, fresh, lb.	0 16½ 0 17
Halibut, frozen	0 16½ 0 17
Cohoe salmon (red), frozen	0 14½ 0 15
Salmon, Restigouche, lb.	0 17 0 18
Haddock, fancy, express, lb.	0 07 0 08
Steak cod, fancy, express, lb.	0 09 0 10
Mackerel, lb.	0 10 0 12
Flounders, lb., frozen	0 09 0 10
Winkles, per bag	1 75

FRESH LAKE FISH.

Herring, lb.	0 10 0 12
Pike, lb.	0 08 0 08½
Whitefish, lb., frozen	0 13 0 13½
Whitefish, lb., fresh	0 13 0 15
Trout, lb., fresh	0 13 0 14
Herrings, frozen	0 06 0 06½
Tullibees, fresh, lb.	0 08 0 09

New Potatoes Not Yet Plentiful

Toronto.

VEGETABLES.—New potatoes in barrels are not yet reaching the market in any considerable quantities and prices have in consequence held steady at \$13 per barrel. Old potatoes are getting fairly well cleaned up and it is anticipated there will not be many left by the time new ones reach the market in larger quantities. Green peas in hampers were scarce during the week, as Southern shippers are apparently short on supplies. Radishes were in firmer tone as there were considerable quantities in the market last week and prices were made to clean them out. This week they are quoted 10c per dozen higher at 25c. Local vegetables have not yet started to arrive in any considerable quantities.

Asparagus, Can. grass, 11-qt. bkt.	1 25	1 75
Beets, new, hamper	2 25	
Beans, green, string, hamper	3 00	
Beans, golden wax, hamper	3 00	3 25
Cucumbers, Can., hothouse, 11-qt. basket	2 00	2 25
Cucumbers, Florida, hampers, 6 doz.	3 00	3 50
Cabbage, case	3 00	3 50
Carrots, new, hamper		2 00
Celery, Florida, half case		3 00
Lettuce, per doz. bunches	0 20	0 30
Canadian head lettuce, doz.		1 00
Mushrooms, 4 lbs.		
Onions—		
Texas, 50-lb. box	2 75	
Green, per doz. bunches	0 30	
Potatoes—		
N. Brunswick Delawares, 90-lb. sacks		4 75
Elbertas, bag	4 25	4 50
New, barrel	13 00	
Peas, green, hamper	2 50	2 75
Radishes, doz. bunches		0 25
Soinach, bushel hamper	0 40	0 50
Green peppers, doz.		1 00

Tomatoes, Miss., 4-bkt. carriers. °	1 75
Parsley, basket	0 75
Watercress, basket	0 30 0 50
Turnips, new, hamper	1 50

Strawberries May Be Light Crop This Year

Toronto.

FRUIT.—Local strawberries are expected to be in light crop this season according to reports given to the commission merchants by growers in different parts of Ontario. The district around Clarkson is expected to have a good yield but so far reports from other districts have not been encouraging. A couple of crates of local berries from Freeman, Ont., reached the market on Friday of last week and by the latter part of the present week and next week shipments are expected to be more general. The price secured for arrivals last week was 22½c per

quart. Oranges are in firm market with higher prices recorded during the week. Grapefruit also showed an upward tendency as stocks are getting light. Cuban pineapples have been arriving in rather poor shape, there being a lot of waste in shipments due to over-ripeness. Lemons were in generally firmer market, being quoted from 50c to \$1.50 per case higher. Verdilli lemons arrived and were quoted at \$5 per case.

Apples—

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

Oranges—

Cal. Navels	4 00	4 25
Cal. late Valencias	4 25	4 50
Grapefruit, Cuban, case	4 00	4 25
Florida, case	4 00	4 25
Lemons, Cal., case	4 50	5 00
Messinas, case		5 00
Pineapples, Cubans, case	3 75	4 00
Rhubarb, doz. bunches	0 20	0 30
Strawberries, 1-qt.	0 16	0 18
Watermelons, each	0 60	0 85

MANITOBA MARKETS

WINNIPEG, June 20.—There are some interesting changes in the market. Sugar declined 15c per cwt. last weekend, but there is a fair demand with preserving coming on. The hog market declined over \$2.00 per cwt. in about two weeks, and this has brought down the price of bacon. A decline in lard, now that butter is coming along, would not be surprising. There is an easier feeling to the tapioca market owing to the arrival of a cargo at Vancouver. Tapioca had been selling as high as 13½c, and sago correspondingly high. Coffee is being offered freely. There was a strengthening of the market some time ago, but this has disappeared. With the market for the sale of coffee limited, the supply is abundant.

A supply of cocoanut has arrived at Vancouver, which should keep the West going for some time. Bran and shorts are selling a few dollars per ton less than a week ago. There was a slight advance in the price of wheat. Tomatoes and strawberries, which are big sellers, have been scarce on the Winnipeg market, but should be coming along now. Potatoes are up ten cents per bushel.

Good Sugar Demand For Preserving

Winnipeg.

SUGAR.—On Friday June 15, a decline of 15c per bbl. went into effect on all grades in Manitoba. The basis now for standard granulated is 8.95. Since the sugar market began to show weakness the demand for sugar out West has held up very well. The demand for preserving is beginning to come in, and there has been a lot of sugar bought for it. It is figured her that there will be a steady demand right along for preserving.

Hot Weather May Hold Corn Syrup Down

Winnipeg.

SYRUP.—There is no change in corn syrup although the market has been exceptionally high, in fact it was impossible to secure corn here. It was expected that another advance would take place, but in the hot season demand falls off somewhat.

2-lb. tins "Beehive" and "Crown"	\$4 73
5-lb. tins "Beehive" and "Crown"	5 13
10-lb. tins "Beehive" and "Crown"	4 86
20-lb. tins "Beehive" and "Crown"	4 87
½ bbl. "Beehive" and "Crown"	7 50
Crown, in quart sealers	4 43
"Lily White," 2-lb. tins	5 23
"Lily White," 5-lb. tins	5 63
"Lily White," 10-lb. tins	5 36
"Lily White," 20-lb. tins	5 37

New Prices On Pears, Peaches, Apricots

Winnipeg.

DRIED FRUITS.—The market on evaporated apples has been going up again. Jobbers are paying in the East what the retailers are paying to-day, i.e. 13%. This means that the retailer will be paying in the neighborhood of 15c for choice 50's before very long. Pears, peaches and apricots all advanced in California and jobbers will be compelled to ask higher prices from their retail customers. The following quotations will likely go into effect:—Peaches choice 25's, 12c; 10's, 13. Apricots, choice 25's, 29-30c, standard 28-29c. The advance in apricots is rather heavy as packers in California put their prices up three to four cents. Pears—the California market went up one cent per pound, and adding duty, this will make the price here up 1½c per lb. Quotations had not changed early this week, but the following prices should be in order: Pears, choice halves, 25's, 13¼c, 10's, 14¼c. Prunes are advancing again,

but while jobbers generally have not advanced their quotations, they will be compelled to do soon.

Dried Fruits—		
Apples, evap., 50-lb. boxes, lb.	0 13 1/4	0 14
Apples, 25-lb. boxes	0 13 1/4	0 14 1/4
Apples, 3-lb. cartons, each	0 44	0 52
Pears, choice, 25's		0 15 1/2
Apricots—		
Choice, 25's	0 29	0 30
Choice, 10's	0 30	0 31
Peaches—		
Choice, 25-lb. boxes		0 12
Choice, 10-lb. boxes		0 13
Currants—		
Fresh cleaned, half cases,		
Australian, lb.	0 19	0 22
Dates—		
Halloweens, 68-lb. boxes		0 12 1/2
Fards, box, 12 lbs.		2 00
Raisins, California—		
16 oz. fancy, seeded		0 11 1/2
16 oz. choice, seeded		0 11
12 oz. fancy, seeded		0 09 1/2
12 oz. choice, seeded		0 08 1/2
Raisins, Muscatels—		
3 crown, loose, 25's		0 09 1/4
3 crown, loose, 50's		0 09
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes		0 10
3 crown, loose, 10-lb. boxes		0 10 1/2
Figs—		
Cooking, in mats		0 07 1/2
Mediterranean, 33-lb. mats		0 08 1/2
Prunes—		
90 to 100, 25s	0 11 1/4	0 12 1/2
40 to 50, 25s	0 15 1/2	0 17
Peels—		
Orange, lb., 7-lb. boxes		0 22 1/2
Lemon, lb., 7-lb. boxes		0 21 1/4
Citron, lb., 7-lb. boxes		0 25

**Split Peas Scarce;
Bring \$9.50 For 98's**

WINNIPEG.
DRIED VEGETABLES.—There still seems to be quite a few white beans on the market, but the price being asked is just as high, or higher. On fancy white, jobbers are quoting \$7.50. Limas can be had at 20c. Split peas are becoming very scarce, and in some cases are bringing \$9.50 per bag of 98's.

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

**Easier Tapioca Market;
Had Been Selling 13 1/2c**

WINNIPEG.
RICE.—Jobbers do not appear to have put a second advance on rice into effect yet, but they state that it is bound to come. As previously stated in CANADIAN GROCER, this advance will go into effect gradually. There has been an easing off in the tapioca and sugar market owing to the arrival of a large shipment at Vancouver. There has been a scarcity here, and tapioca was quoted as high as 13 1/2c.

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

**Higher Prices On
Sardines And Herrings**

WINNIPEG.
CANNED FISH.—Prices rule high on spot goods for both sardines and herrings, as supplies are very limited. Pack-

ers are at present busy packing sardines. Prices have been named on some lines, but not on all. They will be much higher than they were last year. It is reported that one packer names a price on cans as soon as it is ready to ship, and buyers accept or decline at that price.

**No Scarcity Of
Tea In Winnipeg**

WINNIPEG.
TEA.—The market in the East is steady but remains very high. It is expected that high prices will rule later on as freight is expected to cost more, and there will be difficulty securing space, as a greater number of steamers are required by the Government. It is stated that the entire Blue Funnel Line has been taken over by the Government. However, stocks of tea in Winnipeg are very good, and there is really no scarcity in Winnipeg.

**Tomatoes And Strawberries
Are Temporarily Scarce**

WINNIPEG.
FRUITS AND VEGETABLES.—There was a scarcity in Winnipeg last week of strawberries, practically none being offered. This was due to the Hood River berries not being in. But they were expected this week, and should be offered around \$5.00 per case of 24 pints. Navel oranges are practically finished, and their place now taken by Valencias at \$4.50 to \$5.00 per case. Florida tomatoes are done. Mississippi tomatoes are on the market at \$2.00 per case. Tomatoes are perhaps the biggest seller just now, but they may be somewhat of a luxury for the next three or four weeks as Mississippi crop was short, and the market is cleaned up already. Until Ontario tomatoes began to come in, the price is likely to be high. New turnips are offered at \$5.00 per bag, and new carrots at \$6.00 per bag. Florida celery has arrived at \$4.00 per crate. Potatoes are up to \$2.00 per bushel. Home-grown parsley is now on the market at 40c per doz. There is an advance to 6c per lb. in bananas. Washington rhubarb is finished. Cherries are down slightly, being quoted at \$3.00 or \$3.25 per box.

Asparagus, crates	2 50
Beans, wax, hamper	4 50
Beans, cream	3 50
Manitoba potatoes, bushel	2 00
Celery, Florida, crate	4 00
Cucumbers, box	4 50
Cucumbers, hamper	5 00
Carrots, new, bag	6 00
Turnips, new, bag	5 00
Cabbage, Cal., lb.	0 05
Lettuce, leaf, doz.	0 40
Imported mushrooms	1 00
Parsley, home grown	0 40
Peas, green, lb.	0 20
Tomatoes, Mississippi, case	2 00
Fruits—	
Oranges, Valencias	4 50 5 00
Lemons	6 00
Grape Fruit	6 00
Wine saps, box	2 50 3 00
Rome Beauties, box	2 50 3 00
Strawberries, Hoop Rivers, case	
24 pints	5 00
Bananas, lb.	0 05
Pineapples, Cuba, case	5 00
Cherries, box	3 00 3 25
Watermelons, doz.	9 00

OFFICERS OF MANITOBA R.M.A.

The officers elected for the ensuing year at the convention of the Manitoba Retail Merchants' Association follow:—

President, J. W. Kelley, Winnipeg; 1st Vice-president, R. J. Campbell, Brandon; 2nd Vice-president, F. Sparling, Winnipeg; Secretary, J. H. Curle, Winnipeg; Treasurer, T. A. Connell.

Members of the Dominion Board—C. F. Rannard, A. G. Box, J. A. Banfield, J. H. Curle and W. T. Devlin, Winnipeg.

Advisory Board—William Chambers, Hamiota; A. F. Higgins, Winnipeg; W. Jamieson, Selkirk; D. D. McDonald, Dauphin, and C. F. Rannard, Winnipeg.

CORNWALL CITY DAIRY EXTENDED

The Cornwall, Ont., civic dairy, which heretofore has handled only cream, milk, buttermilk and butter, has now been extended to handle in addition eggs, cheese, ice cream and farm produce. A small cold storage plant is also planned. The report of the year showed that 100,000 pounds of butter had been made and sold within 25 miles of Cornwall. In the manufacture of cheese it is planned to develop a trade in small individual packages of 1, 5 and 10-pound sizes of Canadian stiltons and of cream cheese of all descriptions. There is a growing demand for these goods in Canada, and there are few, if any, plants in Ontario for such manufacture.

VANILLA CROP IN GUADELOUPE

The curing of the 1916 crop of vanilla in Guadeloupe, is about finished, and although the total production has been at least 10,000 pounds less than the previous year, planters have made good profits. Competition between buyers has been keen, and prices for green beans have been higher than ever. Reports having reached the dealer that the Mexican crop has been poor, they are of opinion that prices in the United States and Canada are going to rise and are therefore in no haste to sell their stocks.

MONTREAL

Halifax, June 22.—The Lunenburg banking fleet continue to arrive with better catches than at first reported. The catch will be a fair one and with the prices ruling high, the fishermen should prove to have done very well. The prices quoted by them are regarded as too high by local buyers and the prediction is that they will not be maintained. It is stated that at the figures there would be a considerable loss to the dealer. All the European dried fish markets are strong, but Nova Scotia is not much interested as she has no way of making shipments. The West India markets are in good shape and report a shortage of supplies. The only off market is Brazil. Southern Brazil reports arrivals of 5000 casks of Norwegian and Scotch fish from England—a surprise to exporters here and rather a refutation of the supposition that the mother country is starving for food.

FLOUR AND CEREALS

Flour Market Declines 40c.

Montreal.

FLOUR AND FEEDS.—A dull market with little demand, and only hand to mouth buying was reported this week in flour. The fluctuations of the past weeks were blamed for the condition. People are disinclined to buy more than bare requirements when the market is undecided. A decline took place on Wednesday of this week of 40c per barrel. Much lower wheat would mean lower flour than present quotations. At the same time it was pointed out that cash wheat has not fallen off in the same ratio as October wheat, and this is regarded as significant. News from the North West is better this week. It is estimated that the recent rainfall out on the prairies is worth at least a million bushels of wheat extra for the acreage watered. This in view of an absolutely unavoidable world shortage of many million bushels may not seem a great deal, but under the circumstances every bushel counts. Predictions are not made for fall, and there is uncertainty as to price tendencies even for the next weeks. In feeds, however, there is weakness and a remarkably good demand considering the season. Bran and shorts declined \$2 per ton. Other lines are holding steady. Winter wheat advanced a little following the firmer tone in Manitoba flour last week, and is quoted higher this week, but the market for this is exceedingly quiet.

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

Cereals Show Some Further Firmness

Montreal.

CEREALS.—There have been some stronger notes in the market for cereals this week, the flour market's stronger tone of last week having influenced the wheat based cereals. These, however, may follow flour to less strength should wheat decline further. Barley is firmer. Hominy is costing more. Split peas are higher. Corn meal is firmer. Rolled oats are in stronger market, and the demand generally for cereals is reported normal.

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

Flour Down; Demand Light

Encouraging Reports from West Have Had Effect of Driving October Option on Wheat to Lower Levels.

Toronto.

FLOUR.—With generally encouraging reports from the Canadian West on the progress of the crops there has been a tendency to lower levels in wheat throughout the week. On Wednesday of last week cash wheat in Winnipeg closed at \$2.62 on Tuesday of the present week it was quoted at \$2.48. The October option on wheat was down even more than the cash wheat, a decline of 20%^c per bushel having been recorded during the week, closing on Tuesday at \$1.93. In the face of this condition the prices on Manitoba flour declined 40c per barrel. Ontario flour is holding up well in price, being quoted at \$13.60 per barrel for first patents, although the range also went as low as \$12.50. Demand for flour locally is very light but some mills are still shipping considerable quantities to the United States of the Ontario winter wheat flour.

	Car lots per bbl.	Small lots per bbl.
Manitoba Wheat Flour—		
First patents	\$13 40	\$13 60
Second patents	12 90	13 10
Strong patents	12 70	12 90
Ontario Winter Wheat Flour—		
High patents	12.50-13.60	12.70-13.90
Second patents	12.10-13.20	12.30-13.50

Corn Products In Higher Market

Toronto

CEREALS.—Higher prices prevailed in the market for corn flour, cornmeal, farina, hominy grits and pearl hominy during the week, the advance amounting to 10c per bag quite generally, with the exception of farina in which the advance was 15c. Oatmeal was 5c per sack lighter from the prices quoted at low level last week, while rolled oats were quoted at \$4.65. There has been a fairly good demand for cornmeal but demand for bulk oats is somewhat lighter. Orders have been placed for August and September delivery on rolled oats. Demand for pot and pearl barley is falling.

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

Brand Demand Light With Shorts Good

Toronto.

MILLFEEDS.—Demand for bran is now very light but there are still quite good quantities of shorts and middlings going into consumption. Prices were generally steady during the week, although in certain quarters bran was quoted 50c under the low quotation of last week, making the range from \$32.50 to \$34.00 per ton. Special middlings were also quoted \$1 down by some mills but the larger Western mills quite generally quoted at \$50 on special middlings.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	\$32.50-\$34.00	\$33.50-\$36.00
Shorts	39.00-40.00	41.00-42.00
Special middlings	44.00-50.00	46.00-52.00
Feed flour, per bag		3.05-3.50

Future Of Wheat Still In Doubt

Winnipeg.

FLOUR AND FEEDS.—First patents early this week were bringing \$13.30 per barrel. This is 30c per barrel higher than last week, an advance of 30c taking place June 12, following an advance in the price of cash wheat but declined to \$13 per barrel June 19. The flour business is reported quiet by all the mills. As flour stocks in the country are low, they will have to be replenished at an early date. It is not known exactly what is going to happen to wheat. At the Winnipeg Grain Exchange trading in Octobers continues. A commission is being appointed to look into trading at the exchange. It was thought that this commission was appointed to fix the price of wheat, and if they did this, there would be no futures to trade in. On the other hand, it is expected that trading in Octobers will continue right along, and that possibly we shall get back to where we were before. Rolled oats in bulk declined 25c during the week to \$3.50 for 80's; package oats, which was selling at \$4.50 per case, is now selling on a \$4 basis. There is very little demand for package oats, and little attempt is being

made to sell, as at that price it is below cost of raw material. The corn market continues very high, and corn can hardly be bought at all. Feeds—Bran and shorts have eased off a little, which usually happens at this time of the year, when pastures are coming on. Demand for shorts is still big in the East. Prices have declined, and quotations are as follows:—Bran, \$28; shorts, \$35; mixed chop still bringing \$52.

Flour—	
Best patents	13 00
Bakers	12 50
Clears	11 90
XXXX	10 90
Cereals—	
Rolled oats, 80's	3 50
Rolled oats, pkgs., family size	4 00
Cornmeal, 98's	5 00
Oatmeal, 98's	4 85
Feeds—	
Bran, per ton	28 00
Shorts, per ton	35 00
Mixed chop, ton	52 00

PRODUCE AND PROVISIONS

(Continued from page 50)

butter has declined considerably. No 1 creamery is 37c, and No. 2, 36c. Cheese—With the make now becoming heavy, and the fact that the cheese commission have set a price on cheese, the market has declined considerably, 20c-21c being the prevailing prices.

Fresh Eggs—	
New laids	0 30 0 33
Dairy	0 30
Cheese—	
Ontario, large Sept.	0 26 0 28
Ontario, large fresh	0 26 0 28
Manitoba, large, fresh	0 22 0 24
Butter—	
Fresh made creamery, No. 1 cartons	0 41
Fresh made creamery, No. 2	0 40

GOING AFTER TRADE WITH A BULLETIN

IN these modern times most men engaged in business are thoroughly sold on the idea of the advantages to be gained from advertising. The only question with most of them is how to make the amount of their advertising appropriation get the best results. In the smaller communities, it is possible to use the local newspapers and for a moderate expenditure get the most satisfactory results. As the town in which the store is located increases in size, however, this matter becomes more and more complicated. Here the merchant doing a fair-sized business is brought into competition with businesses of far greater magnitude, and who naturally are prepared to spend more money in their advertising than the smaller store can well afford to do, and consequently his advertising is dwarfed by the larger display of the large merchant, and may very possibly be overlooked. Then, too, as the size of the town increases the actual selling power of one newspaper as far as the store in the suburbs is concerned at least actually decreases. This at least is the belief of D. K. Clark, who carries on a thriving grocery, meat and hardware business at Ottawa Street, Hamilton.

Despite this fact, Mr. Clark is a firm believer in the power of advertising, but

he figures that only the advertising that reaches his customers, or people who might possibly become customers, can be of any value to him. Newspaper advertising here, he contends, might draw people to the centre of the town, but it will not draw them towards the outskirts, and it is on the outskirts in a thriving and progressive district. Therefore, he has had to develop his own form of advertising.

The Monthly Bulletin Idea

The idea that Mr. Clark has developed is the idea of a monthly bulletin that deals particularly with the interests and also the needs of the community it is designed to reach. For instance, from that community there have gone to the front a very unusual proportion of men. Every family has a personal interest in the war. Mr. Clark himself has a son at the front, and all are eagerly awaiting news of any of the boys from that section. For that reason Mr. Clark tries to get for this bulletin items of news regarding these boys, scraps from letters, or items of unusual interest clipped from papers that would not be available to all the readers. Items, too, of local interest are dealt with. In other words, it is made the local organ of the district that surrounds the store.

Not a Great Expense

Now it looks as though the issuance of a monthly four-page booklet might entail quite an item of expense.

This is not the case, however. There is a certain amount of labor connected with it, but if you set aside the item of labor, the bulletin pays for itself. In the district in which Mr. Clark is located there is quite a collection of stores. These stores were interested in the bulletin and willingly joined in the scheme. Mr. Clark gave the assurance that there would be no competitive advertising on the bulletin. When a merchant took space to advertise a certain line, he was assured that he would be the only one so advertising. There is one grocer, one shoe store and one hardware, and so on. Each month there are 1,000 copies printed at a cost of \$11. Slightly over half of each page is devoted to the actual bulletin, leaving a place at the top and bottom for advertising. For this space on the back cover the charge is three dollars a month, and for the same space on the inner pages \$2.50, making a total of \$16 per month.

There is, of course, the expense of delivery to be set against this. It is a comparatively small item, however. Five boys do the work for a total of \$2.50. These boys go out under the supervision of Mr. Clark's son or the head clerk to make sure that none of the work is scamped, and the bulletins are actually delivered into 14,000 homes a radius of about three-quarter of a mile on every side of the store. These homes are all more nearly associated with this district than with any other. Therefore, it is advertising in which there is no waste. In the actual matter of expense, there is a revenue of \$16 against an expenditure of \$13.50, leaving a small margin to com-

pensate for the time taken in getting out the bulletin.

Effective Advertising

It would seem to be an effective form of advertising, but is it? That is a question not easily answered. You can't question everybody who enters a store as to why they came; that system would lack graciousness, and would not tend to be helpful. So despite the desire to know just what the power of certain advertising is, it can only be determined by more or less indefinite means. Mr. Clark has noted enough of these instances, however, to convince him that there is a real pulling power in the idea. One day it will be a woman dropping in to ask the price of some article illustrated in the last bulletin. Another time it is a stranger dropping in to ask if she might have an extra copy of the bulletin. Thus the buying public of the section is made familiar, not only with the name of the store, but with the store itself, and the chances are that when they need some article that the store has advertised that it is there they will go to get it.

A Developing Business

Mr. Clark has only been in business in this section for a few years, starting with a grocery store, that gradually became a thoroughly paying venture, and that was then further enlarged to take in a meat department. The latest addition has been the hardware department, that bids fair to put all the others into the shade. Each department has its separate quarters, though they are all connected by doorways. Mr. Clark himself keeps a general oversight on the whole business, though he has associated with him his son, who has complete charge of the meat end of the business doing all the buying of that and the fruit, while Mr. Clarke himself does all the buying for the grocery and hardware. In the few years that the business has been in operation it has grown into very fair proportions, and is a decided factor in the community.

BREAKFAST FOOD FIRMS SETTLE DIFFERENCE IN THE COURTS

Andrew Ross, formerly associated with the Shredded Wheat Company and Kellogs Toasted Corn Flakes Co., and more recently head of the Ross Food Co., has been found guilty by a Cincinnati court of imitating the biscuit of the Shredded Wheat Company, with the unlawful purpose of so by unjustifiable means getting some of that company's trade. The judgment restraining him is the end of a long series of litigations over the rights to use and market the product in any shape the defendant might desire without reference to the plaintiff's rights in the matter. In this contention Mr. Ross has not been found to be within the law.

THE PEACEFUL END OF THE MULE

"Why," asks a Missouri paper, "does Missouri stand at the head in raising mules?" "Because," said another paper, "that is the only safe place to stand."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 19.—New potatoes have reached the local market in plentiful supply and are quoted at 12c per pound, wholesale. At these prices they are not going into consumption very fast. As intimated in previous dispatches there are still plenty of old spuds, though an effort is being made to force up prices. One hundred dollars per ton is being asked for well-stored potatoes with the eyes rubbed good and dry. Onions are a drug on the market and are being sold at any price to get rid of them. Sugar is firm at last week's quotations and the demand is increasing owing to incoming of local fruit. British Columbia strawberries will be at flood next week if present weather conditions continue. To-day berries were quoted at \$5 for 24-basket crate. It is hard to go in a direct line of egg situation. Many storage eggs are apparently coming out and the price has wobbled somewhat. Butter and cheese are both easier. Flour has shaded off a bit. Good rice is scarce but prices are unchanged.

VANCOUVER, B.C.—

Sugar, pure cane, gran., 100 lbs.	8 95
Flour, first patents, Manitoba, per per bbl., in car lots	14 00
Salmon, Sockeye, 1-lb. talls, per case 4 doz.	
Rice, Siam, No. 1	142 00
Do., Siam, No. 2	127 00
Beans, Japanese, per lb.	
Potatoes, per ton	75 00 85 00
Lard, pure, in 400-lb. tierces, lb.	0 27
Butter, fresh made creamery, lb.	0 46
Eggs, new-laid, in cartons, doz.	0 43
Cheese, new, large, per lb.	0 27

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 19.—Flour advanced 30c per barrel on Thursday of last week but declined the same amount to-day. Creamery butter has declined to 40c per pound. Large Ontario cheese is now quoted at 25½c to 27c per pound. Quotations on small white beans are from 12c to 15c with sago and tapioca at 10c to 12½c. Siam rice is quoted at \$5.15 to \$5.35 per hundred pounds. All lines of salmon are higher, pink 1-lb. talls being quoted at \$7.25 per case. Preserved strawberries 2's are now quoted at \$5.25 to \$5.60, while raspberries

are quoted at \$5.40 to \$5.85 per case. Evaporated and condensed milks have again been advanced 25c per case. Bacon has been advanced ½c per pound, but hams are down ½c. Gem lye has been advanced 45c per case.

CALGARY:

Beans, small white, Japan, lb.	0 12	0 15
Flour, No. 1 patents, 98s, per bbl.	13 30	
Molasses, extra fancy, gal.	0 82	
Rolled oats, 80s	3 50	
Rice, Siam, cwt.	5 15	5 35
Sago and Tapioca, lb.	0 10	0 12½
Sugar, pure cane, granulated, cwt.	9 55	
Cheese, No. 1 Ontario, large.	0 25½	0 27
Butter, creamery, lb.	0 40	
Lard, pure, 3s, per case.	19 80	
Eggs, new-laid, case	9 50	10 50
Tomatoes, 2½s, standard case.	4 50	4 80
Corn, 3s, standard case	3 70	4 00
Peas, 2s, standard case	2 95	
Apples, gals., Ontario, case.	2 50	
Strawberries, 2s, Ontario, case.	5 25	5 60
Raspberries, 2s, Ontario, case.	5 40	5 85
Peaches, 2s, Ontario, case	4 40	
Salmon, pink, tall, case.	7 25	

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, 19, June.—Flour took an advance of thirty cents a barrel on June 13, and the quotation to-day per barrel is \$13.70. Spices in bulk are four cents a pound higher. Some lines of Fairbanks products have taken a slight advance of from ten to fifteen cents a case. Gem lye is thirty-five cents higher. Practically all lines of canned milks have advanced about twenty-five cents. Keen's mustard shows an increase of one and a half cents per pound; cheese is slightly lower at twenty-five and a half cents. All English tobaccos have advanced about three cents a pound.

REGINA—

Beans, small white Japan, bu.	7 50	
Beans, Lima, per lb.	0 20	
Flour, No. 1 patents, 98s, per bbl.	13 70	
Molasses, extra fancy, gal.	0 71	
Rolled oats, bails	4 25	
Rice, Siam, cwt.	5 85	
Sago and tapioca, lb.	0 11¼	
Bacon, smoked backs, lb.	0 30½	
Bacon, smoked, sides, lb.	0 30	
Sugar, pure cane, gran., cwt.	9 24	
Cheese, No. 1 Ontario, large.	0 25½	
Butter, creamery, lb.	0 42	
Lard, pure, 3s, per case.	16 50	
Bacon, smoked sides, lb.	0 32	
Bacon, smoked backs, lb.	0 30	
Eggs, new-laid	0 33	
Pineapples, case	4 75	5 15
Tomatoes, 3s, standard case.	4 65	
Corn, 2s, standard, case.	3 75	
Peas, 2s, standard, case.	2 95	
Apples, gals., Ontario	2 35	
Strawberries, 2s, Ont., case.	5 15	
Raspberries, 2s, Ont., case.	5 45	
Peaches, 2s, Ontario, case.	3 75	
Salmon, finest sockeye, tall, case.	18 50	
Salmon, pink, tall, case.	7 75	
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 27	0 29
Bacon, roll	0 22	0 24

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, June 19.—The only change in flour is a 40 cent advance on Manitoba which is now \$14.80. Granulated cornmeal advanced \$1.25, and is now \$11. Molasses jumped four cents to 68c; rice advanced to \$7.50 and \$8., sugar declined fifteen cents, standard granulated is now \$8.40 to \$8.45, bright yellow is \$8.20 to \$8.25. No. 1 yellow is \$8. to \$8.05 and Paris lumps \$9.50 to \$10. Pure lard is 29½c to 29¾c, American clear pork is \$52. to \$55.; Ontario peaches \$4.30, candied citron peel 35c to 37c; Oregon apples \$4. to \$4.25; Messina lemons \$5.50 to \$6; potatoes, \$6; eggs in the case, 36c to 37c per dozen and new laid 38 to 40 cents.

Flour, No. 1 patents, bbls., Man.	14 80	
Ontario	14 05	
Cornmeal, gran., bbls.	11 00	
Cornmeal, ordinary, bags	3 50	
Molasses, extra fancy, gal.	0 68	
Rolled oats, bbl.	10 00	
Beans, white, bush.	9 25	9 30
Beans, yellow-eyed	8 75	8 80
Rice, Siam, cwt.	7 50	8 00
Sago and tapioca, lb.	0 13½	0 14
Sugar—		
Standard granulated	8 40	8 45
Bright yellow	8 20	8 25
No. 1 yellow	8 00	8 05
Paris lumps	9 50	10 00
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 38	0 40
Eggs, case	0 36	0 37
Roll bacon		0 28
Breakfast bacon	0 28	0 31
Butter, dairy, per lb.	0 37	0 38
Lard, pure, lb.	0 29½	0 29¾
Lard, compound		0 22¾
American clear pork	52 00	55 00
Beef, corned, ls		4 25
Tomatoes, 3s, standard, case.		4 70
Corn, 2s, standard case		3 60
Peas, 2s, standard case		2 80
Apples, gals., N.B., doz.		3 50
Strawberries, 2s, Ont., case.		5 00
Raspberries, 2s, Ont., case		5 40
Peaches, 2s, Ontario, case.		4 30
Salmon, red spring, talls, case.	10 00	10 50
Salmon, pink, talls, case.	6 50	7 00
Salmon, Cohoes, case	9 50	9 75
Salmon, Chums	5 75	6 00
Sardines, domestic, case		6 00
Cream tartar	0 51	0 54
Currants, lb.	0 20	0 21
Raisins, choice, lb.		0 12¼
Raisins, fancy, lb.		0 12½
Raisins, seedless, lb.		0 15
Prunes, 90-100, lb.	0 13	0 13½
Candied peel, citron	0 35	0 37
Candied peel, orange and lemon.	0 28	0 30
Evaporated apples, lb.	0 12½	0 13
Evaporated apricots, lb.		0 21
Pork and beans, case	4 00	5 50
Fresh Fruits and Vegetables—		
Apples, Oregon, box	4 00	4 25
Lemons, Messina, box	5 50	6 00
Lemons, Cal., box		5 50
Oranges, Cal., box	4 75	5 25
Grapefruit, per case	5 50	6 00
Potatoes, bbl.		6 00
Onions, Bermudas, 50-lb. crate.	3 00	3 25
Tomatoes, Florida, 30-lb. crate	4 00	4 50
Cucumbers, doz.		1 50

PRODUCE AND PROVISIONS

Hog Prices Easier But Products Firm

Montreal.
PROVISIONS.—The market for live hogs opened steady at the recent decline, but gathered a little strength later. From \$15 to \$16 were the general quotations for live hogs. Dressed hogs were quoted at \$22.50 to \$23 per 100 pounds. The lower prices for live hogs had no appreciable effect on prices of the cured meats as the product now being sold was made from high-priced hogs. The Chicago market continues firm. Lard is particularly firm, there being an advance in the Chicago market of 1½c a lb. since June 1. The Chicago price is thus too high to permit much importing. Demand for shortening and cotton seed oil is large, as the spread in price between compound and pure lard tends to turn the demand more to shortening.

Hams—		
Medium, per lb.	0 31	0 32
Large, per lb.	0 29	0 29½
Bacon—		
Plain	0 34	0 37
Boneless, per lb.	0 35	0 39
Bacon—		
Breakfast, per lb.	0 34	0 35
Roll, per lb.	0 27	0 28
Dry Salt Meats—		
Long clear bacon, ton lots...	0 24	0 25
Long clear bacon, small lots...	0 24½	0 25½
Fat backs, lb.	0 23	0 24
Cooked Meats—		
Hams, boiled, per lb.	0 43	
Hams, roast, per lb.	0 47	
Shoulders, boiled, per lb.	0 37½	0 38½
Shoulders, roast, per lb.	0 38	0 38½
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 27½	
Tubs, 60 lbs.	0 27¾	
Pails, 20 lbs., per lb.	0 28	
Bricks, 1 lb., per lb.	0 29	
Shortening—		
Tierces, 400 lbs., per lb.	0 22¾	0 23
Tubs, 50 lbs.	0 23	0 23¾
Pails, 20 lbs., per lb.	0 23¾	0 24
Bricks, 1 lb., per lb.	0 24	0 24¾

Poultry Prices Are Steadily Maintained

Montreal.
POULTRY.—Receipts of live poultry are fairly large, but very few broilers and ducklings have been marketed yet, as they are not fat enough. The demand for cold storage poultry is better, and there is no reason why it should not be still larger yet, as the prices of finest cold storage poultry indicate that this line of foodstuff is as cheap if not cheaper than any other product in the meat line to-day.

Poultry—	Dressed	Live
Old fowls	0 20	0 24
Chickens, milk-fed, crate, fattened lb.	0 30	0 25
Old roosters	0 20	0 17
Roasting chickens	0 25	0 27
Young ducks	0 25	0 25
Turkeys (old toms), lb.	0 32	0 25
Turkeys (young)	0 33	0 33

Egg Market Is A Good Deal Easier

Montreal.
EGGS.—The market for eggs during the past week has taken a further decided slump, due to heavy receipts, heavy production, lack of outside demand, and the fact that some of the larger dealers who store eggs have discontinued operations, having secured their requirements for this season. Price of eggs in the country to-day is 30c f.o.b., and in some districts even 2c per doz. less. Latest cables from England state that the market there is still demoralized, and that if eggs were to be sold for export to-day they would have to be about 27c f.o.b. Montreal. Advices from the West state that there is greatly increased production there this year. None of these eggs, however, are coming East, as the price is too high, and besides there are plenty eggs for local consumption. Chicago and New York markets report 60,000 cases in excess of the corresponding week last year, and market there is weak. Storage space is fast filling up, and everything points to even lower prices.

Eggs—		
New laid, specials	0 41	0 42
Selects	0 39	0 40
No. 1's	0 36	0 37
No. 2's	0 33	0 35

Butter Prices Show An Easier Tendency

Montreal.
BUTTER.—Country prices for butter are easier. Thirty-six and an eighth cents per pound was reported from Cowansville, for creamery prints, and these are selling to the retailer in the city this week at 38c or a shade over that, 38½c. The supplies of butter in the country are plentiful, and the quality is reported good. Receipts in Montreal for the week ending June 16th were 16,884 packages, an increase of 3,866 pkgs. as compared with the previous week, and of 1,442 pkgs. as compared with the corresponding week last year. St. Hyacinthe prices fell below Cowansville, and as low as 34½c. The outlook is towards easier prices as production reaches its height. Demand is good, and there is activity on the market generally.

Butter—		
Creamery prints (fresh made) ..	0 38	0 38½
Creamery solids (fresh made) ..	0 37½	0 38
Dairy produce, choice, lb.	0 34	0 35
Dairy, in tubs (choice)	0 32	0 33
Bakers	0 29	0 30

Cheese Market Is Much More Active

Montreal.
CHEESE.—The week finds a much more active cheese market, due to the operations of the Cheese Buying Commis-

sion for Britain. Export orders are being placed with the various centres, and prices have ranged from 20½c (paid in Montreal for supplies f.o.b. country) to 21 5-16c paid in the country for new season's cheese. Speculation has practically ceased in cheese owing to the presence of the Cheese Commission, and the market is firm and steady, with production good and quality well up to standards. Arrivals in Montreal for the week ending June 16th were 84,513 boxes, being an increase of 31,046 boxes over the previous week, but a decrease of 2,754 boxes as compared with the corresponding period last year. Receipts since May 1st also show a considerable decrease as compared with the corresponding period last year, much cheese being held in the country.

Cheese—		
Large (new), per lb.	0 23	0 23½
New twins, per lb.	0 23	0 23½
Triplets, per lb.	0 23	0 23½
Stilton, per lb.	0 25	
Fancy, old cheese, per lb.	0 30	

Honey And Maple Syrup Steady

Montreal.
HONEY AND MAPLE.—In both honey and maple product the market has been steady during the past week, with the general tone quite firm for maple product and demand for honey rather slack. American buyers are still interested in maple sugar, and are taking car load lots where obtainable. Prices of maple syrup and sugar are as quoted for average grade syrup, but as high as \$1.75 and even \$2.00 is being asked for extra choice goods in 13 lb. cans.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	0 13	0 13½
Buckwheat, 60-lb. tins, lb.	0 13	
Clover, 5-10 lb. tins, per lb.	0 15½	
Clover, 60-lb. tins	0 14½	
Comb, per section	0 18	0 19
Maple Product—		
Syrup, 13 lbs. Imp. meas., per gal.	1 45	1 50
11-lb. tins	1 20	1 25
Sugar, in blocks, per lb.	0 15	0 16

Lard Down; Hogs Easier

Toronto.
PROVISIONS.—With the slackening up in business in lard and compound which is a normal condition during the latter part of June and the month of July there has been more competition for business and prices have been easier in consequence. Pure lard in tierces was quoted down ¼c in some instances and compound was down ½c. There has been no heavy accumulation of stocks by packers and this condition has permitted a shading of prices when the



Quality and Prices that will interest every customer

Here are three delicious
Canadian - made table
favorites:

H-G Sauce (Fruit)
E-P Sauce (Worcestershire), and
Ta-Bell Vinegar.

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



The Canada Sauce & Vinegar Co.

519 King St. W. - Toronto

Use the JB. Combination Slicing Machine

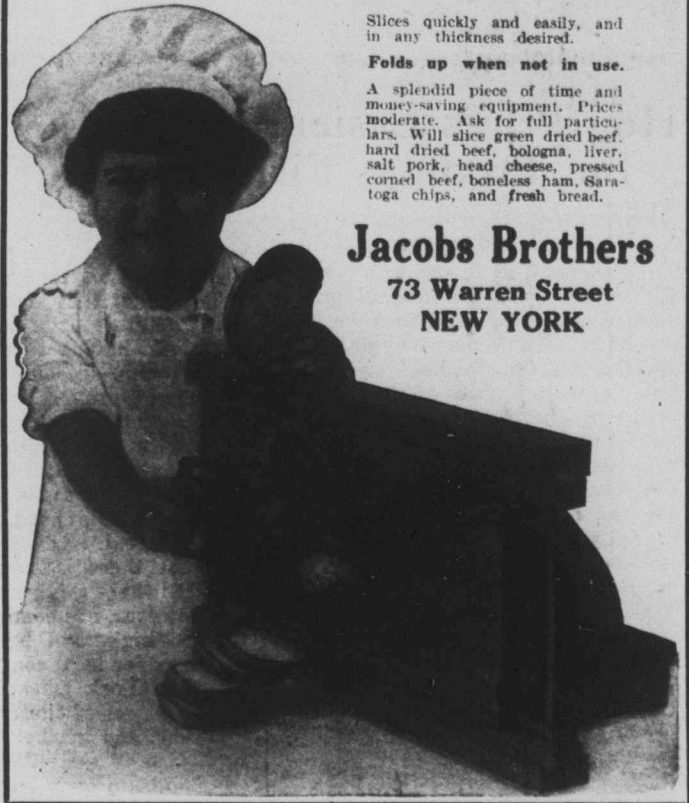
Slices quickly and easily, and
in any thickness desired.

Folds up when not in use.

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

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NEW YORK



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BY ARTEMAS WARD

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than any of your competitors who do not possess the book. Your customers will be quick to notice the
difference and will look up to you as an authority. *Such a reputation is very valuable and brings business.*

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THE GROCER'S ENCYCLOPEDIA is the most magnificent work of the kind ever published. Complete, authoritative and up-to-date information on every article handled by the grocery trade. Hundreds of trade "pointers" which are of practical value in buying, selling and caring for goods. An encyclopedia of all foods that you have ever seen or heard of. Food dictionaries in English, German, French, Italian and Swedish. The most complete descriptive wine list ever compiled.

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1,200 subjects, 500 illustrations, 80 full-page color plates, 748 pages, 11 x 8½ inches in size, printed on heavy calendared paper and strongly bound in heavy buckram. *It cost more than \$50,000 to produce,* but it sells for

ONLY \$10.50, DELIVERY PREPAID.

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MacLean Publishing Co., 143 University Avenue, Toronto, Canada

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

WAGSTAFFES'

New Season 1917

Strawberry Jam

Now Ready for Delivery

The quality of Berries
this season is excellent.

Get your orders in early.

WAGSTAFFE LIMITED

Pure Fruit Preservers
HAMILTON, CANADA

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

season of light demand is on. Last year the months of June and July continued an exception to the general rule of a light demand during the summer months, but there is every indication that demand this year is likely to be normal during the summer months. In the market for compound there is a strong position in cottonseed oil, an advance having been recorded in this commodity during the week but the local condition of trade caused the drop in price. Live hogs were also 1/2c per pound easier. There were fairly heavy arrivals at the stockyards during the week and from reports farmers apparently have some hogs still to sell. Meats for the most part held steady in price, with a fair demand.

Hams—		
Medium, per lb.	0 29 1/2	0 31
Large, per lb.	0 25	0 28
Bacon—		
Plain	0 34	0 36
Boneless, per lb.	0 38	0 40
Bacon—		
Breakfast, per lb.	0 31	0 40
Roll, per lb.	0 26 1/2	0 28
Wiltshire (smoked), per lb.	0 28	0 31
Drv Salt Meats—		
Long clear bacon	0 25 1/2	0 27
Fat backs, lb.	0 25	0 27
Cooked Meats—		
Hams, boiled, per lb.	0 39	0 43
Hams, roast, per lb.	0 41	0 45
Shoulders, roast, per lb.	0 37	0 41
Barrel Pork—		
Mess pork, 200 lbs.	47 00	48 00
Short cut backs, bbl., 200 lbs.	49 00	50 00
Pickled rolls, bbl., 200 lbs.	48 00	49 00
Lard—		
Pure tierces, 400 lbs., per lb.	0 26 1/4	0 27
Compound tierces, 400 lbs., lb.	0 21 3/4	0 22
In 60-lb. tubs, 1/4c higher than tierces; pails, 1/2c higher than tierces, and 1-lb. prints, 1 1/4c higher than tierces.		
Hogs—		
Dressed, abattoir killed	23 00	25 00
Live, off cars	15 25	15 25
Live, fed and watered	15 00	15 00
Live, f.o.b.	14 25	14 25

Butter Coming Free: Lower Tendency Noted

Toronto
BUTTER.—With heavy arrivals of butter there was a tendency to easier prices on the local market during the week. Creamery solids were down 1c and the disposition was to look for lower prices. With bright weather and plenty of rain there has been excellent grass and the milk cows have responded with a fine production of milk. With the price of cheese down there has also been a tendency to turn milk into butter rather than cheese. With a continuation of present conditions there is every reason to believe that heavy production will continue for some time.

Creamery prints, fresh made ...	0 40	0 41
Creamery solids	0 38 1/2	0 39 1/2
Dairy prints, choice, lb.	0 36	0 37
Dairy prints, lb.	0 33	0 35

Arrivals of Eggs Heavy, Prices Down

Toronto
EGGS.—Production of eggs is quite heavy, so much so that it has been referred to by some commission men as an unexpected turn of affairs. With the backward spring the hens did not get down to their business and for a time it

looked as though eggs would remain at fairly high levels. With the arrivals in the market during the past week a different complexion has been put on the egg market. A decline of 3c to 4c per dozen was recorded during the week and the market is still a sagging one. Commission men are placing the surplus supplies in storage and are endeavoring to take care of the excess in this way.

Eggs—		
New laid, cartons	0 38	0 40
New laid, ex-cartons	0 35	0 37

Production of Cheese Is Also Quite Heavy

Toronto
CHEESE.—Conditions favoring the production of butter have also been the same in the case of cheese. Prices held steadily firm during the week in the face of the maintenance of the price by the purchasing commission of 21 3/4c per pound. Purchases from the factories were fractionally higher during the week, which indicated that commission men were making purchases at prices that would allow themselves very small margins when resold for export. There is a feeling among the cheese manufacturers and dealers that the provision of the Government in stipulating that cheese be graded at Montreal is unjust and that the examination and grading should be done at the point of manufacture. Resolutions have been sent to the Department of Agriculture at Ottawa by some County Councils of cheese-producing districts complaining against this regulation.

Cheese—		
New, large	0 22	0 23
Old large	0 28	0 31
Stilton	0 29	0 32

Hens and Chickens In Larger Numbers

Toronto
POULTRY.—There were heavier arrivals of both hens and spring chickens during the week. There is not much demand for spring broilers, however, and prices have been on the downward tendency in consequence. Live hens are also reaching the market in plentiful numbers but the sale for these is slow and there was a grading downward in the prices being paid. Turkey gobblers are arriving in good numbers but demand for them is quiet. And they are accordingly quoted down 2c per pound.

Roosters, live, per lb.	0 16	0 18
Hens, live, per lb.	0 20	0 23
Hens, fresh, dressed, per lb.	0 22	0 25
Turkeys, gobblers, dressed, fresh	0 18	0 20
Spring chickens, live, 2 lbs. and over, lb.	0 25	0 30
Do., dressed, 2 lbs. and over.	0 25	0 30

Prices are those paid at Toronto by commission men.

Comb Honey Moving in Moderate Quantities

Toronto
HONEY, MAPLE SYRUP.—There is comparatively little activity in the market for honey in tins. Comb honey, however, is in fair demand and small quantities

are finding sale. Interest in old-crop honey is fading now that new-crop begins to loom up with the coming of the clover. Conditions seem to point to a heavy clover crop with the abundance of moisture and this in turn seems to indicate a good honey production. Maple syrup is also in very quiet market, with prices holding steady at those of last week.

Honey—		
Clover, 5 and 10-lb. tins.	0 14	0 15
60-lb. tins	0 13 1/2	0 14
Comb, No. 1, doz.	2 40	2 75
Maple Syrup—		
8-lb. tins	1 25	
Gallons, Imperial	1 75	

Hog Market Weak; Decline In Provisions

Winnipeg.
PRODUCE AND PROVISIONS.—The hog market has been weakening for two weeks or more, and has now dropped to a basis of \$14.25 per cwt., the majority of hogs selling between \$14.25 and \$14.50. Apparently price had got too high, but it is difficult to account for the big decline, as the export market is very firm. Opinions here are to the effect that the real reason for the decline is that when hogs were selling at \$16.25, the price was away beyond the price where any money could be made by packers, and the price of hogs had to come down in order to allow the packers to make any money at all. As a result of this lower price for hogs, there has been a corresponding falling off in the price of provisions; for example, breakfast bacon is to-day selling at 29c-32c; select breakfast, 32c-36c. In hams and dried salt meats, there does not seem to be any marked change, but packers say that prices of provisions are not out of line with the present cost of hogs. Provision prices will only go lower if hogs continue to come down. Lard remains on the same basis, i.e., 26 3/4c for pure lard in tierces, and 20 1/4c for compound. It is expected that a drop will take place in lard, as the make of butter will be heavy from now on, which will have a tendency to send prices down, or at least keep them from advancing further.

Hams—		
Light, lb.	0 30	
Medium, per lb.	0 28	0 29
Heavy, per lb.	0 26	0 27
Bacon—		
Breakfast, per lb.	0 29	0 32
Breakfast, select, lb.	0 32	0 36
Backs, regular	0 32	
Backs, select, per lb.	0 34	
Dry Salt Meats—		
Long clear bacon, light.	0 25	
Backs	0 26	
Barrelled Pork—		
Mess pork, bbl.	45 00	
Lard, Pure—		
Tierces	0 27	
20s	5 70	
Cases, 5s	16 72	
Cases, 8s	16 50	
Lard, Compound—		
Tierces	0 20 1/4	
Tubs, 50s, net	10 25	
Pails, 20s, net	4 25	

EGGS.—The market early this week was the same as that of the previous week. Winnipeg merchants paid 29c-31c delivered Winnipeg. Butter—Owing to the pastures being in fair condition and the make increasing, price of creamery (Continued on page 45.)

Armour's Veribest

TRADE MARK

**A Brand That Indicates
Superlative Quality**



Larger sales, bigger profits and repeat orders are inseparably linked with Armour's Quality Products. If first-grade goods appeal to your trade, you can confidently recommend Armour's.

HAMS, BACON,
LARD, SAUSAGE
—any one of the
host of Canadian-
made "VERIBEST"
Products will satisfy
the demands of your
most exacting cus-
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Made in Canada
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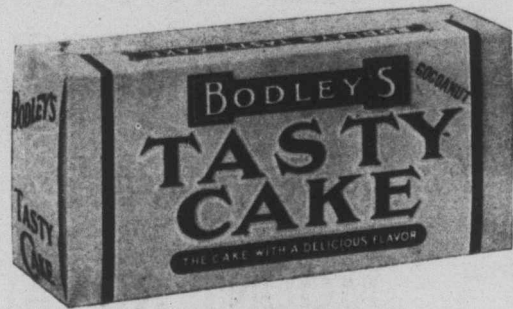
Bodley's Cakes sell and satisfy

We can supply you with the kind of Fruit Cake you want—the kind your customers will buy, the kind they'll come in again for.

All varieties of our Fruit Cake are put up in 5 and 6-lb. slabs to retail at 25c, 30c, 35c and 40c.

Bodley's Overseas Cakes in tin boxes are a big hit. Try them out.

We ship to all points.



C. J. Bodley

95 ONTARIO STREET TORONTO



"Excelsior" Brooms

The KIND that SELL on their MERIT

Broom prices are exorbitant, but, not as compared with the price of Corn. Brooms are over twice the average normal prices, while Corn is over three times its price.

No matter what the price, Brooms will be sold. We have them in many grades and styles. Try our Rex; Carpet Brooms; IXL; or No. 1. All good, serviceable Brooms, and are for sale. Get the prices.

J. C. SLOANE CO.

OWEN SOUND

ONTARIO

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



GOLD DUST
A STEADY SELLER



You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers. How is your stock?



THE N. K. FAIRBANK COMPANY
LIMITED
MONTREAL



"Let the GOLD DUST TWINS do your work."

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



Trade Price, 45c per doz.

A popular seller worth displaying. It brings the customer back for more.



Trade Price, 80c per doz.

A snappy seller everywhere. The beautiful transparency and undoubted quality of this RICHARDS line make it a favorite with everybody.



Write your Wholesaler or

The Richards Pure Soap Co.

LIMITED

WOODSTOCK, ONTARIO

You Are Not Satisfied With Just An Ordinary Business

YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

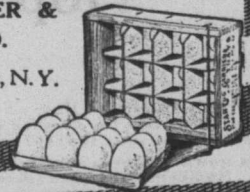
Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the Star System.

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how EGGS can make your business grow.

STAR EGG CARRIER & TRAY MFG. CO.

1620 Jay Street, Rochester, N. Y.



A Woman's Choice

One of the first things a woman does in examining a corn broom is to test the weight.

KEYSTONE NUGGET BROOMS

are the lightest quality brooms made to-day. Then she feels the smoothness of the handle, and wants to know whether the broom will spread or the ends turn up. The Nugget fills every requirement.

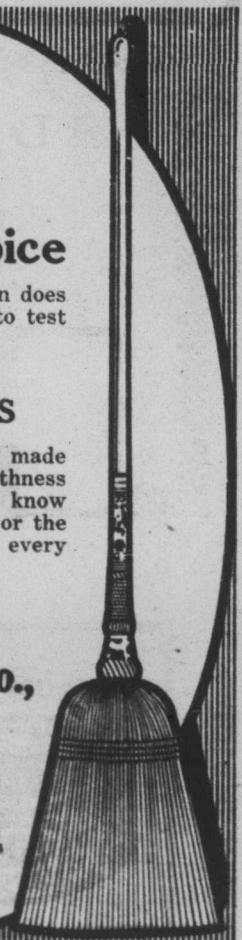
Write for prices, etc.

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

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



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

Cleans
Scours
and
Polishes
Baths
Sinks
and
All
Enamel
Ware.



Mr. Merchant:



Note the name and
the package.

You will stock this line
some time. Why not now?

Manufactured by
THE B & L MFG., CO. Ltd. - **SHERBROOKE.**

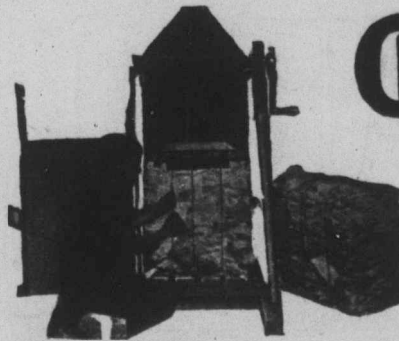
Right now is your best opportunity to take advantage of the increasing popularity of this excellent beverage

Hop Malt Beer Extract

Made only from pure Hops and Malt. Can be made at home. Possesses the genuine Lager Beer flavor, while conforming strictly to the Temperance Act. Sells quickly, allows good profit and is a certain repeater. No license required. Agents wanted everywhere.

HOP MALT COMPANY
Dept. S. Beamsville, Ont.

PAPER BALERS



ALL STEEL
CLIMAX
FIREPROOF

"Turn Waste Paper, Cardboard, etc., into money."

Write us to-day.

Climax Baler Co.
Hamilton, Ont.

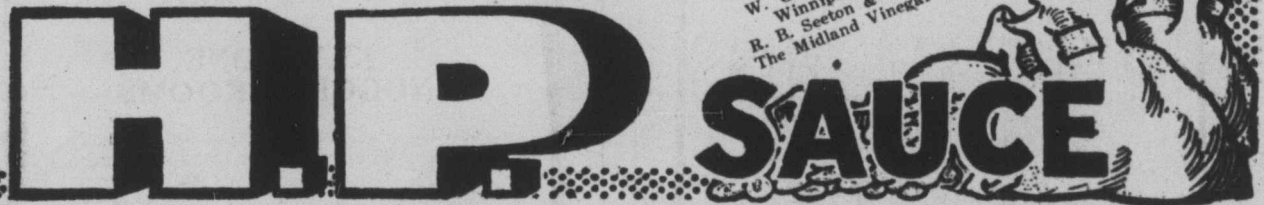
ADVANCE—OR RETIRE?

There's no Standing Still in Business

It's lines like H.P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Ltd., Toronto, Montreal, and
Winnipeg.
R. B. Seaton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.



**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

SMITH & PROCTOR - HALIFAX, N.S.

CONSCRIPTION

Conscription of men for the war will soon take away from stores all over Canada **HUNDREDS OF CLERKS.** These experienced salesmen will have to be replaced with new clerks who will need a great deal of training on salesmanship and store practice.

Let CANADIAN GROCER post them

As a subscriber to Canadian Grocer you know how useful it is in giving information on salesmanship, store methods, window trimming, interior display, show-card writing, markets, etc. Let the new clerks you will have to take on to replace those experienced clerks who will be taken away by Conscription have a chance to read Canadian Grocer every month. You will benefit greatly by the increased efficiency it will help them to acquire.

PRESENT EACH of YOUR CLERKS with a year's subscription to Canadian Grocer and the practical information they will get from reading it regularly will soon show in the better work they will do. You will benefit as well as they.

The price for each subscription is only \$3.00 per year—less than 6c per week. Send in the coupon below and we will send you bill later.

CANADIAN GROCER,
143-153 University Ave., Toronto, Ont.

Send Canadian Grocer for one year to:—

- 1. Clerk's name Address.....
- 2. Clerk's name Address.....

And send bill for these subscriptions to:—

Name

Address



THAT'S IT, OF COURSE

"There it is—the one with the big red word Jell-O on it."

That is the way to be sure it is Jell-O. Every Jell-O package has the word Jell-O on it in big red letters.

The word Jell-O occupies in one particular very much the same position in the business world that the words "Kodak" and "Winchester" occupy.

You know everybody calls every kind of a camera a "Kodak," and all story writers speak of a rifle as a "Winchester." Now, it appears, all kinds of jellifying products are called "Jelloes," as though there were more than one

JELL-O

The Genesee Pure Food Company makes all the Jell-O that is made, and the other kinds, made by Tom, Dick and Harry, are something else. They are not Jell-O. You are interested because in selling Jell-O you turn your money over from four to six times oftener than with the "something else" kind.

The Genesee Pure Food Company of Canada, Limited, Bridgeburg, Ontario
MADE IN CANADA

A tightly sealed waxed paper bag, proof against moisture and air, encloses the Jell-O in each package.



Write us for samples of
S.P.B. BAGS

and CENTRE SEAM open end
ENVELOPES
for mailing Catalogues

Confectionery Bags

Spice Bags

Peanut Bags

Jelly Bags

Lard Bags



We Specialize in Transparent Glassine Bags and Envelopes Made the Only Reliable Way

Heavy Kraft Bags with Centre Seam

We make Bags to line any size Carton

SPECIALTY PAPER BAG CO., Ltd.

Department G

247-255 CARLAW AVE., TORONTO, CAN.

The best
Orange Marmalade

is

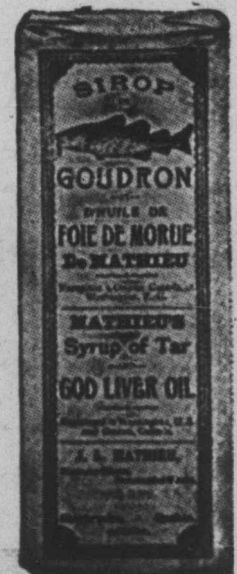
Wethey's

Are you selling it?

You will find these two well worth featuring

A little display of **MATHIEU'S NERVINE POWDERS** and **MATHIEU'S SYRUP OF TAR AND COD LIVER OIL** in your show case or on your counter will win you much additional profit. Both can be honestly recommended for guaranteed goodness and quick results.

J. L. Mathieu Co.
PROPRIETORS
SHERBROOKE - QUEBEC



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



Average
Only 80 Bags
Per Day And
You Net
\$1,000
Per Year



For Grocery Stores in Biggest Cities and Smallest Towns

Starting at zero, the Butter-Kist Pop Corn machine and merchandising plan have in four short years become the great driving force in retail business throughout the U.S. They have made a little waste space 26 by 32 inches pay net profits ranging from \$600 to \$3,120 per year and more! They have lifted the pop corn business out of the street and put it into high-class Grocery stores, etc.

Estimated sales for this year alone over 120,000,000 packages.

You do not need a lot of extra space—you don't have to hire extra help or make an investment in stock.



Pay From Your Profits

Machine delivered for nominal deposit. Pay balance monthly out of Butter-Kist sales.

Grocer, London, Ohio, (population 3,530), says: "Machine took in \$555 in 3 months."

BUTTER-KIST

Pop Corn Machine and Peanut Toaster

Stands anywhere and operates itself. Pays five times as much profit per square foot of floor space as anything known to trade. Motion revealed through the handsome plate glass sides, makes people stop and look. Coaxing fragrance makes them buy. Toasty flavor brings them back for more.

RETAILERS! Send for Amazing Book FREE! Our valuable business book, "America's New Industry," will be sent without charge to any established business man. Packed full of signed sales records, photos of Butter-Kist stores, theatres, etc. Gives full details of our remarkable offer. Don't lose \$2 to \$15 cash sales daily by delay. Mail the coupon for this book at once—NOW.

HOLCOMB & HOKE MFG. CO., 630-644 Van Buren Street, INDIANAPOLIS, INDIANA

FREE To Dealers Only

HOLCOMB & HOKE MFG. CO.

630-644 Van Buren St., Indianapolis, Ind.

I am willing to be shown how I can make \$600 to \$3,120 EXTRA profits yearly. Send free, postpaid, your book of evidence:

"America's New Industry"

Name

Business

Address

ENO'S "FRUIT SALT"

is an efficient means of prevention in fever conditions. It is NOT a cure for FEVER, but by keeping the liver working, it prevents the accumulation of poison in the blood which, when allowed to continue unchecked, might develop into Fever.

Order a bottle TO-DAY from your dealer.

Prepared only by
J. C. ENO, Ltd., "Fruit Salt" Works, LONDON, England.

Agents for Canada:
Harold F. Ritchie & Co., Limited
10 McCaul St., TORONTO

The pleasant-to-take ounce of prevention

With warm weather comes fevers and liver disorders, etc., which if unchecked will result in serious illnesses. These may be prevented by the use of Eno's "Fruit Salt"—the pleasant, mild aperient which has won a world-wide reputation for itself in every civilized country.

Large grocers everywhere sell Eno's—What are you doing? Are you taking a hand in supplying the demand for this widely advertised article by letting the people know that you sell it?

Don't stock—but sell it. Show it in your counter and window displays.

J. C. Eno, Limited, "Fruit Salt" Works
LONDON, ENGLAND

Agents for the Continent of America: Harold F. Ritchie & Co., Limited, 10-14 McCaul Street, Toronto

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

ROLLED BACON

Sugar Cured, Boneless, nice fresh goods and low in price.

Let us have a sample order from you.

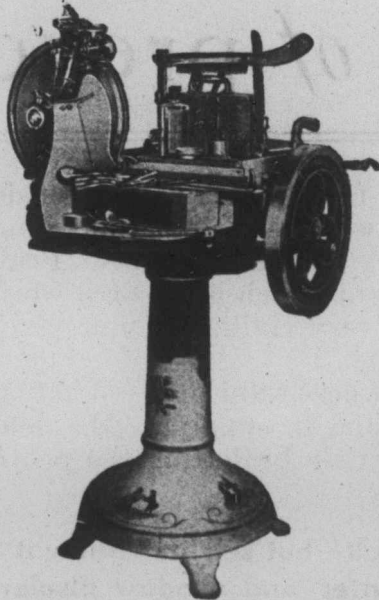
F. W. FEARMAN CO.
LIMITED
HAMILTON

VAN BERKEL SLICING MACHINE

"Made in the Empire, London, Eng."

Will about pay for itself in the saving of waste which other machines make.

Send for illustrated catalogue giving full particulars.



The W. A. Freeman Company, Ltd.
HAMILTON, CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

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

BAKING POWDER
ROYAL BAKING POWDER

Size.	Less than 10-case lots Per doz.
Dime	\$ 1 05
4-oz.	1 50
6-oz.	2 15
8-oz.	2 80
12-oz.	4 10
16-oz.	5 35
2 1/2-lb.	12 85
5-lb.	24 50

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

BAKING POWDER
WHITE SWAN SPICES AND CEREALS, LTD.

4-oz. Tins, 4 doz. to case weight 20 lbs.	.80
6-oz. Tins, 4 doz. to case weight 25 lbs.	1.20
8-oz. Tins, 4 doz. to case weight 35 lbs.	1.60
12-oz. Tins, 4 doz. to case weight 48 lbs.	2.00
16-oz. Tins, 4 doz. to case weight 65 lbs.	2.50
3-lb. Tins, 2 doz. to case weight 85 lbs.	5.00
5-lb. Tins, 1 doz. to case weight 75 lbs.	9.50

DOMINION CANNERS, LTD.
JAMS

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

Screw Vac top Glass Jars 16 oz. glass 2 doz. case.	Per doz.
Blackberry	\$2 55
Currant, Black	2 65
Plum	2 40
Pear	2 45
Peach	2 45
Raspberry, Red	2 65
Raspberry and Red Currant	2 55

DOMINION CANNERS, LTD.
CATSUPS—In Glass Bottles

	Per doz.
1/2 Pts. Delhi Epicure	\$1 75
1/2 Pts., Red Seal, screw tops	1.35
Pts., Delhi Epicure	2.40
Pts., Red Seal	1.85
Qts., Delhi Epicure	2.60
Qts., Red Seal	2.40
Qts., Lynn Valley	2.40

THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.
ROGERS' GOLDEN SYRUP

Manufactured from pure cane sugar.

2-lb. tins, 2 doz. case	\$4.10
5-lb. tins, 1 doz. in case	4.70
10-lb. tins, 1/2 doz. in case	4.40
20-lb. tins, 1/4 doz. in case	4.25
Perfect seal glass jars in the case	3.40

Delivered in Winnipeg in carload lots.

BAKED BEANS WITH PORK.
Brands—Canada First, Simcoe Quaker.

	Per doz.
Individual Baked Beans, Plain 85c, or with Sauce, 4 doz. to case	.95

1's Baked Beans, Plain, 4 doz. to case	1.15
1's Baked Beans, Tom. Sauce, 4 doz. to case	1.25
1's Baked Beans, Chili Sauce, 4 doz. to case	1.25
2's Baked Beans, Plain, 2 doz. to case	1.75
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2.00
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2.00
Family, Plain, \$2.35 doz.; Family, Tomato Sauce, \$2.80 doz.; Family, Chili Sauce, \$2.80 doz.; 3's, Plain, Tall, \$2.75 doz.; 3's, Tomato Sauce, \$3.20 doz.; 3's, Chili Sauce, \$3.20 doz. The above 2 doz. to case, 10's, 1/2 doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), \$10.25 doz.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	\$1 40
12-oz. Glass, Screw Top, 2 doz. in case	2 00
16-oz. Glass, Screw Top, 2 doz. in case	2 50
16-oz. Glass Tall, Vacuum Top, 2 doz. in case	2 50
2's Tin, 2 doz. per case	3 40
4's Tin, 12 pails in crate, per pail	0 62
5's Tin, 8 pails in crate, per pail	0 76
7's Tin or Wood, 6 pails in crate	0 99
14's Tin or Wood, 4 pails in crate, per lb.	14 1/2
30's Tin or Wood, one pail crate, per lb.	14 1/2

BLUE

Keen's Oxford, per lb.	0 17 1/2
In cases 12—12 lb. boxes to case	0 17

CEREALS
WHITE SWAN Per case

Pancake Flour (Self-rising), 2 doz. case, wgt. 50 lbs.	\$3.00
Biscuit Flour (Self-rising), 2 doz. to case, weight 50 lbs.	3.00
Buckwheat Flour (Self-rising), 2 doz. to case, wgt. 50 lbs.	3.00
Health Flour, 5-lb. bags, per doz.	4.50
King's Food, 2 doz. to case, weight 95 lbs.	6.00
Diet Flour, 3 1/2 lbs., 1 doz. to case, per case	4.50
Wheat Flakes, per case of 2 doz., 25c pkgs.	4.75
Wheat Kernels, 2 doz. to case 3.00	

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA.

Empire Breakfast Cocoa, 2 doz. in box, per doz.	2.45
Perfection, 1/4-lb. tins, doz.	2.45
Perfection, 1/4-lb. tins, doz.	1.35
Perfection, 10c size, doz.	.95
Perfection, 5-lb. tins, per lb.	.37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	.36



SURPRISE Soap is used all over Canada—not in a small way, but largely USED,—and when you think it over, is there any greater compliment that could be paid to its merit as a laundry soap, than to have it hold this position after all these years?

The St. Croix Soap Manufacturing Co., Limited
ST. STEPHEN, N.B.

Branches: MONTREAL TORONTO WINNIPEG VANCOUVER WEST INDIES

If any advertisement interests you, teage and keep with letters to be answered.



Build up your fish department

Build it up with a line of profit-pulling, customer-pleasing sea foods—

BRUNSWICK BRAND

Nothing but the choicest pick of the season's catches is offered under the seal of Brunswick Brand. That brand is a rock fast guarantee of unstinted quality and certain "repeat" sales.

Select your requirements from the list below and prove what splendid sellers Brunswick Brand Sea Foods are:

- 1/4 Oil Sardines
- 1/4 Mustard Sardines
- Finnan Haddies (Oval and Round Tins)
- Kipperd Herring
- Herring in Tomato Sauce
- Clams
- Scallops

CONNORS BROS., LIMITED
BLACK'S HARBOR, N.B.



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

Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7s, 4-lb. boxes	1 10
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 23
Diamond, 1/4's, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in 1/2-lb. packages, 2 and 4 doz. in box, per doz.	1 25
Chocolate Confections	Per. doz.
Maple buds, 5-lb. boxes	0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	3 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolate, 1/2's, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 90

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—

2 1/2-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	...
No. 16 Jar
No. 4 Jar
No. 10 Can

YUBA BRAND

2 1/2-quart Tall Cylinder Can	..
No. 1 Pint Cylinder Can
No. 10 Can
Picnic Can

BORDEN MILK CO., LTD. CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	\$8 25
Reindeer Brand, each 48 cans	7 95
Silver Cow, each 48 cans	7 40
Gold Seal, Purity, each 48 cans	7 25
Mayflower Brand, each 48 cans	7 25
Challenge, Clover Brand, each 48 cans	6 75

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	6 15
Jersey Brand, Hotel, each 24 cans	6 15
Peerless Brand, Hotel, each 24 cans	6 15
St. Charles Brand, Tall, each 48 cans	6 25
Jersey Brand, Tall, each 48 cans	6 25
Peerless Brand, Tall, each 48 cans	6 25
St. Charles Brand, Family, each 48 cans	6 50
Jersey Brand, Family, each 48 cans	6 50
Peerless Brand, Family, each 48 cans	6 50
St. Charles Brand, small, each 48 cans	2 60

Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 50
Reindeer Brand, "Small," each 48 cans	5 80
Regal Brand, each 24 cans	5 20
Cocoa, Reindeer Brand, large, each 24 cans	5 50
Reindeer Brand, small, 48 cans	5 80

COFFEE

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. square tins, 4 doz. to case, weight 70 lbs.	0 37
1 lb. round tins, 4 doz. to case, weight 70 lbs.	0 35

ENGLISH BREAKFAST COFFEE

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 23
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 21

MOJA

1/2 lb. tins, 2 doz. to case, weight 22 lbs.	0 82
1 lb. tins, 2 doz. to case, weight 35 lbs.	0 31
2 lb. tins, 1 doz. to case, weight 40 lbs.	0 31

PRESENTATION COFFEE

A Handsome Tumbler in Each Tin	
1 lb. tins, 2 doz. to case, weight 45 lbs., per lb.	0 27

FLAVORING EXTRACTS

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

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

GELATINE

Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85
Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s.	\$4.25.
Compressed Corn Beef—1/2s,	\$2.90;
1s, \$4.25; 2s, \$9; 6s, \$34.75; 14s, \$75.	
Lunch Ham—1s,	\$4.25; 2s, \$8.
Ready Lunch Beef—1s,	\$4.25; 2s, \$9.
English Brawn—2s,	\$8.
Boneless Figs' Feet—1s,	\$8.
Roast Beef—1/2s,	\$2.90; 1s, \$4.25; 2s, \$9; 6s, \$34.75.
Boiled Beef—1s,	\$4.25; 2s, \$9; 6s, \$34.75.
Jellied Veal—1/2s,	\$2.90; 1s, \$4.25; 2s, \$9.
Corned Beef Hash—1/2s,	\$2.
Beefsteak and Onions—1/2s,	\$2.90; 1s, \$4.25; 2s, \$9.

ROYAL BAKING POWDER

ABSOLUTELY PURE

ROYAL BAKING POWDER has "no season" and "no section" because it sells everywhere all the time. Of all the standard products in the grocery business, none has more thorough distribution and active demand than ROYAL BAKING POWDER.

Keep a good stock of ROYAL BAKING POWDER on hand and keep it well displayed, because it will pay you more and surer profit than you can make on inferior brands.

Contains No Alum



CENTURY SALT



the favorite Salt
of the Canadian
home

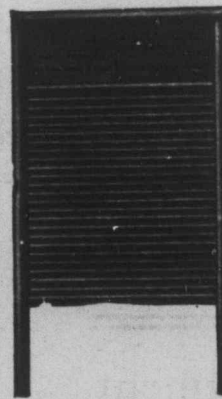
The quality of Century Salt is the dealer's surest guarantee of real customer satisfaction. Regular selling and good profits are certain when Century Salt is well displayed. Are you stocked?

THE DOMINION SALT CO. LIMITED
SARNIA. ONT.

Bigger profits for you and better service for your customers

This, Mr. Dealer, is what the
NEW ALL-CANADIAN, ALL-WOODEN WASHBOARD

means to you



The prohibitive prices of zinc and aluminum have removed from popular favor the washboards made of these materials, and have resulted in the production of the New All-Canadian, All-Wooden line. This latter is just as good a board, gives better service, and produces a better profit for the dealer than the old line. It is, as its name implies, Canadian-made right through.

The rubbing surface is made of the finest grained hardwood — a vast improvement on the wooden washboard of former years. Try what a little stock of the "New All-Canadian" will do for you in the way of larger profits.

Retails at 20c.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONTARIO

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



The demand for
**Barnes
Grape Juice**

will grow more evident as the hot days of July and August arrive. Prepare now by replenishing your stock and keeping a display working for you.

Barnes is Pure Concord

The

**Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO**

Ask Us For
**Wrapping
Papers**

10,000 Rolls and Reams

and

Twines

Very large assortment.

Walter Woods & Co.

Hamilton and Winnipeg

Cambridge Sausage, 1s, \$4; 2s, \$7.75.
Boneless Pigs' Feet, 1/2s, \$2; 1s, \$3.50; 2s, \$8.
Lamb's Tongues, 1/2s.
Sliced Smoked Beef, tins, 1/2s, \$2.25; 1s, \$3.25; 4s, \$20.
Sliced Smoked Beef, glass, 1/4s; 1/2s, \$2.25; 1s, \$3.50.
Tongue, Ham and Veal Pate, 1/2s, \$1.95.
Ham and Veal, 1/2s, \$1.95.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 65c; 1/2s, \$1.30.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison.
Ox Tongues, tins, 1/2s, \$3.75; 1s, \$7; 1 1/2s, \$12.50; 2s, \$16.
Ox Tongues, Glass, 1 1/2s, \$13; 2s, \$15.
Mincement in Tins, 1s, \$2.50; 2s, \$3.50; 3s, \$4.55; 4s, \$6.25; 5s, \$9.50.
In Pails, 25 lbs., 15c lb.
In 50 lb. Tubs, 15c lb.
In 85 lb. Tubs, 14 1/2c lb.
In Glass, 1s, \$3.
Clark's Peanut Butter—Glass Jar, 1/4, \$1.22; 1/2, \$1.70; 1, \$2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c; 50-lb. pails, 24c.
Clark's Tomato Ketchup, 16 oz.
Pork and Beans, Plain, Talls, 1s, \$1.15; 2s, \$1.75; 3s, \$2.75; 6s, \$9; 12s, \$16; 3s, flat, \$2.45.
Individuals, 85c doz.
Pork and Beans, Tomato Sauce, Talls, 1s, \$1.25; 2s, \$2; 3s, \$3.20; 6s, \$10.25; 12s, \$19.50; 3s, flat, \$2.90.
Individuals, 95c doz.
Pork and Beans, Chili, 1s, \$1.25; 2s, tall, \$2; 3s, flat, \$2.90.
Individuals, 95c.
Tomato Sauce, 1 1/2s, \$1.85; Chili Sauce, 1 1/2s, \$1.85; Plain Sauce, 1 1/2s, \$1.60.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$2.
Clark's Chateau Chicken Soup.
Clark's Chateau Concentrated Soups, No. 2 assorted, \$1.25.
Clark's Chateau Concentrated Soups, No. 1 assorted, \$1.25.
Spaghetti with Tomato and Cheese, 1/2s, \$1.30, 1s, \$1.75; 3s, \$2.90 doz.
Fluid Beef Cordials, 20 oz. bottles, 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.30 doz.; 2s, \$3 doz.

LAPORTE, MARTIN, LIMITEE
Montreal. Agencies

BASIN DE VICHY WATERS

L'Admirable, 50 bottles, litre cs. 8 00
Neptune 9 00
San Rival 9 00

VICHY LEMONADE

La Savoureuse, 50 bottles, cs. 11 00

IMPORTED GINGER ALE AND SODA

Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 35
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 1 25
Club Soda, Trayders, cs., 6 doz., pts., doz. 1 30
Club Soda, Trayders, cs., 6 doz. splits, doz. 1 20

BLACK TEAS

Victoria Blend, 50 and 30-lb. tins, lb. 0 48
Princess Blend, 50 and 30-lb. tins, lb. 0 41

JAPAN TEAS

H. L., ch. 90 lbs., lb. 0 35
Victoria, ch. 90 lbs., lb. 0 25

COFFEES

Victoria, Java and Mocha Blend, 1 lb. tin, lb. 0 34 1/2
Victoria, 5, 10, 25, 50-lb. tins lb. 0 32
Princess, 1-lb. tin, lb. 0 22

MUSTARD

COLMAN'S OR KEEN'S

Per doz. tins
D. S. F., 1/4-lb. \$ 1 75
D. S. F., 1/2-lb. 3 30
D. S. F., 1-lb. 6 25
F. D., 1/4-lb. 1 10
Per jar
Durham, 4-lb. jar, each. 1 10
Durham, 1-lb. jar, each. 0 35

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen \$ 3 60
Lemon, 2 dozen 1 80
Orange, 2 dozen 1 80
Raspberry, 2 dozen 1 80
Strawberry, 2 dozen 1 80
Chocolate, 2 dozen 1 80
Peach, 2 dozen 1 80
Cherry, 2 dozen 1 80
Vanilla, 2 dozen 1 80
Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 dozen \$ 2 50
Chocolate, 2 dozen 2 50
Vanilla, 2 dozen 2 50
Strawberry, 2 dozen 2 50
Lemon, 2 dozen 2 50
Unflavored, 2 dozen 2 50
Weight 11 lbs. to case. Freight rate, 2d class.

JELLY POWDERS

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 1 05
List Price

SPICES

WHITE SWAN SPICES AND CEREALS, TORONTO

SPICES.	5c	10c
	Round litho. dredge	Oval litho. dredge
	Per doz.	Per doz.
Allspice	\$0 48	\$0 95
Arrowroot, 4 oz. tins		
90c		0 95
Cayenne	0 48	0 95
Celery salt		0 95
Celery pepper		0 95
Cinnamon	0 48	0 95
Cinnamon whole, 5c pkgs., window front 45c		0 95
Cloves	0 48	0 95
Cloves, whole, 5c pkgs., window front 45c		0 95
Curry powder		0 95
Ginger	0 48	0 95
Mace	1 25	
Nutmegs	0 48	0 95
Nutmegs, whole, 5c pkgs., window front 45c		0 95
Paprika	0 48	0 95
Pepper, black	0 48	0 95
Pepper, white	0 51	1 00
Pastry spice	0 48	0 95
Pickling spice, window front, 95c		0 95
Shipping weight per case	10 lbs.	15 lbs.
Dozens to case	4	4

STRAWBERRIES

Maryland and Delaware gandies,
fine, large, bright berries.
Fresh arrivals daily

TOMATOES

Texas 4 basket crates fine quality.
Car just arrived.

Pineapples
California Oranges and Lemons
Cucumbers, Cabbage, Etc.

"The House of Quality"

HUGH WALKER & SON
GUELPH, ONT.

CALIFORNIA

Peaches, Plums, Apricots and Cantaloupes

NOW ARRIVING.

American Berries are over for
the season. Our local Berries
start Monday.

The Fruit Market opens Mon-
day morning, 25th inst.

*Headquarters of all Foreign and
Local Fruits and Vegetables.*

WHITE & CO., LIMITED

Front and Church Streets
TORONTO

New Crop

"St. Nicholas"
"Queen City"
"Kicking"

are shipped. Get these brands
for the best Lemons.

J. J. McCabe
Agent
TORONTO

Let us handle your fruit re- quirements

You will find our stocks tip-
top in every way, and our
service entirely satisfactory.
The fruits we sell are the
kind you need to satisfy your
customers and to build up a
thriving fruit business.

We can ship you on short
notice best quality foreign
fruits — Bananas, Lemons,
Oranges, etc.

Why be content with slow,
profitless fruit sales? Con-
nect with us and sell the
fruits that sell quickly and
always satisfy.

Write us to-day.

Lemon Bros.
OWEN SOUND, ONT.

*Wholesale
Fruit and
Produce
Merchants*

Established
1876

McWilliam & Everist, Limited

Apples,
Bananas,
Citrus
Fruits
Cranberries,
etc.

25 CHURCH ST.
TORONTO

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

**In your Locality
are many
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Note what we save our customer, exclusive of our 4% prompt payment discount, off non-combine goods.

Compared with the first competitive house, we save him *nearly 7%*, and compared with the second competitive house, *over 11%*. By taking advantage of our prompt payment discount, our customer will save an additional **2%**.

Are you one of our customers?

If not, you will find it time well spent, and money in your pocket, to read our price-list carefully. Compare prices with those asked by other houses, and send us your orders, which will be appreciated, and receive prompt and careful attention.

Invoice at	Our Price	First Competitive House	Second Competitive House
2 x 25 lb. Boxes Choice Peaches	\$0.11¼ .. \$ 5.63	\$0.11¼ \$ 5.63	\$0.13 \$ 6.50
1 M. Paper Bags ¼s L.M.85 .80	.85 .85	.85 .85
	5%		
1 M. Paper Bags 2s Kraft.....	1.90	2.85 2.42	2.85 2.42
		15%	15%
1 Large Cheese, Ontario, 74 lbs.....	.25½ 18.87	.26½ 19.61	.29 21.46
2 Pails Royal Mixed Candy, 62 lbs.....	.11½ 7.13	.14 8.52	.12½ 7.98
		2%	
1 Box Sunlight Soap	5.35 5.35	5.35 5.35	5.35 5.35
1 ca. Krinkle Corn Flakes.....	2.65 2.65	2.65 2.65	2.65 2.65
	\$42.35	\$45.03	\$47.21
Less at hand 4% off non-combine goods	.90		
	\$41.43		
Compared with First House	45.03		
	41.43		
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