

34th ANNUAL FALL and WINTER NUMBER

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# CANADIAN GROCER

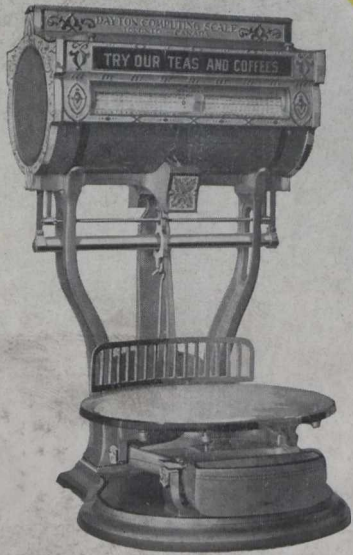
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THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXIV.

PUBLICATION OFFICE: TORONTO, NOVEMBER 5, 1920

No. 45



## INTERNATIONAL DAYTON SCALES

High above  
all imitators

The only Scale with  
the Overhead Check  
~ Ask us what  
that is ~

The finest  
construction  
of any Scale  
in the world  
*Made in Canada*



OUR BRANCHES

EDMONTON

SASKATOON

CALGARY

WINNIPEG

VANCOUVER

WALBRIDGEVILLE

LONDON

HAMILTON

ORONTO

OTTAWA

MONTREAL

QUEBEC

ST. JOHN

HALIFAX

ST. JOHNS

INTERNATIONAL BUSINESS MACHINES CO., LIMITED.

TORONTO

# You Might Just as Well Have This Money

Think of the many thousands who daily read the O-CEDAR Advertisements that appear in leading publications, and buy O-CEDAR at their dealers', for any one of the many uses it is intended for.

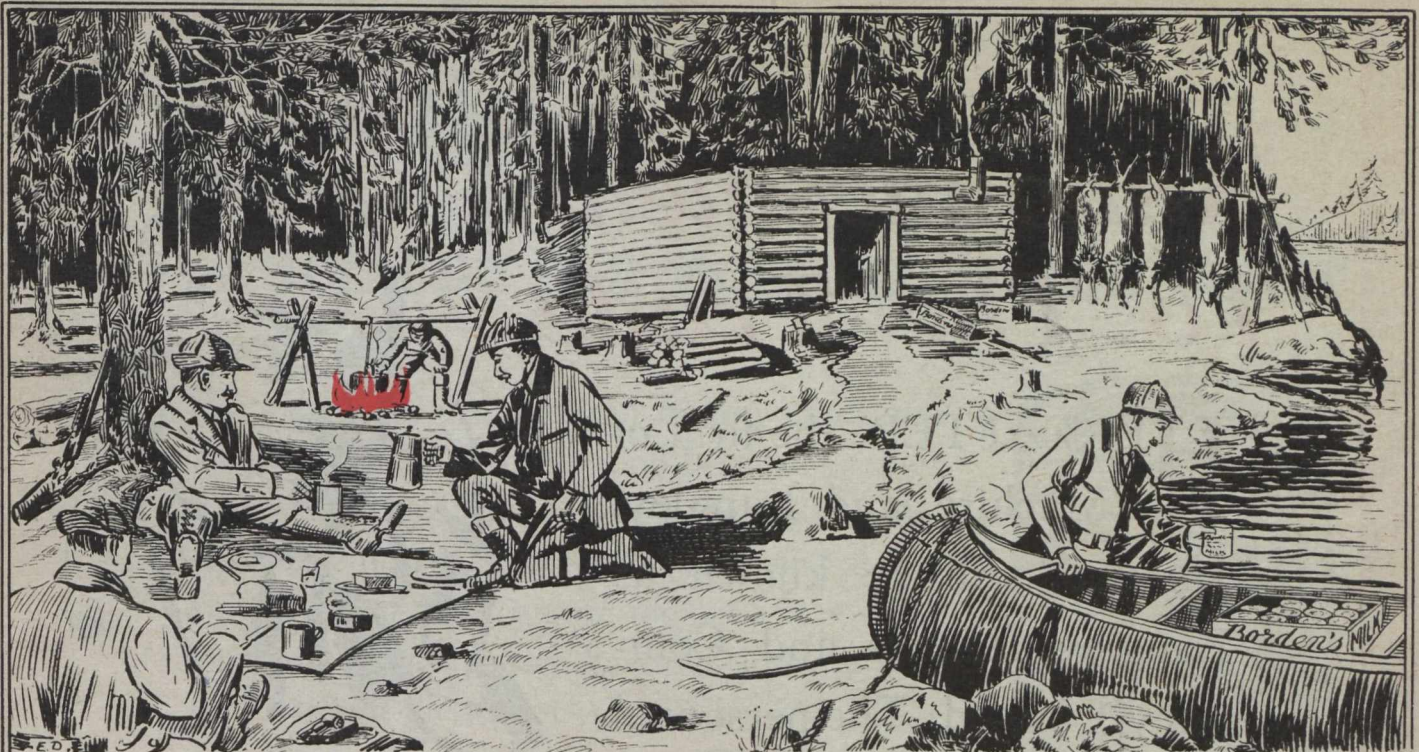
Every business day in the year, gross after gross of O-CEDAR POLISH is passed across dealers' counters, money received and profit made. *You* might just as well have your share of this money.

*How is your stock of O-CEDAR POLISH?*

**Channell Chemical Co., Limited  
TORONTO**



# O-Cedar Polish



*Now—  
During The Hunting Season*

Just realize how many folks go holidaying deep into the bush, or 'way up the stream—far from home comforts. Why not suggest these necessary products?

*Borden's*



- ST. CHARLES MILK (for every milk need)
- EAGLE BRAND MILK (for every milk and sugar need)
- REINDEER COFFEE (with the cream and sugar in it)
- REINDEER COCOA (with the cream and sugar in it).

Borden's products are the rule with most hunters and fishermen that's gradually become a habit.

Suggest Borden's now and reap your returns by putting the idea over "big." Why not a window display on hunters' necessities—featuring Borden's?

**The Borden Company., Limited**  
Montreal

*Write us for free display material*

# *Announcement To The Trade*

**H**EREAFTER, the firm of Maclure and Langley, Limited, will be known as Langley, Harris and Company, Limited. The personnel of the organization, however, will remain unchanged, namely, E. W. Langley President, and J. G. Harris, Sec.-Treas.



On the seven following pages you will find seven outstanding lines of unusual popularity that every grocer should carry in stock. Read over these pages carefully and, if you are a wise merchant, you'll give them a trial. They're all worthy, proven sellers, and back of each one stands the reputation of this large organization.

**LANGLEY, HARRIS AND COMPANY, LIMITED**

Successors to

**Maclure and Langley, Limited**

WINNIPEG

TORONTO

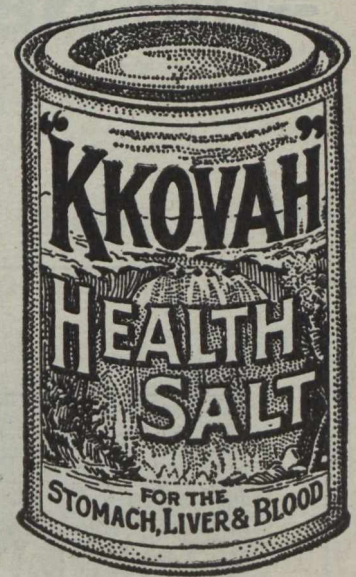
MONTREAL

# Stock the "Kkovah Family"

---each one is a popular, rapid seller

*Kkovah* lines are all high quality lines and they never fail to make good because of their superior excellence. *Kkovah Health Salt*, the tonic Saline that "makes you fit and keeps you fit"; *Kkovah Custard*, the custard powder that makes deliciously flavored, creamy custard without the use of eggs; *Kkovah Lemon Pie Filler*, *Kkovah Chocolate Pie Filler* and *Kkovah Egg Substitute*, have all proven their sterling worth as big sellers and satisfaction-

winners. Display these popular lines in your windows and on your counters and key up your store with Kkovah advertising.



- Kkovah Health Salt .....\$1.80 per doz.
- Kkovah Custard ..... 1.70 per doz.
- Kkovah Egg Substitute ..... 1.50 per doz.
- Kkovah Lemon Pie Filler ..... 1.70 per doz.
- Kkovah Chocolate Pie Filler ..... 1.70 per doz.

Sole Agents for Canada

## LANGLEY, HARRIS & COMPANY, LIMITED

Successors to

### MACLURE & LANGLEY

MONTREAL

TORONTO

WINNIPEG

# Rockland Cocoa

## --the New Breakfast Cocoa--



Here is a cocoa of exceptional flavor and quality that you can depend upon to be always pure and uniform. *Rockland Cocoa* is hygienically prepared with the greatest care and skill from the finest quality, full-ripened cocoa beans specially blended to give a most delicious, palatable flavor with high food value.

You can't go wrong in stocking *Rockland Cocoa*. It is put up in  $\frac{1}{2}$  and 1 lb. attractively labelled tins and offers a good margin of profit.

1-5 lb. tins (24 lbs. to case) at 45c lb.

$\frac{1}{2}$  lb. tins (24 lbs. to case) at 45c lb.

1 lb. tins (24 lbs. to case) at 44c lb.

Order from your jobber to-day.

*Distributors:*

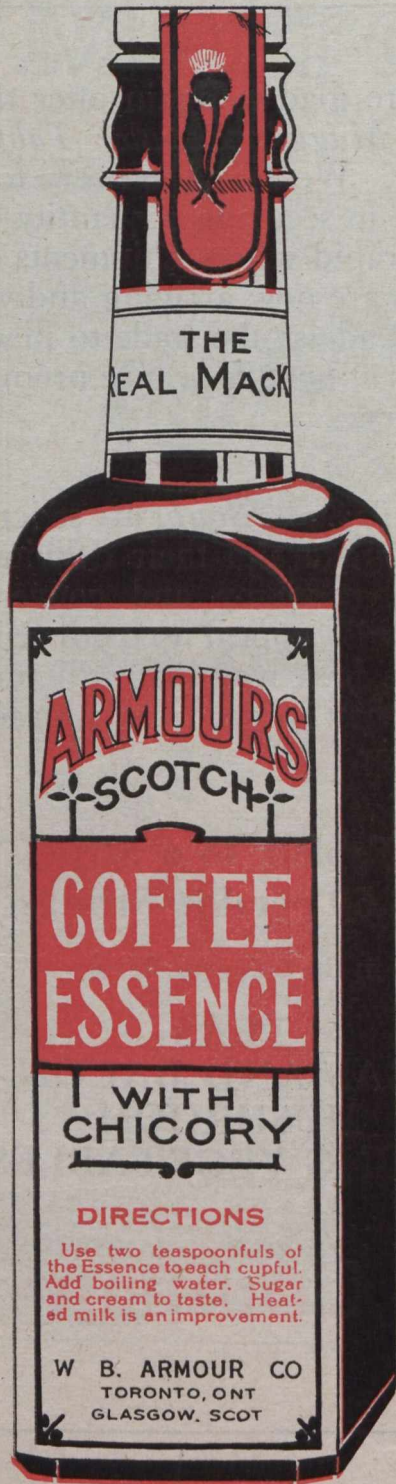
**Langley, Harris and Company, Limited**

*Successors to*

**Maclure & Langley, Limited**

**TORONTO MONTREAL**

# ARMOUR'S



## THE REAL MACKAY

ARMOUR'S SCOTCH COFFEE ESSENCE WITH CHICORY is a profitable, steady selling line that you can count on to win complete satisfaction. Its great convenience always makes a hit with busy housewives. Try a sample order of this big favorite. You'll find it "the Real MacKay."

## W. B. ARMOUR CO.

TORONTO  
and  
GLASGOW, SCOTLAND

## LANGLEY, HARRIS AND COMPANY, LIMITED

*Successors to*

### Maclure & Langley, Limited

Winnipeg

TORONTO

Montreal

# Maggi's Swiss Soup

*You make a Hit*

when using



◆ **MAGGI'S** Cross-Star Soups  
27 Varieties

We are glad to again offer the trade *Maggi's Popular Tablet Soups*. We have been very fortunate in securing a quantity of these rapid sellers, shipments of which are now arriving and we would advise the trade to place orders at once to secure prompt delivery.

*Maggi's Swiss Soups* are strictly high grade and their delicious flavor, economy and convenience will appeal to your customers in a way that will turn every first order into a steady repeater.

5 Tablets to a String  
\$3.60 per doz. Strings

in the following flavors:

PEAS  
PEAS AND BACON  
MUSHROOM  
SPRING VEGETABLES

**Langley, Harris and Company,**  
LIMITED

—Successors to—

**Maclure and Langley, Limited**

WINNIPEG

TORONTO

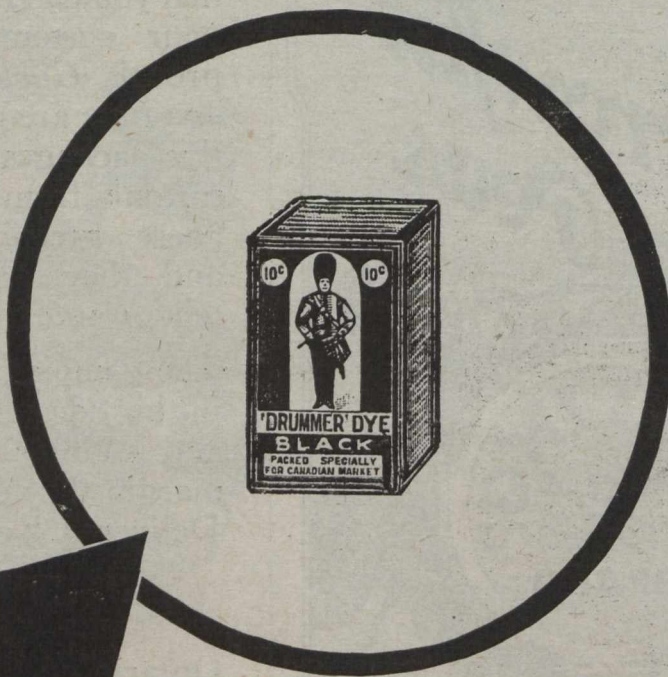
MONTREAL





# The Popular and Profitable Sellers DRUMMER DYES

**Drummer Dyes** are rapid selling, thoroughly reliable dyes. They come in all shades and colors, and the perfect results they produce make them active, profitable repeaters. Send for a trial order and display them on your counter. You'll be surprised how quickly they move.



Drummer Dyes .....	\$ 9.60 gro.
Dolly Cream .....	10.20 "
Dolly Blue .....	5.40 "
Dolly Tints .....	9.60 "
Movol .....	2.25 doz.

We anticipate higher prices than these quoted and so would advise that you place your orders immediately.

## Langley, Harris & Company, Limited

Successors to

### Maclure and Langley, Limited

WINNIPEG

TORONTO

MONTREAL

# ST. WILLIAMS PURE JAMS



**ST. WILLIAMS PURE JAMS AND MARMALADES** have proven leaders wherever they have been introduced and their superior excellence and delicious flavor never change from one year's end to the other.

These high-grade Jams and Marmalades are hygienically made from the finest selected fruits and pure cane sugar. Urge your customers to buy these luscious lines and you can depend upon it that the first trial will bring them back for more.

*Made by*

**St. Williams Fruit Preservers, Limited**  
St. Williams, Ontario

**LANGLEY, HARRIS & COMPANY, LIMITED**

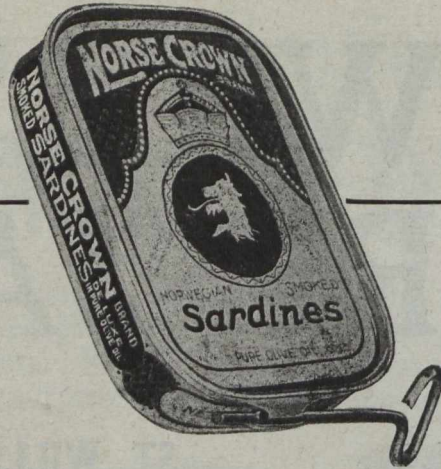
SUCCESSORS TO:

**MACLURE & LANGLEY, LIMITED**

WINNIPEG

TORONTO

MONTREAL



# “NORSE CROWN”

## Easily Opened and Easily Sold

There is nothing more appetizing at parties, social functions, etc., than tasty sandwiches. Sometimes your customers need a little suggestion in this case. If they do, help them by recommending “Norse Crown” Norwegian Brisling Sardines. Served in sandwich form with stuffed olives they are exceptionally tasty. “Norse Crown” help in completing a satisfactory breakfast. Ready to serve. Every hostess will be sure to like them in their attempt to please guests.

A sample order will convince you of their superiority.

### “Quality Will Tell”

Your wholesaler can supply you; if not, write us at once and ensure an Early Shipment.

**The Oversea Export & Import Co., Ltd.**  
NORWAY

*Sole Agents for  
Canada and  
Newfoundland*

**Stewart Menzies & Company**

32 Front St. W. - Toronto

*By Appointment*



*to H.M. the King*

# Crosse & Blackwell

have the highest reputation for quality. There is always a ready market for goods that are of the best, and it is recognized the world over that

## Crosse & Blackwell

maintain a unique reputation for consistently supplying the best.

*Price lists are obtainable from*

**Stewart Menzies & Co.**

**32 Front Street West**

**TORONTO**



You can always depend  
on **Patrick Service and Patrick**  
**Lines**

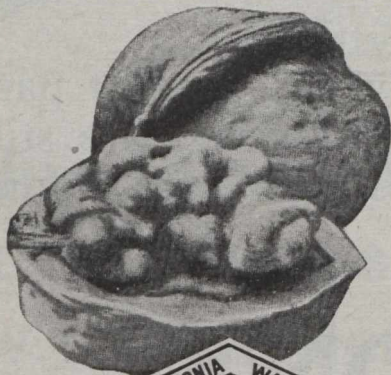
The long-established reputation of the firm of W. G. Patrick & Co., Limited, is behind every product we offer to the trade. You can depend on our lines to give absolute satisfaction and you'll find our prices fair and square.

We make a specialty of rush ship-

ments, no matter how small or how large they are, and the careful manner in which we fill all orders eliminates mistakes. On the opposite page we offer a list of seasonable lines that you should place your order for now to insure timely deliveries.

Look over this list carefully; every one of them are seasonable sellers for the holiday and winter trade. Then check up your requirements and book your orders **now**.

# Some Seasonable Quality Offerings for Christmas and Winter Selling



*Prices are lower than last season and we advise your covering your requirements at once.*

## Shelled Nuts of All Kinds

- |                  |                  |
|------------------|------------------|
| Valencia Almonds | Blanched Almonds |
| Jordan Almonds   | Bitter Almonds   |
| Brazils          | Filberts         |
| Cashews          | Pecans           |
| Peanuts          | Pistachios       |
|                  | Walnuts          |

*Replace your stocks for Xmas trade  
Trieste Hazelnuts in shell*



QUART



PINT



1/2 PINT



PETITE



PONY

## Imported French Assorted Fruits

1 lb. and 8 lb. Boxes

French Glace Cherries 1/2s, 1s and 8s

“ Cryst'd “ 1s and 8s

*We are Canadian Distributors for  
All Canada except Quebec for*

**LIBERTY BRAND**

**Cherries in Maraschino**

All sizes arriving Write for particulars



## Crossed Fish Sardines

Our first consignment has arrived and 20% pro rata delivery made.

*These are packed by the*

**Stavanger Preserving Co., Ltd.**

*Of Stavanger, Norway, who have maintained their standard of quality regardless of loss of business rather than pack inferior goods.*

*Be on your guard against cheap imitations and you will hold your trade.*

*Distributors for Canada*

**W. G. PATRICK & CO., LIMITED**

HALIFAX

MONTREAL

TORONTO

WINNIPEG

# In the Garden of Eden

Figs had first place on the menu, when our first parents dined. And to-day, centuries later, figs are still the most health-giving of all the fruits that Nature gives us.

## HAMILTON'S IMPROVED FIG BAR

Filled to bursting with big, juicy figs, is now the biscuit pre-eminent in its class. The figs are never "skimped" in the filling, the cake is the ideal texture, and the result is a Fig Bar Biscuit that never fails to bring 'em back for more after the first trial.

*"They Taste Like Mother's Mince Pies"*

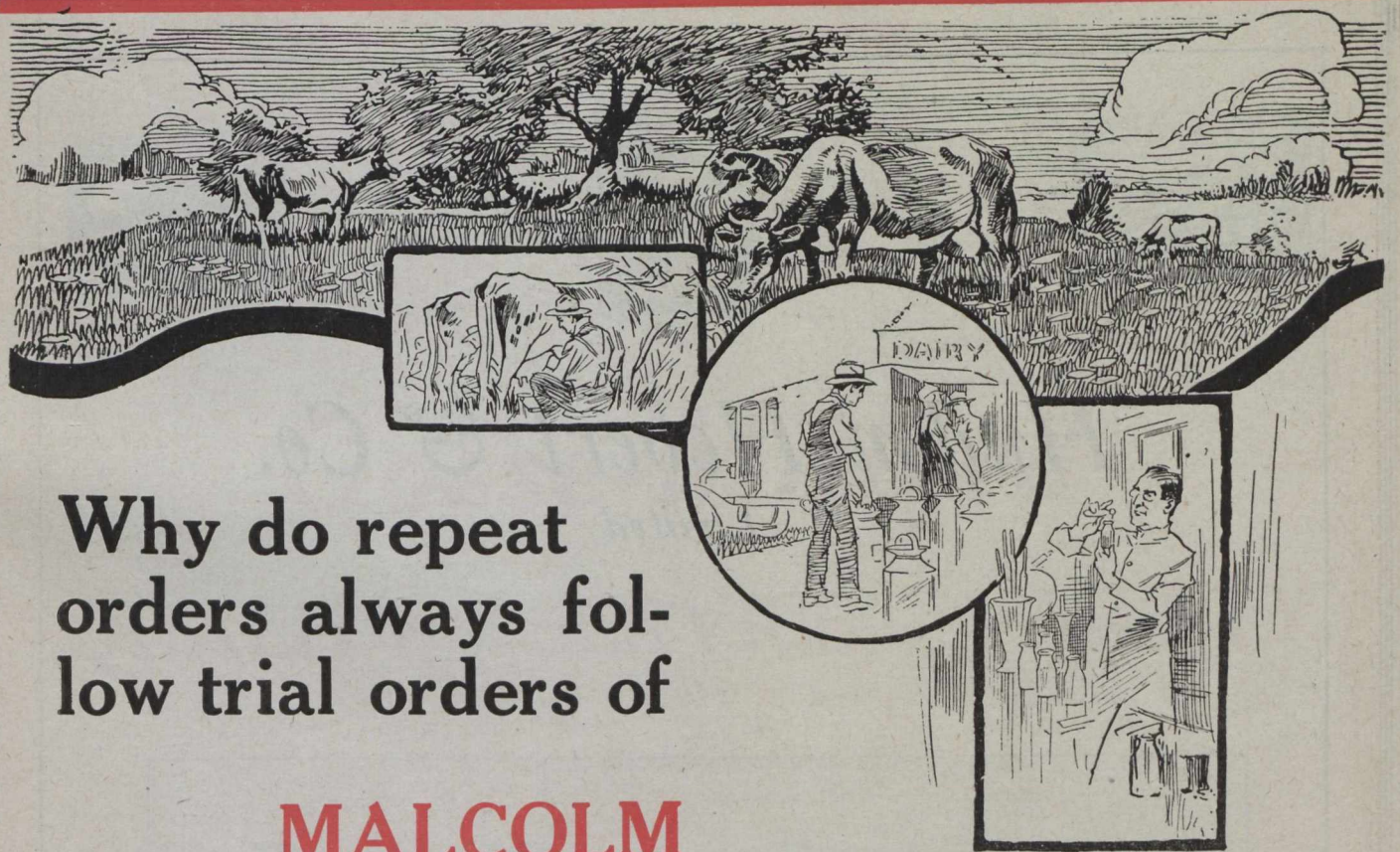
**G. J. HAMILTON & SONS**

HEAD OFFICE and FACTORY

*Baking Biscuits  
Since 1840*

**PICTOU, N.S.**





Why do repeat orders always follow trial orders of

## MALCOLM MILK PRODUCTS

Because every can of **Malcolm's** is processed from rich, pure creamy milk under the most hygienic surveillance and they're guaranteed to be fresh, absolutely pure and sanitarly clean.

The milk used in the preparation of **Malcolm** lines is obtained from one of the finest dairying districts in Canada from regularly inspected herds of sleek, healthy cows. It is then analyzed at our dairies and scientifically processed and securely sealed in the well-known **Malcolm** containers.

If you've never before sold **Malcolm** rapid-selling lines it will pay you to try a sample order. Remember we pay freight on 5-case lots or over up to 50 cents per 100 pounds.

### The Malcolm Condensing Company, Limited

ST. GEORGE

::

ONTARIO



*Hudon Hébert & Co.*  
*Limited*

*Wholesale Grocers*  
*and*  
*Wine Merchants*

*18 De Bresoles Street*  
*Montreal*  
*Que.*



# Gosse-Millerd

QUALITY SERVICE VARIETY



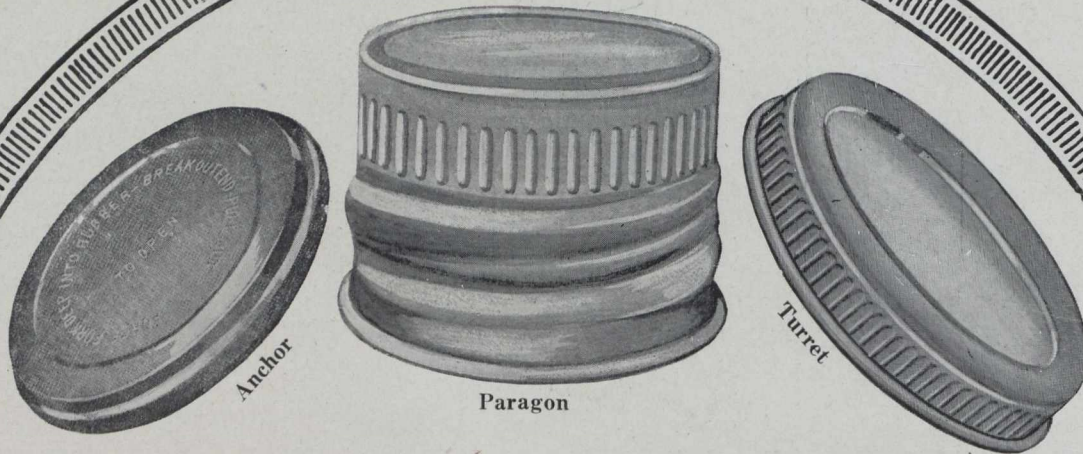
## The Ocean's Best



# Anchor Caps

Prevent leakage  
and spoilage

Retain "full-flavor"  
and freshness



*Every Food Packer needs one or all of these three caps, each one of them the best for its own particular service, and all made with the same skill and care.*

Anchor Caps, mechanically sealed and absolutely air tight, for products from which the air must be absolutely excluded. The purest product is often the most easily spoiled by contamination. Goods sealed under Anchor Caps are unaffected by their surroundings, and retain their full flavor indefinitely.

Packers of Catsup or Chili Sauce realize the necessity of a service seal for their goods after being opened, and the Paragon Screw Cap offers an absolutely satisfactory seal for this purpose.

For Candy, Pickles and many other lines, an air-tight cap, though preferable, is not absolutely necessary, while ability to reseal the jar many times until finally emptied, is a great advantage. Turret Caps are made to take Standard Quick Thread Jars, and, owing to their construction, will not only give a much tighter seal than any other, but also offer no chance for rough edges or rusting.

## Anchor Cap & Closure Corporation

OF CANADA, LIMITED

Wallace Ave.

TORONTO

# Champagne de Pomme



Made from the Juice of  
Canadian Apples

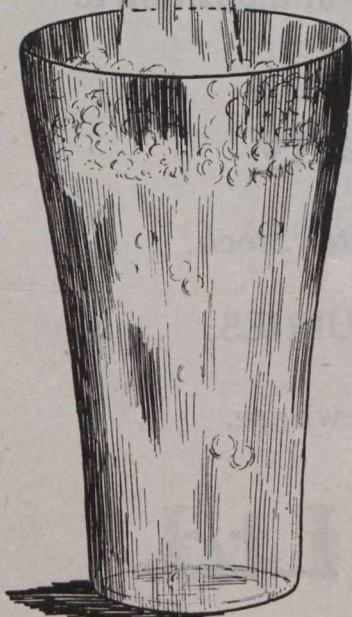
## .... a big seller

Here is a delicious beverage that will make just as big a hit with **your** customers as it has done wherever it has been introduced.

**Champagne de Pomme** is a delightful thirst-quenching beverage that is just as healthful as it is refreshing. It is made from juice of the finest Canadian apples and can be sold in all parts of Canada without a license.

Try a sample order of Champagne de Pomme. You'll find it will always repeat. Packed 2 doz. and 4 doz. to the case.

\$13.00 per case of 2 doz. F.O.B.  
Montreal.



### CIE. CANADIENNE D'IMPORTATIONS

P. DAOUST, SELLING AGENT, 140 ST. CATHERINE ST. EAST, MONTREAL

# Grocers and Dealers of Ontario and Quebec Provinces

*Are you interested in purchasing the following lines:*

Groceries	Dried Fruits	Molasses
Sugar	Teas	
Potatoes	Peas	Beans
Barley	Hay	Oats
Seed Grains	Flour	Feeds

We can supply the above products at reasonable prices. Situated as we are in a rich Agricultural District places us in a position to  
**GUARANTEE QUICK DELIVERY**

**Carload Lots our Specialty**

*Now is the time to lay in your Fall and Winter Stock.*

**SEND US YOUR ORDERS AND ENQUIRIES.**

Get our prices before placing orders elsewhere.

## **Jos. Ward Co., Ltd.**

**Youville Square, Montreal**

# Display **APROL**

THE SWEET OIL OF PERSICA

Prominently—it will  
help your Sales Efforts



Prominently displayed APROL will mean a great help in your efforts to make profitable sales, because it is just good enough for its particular purposes to be desired by the most discriminating housewives.

After a trial, your customers will, we feel sure, have continued confidence in the efficiency of APROL.

A pure and wholesome vegetable product of delightful flavor and aroma, pressed from the ripe kernels of apricots and peaches. It is highly digestible—makes delicious salads and fries beautifully, producing fritters, croquettes and doughnuts of the most tempting golden brown.

## W. J. Bush & Co. (Canada)

LIMITED

National City, California

Montreal, Que.

Toronto, Ontario

There's Quality in every Tin of

1lb. 2lb.  
5lb. & 25lb.  
Tins

GUARANTEED PURE AND WHOLESOME

**ROWES**  
TRADE MARK

EXTRA SPECIAL MOIST

**MINCE MEAT**

**ROWES**  
TRADE MARK

**MINCE MEAT**

Buy it at your grocer's

1866 BOWES LIMITED

## A Quick Seller— A Sure Repeater

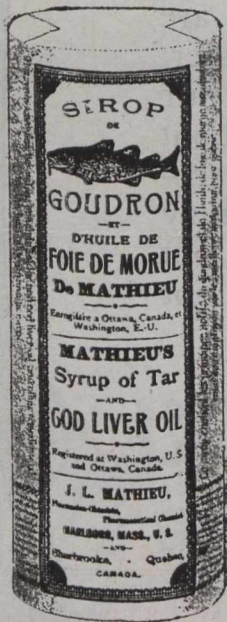
Bowes Mincemeat has the quality, flavor and purity that mean the greatest success in mince-pie-making for your customers. It will pay you to get in a good stock of this popular line right away and keep it well to the front. When filling your order,—either direct to us or through your jobber—we will send you our beautiful colored show card, a small, black-and-white reproduction of which is shown above. Hang this in a conspicuous place and it will greatly help your sales—it links up your store with the advertising we are carrying in the women's and national magazines, and also reminds them that the mince-pie season is at hand.

**The Bowes Company, Limited**  
Corner Church and Wellington Streets, Toronto





Two safe and efficient remedies every grocer should stock—

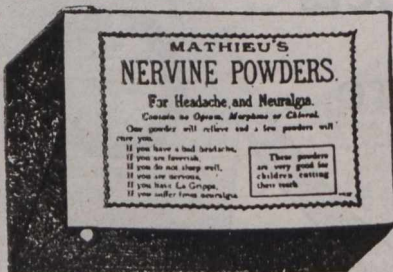


**MATHIEU'S  
SYRUP OF TAR  
and  
COD LIVER OIL**

**MATHIEU'S  
NERVINE  
POWDERS**

Here is a remarkably good seller that has earned a national reputation for its efficiency in the treatment of coughs, colds, la grippe, etc. It not only cures obstinate colds, etc., but it also has a tonic effect on the system. It's up to you, Mr. Merchant, to bring the merits of this effective remedy before your customers, because every satisfied user will be a booster for your store.

A harmless preparation of the purest ingredients that is unequalled in the treatment of headaches, neuralgia, nervousness, etc. Contains absolutely no harmful drugs and, like every one of the other members of the **Mathieu family**, it has won confidence and satisfaction wherever sold.



**J. L. MATHIEU COMPANY**

SHERBROOKE

PROPRIETORS

QUEBEC



# Special Announcement

For the benefit of some who have not been made acquainted with the fact, we wish to announce that *Canadian Maple Products, Ltd.*, has purchased the firm of *Maples, Ltd.*, and is now a distinctly separate company.

We are now manufacturing nothing but a quality first line of products and are prepared to guarantee to the trade that all products of this company are exactly as represented. We want every wholesaler, retailer and clerk to be able to stand back of our Grocery and Confectionery lines. To bring about this desired result, our goods must meet Government standard regulations. You can absolutely depend on this, for we will take back all goods put up under our name, past or present, that are not satisfactory.

What better proposition can you get? Everything we produce is made from the choicest materials, and in a wholesomely-clean and bright factory.

In future announcements we will deal with our various lines specifically. Watch for these.

**Canadian Maple Products**

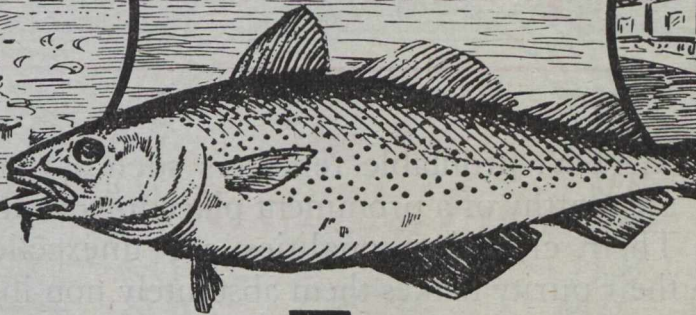
Limited

250 Van Horne Street, TORONTO



CHOICEST  
CATCHES

SPEEDY  
DELIVERY



# Try HATTON'S SERVICE

—the next time you replenish your fish stock and you'll be more than pleased not only with the high quality of the Fish and Oysters we supply but also with the speed with which we fill your requirements.

You can always depend on Hatton's Service—our reputation for sterling "quality-giving," "fair price" and "square dealing" dates back to the year 1874. Just try our service next time—we know you'll like it.

*Watch out for the National Fish Day*

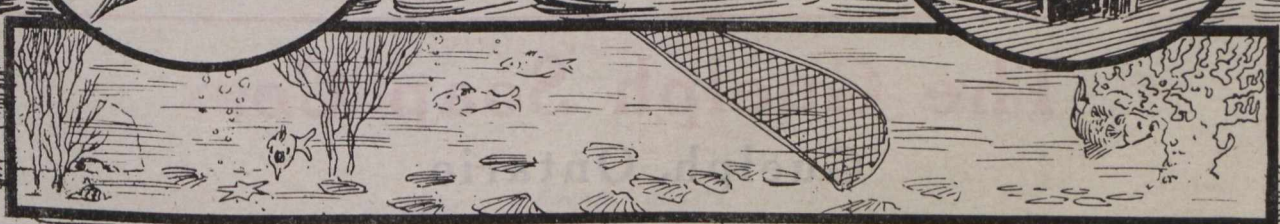
## D. Hatton Company

MONTREAL

*Established 1874*

ALWAYS  
FRESH

SPLENDID  
PROFITS



# Two Dependable Sellers

**S**TEADY, profitable repeaters such as these two are worthy of a prominent place in your displays. Their cleansing qualities are unexcelled and their purity makes them absolutely non-injurious to the most delicate fabrics. For general satisfaction and profit you cannot recommend two more reliable products than



## Crystal Soap Chips

... the soap that  
spells repeats....

Here is a wash-day favorite that always pleases because it is always pure.

**Wonderful Soap** leaves the daintiest fabrics soft and snowy white with the minimum of rubbing, washes quickly and makes bleaching unnecessary. You'll find it a big seller.

... makes customers say  
"The best I've ever used"

A popular form of soap that washes quickly and makes thick, creamy lather in the shortest time. Like **Wonderful Soap** they are absolutely pure and the snowy white condition in which they leave fabrics always wins satisfaction.

Keep these two **Wonderful Sellers** prominently displayed.

**The Guelph Soap Co.**  
Guelph, Ontario



**T**HE reputation that we have earned amongst the thousands of Grocers we have satisfactorily served during the last forty-one years, gives ample testimony to the character of our organization and to the high standard quality of the lines we carry.

We maintain a large and comprehensive stock at all times of the highest quality lines, and no matter how small or large your order may be we are especially equipped to handle it with the greatest despatch.

**S. J. Major, Limited**

WHOLESALE GROCERS

**Ottawa - - - Canada**

*Founded in 1879*



You can always depend on

# “Pride of Canada” Maple Syrup

When you recommend it to your customers you can tell them that the **Government report guaranteed “Pride of Canada” to be absolutely pure and unadulterated Maple Syrup** and that it is made under the most hygienic conditions in strict accordance with Canada’s Pure Food Laws.

When your customers ask for a maple syrup for pancakes, etc., this fall and winter, fill their orders with **“Pride of Canada”** and you’ll always be sure of satisfaction and worthwhile profits at the same time. Order from your wholesaler or direct from our representatives listed below.

**REPRESENTATIVES:**—W. L. Mackenzie & Co., Limited, Winnipeg, Regina, Saskatoon, Calgary, and Edmonton; Oppenheimer Bros., Limited, Vancouver, B.C.; S. H. P. MacKenzie & Co., 33 Yonge St., Toronto, Can.; J. W. Gorham & Co., Halifax, N.S.

**MAPLE TREE PRODUCERS ASSOCIATION, LIMITED**

Offices : 58 Wellington St. W., Montreal, Canada

## Two "ROYAL" Business Getters

### "Royal" Salad Dressing

—a popular Fall and Winter seller of unusual excellence that you can depend on to turn initial orders into steady repeats. You can guarantee its superb flavor and goodness to the last drop.

### "Royal" Mayonnaise

Another high-grade, active seller that is worthy of a most prominent place in your displays. Both these "Royal" lines are so remarkably good—so rich and piquant that they transform the simplest salads to mouth-watering delights. Let your customers know you sell them—their popularity will do the rest.

**THE HORTON-CATO  
MANUFACTURING CO.**  
WINDSOR, CANADA



# Recommend Beecham's Pills

because this famous remedy has made good for over sixty years relieving Sick Headache, Constipation, Indigestion, Bilioussness, Kidney and Liver Troubles;—it is the largest advertised of any medicine in the world and enjoys the largest sale of any medicine in the world. This all means quick turnover and good profits for you.



*The Largest Sale of any Medicine in the World*

The satisfied customer is a steady customer, and steady customers mean regular profits. Get the point? Put Beecham's Pills on your push list to-day! **Free Materials for your Store!** We will be pleased to send you on request Beecham's Help to Scholars, Oracles, Window Display, Decalcomania, Almanacs and Show Cards.

**Harold F. Ritchie & Co., Inc.**  
Sole Agents  
Toronto, Ont. Canada

## All Colors--All the Time

### THAT'S SUNSET

#### 22 FAST COLORS

Pink, Old Rose, Scarlet, Cardinal, Wine, Sand, Yellow, Orange, Light Brown, Dark Brown, Light Blue, Old Blue, Navy, Black, Gray, Taupe, Heliotrope, Purple, Light Green, Dark Green, Mustard, U. S. Olive Drab (Khaki).

We can ship all orders promptly—you need never disappoint a customer by being "out" of Black, Navy Blue or any of the 22 Sunset Colors. Every cake of Sunset sold means many repeats—keep your stock up—don't miss a sale.

#### ASK YOUR JOBBER

When you get low on any Sunset Colors, order at once through your jobber. He can complete your line promptly because he can get all colors from us without any delay whatever. If, however, you have any trouble in having your order filled, write direct to us—we will be glad to see that you get any Sunset Colors you need immediately.

*Ask your jobber for prices and discounts, or write to*

**HAROLD F. RITCHIE & CO., Ltd., Toronto, Canada**  
Manufactured by  
**NORTH AMERICAN DYE CORPORATION, LTD., Toronto, Canada**

#### SUNSET

#### DISPLAY CASE

Sunset Soap Dyes are packed 1 gross assorted in the attractive Display Case, without extra charge, **when requested.** Insist upon having your first order packed in this way, which keeps Sunset before your trade all the time.

# Sunset Soap Dyes

*The REAL Dye*





*The flour that always makes good*

# Brodie's XXX Self-Raising

Complete customer-satisfaction follows every sale of *Brodie's XXX Self-Raising Flour* just as sure as day follows night and the many thousands of Canadian grocers who are handling this incomparable flour, judging by the orders we have received, have found it a repeater of the highest calibre.

Suggest it to your customers for

making light, wholesome muffins, biscuits, cakes, pancakes, etc. The excellent results it produces will invariably win praise and steady, profitable repeats. Fall ushers in the Pancake Season and a good *Brodie's Flour* display coupled with a little influential suggestion on your part will produce results that will surprise you. Why not try it?

**BRODIE & HARVIE,  
LIMITED, Montreal**

.....talking about  
service and high  
quality grocery  
lines—



You'll find it hard, Mr. Grocer, to equal the type of service we will give you. The sterling quality of our lines, along with their reasonable and fair prices, make it most pleasant and profitable to deal with us, and our long established reputation is your guarantee of a **SQUARE DEAL**.

We have excellent warehouse and storage facilities, sidings on all railroad lines entering Ottawa, and we are specially equipped to fill your orders, large or small, with the greatest care and promptness.

*Sole Agents for These Famous Firms :*

**Amieux Frères**, France. Packers of only high-class goods unequalled in the world, such as Patés de Foie Gras, Galantines, Truffles, Sardines, Mushrooms, Peas, Haricots, etc.

**Caisson Brocard**, Nice, France. Pure Olive Oil.

**C. Ferrier & Cie**, Marseilles. "Le Chat" Pure Castile Soap.

**Hotchkiss Glass Jar**, California. Canned Fruits and Vegetables.

We are now ready to deliver many lines from the above agencies.  
Ask for our prices—they will interest you.

**L. H. MAJOR & J. SOUBLIERE, LIMITED**

Wholesale Grocers

160 NICHOLAS ST. (P.O. BOX 145), OTTAWA, ONTARIO

Phone Rideau 25 and 26



# MARSH'S

... real "all-year"  
sellers . . . . .

Many retail grocers have found that a little judicious display of **MARSH'S GRAPE JUICE** and **MARSH'S UNFERMENTED WINES** during the winter months has brought them surprising results.

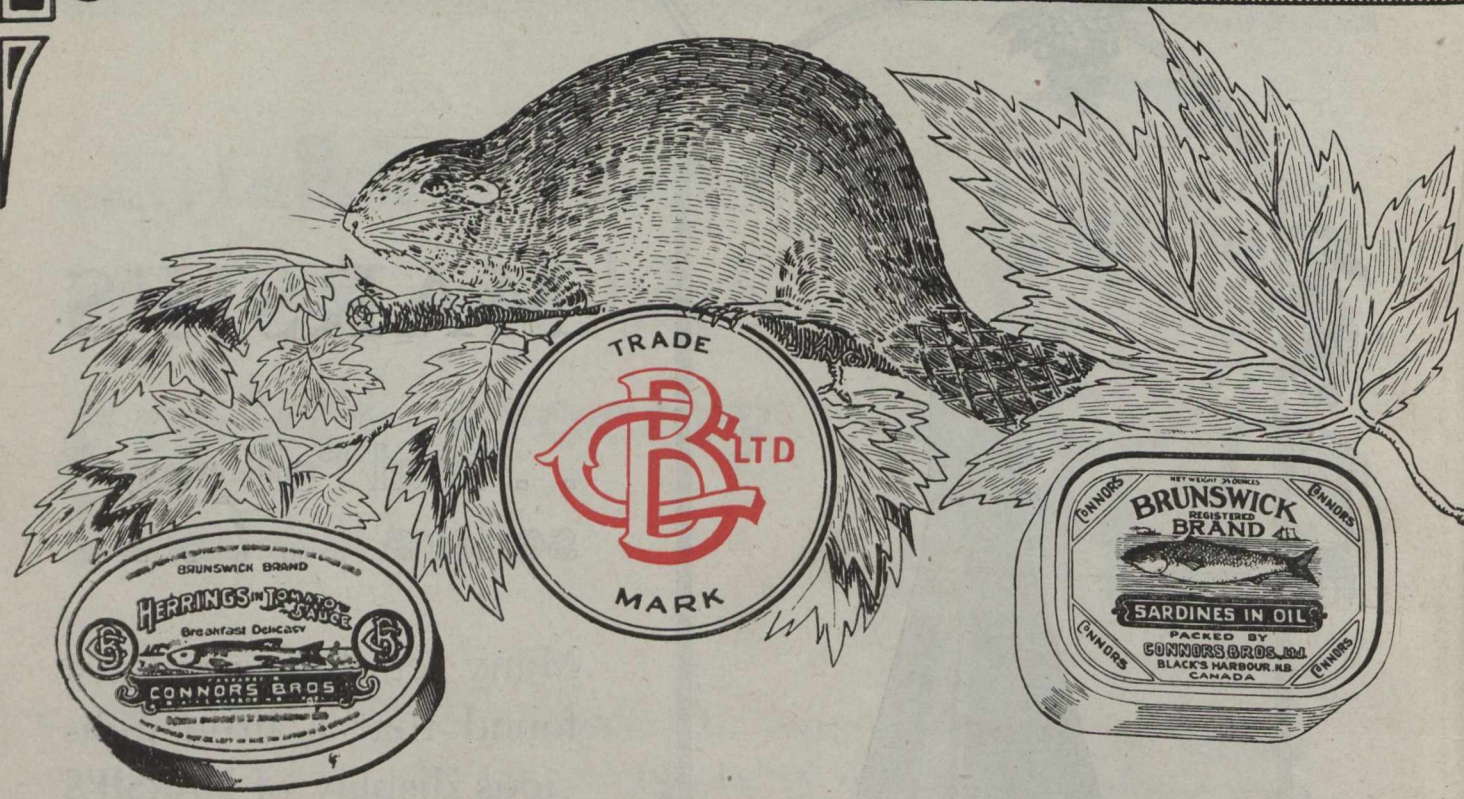
Try Marsh's Unfermented Port, Black Cherry Wine and Raspberry Vinegar for the Christmas trade.

## The Marsh Grape Juice Company

Niagara Falls, Ontario

Agents for Ontario, Quebec and Maritime Provinces

THE MACLAREN IMPERIAL CHEESE CO., Limited, Toronto and Montreal



Canada's Finest

# Brunswick Brand Sea Foods

have won an enviable reputation throughout Canada for quality, reasonable price and exceptional flavor.

It has taken years of concentrated effort to perfect *Brunswick*

*Brand Fish Foods* and it is this perfection in processing and packing that guarantees steady, profitable repeat sales and 100% customer-satisfaction wherever they are introduced.

## Connors Bros., Limited

BLACK'S HARBOR, N.B.

Winnipeg Representative:  
Chas. Duncan & Son, Winnipeg, Man.

- 1/4 Oil Sardines
- Finnan Haddies
- Kipperd Herring
- Clans
- 1/4 Mustard Sardines
- (Oval and round tins)
- Herring in Tomato Sauce

*Brunswick Brand* Sea Products are put up in attractively labeled tins and are prepared in our own Canadian plant (one of the finest on the Atlantic Coast), so situated that we never fail to

secure the very choicest pick of the season's catches. The *Brunswick* lines will appeal in a big way to European and other foreign trade because of their remarkable flavor and purity and through our

## Ideal Location and Unequaled Fishing Facilities

(On the sea coast a short distance from the port of St. John), we are enabled to offer importers remarkably good service and quick shipments.

Write for particulars.

## Connors Bros., Limited

BLACK'S HARBOR, N.B.

# 40 Million

BIGGER and broader-backed than ever is the country-spanning advertising campaign on SUNSWEET this year. Through full color pages [such as those now looming up in the dominant magazines of the country] we will reach not less than 40,000,000 readers—men and women who represent the very backbone of America's consumer-public.

How many of these 40,000,000 readers will look *your* way? How much of their money will tinkle into *your* cash register? How much of this great advertising influence will be felt over *your* counter? That depends on you!

You're going to have the biggest dried fruit year you've ever had—that's certain! And SUNSWEET is going to be a bigger advertised feature than ever before. That's why it is to your profit-advantage to link your store with this powerful program of publicity that is making SUNSWEET a national buy-word.

Prepare to get your share of this demand by ordering from your jobber and write us for dealer-helps and advertising material.

CALIFORNIA PRUNE AND APRICOT GROWERS INC.  
5478 Market St. San Jose, Cal.  
10,000 grower-members

PHILIP LITTLE



Canadian Representatives :  
**SAINSBURY BROS.**  
Offices : Toronto Montreal  
Winnipeg Vancouver Halifax

# SUNSWEET

CALIFORNIA'S NATURE-FLAVORED  
PRUNES & APRICOTS

# It was quite the thing to ride in Stage Coaches once



*but*-those were  
the days when  
dried peaches  
were sold in  
Bulk

**T**HE old gives way to the new. The automobile takes the place of stage coaches. Fruits and foods are sold in packages instead of in bulk. The up-to-date merchant, always eager to please his customers, sells dried peaches in packages because he can offer them in a clean, sanitary form different from ordinary dried peaches in that the fuzz and much of the peeling has been removed by a thorough washing and brushing process, which leaves the fruit bright in color and attractive, as well as wholesome and economical.

*Give your customers dried  
peaches in packages under  
the Blue Ribbon Brand*

**CALIFORNIA PEACH GROWERS INC.**  
MAIN OFFICE, FRESNO, CALIFORNIA · OVER 6500 MEMBERS



## Save 5% Shrinkage

There is a five per cent shrinkage in bulk fruit exposed in an open box. You save this shrinkage if you buy dried peaches in packages and you save time, string, labor and bags.

You will add to your profits and please your customers better by selling package goods.

# Superior Macaroni

## for your Fall and Winter displays



**Superior Brand Macaroni** is an ideal line to feature in your Fall and Winter displays because it is so nourishing, wholesome and economical. It will help your customers conserve meat by enabling them to make hundreds of dainty and healthful cold weather dishes from left-over meats, salads, etc.

**Superior Macaroni** is made **clean** in a new, sanitary, modern plant from the finest Canadian grown **hard** wheat by Italian Macaroni experts. It will not sour, possesses a beautiful natural golden color, with no specks or spots, and because it has thin walls it cooks quickly and retains its shape and color.

It will pay you to get up a window display of **Superior Brand Macaroni** regularly, using display cards with headings such as these:—

**Superior Macaroni  
saves your Meat Bills**

**A healthful, wholesome  
Winter Food**

**Baked Macaroni and Cheese  
is fine for the Kiddies**

Be sure you say **Superior Brand** next time you order. Its flavor will make repeats the rule.

SELLING AGENTS FOR CANADA:  
**SAINSBURY BROS.**

TORONTO

VANCOUVER, B.C.  
134 Abbott St.

WINNIPEG, MAN.  
510 Confederation Bldg.

MONTREAL  
116 St. Nicholas Bldg.

HALIFAX  
223 Hollis St.

**The Superior Macaroni Co., Ltd.**  
Toronto, Ont.

# Here's One Way To Sell More LIQUID VENEER



## LIQUID VENEER MOP

Famous for its removable swab, which slips from frame like a curtain from a rod, easy to wash, dry and slip back on frame.

Also noted for the full, fluffy yarn center which picks up and carries away vast quantities of dust and dirt. This is an exclusive feature and a wonderful improvement.

Treated with Liquid Veneer, it makes your floors RIVAL YOUR PIANO in cleanliness and brightness.

**CHAMPION OF  
THE WORLD**

Supply your customers with a few Liquid Veneer Mops, without question the finest, quickest-selling mop ever offered. It sells on sight. Its 5 *Big New Features* appeal to every housewife.

Every user of a Liquid Veneer Mop will immediately become a bigger buyer of Liquid Veneer. It takes more Liquid Veneer to clean and polish a floor. So, every mop you sell puts you in line for increased Liquid Veneer business, and you know the extra large profit there is in Liquid Veneer for you.

Each mop packed in beautiful lithographed metal can, a distinctly handsome, salable package. Retail for \$2.50 each, complete with long 54" handle. Advertised heavily in leading Canadian publications.



Ask about the Liquid Veneer Mop Assortment, just the thing to make a trial with and a *big profit-payer*.

**BUFFALO SPECIALTY CO.**  
BUFFALO, N.Y.  
BRIDGEBURG, CANADA

**MADE IN CANADA**





A Sure Way  
To Bring the  
Delicious  
Flavor of  
“Sealshipt  
Oysters”

Fresh from the Sea  
To the Consumer

“Sealshipt Oysters” in glass jars are your “Oyster Insurance”—you can rely upon their purity just as you can rely upon the purity of certified milk; they bring a tang of salt air and salt water all the way from the Ocean to the Consumer’s table, sealed airtight in sanitary glass jars.

Remember! Refrigeration is necessary with these Sealshipt Oysters, in glass jars, as they are put up without the use of any preservative. They *must not* be displayed as you would display canned goods or other bottled goods.

# Sealshipt Oysters

## In Glass Jars

These glass jars contain slightly less than a pint. You have a known profit, with complete satisfaction to your customer and the maximum of convenience. Only the very choicest of Northern grown oysters are contained in these glass jars.

## Connecticut Oyster Co., Ltd.

CANADA’S EXCLUSIVE OYSTER HOUSE

50 Jarvis St.

TORONTO

# Important Notice

*New Season's California Fruits are now arriving, and we wish to announce that we will have a full assortment comprising the following brands:*

Sun Maid Seeded and Seedless Raisins, Pansy Brand Seedless, Daphne Brand Seeded, Bleached Sultanas, Spanish Valencia Raisins, Blue Ribbon Peaches, Flag Brand Fancy Peel, Orange, Lemon and Citron. Apricots, Peaches, and Pears in 25 lb. Boxes, Greek Cur-

rants, Bulldog Brand in Bulk and packages. Californian Prunes in 25 lb. Boxes, 20/30 to 100/120. Dromedary Dates and Cocoanut, Excelsior Dates, Bulk Dates and Figs. Shelled Almonds, Valencia and Jordan, French Bordeaux Walnuts.

We also carry a full line of **Singapore and Hawaiian Pineapple**, and other Californian Canned Fruits. Best brands only.

We strongly advise you to consult us for prices before buying, and would advise you to book early, owing to the unprecedented demand so that you may have these goods in time for your Christmas trade.

## Canadian Packing Co., Limited

Wholesale Grocers

Produce Merchants

Importers of Dried Fruits

44 Nicholas St.

Ottawa, Ont.

MADE IN CANADA--  
BETTER STILL--MADE IN ONTARIO  
BEST OF ALL--MADE BY CANADIANS

"Canada's Finest"



## Two Sure-repeaters

### "SWEETHEART" Coffee

*Made right in London*

A superb blend of the world's finest coffee beans, picked from matured mountain-grown trees. These beans are carefully roasted in special ovens that retain every particle of the aroma and are then sealed in attractive air-tight containers. You can always depend on satisfaction and repeat orders if you fill your customers' coffee requirements with Sweetheart Brand.

### "SWEETHEART" Peanut Butter

*Made from the "Sweetheart" of the Nut*

This high-grade, popular Peanut Butter is made from the finest Selected Peanuts, blended on a scientifically determined basis that guarantees uniformity of texture and the finest in flavor and nutriment. You'll find it a leader in its line. Write for our prices on Sweetheart Baking Powder, Mustard, Spices, etc.

**I X L SPICE & COFFEE MILLS, LIMITED**  
LONDON, ONT.



## A Message to the Public

Carry the same message to your customers.

When the recipe includes milk, use Klim—pure separated milk. For cakes, pies, and all cooked dishes, KLIM gives that delicious genuine milk flavor.

KLIM is all the good part of pure pasteurized separated milk, dried and in power form. In the drying process, only the water is removed from the liquid separated milk. This is replaced to make liquid KLIM.

Klim will not sour nor spoil in the tin. It remains fresh and sweet until the last particle is used. One pound makes four quarts of liquid.

One great advantage in using KLIM is that you spoon the dry powder out of the tin and dissolve it in water by briskly whipping for a moment just whenever you need it for cooking, baking, tea, coffee, or cocoa, etc.

Thousands of housewives always have KLIM on hand, because they find it convenient and economical to use, and because it is genuine body-building food—every particle of it.

*KLIM is packed in blue-and-white striped half-pound, pound, and ten pound tins. You can create a ready demand for all three sizes if you will remember these facts and tell your customers. Order from your wholesaler.*

### CANADIAN MILK PRODUCTS LIMITED

10-12 St. Patrick St., TORONTO

81 Prince William St.,  
ST. JOHN

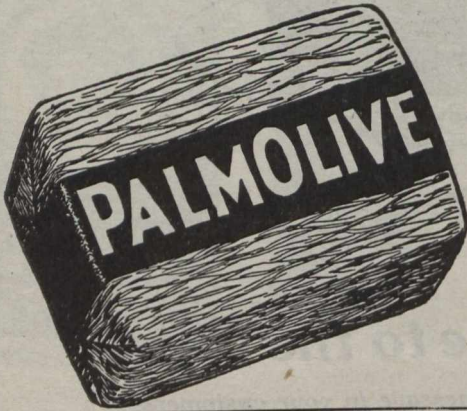
319 Craig St. W.,  
MONTREAL

132 James Ave. E.,  
WINNIPEG

British Columbia Distributors: Kirkland & Rose, 132 Water St., Vancouver

# Why PALMOLIVE is the Best Seller

Any wholesale grocer's salesman will tell you how Palmolive sales are growing, with new customers constantly added. These new friends are made by the Palmolive advertisements which dominate space wherever magazines and newspapers are read.



And new users are held by Palmolive quality. Those who use Palmolive never return to any other soap.

Wholesale grocers' salesmen know what an enormous demand exists for Palmolive. They travel from town to town and know how Palmolive leads everywhere. And they like to sell it because it makes bigger profits for wholesaler and retailer by its rapid turnover.

**"Ask any wholesale grocer's salesman"**

THE PALMOLIVE COMPANY OF CANADA, Limited  
TORONTO, ONTARIO

One thing there's no substitute for—

# ENO'S FRUIT SALT

For FIFTY Years the Guardian of Good Health in Every Good Home



There is only one "Fruit Salt" on the market, Eno's—yet during the war-forced shortage, many dealers—in an honest endeavor to satisfy their customers' needs—tried to sell supposedly similar products, which hurt their trade and reputation for quality.

Fortunately, most wise wholesalers appreciated the fact that Eno's Fruit Salt was *the* great seller, and when they could get it they pushed its sale.

But war shortages are over and most live wholesalers and 90% of the retailers have ample stocks for their winter trade.

Don't let *your* stock get low. The public demands its supply of the best selling proprietary in Canada.

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

Sole Agents:  
HAROLD F. RITCHIE & CO., Limited  
New York      TORONTO      Sydney





# Stuart's Jams

.... the Jams you can depend on to win steady repeats ....

Your customers know that the name Stuart on a pail or jar of jam is a guarantee of a better article. Experience has taught them that the best is the cheapest; experimenting with unknown goods is an expensive proposition for them—and also for you, Mr. Grocer.

While jam prices are of necessity at a fairly high level, the majority of home canners find that they cannot

put down jam of "Stuart" quality any cheaper than they can buy this delicious conserve.

## Stuart's Jams

are really home-made jams prepared on a larger scale. Display this product in your windows and on your counters—your customers will find it hard to resist.



## STUART LIMITED

SARNIA, ONT.

ESTABLISHED 150 YEARS  
 1770  1920  
 By Royal Appointment



1770

The NEW Shoe Polish  
 with the fine OLD name

**DAY & MARTIN**

(DAY & MARTIN, LTD., LONDON.)

"The House with a History."



1920

Write for sample and prices of Day & Martin's Wax Shoe  
 Polish in the tin with the tab to—

**HARGREAVES (BROS.) CANADA, LTD.,**  
 24, Wellington Street West,  
 TORONTO

**SPRATT'S**

Meat-Fibrine Dog Cakes and  
 Puppy Biscuits are the daily  
 menu of millions of dogs the  
 world over.

Why not be "The Canine Cater-  
 er" for your town? Ask your job-  
 ber or write for samples, prices  
 and supplies to:—

**F. W. KENDRICK & CO.**  
 313 Carter Cotton Buildings, Vancouver  
 or  
**HUGHES & CO.**  
 109 Place d'Youville, Montreal

**DOG MEAT FIBRINE CAKES**

Spratt's Patent Limited  
 24-5 Fenchurch Street, London, E. C. 3, England



**'O.K.' SAUCE**

FINALITY IN  
 FRUIT SAUCE

as palate pleasure  
 and true digestive



Sole Proprietors:-  
 GEORGE MASON & CO. LTD., LONDON, ENGLAND.

Sales Agents:  
 Vancouver Winnipeg St. John's, Nfld. Halifax N.S.  
 David Brown F. Manley  
 167 Cordova St. W. 147 Bannatyne Ave. Bowring Bros. J.W. Gorham  
 & Co. & Co.

# MINCE MEATS

READY FOR  
DELIVERY

## WETHEY'S

Standard	Mince Meat
Extra Standard	do.
Ready-to-Use	do.
Home Made	do.

Our **CONDENSED MINCE MEAT** is  
procurable at all times.

*Order from your jobber.*

**J. H. WETHEY, LIMITED**  
ST. CATHARINES, ONT.



# H.P. SAUCE

**Good for Customers—Good for You**

H.P. Sauce is such capital value, and we spare no pains to acquaint the public with this fact. It is in big and constantly growing demand, and offers you a generous profit—that's why it is certainly the same for you.

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



## REMEMBER

that Laundry Blues vary in strength, color, and bleaching properties. Inferior kinds leave unsightly marks on linen.

OCEAN BLUE has a reputation for safety and perfect results—due to expert treatment in every stage of its manufacture.

You will have no complaint from even your most particular customers if you sell them

## OCEAN BLUE

**In Squares and Bags**

*Order from Your Wholesaler.*

**HARGREAVES (CANADA) Limited**

The Gray Building, 24 and 26 Wellington St. W., Toronto

## Crampton's Pepper

Stone-ground  
 (Sold only in dainty tins.)



FINE  
 FLAVOUR

RICH  
 AROMA

This is the genuine, old-fashioned Stone-Ground Pepper of the highest quality. It is packed in a distinctive and very attractive manner for the household in three sizes of tins. Small, dainty tins with dredger tops, holding about 1 oz.—a most popular size; also large tins with plain tops, holding 2 oz. and 4 oz. It is an easily handled commodity, with a quick and ready sale. Address your inquiry to your usual wholesaler or direct to

**JOHN CRAMPTON & CO., Ltd.**

*Spice Millers and Packers*

MANCHESTER

Estd. 1849

ENGLAND

## SEASON 1920

Many of the restrictions upon the exportation of our productions during the war have now been removed, and others are about to be rescinded.

We hope shortly to again be able to ship to our Canadian friends our "OLD ENGLISH XMAS PUDDINGS, AND MINCEMEAT," packed in tins and basins.

SILVER MEDAL

CREAM STILTON CHEESE

*Agent for Plum Puddings and Mincemeat:*

**ANDREW PATTISON,** 224, St. James St., Room 24  
 MONTREAL

*Agent for Stiltons:*

**A. C. CHAPMAN,** 93, Durocher St.  
 MONTREAL

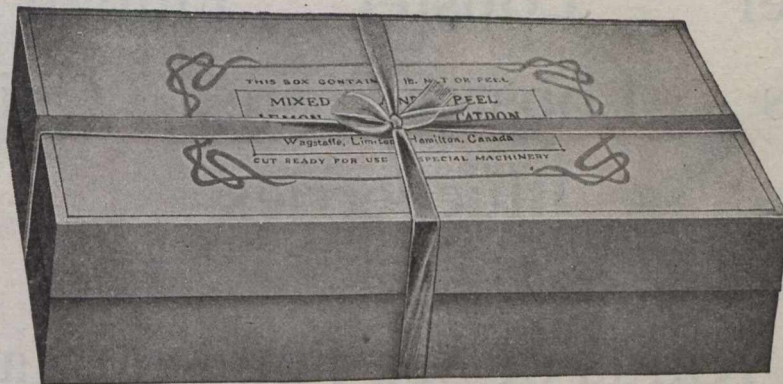
**TUXFORD & NEPHEWS, Melton Mowbray, ENGLAND**

# WAGSTAFFE'S

## Candied Peels

(Lemon, Orange, and Citron)

*Now Ready for Delivery*



They are equal to the best British make, are far superior in flavor and color to Imported American Peels. Mr. Retailer, insist on getting WAGSTAFFE'S PEELS, they are CANADIAN—no better made.

*Order From Your Wholesale Grocer*

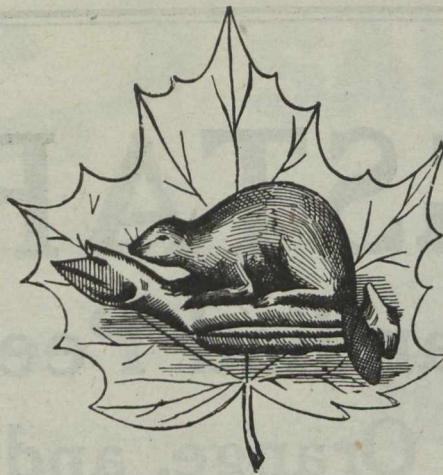
# WAGSTAFFE, LIMITED

PURE FOOD PRESERVERS

HAMILTON - CANADA

Quality in

every Can



# Beaver Brand

Mackerel

Lobster

Finnan Haddie

Clams

Lobster Paste

Chicken

Blueberries

also

All Kinds of Sea Food on hand

Salmon

Sardines

Kippered Herring

Herrings in T. S.

Oysters, Etc.

All these goods are of the Highest Quality and can be recommended to your most particular customers.

*Order your supply now from your wholesaler.*

**J. W. WINDSOR, LTD.**  
MONTREAL



EVERY  
GRAIN  
PURE  
CANE

**WORDS** like "Best and Highest Quality" may be used rightly or wrongly in describing any article or product.

It is nothing to say  
**Royal Acadia Sugar**  
is the best sugar, but it is something to know of its good quality through daily use

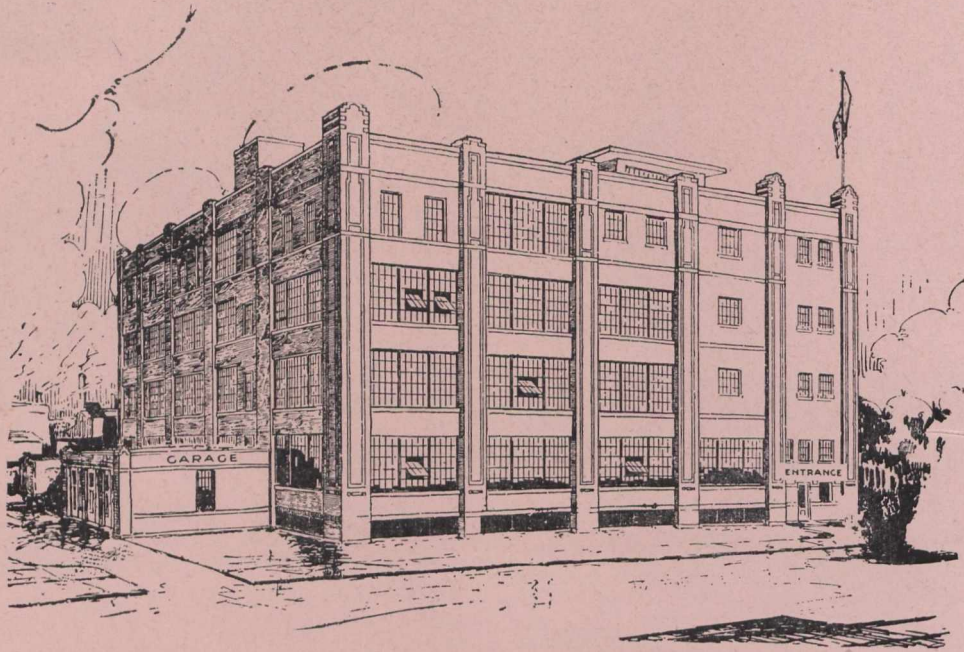
**For Every Sweetening Purpose**  
Your own and your customers' best interests are served in selling this popular brand, known everywhere as

**Canada's Favourite Sugar**  
in 2 and 5 lb.  
cartons  
10, 20 and 100 lb.  
bags

ACADIA  
SUGAR  
REFINING  
COMPANY  
LIMITED

MONTREAL HALIFAX

Executive and Sales Offices:  
103 Notre Dame St. West  
Montreal



## The House That Som-Mor Built

**T**HIS is the new home of the North-West Biscuit Co., Ltd., Edmonton, Alberta. When completed and in full operation it will be the second largest exclusive biscuit factory in Canada.

Every detail has been given attention in making it the most modern factory in the West, both from point of production as well as convenience and sanitation.

It is of fireproof construction throughout, and as an extra precaution a concrete stair well extends the full height of the building, as well as an outside fire escape. The building will be provided with cafeteria, and a rest room in which will be a library and first aid appliances. Shower baths are provided for both male and female help, and a laundry will be in operation which will provide clean working garments daily. All working floors are so built that they will be scrubbed and flushed down daily, or as required.

The machinery throughout the plant will be direct driven, eliminating all belts and shafting—a dangerous thing in any factory.

A plot of ground 120 x 500 feet provides ample space for the factory, as well as out-door recreation grounds.

The house that Som-Mor built is truly a modern factory and a home for a modern biscuit—The Biscuit in the Striped Package.

### North-West Biscuit Co., Ltd.

Edmonton

Alberta

Regina

Saskatoon

Calgary

Vancouver



Here is the finest milk on earth  
in powder form.

Prepare for the winter shortage.

Every housewife should have a  
reserve besides her regular sup-  
ply for baking.

Order from any reputable whole-  
saler.

**THE DRIMILK CO., LTD.**

Toronto    - -    Ontario

# Furnivall's

FINE  
FRUIT  
PURE JAM

. . . the kind that brings  
customers back smiling.



*Furnivall's Jams and Marmalades* are made from pure cane sugar and selected, full-flavored, highest quality fruit.

They are prepared by expert Canadian jam makers in a modern hygienic plant in the *special Furnivall way* that gives them their characteristic, delicious, home-made flavor.

Many families could not afford to put down their usual quantities of preserves this year, so look over your stock and place your order now for Furnivall's, the jam "that brings customers back smiling."

**FURNIVALL-NEW**  
Limited  
Hamilton - Canada

AGENTS—The City of Ottawa, Quebec and the Lower Provinces with the exception of Cape Breton: Messrs. Geo. Hodge & Son, Ltd., Montreal, Que. Toronto: C. H. Grainger & Co., 406 Parliament St. Manitoba: Norman & Sreaton, Scott Block, Winnipeg, Man. Northern Ontario: E. A. Cuff, North Bay. Hamilton: J. T. Price & Co., 35 Mary St., Hamilton, Ont. Cape Breton Island, N.S.: O. N. Mann, Sydney, N.S. Saskatoon: Gilbert Stroyan, Saskatoon, Sask. Newfoundland: E. J. Godden, St. John's, Newfoundland.

# TECO

## PANCAKE FLOUR

- Is a safe proposition for you.
- The high Standard in quality.
  - The unique feature—Buttermilk.
  - The Buttermilk does it—it's in the flour.
  - The simplicity of handling.
  - The uniform goodness of the cakes puts it in a class by itself.
- The first taste tells why—  
The series of advertisements in leading Daily papers similar to the following will help you to sell it—

### LADIES

You Can Earn From \$2.00 to \$20.00 an Hour  
right in your own home working at your favorite occupation.

TECO COMPANY, Limited

Makers of

# TECO

SELF-RISING  
PANCAKE FLOUR



Teco Pancake Flour is different from any other Pancake flour you ever tasted. It is wholesome, satisfying, and has a nutritious value which doctors and hospital matrons have been quick to recognize as a vitalizing and sustaining delicacy which they could serve with safety.

*The Buttermilk  
Does it!*  
(IT'S IN THE FLOUR)

are offering such useful household articles as a Sellers Kitchen Cabinet, a double fireless Cooker, a Baking Cabinet Table and many other prizes, or if you prefer they will give the equivalent of any one of them in Cash for

### The Best New Recipe

Hundreds of their Customers who have found Teco Pancakes to be most delicious and satisfying have also discovered that a small portion of Teco Flour added to any Standard Flour greatly improves the flavor and tastefulness of their Gems, Muffins, Cookies and other appetizing delicacies.

Ask your Grocer for a leaflet giving full particulars.

TECO COMPANY, Limited  
BELLEVILLE, - ONTARIO

Call the attention of your Customers to this Campaign and see that they are supplied with a Competition blank.

*It will please them and help you*

TECO COMPANY, LIMITED  
BELLEVILLE - ONTARIO



# "Saltesea" Oysters

We are the ORIGINAL packers of oysters in glass, giving the trade a clean, sanitary package. Our name is on every jar, guaranteeing quality. If you are not already one of our pleased customers, write for prices and see what a profitable line this is for you to handle.



Oceanic Oyster Co. of Canada,  
MONTREAL Limited



**Send Your Orders in Early**  
**For the Fall and Winter Trade**

From now on your customers will be buying their necessities for Christmas baking—make sure your stock is complete with

**VICTORIA BRAND**

*Only the Choicest and Best Goods Packed under This Brand*

**Dried Fruits**

**Canned Fruits**

**Spices**

**Canned Vegetables**

**Extracts**

**Imported Fruits**

**Shelled Nuts**

**Dried Fancy Peels**

**Molasses and Syrups**

**Rush Your Orders by Mail or Wire**

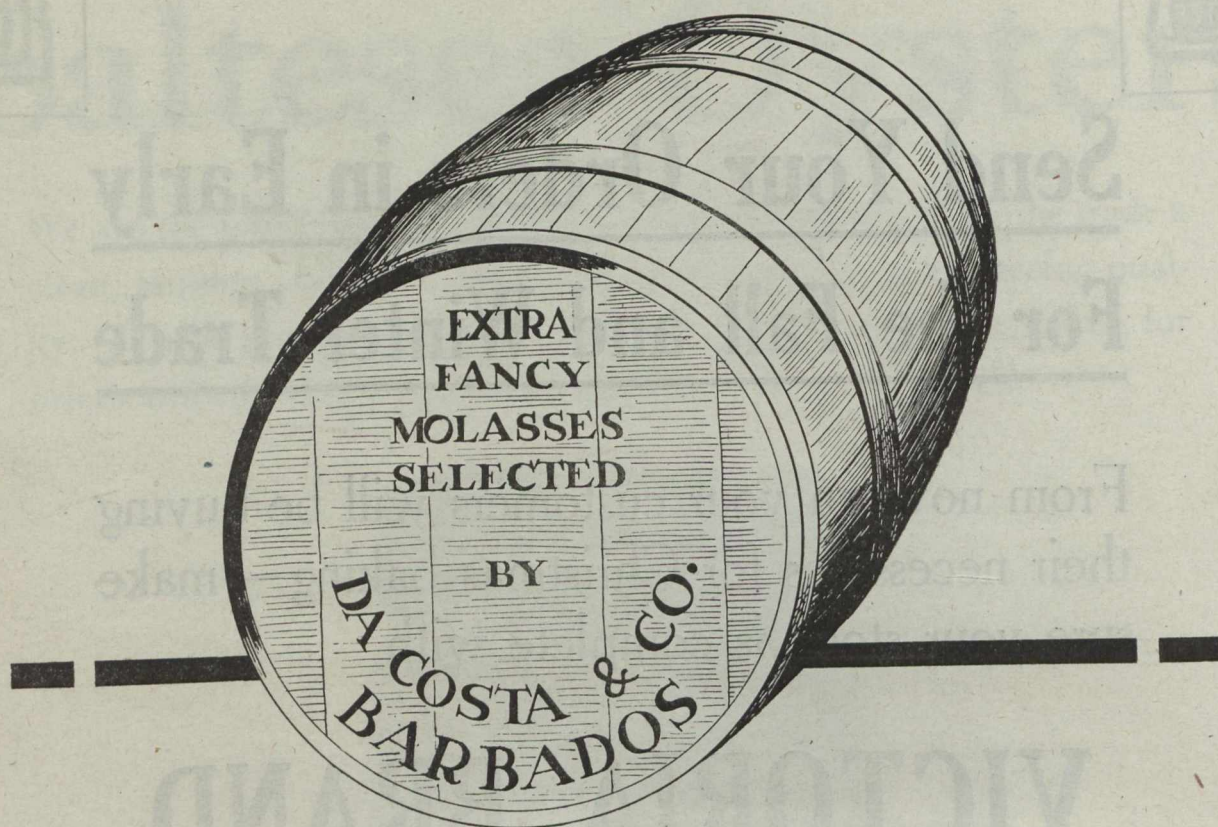
**Goods Shipped Same Day as Order Received**

**Laporte Martin Limitee**

*Wholesale Grocers and Wine Merchants*

**MONTREAL, QUE.**





## Barbados Extra Fancy Molasses

INSIST UPON HAVING THE BEST  
IT IS NOT THE BEST UNLESS IT IS

### Da Costa & Co.'s Brand

This is the purest quality that can possibly be made, and this, combined with rigid selection, makes it the best molasses that can be obtained from any part of the world.

*REMEMBER, IT COSTS NO MORE THAN OTHER BRANDS.*

PUNCHEONS

BARRELS

HALF BARRELS

**Order Through Your Wholesaler**



And  
Now

Chase  
and  
Sanborn's



# HIGH GRADE TEAS



For years the name "Chase & Sanborn" has stood for all that is best in Coffee. From now on, it will also represent the best in Tea.

The "Chase & Sanborn" packages contain only the most carefully selected leaves, and by careful and up-to-date handling and packing all of the original fullness and freshness of flavor are preserved.

These Teas will bring the teacup back for a second filling and your customers back to you. They will delight old tea drinkers and make new tea drinkers. It will be to your advantage to connect with these lines.

**CHASE & SANBORN** MONTREAL

# 50% MORE PROFIT ON DIAMOND DYES

After January 1, 1920, the retail price of each package of Diamond Dyes will be 15c everywhere—instead of 10c.

## Have Clerks ask 15c a Package

We know you will welcome this necessary increase in price by the big leader. It means 50% more profit for you on each sale hereafter. While your price increases proportionately, your profit is 50% increased as well.

New price, \$1.13 per dozen—Same quantity discounts as heretofore.

In our million dollar advertising campaign which will include your city, and every city, town and hamlet, we lay great stress upon the "Diamond Dye Direction Book" and the "Diamond Dye Color Card." Women will come to you for a Direction Book and ask to see your Color Card. If not supplied, write us to-day.

## WELLS & RICHARDSON CO., Limited

200 MOUNTAIN ST.

::

::

MONTREAL, P.Q.



### NUGGET BROOMS

The Best Repeaters in Canada

The photograph above shows the clean stock of all "Nugget" Brooms—not only on the outside, but right through to the centre. No seeds, no stems are visible.

## Is Your Broom Business Steadily Growing?

Have you checked up your business in brooms this year? It may surprise you to find that some competitor must have been cutting into your broom trade.

This may be due to the line you are carrying.

Women are shrewd buyers of brooms. They select a broom of good appearance—but it must be light in weight, with carefully selected and trimmed stock securely bound. They have learned by experience that a quality broom is the most economical in point of service.

### Study the Line You Are Carrying

"Keystone" Brooms are the biggest repeaters on the market. A new system of sorting and grading corn enables us now to absolutely guarantee a uniformity in quality never before equalled in the making of brooms.

There are eight famous brooms made under the Keystone Brand—the "Nugget," "Patricia," "Klondike," "Elgin," "Evangeline," "Jubilee," "Great West" and "Sterling."

Don't lose this profitable business in brooms. Send for a sample shipment of the Keystone brand to-day.



Stevens-Hepner Company, Limited, Port Elgin, Ontario

# JAMS MARMALADES PEELS

**John Gray & Co., Ltd., Glasgow**  
Established over a Century

Cable: Lamberton, Glasgow  
Codes: A.B.C. 4th and 5th Edition

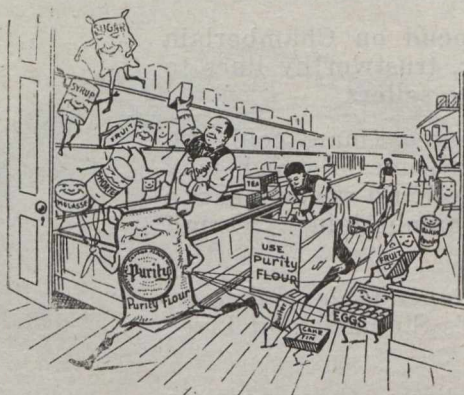
# CONFECTIONERY MARZIPAN CHOCOLATE



**Agents:**

Wm. H. Dunn, Limited, Montreal  
Maritime Provinces and Western Canada  
Lind Brokerage Co., Ltd., Toronto

# Flour Helps Your Turnover



Sell flour. Flour alone is little use as food. Nobody eats flour alone, but flour is the principal ingredient in most of the dishes served on the table at meal-time. When you sell flour, therefore, you have the first chance to sell all these other lines that help flour to make bread, biscuits, buns, pies, pastry, puddings, sauces, soups, gravies, etc., etc.

## PURITY FLOUR

is good for bread or pastry and home-baking in general. But it needs the help of many other items among the goods you sell. That's why you should push the sale of it.

**Western Canada Flour Mills Co., Limited**  
Head Office - TORONTO

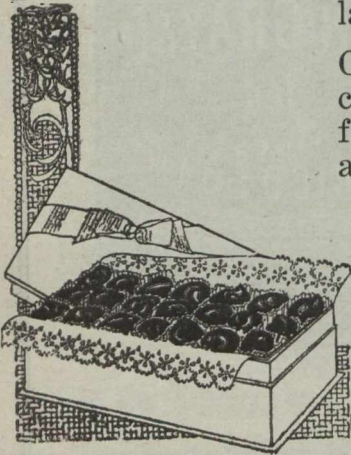
BRANCHES AT :

Victoria	Nanaimo	Vancouver	Prince Rupert	New Westminster	Nelson
Courtenay	Rossland	Calgary	Edmonton	Winnipeg	Goderich
		Ottawa	Montreal	St. John	

## Select "Nobility" for Your Christmas Leader

Our principal brand **Nobility Chocolates**, "Worthy of the Name," and "Glendale," our other make, are all of a high grade and worthy of your highest recommendation. There will be a big Christmas demand this year. There is nothing more appreciated by guests than a dish of well-made chocolates, sometimes served with nuts, etc.

Our bulk chocolates and pan candies are also delicious and should be suggested to complete a satisfactory order. They are something the kiddies always delight in.



**Nobility Chocolates Co., Limited**  
ST. THOMAS, ONTARIO

## During The Season For Colds Display Chamberlain's Cough Remedy



You can always depend on Chamberlain Remedies as efficient, trustworthy lines to handle—all are active sellers.

At this season, when a great many colds are traveling around, and some of which may lead to worse, you should recommend a real remedy — Chamberlain's Cough Remedy.

We also make other dependable medicines, such as Chamberlain's Stomach and Liver Tablets.

Write us for a price list of these peerless remedies. You will find them all consistent sellers.

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

# ESCOFFIER

Sauces, Pickles, etc. — The Acme of Perfection

Sauce Robert for all Meats

Escoffier Pickles and Chutney (mango)

Sauce Diabie for Fish

Escoffier Olive Oils and French Vinegars

Sauce Melba for Sweets

Meat and Fish Pastes Soup



**ESCOFFIER LIMITED**  
6 Ridgmount St., London, W.C.1.  
England

Sole Selling Representatives for Canada  
**ARGYLE BUTE INC.**  
Catherine St. West, Montreal

## Manufacturers' Agent Wanted

to place

# KIWI

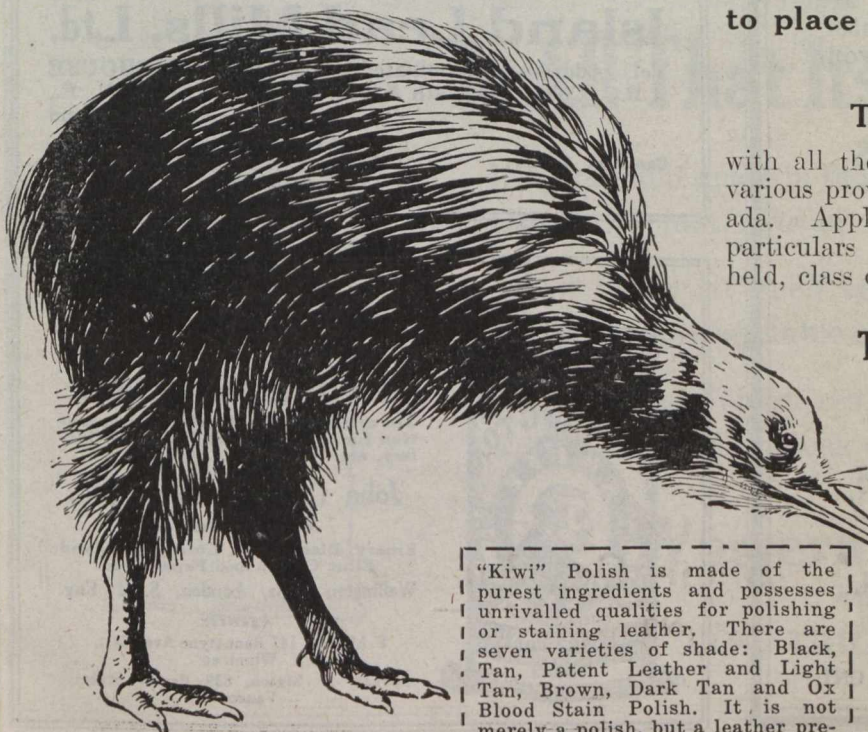
The Quality Boot Polish

with all the wholesale distributing houses in the various provinces comprising the Dominion of Canada. Applicants are requested to submit fullest particulars including references, agencies at present held, class of goods sold and territory covered, to

**The Kiwi Polish Coy. Pty. Ltd.**

(Incorporated in Australia)

Church End, Finchley, London N.3, England



"Kiwi" Polish is made of the purest ingredients and possesses unrivalled qualities for polishing or staining leather. There are seven varieties of shade: Black, Tan, Patent Leather and Light Tan, Brown, Dark Tan and Ox Blood Stain Polish. It is not merely a polish, but a leather preservative and waterproof.





DIRECT SHIPPERS



# Field & Co

(F.M.) LTD.

40-42 KING WILLIAM STREET,  
LONDON, E.C.4. ENGLAND.Cables: "Loudly, London"  
Codes (Private): A.B.C. 4th and 5th Editions  
Western Union and BentleysThere are plenty of fine fish in the sea,  
but the best of all Sardines are the

## OBAYO REAL SARDINES

*The Elite of the Sea*

(Packed in Pure Olive Oil)

STOCK Quality, Mr. Grocer, for successful business. The **Obayo Real Sardines** are of top-grade quality because **only** the finest selected sardines find their way into Obayo tins labelled gold and blue. Thus we are able to guarantee each tin to be of regular first-class quality. Moreover, the fish are packed in pure olive oil. Your enterprise requires big business in all your lines. Be quite certain of this:

### Obayo Real Sardines

will bring

**BIGGER AND BIGGER  
REDOUBLED AND REDOUBLED  
SARDINE BUSINESS**

When next you order Sardines,  
ORDER

### Obayo Real Sardines

Direct Importers:

**FIELD & CO. (F.M.), Ltd.,**

40-42 King William St., London, E.C. 4

Canadian Agents:

**SAINSBURY BROS., Board of Trade Bldg., TORONTO, ONT.**

Tie up your small  
packets and boxes  
neatly and watch  
your sales increase

### Use the Albion Silky Cotton Cords

A wide range of sizes  
and colors always in  
stock.

Send your enquiries  
direct or through in-  
dent agent to

The Albion Sewing Cotton Co.

Limited

Fawley Mills, Tottenham Hale

LONDON, N. 17.

England

## TEA LEAD

*(Best Incorrodible)*

Buy "PRIDE OF THE ISLAND" Brand

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

### Island Lead Mills, Ltd.

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

Canadian Agents:

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



### OAKEY'S "WELLINGTON" KNIFE POLISH

The original and only reliable preparation  
for Cleaning and Polishing Cut-  
lery, etc.

John Oakey & Sons, Ltd.

Manufacturers of

Emery, Black Lead, Emery Glass and  
Flint Cloths and Papers, etc.  
Wellington Mills, London, S.E.1 Eng.

Agents:

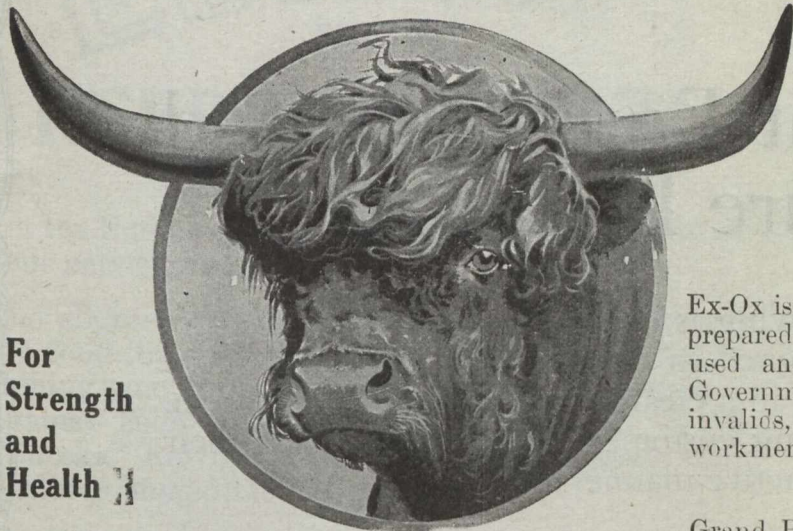
F. Manley, 147 Bannatyne Ave. East.  
Winnipeg

Sankey & Mason, 839 Beatty Street  
Vancouver.

# "EX-OX"

Makes a Nourishing Meal  
for one cent a head ....

Feature it now in  
your Fall Displays



For  
Strength  
and  
Health

Now is the time to sell *Ex-Ox*. If you've never sold this splendid British-made product, try a sample order to-day—feature it in your displays and watch it repeat. The profit margin is remarkably good.

**Wm. Pearson and Co.**

12 Adelaide St. W.

ADEL. 6359

Toronto

*Ex-Ox* is a wholesome and economical food extract prepared from "the strength of the ox." It is used and endorsed by public institutions and Government departments as an ideal food for invalids, growing children, brain workers, and workmen.

Grand Prize, Gold Medal, Legion of Honor, won by *Ex-Ox*, Paris, November, 1919; Brussels, February, 1920; Milan, May, 1920. Won at great international exhibitions open to all comers.

Write to-day and ask for our Special Offer.

Put up in tins, also cubes:  
Two oz.  
Four oz.  
Eight oz.  
Sixteen oz.

# PURITY SALT

## Is All That Its Name Implies



It is pure and made in the most sanitary and up-to-date Canadian plant. Put up in bags and cartons.

In all homes of good taste housewives appreciate a pure, **free flowing** table salt such as "**Purity**."

The Fall and Winter seasons create a big demand for salt, so order your stock of "**Purity**" to-day.

**The Western Salt Company,**

LIMITED

COURTRIGHT, ONTARIO

# Important Equipment and Fixture Directory

The section following is devoted to equipment, fixtures and accessories designed to help the merchant sell more goods, keep the store in a cleaner and a brighter condition, to save time in serving customers, to give customers their goods in a more attractive manner, etc.

Every store must have fixtures and equipment of some kind. Shelving, for instance, scales, etc., are absolute necessities. Every merchant is a believer in equipment and fixtures. The only point is as to how far each is prepared to go to develop his service to his customers and to reach out for more business.

In the pages following are to be found equipment announcements on the following lines:—

**Refrigerators.**

**Patented Bin Fixtures.**

**Shelving.**

**Meat Slicers.**

**Account Register.**

**Coffee Grinders.**

**Cash Registers.**

**Paper Balers.**

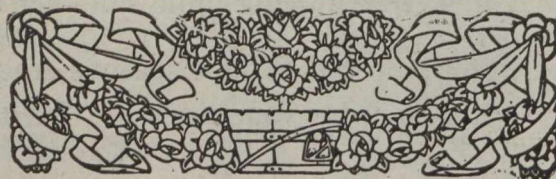
**Show Cases.**

**Computing Scales, etc.**

**Self Measuring Oil Pumps.**

**Motor Trucks**

This is a handy reference for merchants, and is one important reason why this fall and winter number of Canadian Grocer should be kept where it can be consulted when desired.



# EUREKA

PATENTED

## REFRIGERATORS

Let the Eureka Grocer's Refrigerator help you to sell your perishable goods.

The slightest suggestion of insanitary condition in the food that leaves your store may be the cause of ruining your business. Why not take out insurance against such a possibility by investing in the "Eureka" Refrigerator? It is an investment which declares immediate dividends.

Considered from the point of view of refrigeration, the patent cold, dry air circulation system in every "Eureka" ensures absolute protection of the food and prevention of any loss from spoilage.

Considered from the standpoint of display the big fact to be noted about the "Eureka" is that it is not a back shop refrigerator. It is constructed and finished to add to the attractiveness of your store and to display your perishable goods to the customer. Thus it becomes an efficient silent salesman.

Write for a Catalogue. We have a Eureka Refrigerator to suit you.

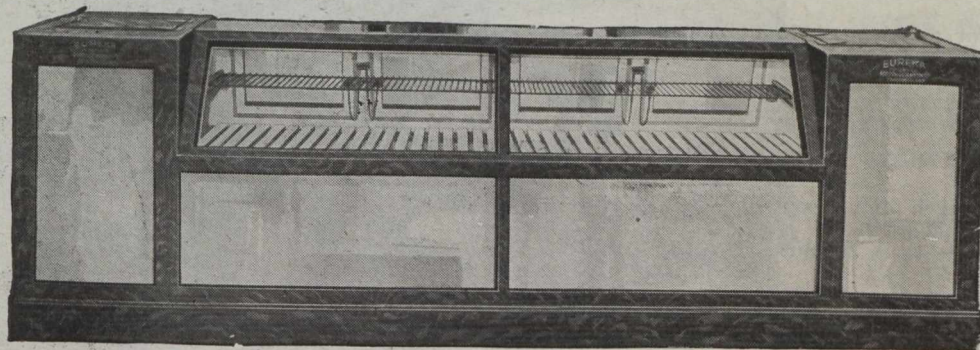


No. 15A EUREKA

### Grocers' Refrigerator

One of Our Most Popular Designs

## The Eureka Freezer Counter Case



Model 105. Size 40 in. by 36 in. by 10, 12, 14, 16 and 18 feet lengths.

Upper division for display. Lower compartment for storage. Handsome oak case, wax finish, with Vitrolite panels. Heavily insulated, therefore economical in use of ice and salt.

Write for Literature and Prices covering this and our other Models

*Goods Well Displayed and Under Refrigeration All the Time*

## Eureka Refrigerator Company, Limited

HEAD OFFICE: OWEN SOUND

Branches: TORONTO, HAMILTON, MONTREAL, HALIFAX

Over 1,000 of these cases in use.

We guarantee it to get below freezing point and stay there if necessary; to keep meats not only over night, but for weeks; that temperature can be regulated; that our case will maintain a perfectly dry atmosphere at all times; a one-year guarantee to replace any defective material; that we will to any responsible party put one in on trial for 30 days.

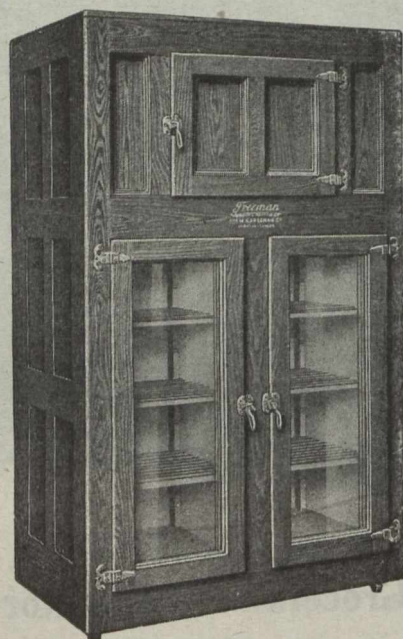
# Freeman's Equipment

## For Grocers and Butchers

*Best by Test the World Over*

### Freeman's Butcher's Refrigerator

Is your refrigerator a liability or an asset? Does it keep fresh every scrap of meat placed in it, or is there avoidable wastage? By actual test it has been proven that a Freeman Refrigerator uses less ice per cubic foot than any other refrigerator working under similar conditions. We build refrigerators to any size or style. Every Box is equipped with Freeman Cold Storage Doors fitted with Spring Steel Hinges and Patent Fasteners.



*Write for our latest catalogue.*

### Freeman's Electrical Driven Meat Choppers and Coffee Grinders

#### STYLE NO. 42-42

This outfit is designed for merchants who handle Groceries and Meat. It is a Counter Type. A great many of our customers are setting this on their expensive counters, such as marble top, opalite top, and also glass top counters.

#### CAPACITY

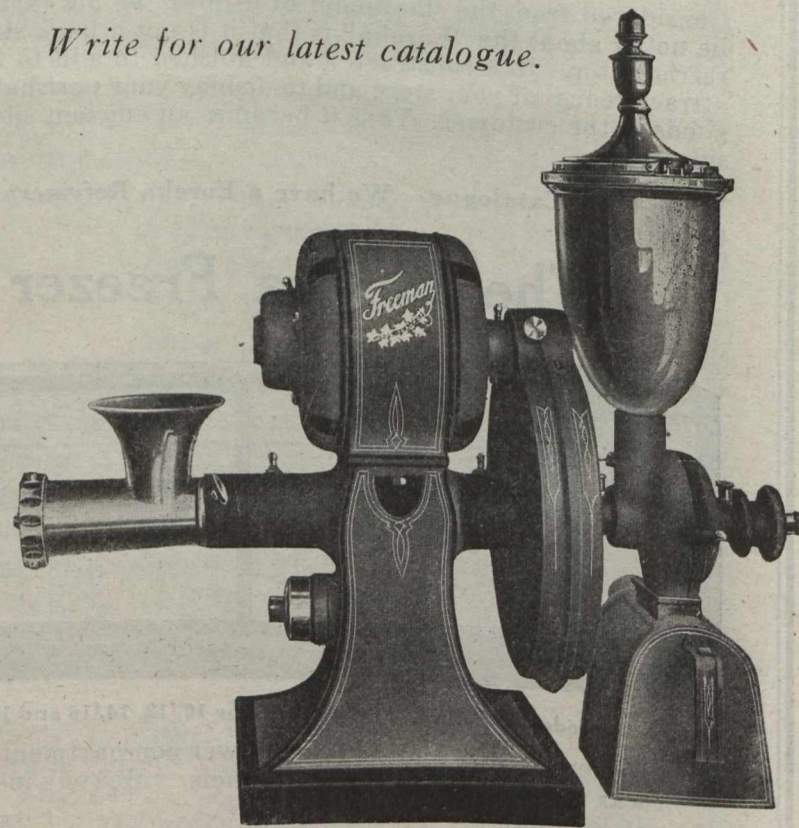
First cutting, through a  $\frac{3}{8}$ -inch plate, about 400 lbs. of pork per hour; about 6 lbs. of granulated coffee or about  $\frac{1}{2}$  to  $\frac{3}{4}$  lb. pulverized coffee per minute.

#### KNIVES, PLATES AND BURRS

We furnish 4 plates and 4 knives and either one set of Coffee Grinding Plates or Pulverizing Plates.

This is a highly finished machine, strong and full provision made for adjustments. All parts made standard and interchangeable and an ideal piece of mechanism.

Write for particulars.



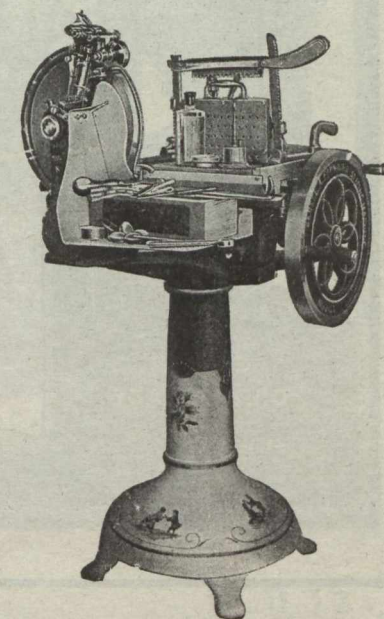
Style No. 40 - 42

*Best by Test the World Over*

The Dominion Slicer is an entirely new type of slicing machine. Because of its mechanical perfection and hygienic design, it produces clean-cut slices with perfect ease, and has always a beautiful, clean appearance. The entire surface where meat is placed is made of reinforced Porcelain. In addition separate Porcelain Trays are supplied. A distinct innovation is the Automatic Grinder. In an instant all mechanism can be disengaged while the knife is sharpened.

Hardened Steel Parts, Special Spiral Gears, Bronze Brushings, Automatic Feed Stop, Quick Release and Return of Table, and many other patented features mark the Dominion Slicer from the ordinary.

Send for Catalogue giving detailed information.



### Display Counters

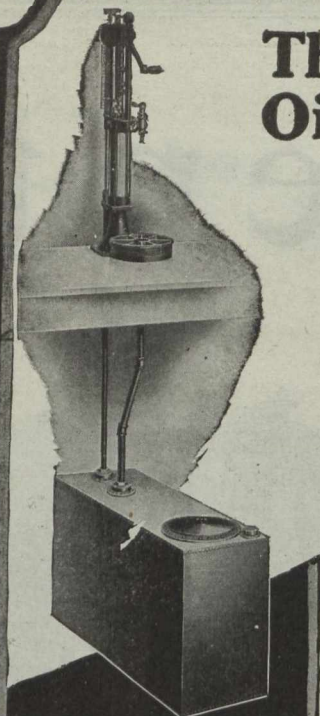
Our line of Display Counters and Glass Cases embrace every style and size used in the Grocery and Butcher Trade. Glass Cases give the most effective displays known, making your store more attractive, bringing you more sales.

Let us quote you on your requirements.

We also supply Wrapping Paper, Paper Bags, Twine, Skewers, Flour, Spices, Cutlery and Machinery of all kinds.

**W. A. Freeman Company, Limited**  
Hamilton Ontario

## Think About Your Oil Room



CELLAR  
OIL STORAGE

Think of the many minutes you lose in a day, handling gasoline and oil, minutes you could save by the use of up-to-date equipment.

Has each sale made actually paid you a profit, or have the profits gone glimmering, because of over-measure, oil spilled or lost through leakage and evaporation and too much time spent in handling?

A

**BOWSER**  
ESTABLISHED 1885

### OIL STORAGE OUTFIT

will put your oil business on a clean profitable basis. It is leak and evaporation proof, accurate, convenient, absolutely clean and attractive and a great time saver. It will sell more oil with less effort. No loss of any kind. No odor.

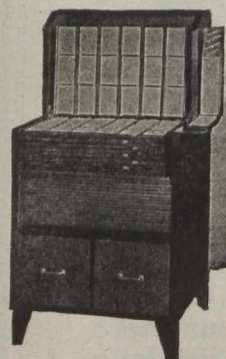
LET US SEND YOU LITERATURE  
PROVING OUR CLAIMS

**S. F. BOWSER CO., LIMITED**

66-67 Fraser Ave. - - - TORONTO, ONT.

Sales Offices in All Centres

Representatives Everywhere



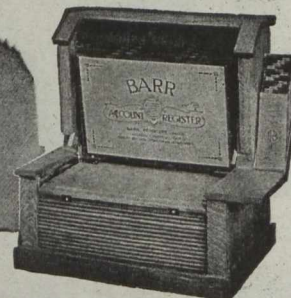
# Barr Registers

Manufacturers of

Limited

THE BARR ACCOUNT REGISTER

Trenton, Ont.



**Mr. RETAIL MERCHANT: Would You Like to Employ an Expert Bookkeeper at \$10.00 a Month?**

Without any further trouble on your part than making out your sales slip when your customer makes a purchase, would you like this bookkeeper—

- I. To give your customer, with each purchase, without offending him, a statement of the full amount he owes you to date?
- II. When a customer wishes to pay his account it gives you, within 30 seconds, a complete statement showing every item purchased.
- III. To make you out a yearly statement of your affairs to conform to the requirements of the Dominion Income Tax Act within three hours after you have taken stock.
- IV. After 15 months to continue to give you this service for nothing as long as you remain in business.

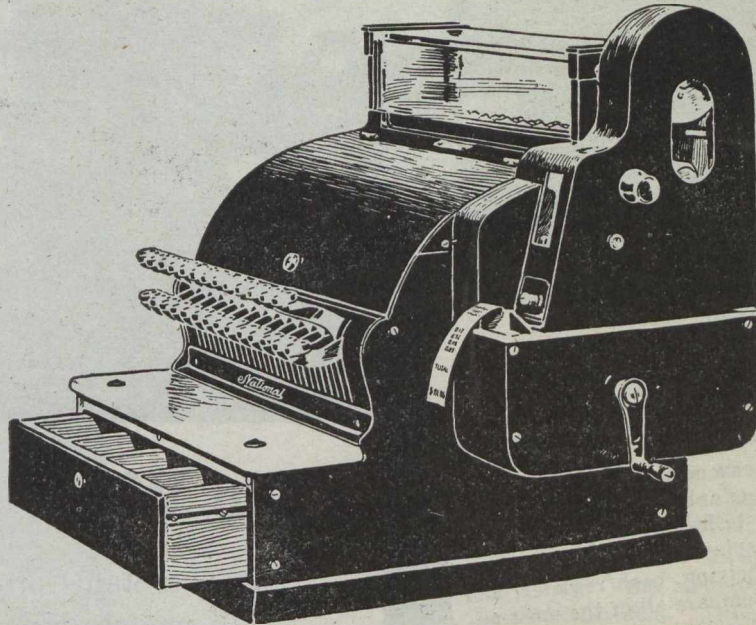
*That is what the Barr Register will do.*

**GEORGE LANE, Western Representative**

*Write us and let us demonstrate.*

**227-231 McDermot Avenue, Winnipeg, Man.**

**This machine does what no other receipt-printing cash register can do.**



1. It prints the merchant's name. →
2. It prints the price of each article. →
3. It adds the items.
4. It prints the total of all items. →
5. It retains added and printed records.

J. SMITH COMPANY 10 MAIN ST.
0.17
0.32
0.48
0.09
<b>TOTAL</b>
<b>\$01.06</b>

Copy of receipt printed for each customer

**It also does other important things for merchants, clerks, and customers.**

We make cash registers for every line of business

**NATIONAL**  
**CASH REGISTER CO.**  
 OF CANADA LIMITED



By Staff Correspondent

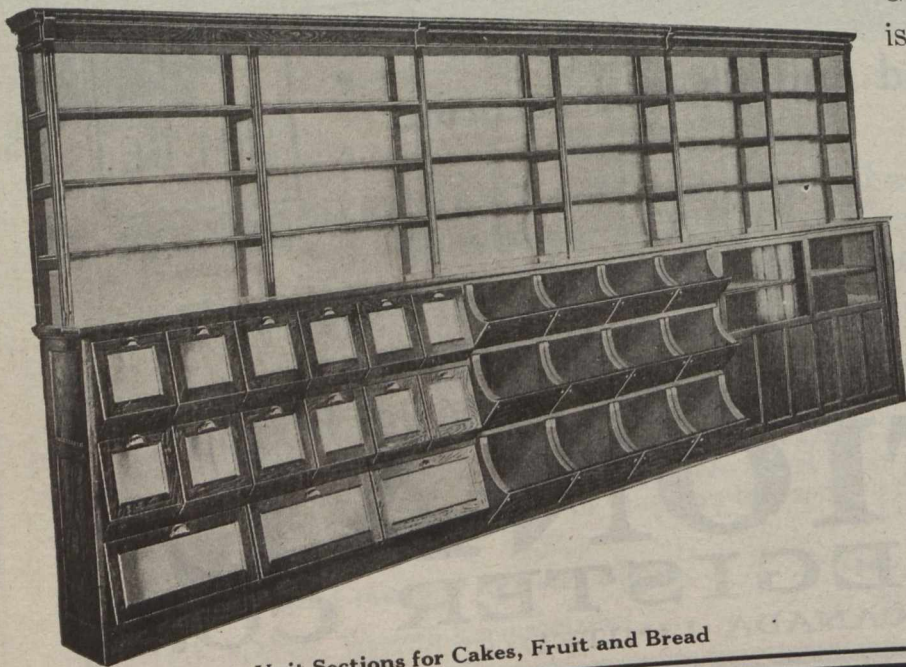
**H**ALIFAX, Aug. 4.—A good example of merchandising progress in the Maritime Provinces, is afforded by the new store of Hopgood & Sons, Spring Garden Road, Halifax, which in appearance, arrangement and equipment is one of the most modern grocery stores to be found in Canada.

Counters, display cases, scales, lights, refrigerator, shelving, cash register, and accounting system, are all of the most up-to-the-minute models, and the careful arrangement of stock and equipment gives the store an enviable appearance of modernized prosperity. The big feature

## No Waits Here

The Staff Correspondent saw only a modern-well-equipped store, but the Live Grocer sees Walker Patent Bin equipment, saving space, stock and time of the grocer, also Dayton Scales, which save stock and time for store staff and goodwill of customer.

This is Hopgoods second store, built to order and to a purpose. Get the habit, Save, Serve and Satisfy the discriminating trade.



Unit Sections for Cakes, Fruit and Bread

Send floor plan and particulars for quotations

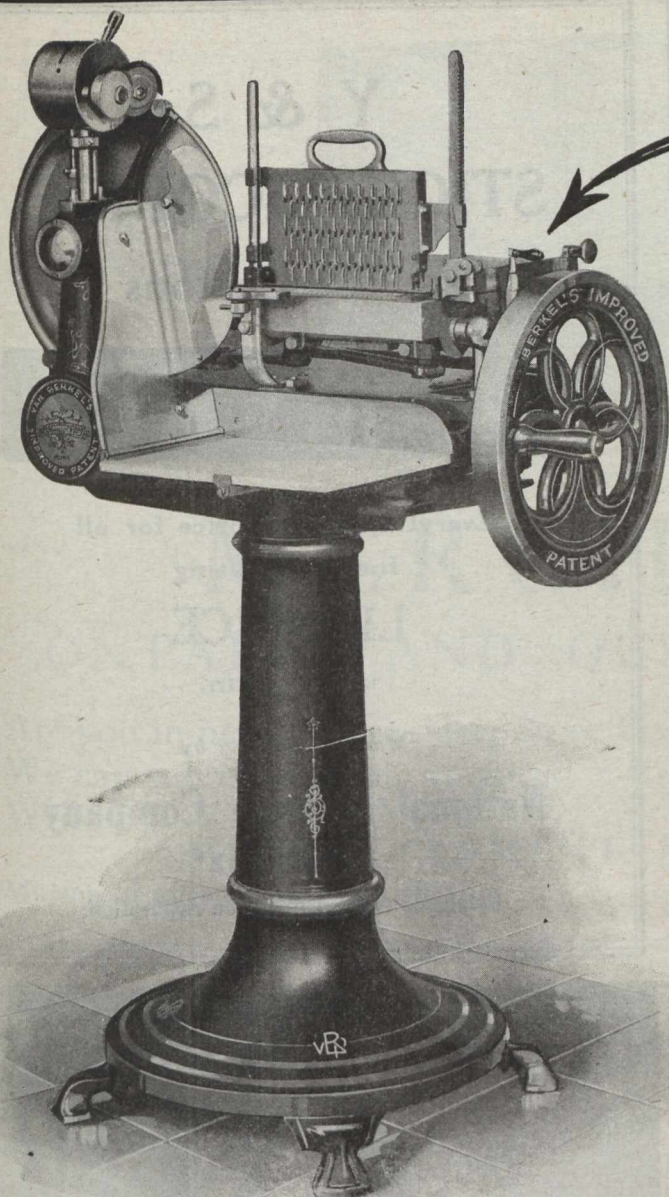
from

# The Walker Bin and Store Fixture Co.

LIMITED

KITCHENER, ONTARIO



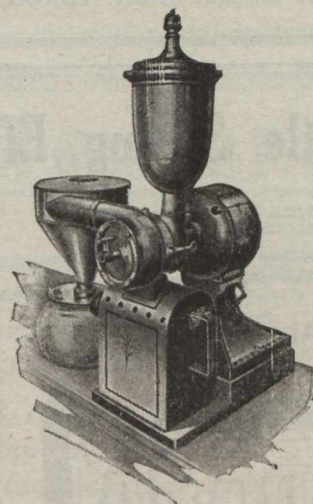


**NEW MODEL  
VAN BERKEL**

**THE WORLD'S BEST  
MEAT SLICER**

From the standpoint of efficiency, durability and mechanical perfection the "new model" **Van Berkel "Patent" Slicing Machine** stands out head and shoulders in the "slicer world."

The **Van Berkel** possesses so many exclusive patented features not found on other slicers that it will pay you to thoroughly investigate this **Van Berkel** superiority before you buy. Write us to-day for detailed information and find out why the **Van Berkel** is the choice of Canada's finest provision and grocery stores.



# HOBART

## Electric Coffee Grinder

The cut on the right shows one of our many models of coffee grinders. This particular one grinds any grade and removes the chaff, leaving only the pure heart of the bean. You can buy your own bulk coffee, grind it as perfectly as the big coffee houses and make a greater profit on each pound you sell. Write for our catalogue and further information.

*ELECTRIC  
COFFEE MILLS  
PEANUT BUTTER MAKERS  
MEAT CHOPPERS  
BONE GRINDERS  
CAKE MIXERS  
AND ACCESSORIES  
ALL SIZES AND MODELS*

## The Hobart Manufacturing Company

149 Church Street, Toronto

WINNIPEG BRANCH:  
Ryan Bros., 110 James East

VANCOUVER BRANCH:  
424 Cordova Street West



## KEATING'S POWDER

Necessary in Every Season

To keep houses, offices, factories and other buildings clean and sanitary, an all-the-year warfare must be waged. If it isn't one insect pest

it's another. Keating's "gets" them all—

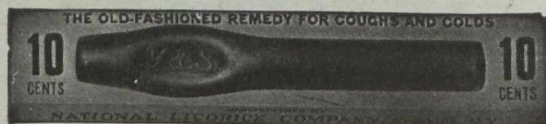
- |            |         |             |
|------------|---------|-------------|
| Flies      | Ants    | Bugs        |
| Fleas      | Wasps   | Cockroaches |
| Mosquitoes | Beetles | Moths       |

Recommend it to your customers, display it in your windows and on your counters. It will pay you handsomely.

Made by THOMAS KEATING, London, England  
Established 1788

SOLE AGENTS FOR CANADA  
**HAROLD F. RITCHIE & CO., LIMITED**  
10 McCaul Street, TORONTO

## Y & S STICK LICORICE in 10c Cartons



Everything in Licorice for all  
Industries using  
**LICORICE**  
in any form.

Made in Canada by

**National Licorice Company**  
MONTREAL

Catalogue and Price List on Application.

## Little Selling Effort



will, we feel sure, be required for the selling of "Maroma" Salad Dressing. Its satisfying qualities as an aid to delicious fish and all kinds of meats, entrees has given it a first place for profitable returns.

Our OLIVE BUTTER is also recognized as a brisk, steady seller and a daily prominent display should bring regular profits. Made from selected spices, Olives, Pimento and Malt Vinegar.

Sold and Manufactured by

**E. W. Jeffress Limited**

Walkerville, Canada  
W. G. Patrick & Co., Limited

Toronto and Winnipeg  
Selling Agents for our Blue Seal Lines

## A Hat to Match



O.P.W.  
TRADE MARK  
**Jas-per-lac**  
STRAW  
HAT  
STAIN

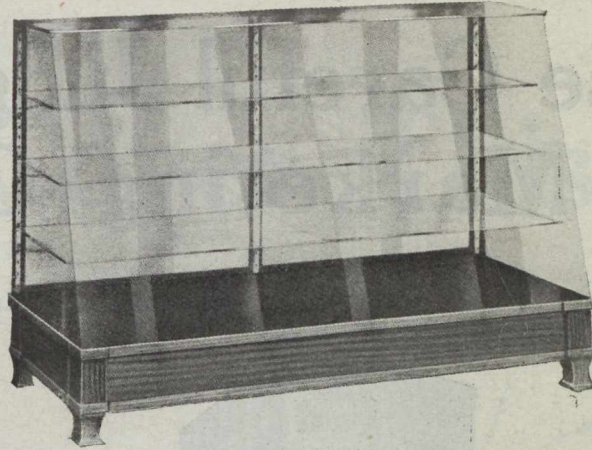
## LAST SEASON'S HAT

was never a thing of joy to any woman until the coming of Jas-per-lac. And now its different. For 25c an old hat is made new.

Next spring your customers will ask again and again for Jas-per-lac. It will be a money-making line to handle. Get ready now.

**Ottawa Paint Works, Limited**  
OTTAWA, ONT.

SHOW  
CASES



STORE  
FITTINGS

# MERCHANTS

ONTARIO AND QUEBEC PROVINCES

Are you in need of up-to-date Store Fixtures, Showcases, Counters, etc. ?  
We can supply anything you need in above line. Satisfaction guaranteed.  
Write us.

**MESSRS. CLEMENT MEUNIER & CIE**

Maison Francaise Fondée en 1913

190 Boulevard Pie IX, Montreal

## "B" BRAND SYRUPS: The Bouquet of the Real Fruit



Don't gamble on pleasing your customers with inferior "cheaper" goods. Sell "B" brand Beverages, Ciders, and E 16 Concentrated in 12 different flavors; Fruit Syrups in pints and quarts; a variety of flavors, coolers, etc.

Are you prepared to meet the demand of your customers with a true hot winter drink? For tempting flavor and a lingering, refreshing hot drink in your confectionery store, nothing can be compared with "B" Brand Cognac Nectarine, Mulled Mirabelle, Arrack Lemon Punch, Rum Bergamot, Imperial "XXX," Strawberry High "B," Champagne Fruit Cup, Malaga Fondant Coffee, and Pineapple Punch.

Give us a trial order. Sold by the gallon. We will be pleased to quote prices on application. Any confectionery store can sell our goods, although not having a soda fountain, all he needs is hot water.

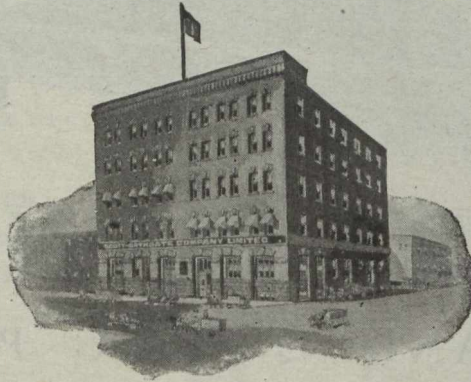
Agents wanted in unrepresented territory.

## "B" BRAND BEVERAGES, LTD.

Head Office :  
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Branch Factory :  
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## The House of Scott-Bathgate Co., Ltd.

stands out as a peerless  
marketing organization

Our enviable past record, our steady growth and development, and our long list of satisfied clients give ample testimony to the character of this energetic organization.

Unusual service, reliability, ample

capital, 17 years' experience, a fully equipped organization, excellent storage facilities, and a staff of strong salesmen who look after the wholesale and retail trade—all these are behind your product the moment you enlist our services.

We have placed Christie's Biscuits and Robertson's Confectionery throughout the West and we can market your product with the same success.

## Scott-Bathgate Co., Limited

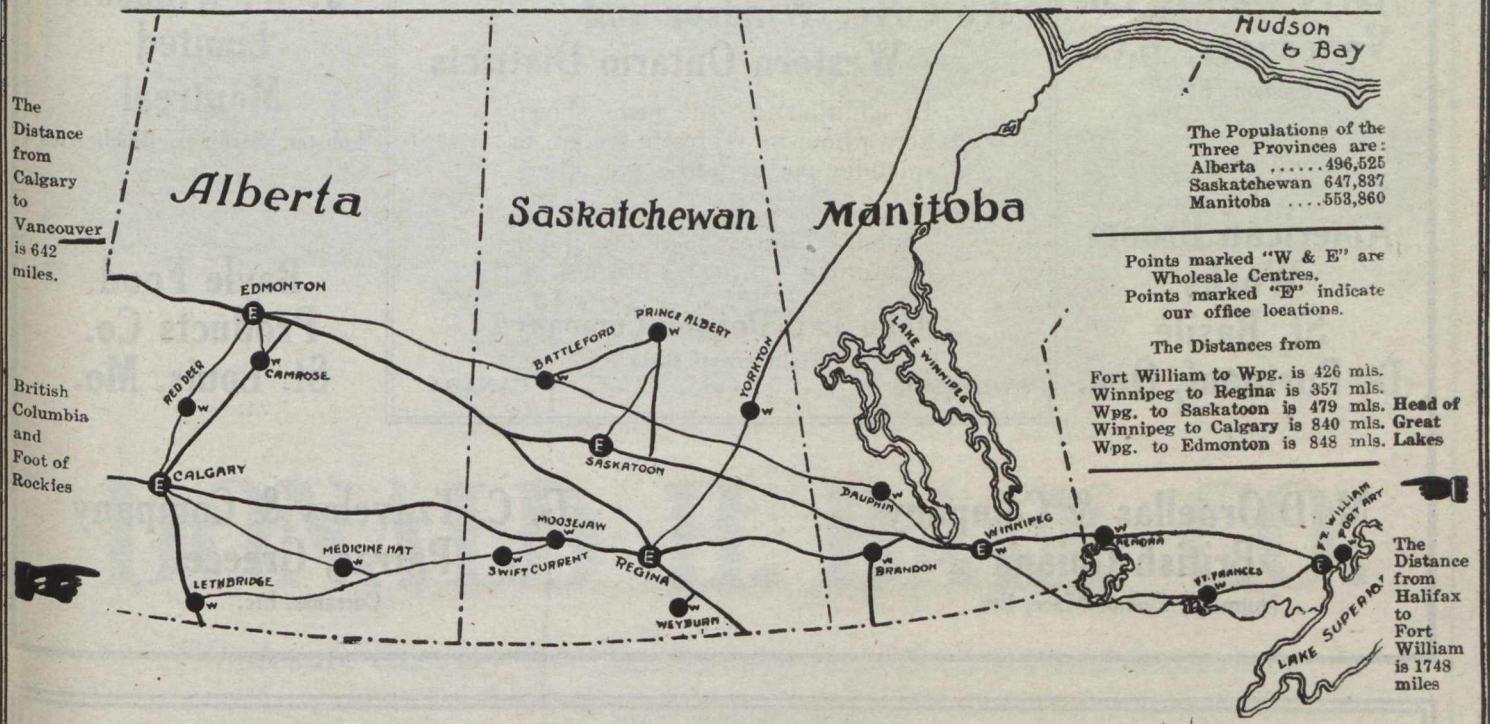
Importers and Commission Merchants

149 Notre Dame Avenue East, Winnipeg

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miles

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Colu  
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# We Cover This Field



Do you want to sell your product in this rich territory? Do you want to have it introduced under the right auspices and pushed with all the vigor and resource that a wonderful selling organization can put behind it?

That's the kind of representation we offer you. We have six big houses covering this territory and are ready to give your product aggressive and intelligent representation, provided, of course, it doesn't clash with the lines we are now carrying.

Drop us a card and tell us about your line and we'll give you all particulars by return mail.

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Manufacturers' Agents and  
 Wholesale Grocery Brokers

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**J. H. Wethey Limited**  
**St. Catharines, Ont.**  
 Jams, Jellies, Marmalades, Mincemeat, Etc.

**Imperial Grain & Milling Co.**  
**Vancouver, B.C.**

Rice

**Harry Hall & Co.**  
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**We Cover Windsor and  
 Western Ontario Districts**

In addition to the firms shown here whom we represent we are in splendid position to serve others.

Windsor is growing rapidly, has splendid railway facilities and a big future. Write us at once.

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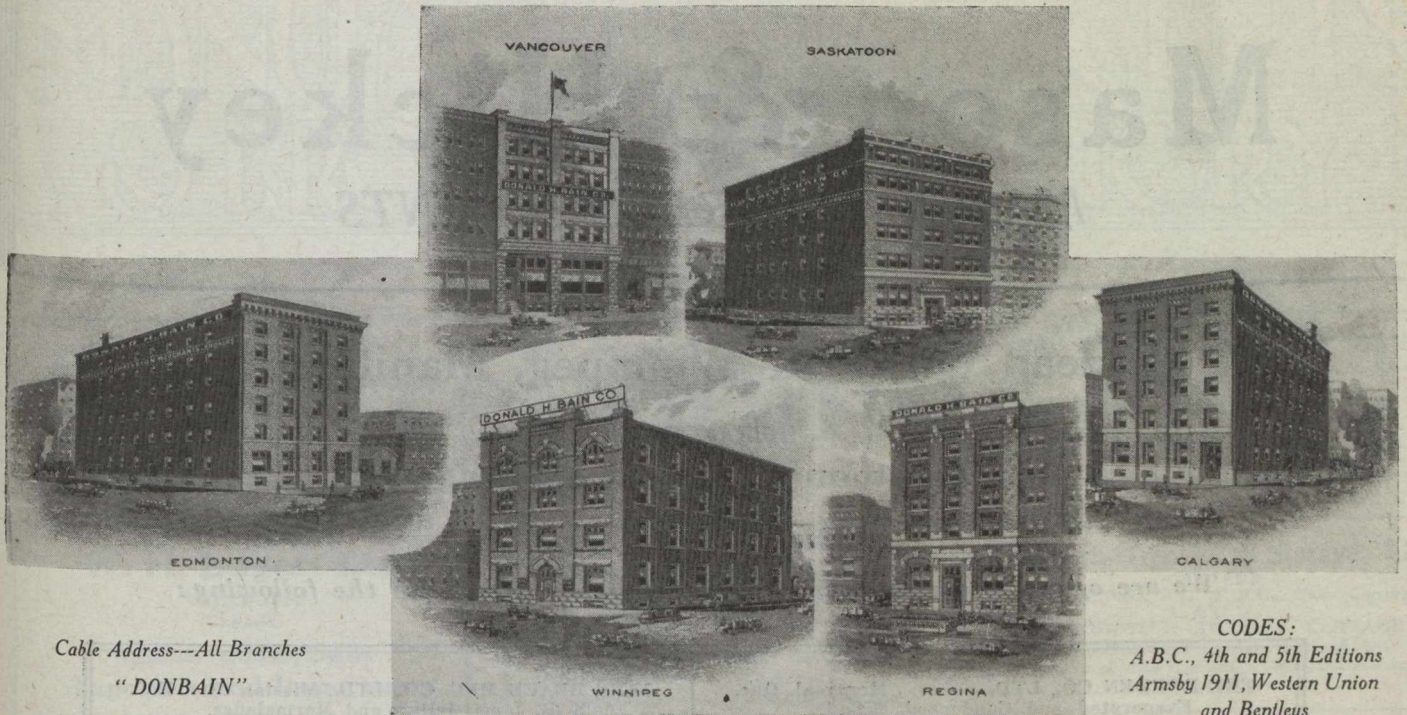
**G. C. Tzavelas & Company**  
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**2+2=4**

**S** SELECTING the proper agent to represent you in Western Canada, is neither incidental nor accidental—but definite and positive when you place your account in our hands.

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Wholesale Grocery Commission Agents, Brokers and Importers

CAN GIVE YOU

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and by **service** we mean we give our principal's account **preferred attention** in every respect; we have a **sales organization** second to none; **exceptional warehouse accom-**

**modation** at all points, along with the **financial responsibility** which means much to the **manufacturer** who wants some guarantee of **stability** from a **broker**.

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WINNIPEG, CANADA



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SPECIALTIESWhy Not Build Up Your Trade in the  
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IT WILL HELP TO IDENTIFY YOU.**C. DUNCAN & SON**

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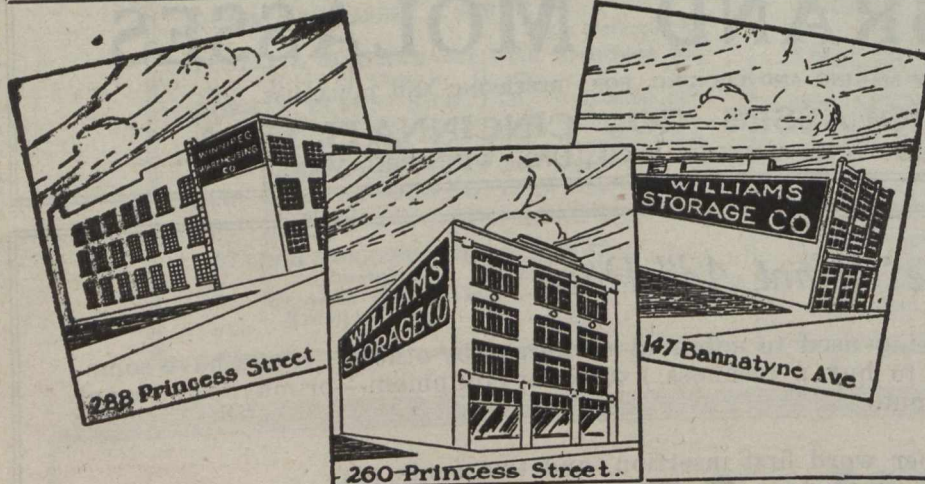
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WINNIPEG : CALGARY : VANCOUVER

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**Watson & Truesdale, Winnipeg**have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They  
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If you require distribution in the Maritime Provinces  
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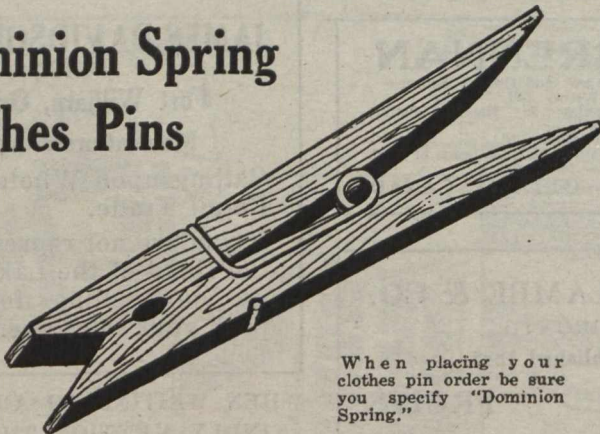
The Dominion Molasses Co., Ltd., Halifax, N.S.  
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When placing your  
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you specify "Dominion  
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## There's greater Satisfaction

selling Dominion Spring Clothes Pins  
because they are made stronger and will  
hold better than any other clothes pin.

Dominion Clothes Pins never split. They  
will last for years and their profit margin  
makes selling them a worth-while proposition.

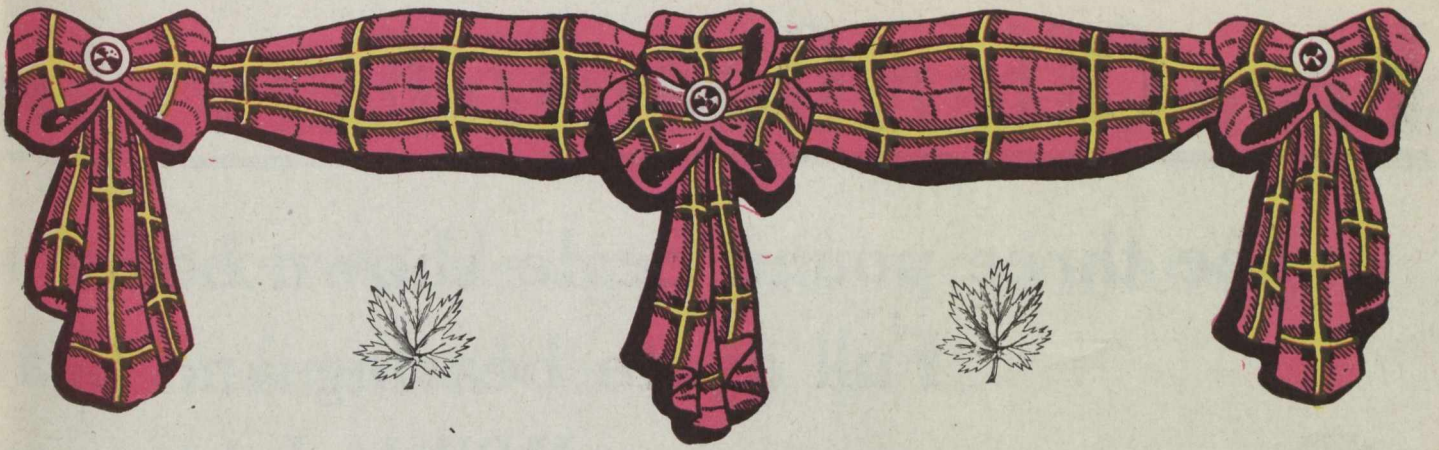
**The J. H. Hanson Co., Ltd.**  
244 St. Paul St. West, Montreal

## GURD'S DRY GINGER ALE

Is in Demand from  
Coast to Coast

As a refreshing and satisfying beverage—it is a social  
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**CHARLES GURD & COMPANY, LIMITED, MONTREAL**



Like the karat mark on gold  
**WALLACE**  
 on canned fish

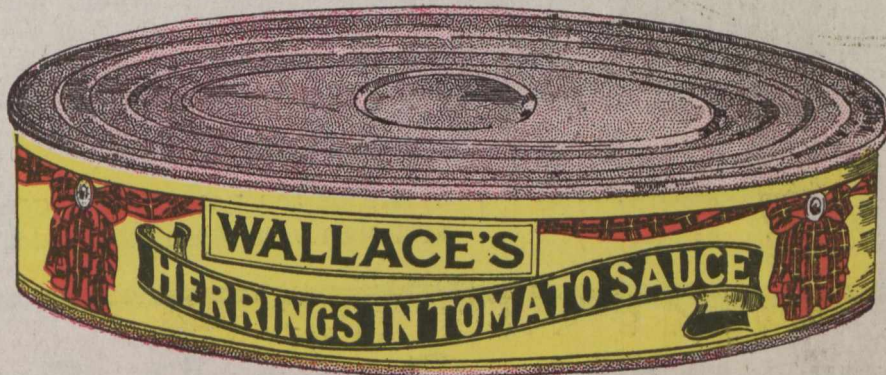


*Wallace's  
 Kiltie Brand Pink*

*A virile, robust, Fighting Salmon,  
 caught in deep salt water.*

*The flavor is distinctly superior.*

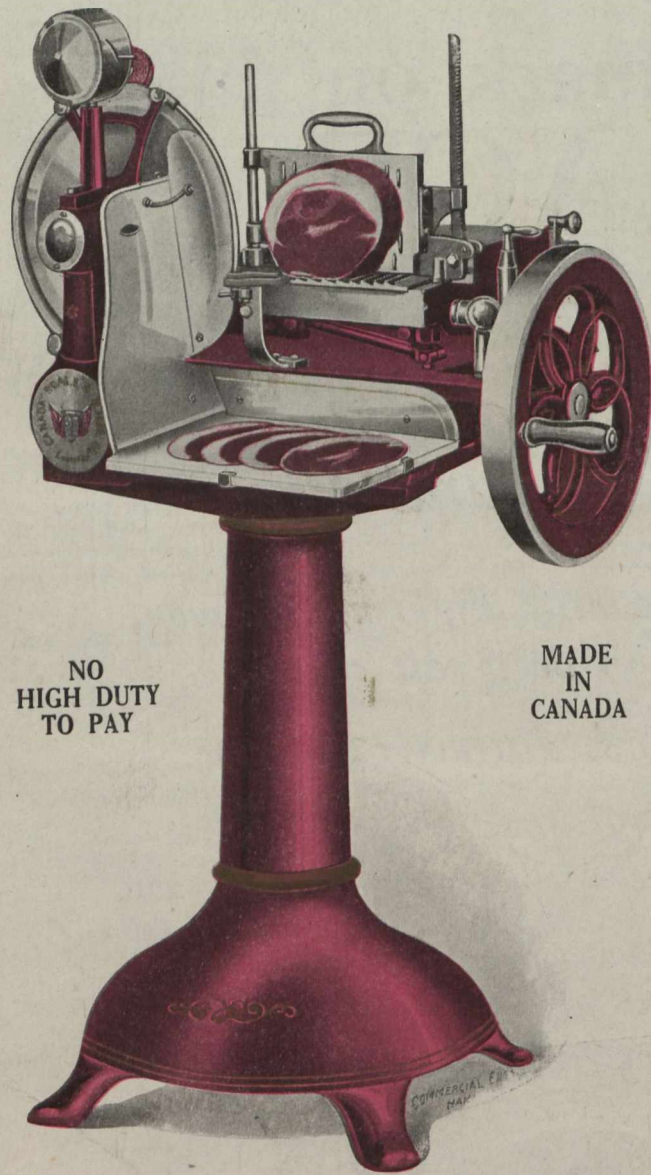
Wallace Herrings are carefully selected, thoroughly cleaned and washed, then cooked to perfection and made most delicious by the addition of pure tomato sauce. When you want your customers to have a real treat send them Wallace Herrings.



The WALLACE FISHERIES, Ltd., Vancouver

# Free Offer, Open to Every Gro

The three pound Scale shown below is perfect in design and workmanship, Full agate bearing and beautifully finished in rich gold. Will be given away absolutely free.



NO HIGH DUTY TO PAY

MADE IN CANADA

One of these machines has been in constant use, driven by a motor for over two years, on an average of over eight hours daily, in the Meat Market of The Robert Simpson store, and they have just installed another. If it will stand up to a test like this it will suit you.

## Here's Why and How

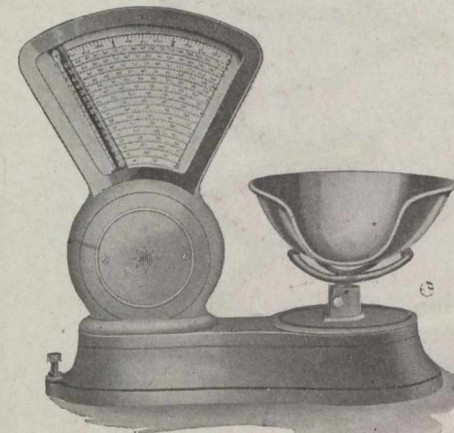
We manufacture two Meat Slicing Machines, both leaders in their class. We can't improve in the quality but we think we can in the name. We have been selling the Red Machine as the Toronto Slicer and the Blue one as the Queen City. Some have bought inferior Slicers believing them to be ours. We have spent a lot of time and money bringing these machines up to the point of perfection and we can't afford to take any chance on any competitor trading on our reputation and we don't want any person to be misled into buying some other Slicer and find out their mistake when it is too late. We want you to suggest a distinctive name for each machine, a name that will be always coupled with the machine so that there will be no possible chance of a mistake.

To the person sending in the name that we decide to adopt, we will send, free, the Scale shown above.

Write us the name you suggest for each Slicer and sign your name and address clearly.

# cer and Butcher in Canada

perfect in design and workmanship, beautifully finished in rich gold. Will be given away absolutely free.



## The Toronto Slicer

Finished only in rich red and fitted with solid Monel metal trimmings which will never tarnish or wear off.

S. K. F. Ball Bearings.

Ball Bearing Automatic Grinder.

The Last Slice Attachment and a Device for Removing the Rind.

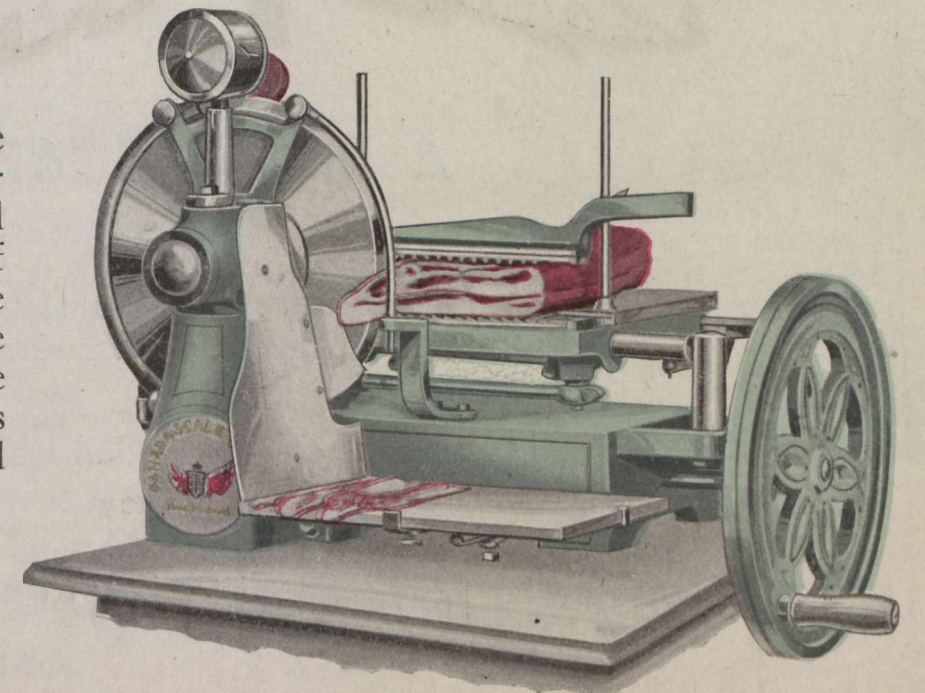
What is the Name Going to Be?

## The Queen City

is finished only in azure blue and fitted with solid nickel silver trimmings, has the same ball bearing grinder and many of the special features that have made such a reputation for the Red Machine. The last slice attachment does not go with this machine but can be purchased as an extra.

Pedestals can be supplied for either machine but are always extra.

TELL US THE NAME.



Thos. Ferguson  
482 College St.  
Toronto

The Canada Scale and Slicer Co., Limited  
Bowmanville, Ontario

Geo. Cameron  
223 Sparks St., Ottawa  
F. H. Hungerford  
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**MAPLE LEAF**  
**Brand Products**



*Established 1872*

Sole Distributors: "Lacrosse" Sockeye  
 Salmon, 1-2<sup>s</sup> and 1<sup>s</sup> for Western Ontario

"Maple Leaf" Seeded Raisins  
*extra fancy*

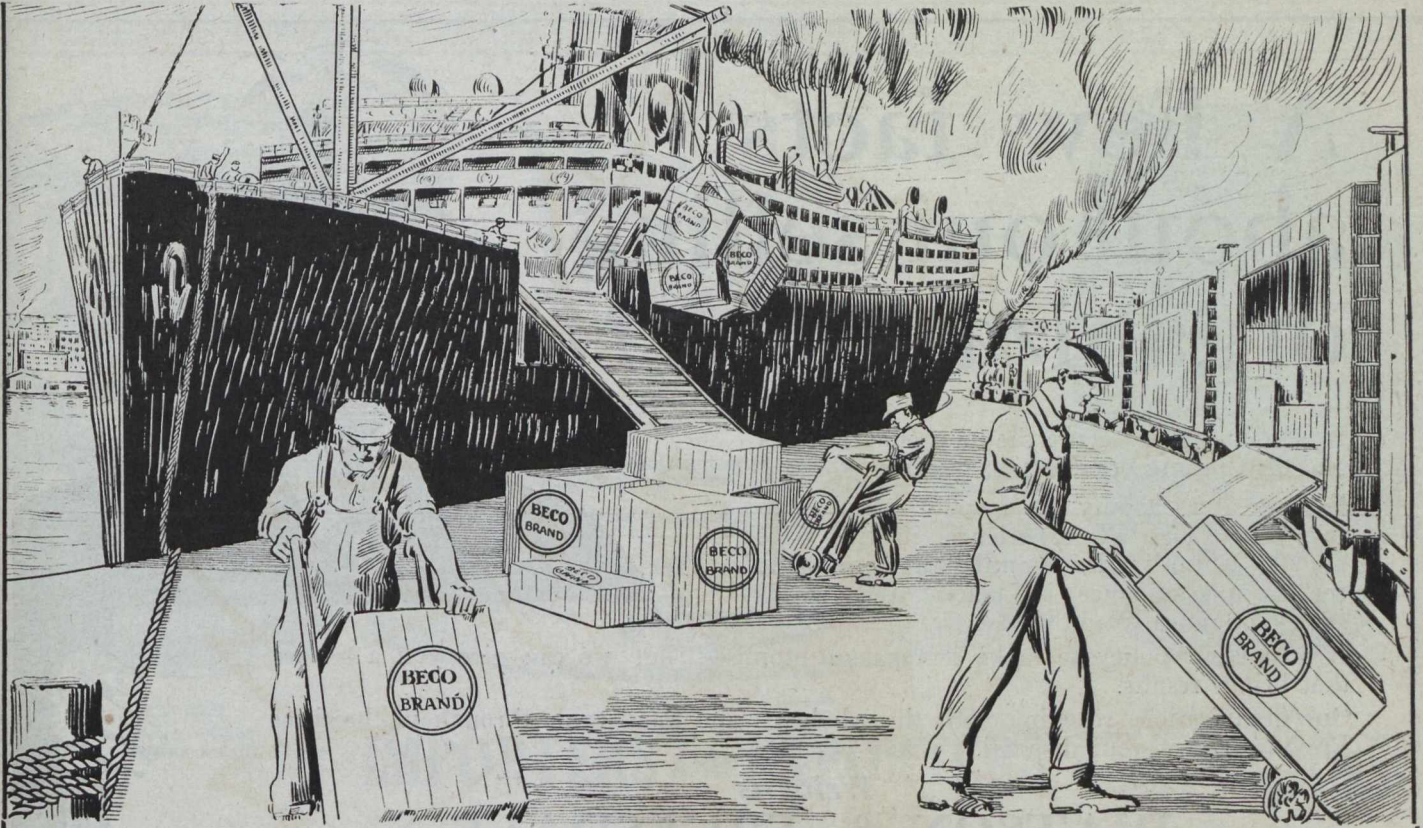
MAPLE LEAF  
 TEAS and COFFEES

*We are a House of Service and Reputation*

**T. Kenny & Company, Limited**  
 Sarnia and Chatham

SARNIA: Phones 5-85

CHATHAM: Phones 154-155



A recent shipment consisted of paper napkins, pencils, preserved ginger, and oil of peppermint. The previous week an Australian liner brought us New Zealand honey, butter and cheese.

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## DIRECT TOUCH

with the markets of production in the Pacific.

Your merchandise comes from so many primary markets—each with such a variety of units of weight, descriptions, packages and grades that you would find it almost impossible to keep posted on them all.

## OUR SERVICE

to you means that we keep posted on all these factors and act in your best interest.

Our experience and location make us peculiarly fitted to serve you well. Tell us what you need—we can probably quote you to advantage.

## R. G. BEDLINGTON & CO., LIMITED

*Wholesale Brokers*  
VANCOUVER, B.C.

**Importers**

*Established 1905*

**Exporters**



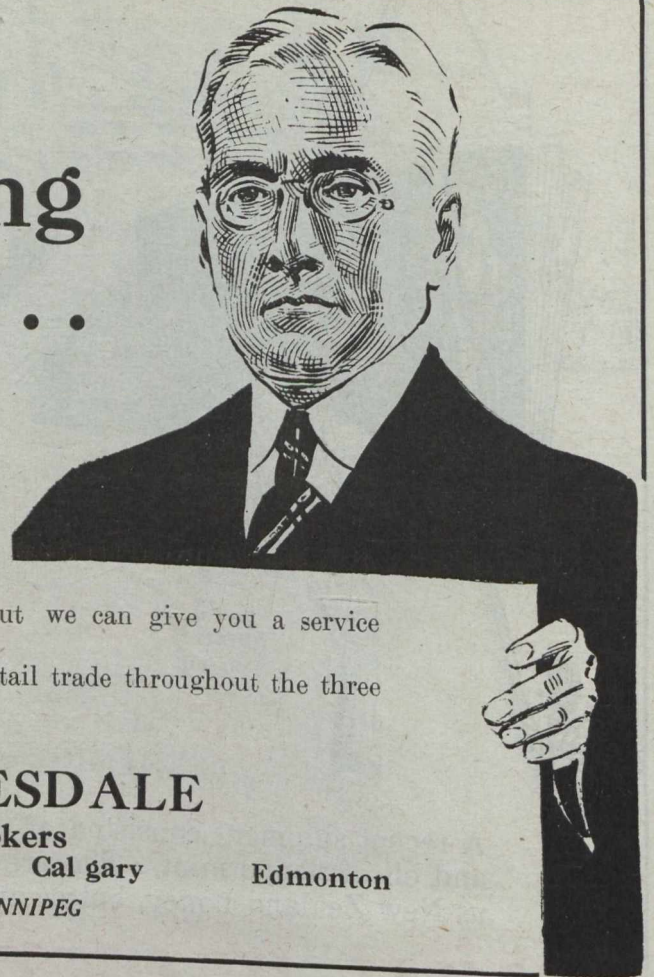
# A Few facts about our selling organization . . . .

It is your duty to secure the most efficient sales and distributing organization possible.

We owe it as a duty to you and ourselves to give it. Years of experience in the West enables us to render manufacturers valuable service and guidance in placing their goods both economically and efficiently.

It is not our policy to make extravagant promises, but we can give you a service that brings results.

Our organization, reaching both the wholesale and retail trade throughout the three Provinces, is at your disposal.



Write us

## WATSON & TRUESDALE

Wholesale Grocery Brokers

Regina

Saskatoon

WINNIPEG

Calgary

Edmonton

References: BANK OF MONTREAL, WINNIPEG

**ARE YOU GETTING YOUR SHARE FROM THESE AUTOMATIC REPEATERS? IF NOT, WHY HESITATE AND LOSE THAT EXTRA PROFIT WHICH IS YOURS? SIMPLY CARRY STOCK TO MEET THE EVER-INCREASING DEMAND OF:—**

**Harry Horne's** double cream custard powder, four delicious flavors, Lemon, Vanilla, Almond and Standard.

Tartarine, a perfect substitute for Cream Tartar.

Cooker Brand Peas.

**Caldwell's** Canned Peaches, Pears and R. P. Cherries.

" Pure Tomato Catsup.

" Mincemeat.

**Bodley's** Christmas Cakes.

" Plum Pudding (All Sizes)

" Almond Icing (Ready to Use)

" Chocolate Dipped and Fancy Biscuits (Nothing Better)

Our Own Genuine Turkish Delight. Write for samples and prices. We have the stock on hand, and can make immediate deliveries from our new address—

73 OTTAWA STREET

**SHEPHERD-MOTT COMPANY**

## QUAKER BRAND

Quaker Brand canned fruits and vegetables are the choicest products of the fertile valleys of British Columbia.

Canneries are located at strategic points throughout the Province in the centres of each district where certain fruits or vegetables reach their highest perfection.

In stocking Quaker Brand you offer your customer the best canned goods Canada can produce.

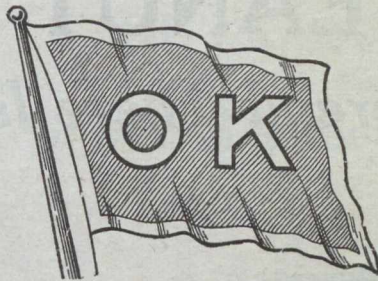


**Dominion Cannery B. C. Ltd.**

Head Office: Vancouver, B.C.



PACKED  
48 1-lb., shipping weight, 71 lbs.  
96 ½-lb., shipping weight, 79 lbs.



PICKLED HERRING  
Barrels, 250 lbs. net, 320 lbs. gross.  
21 in. diam. x 31 in. high.  
Half barrels, 125 lbs. net, 175 lbs.  
gross, 18 in. diam. x 24 in. high.

## IMPORTERS AND EXPORTERS

Canned Fish—Pickled Fish—Dried Fish—Smoked Fish. Canned Fruits and Vegetables—Dried Fruits and Vegetables—Jams—Fruit Pulp—Honey—Beans and Peas—Rice—Seeds—Whole Spice—Tapioca—Powdered Egg—Cocoanut—Walnuts—Peanuts—Tea—Sugar—Oils—Apples—Potatoes—Box Shooks—Barrel Staves—Cement—Lumber.

We are Proprietors of the following brands:

O.K.	Sockeye	Salmon
Liberty	Red Spring	Salmon
Sweepstakes	Cohoe	Salmon
Pacific Chief	Pink	Salmon
Equality	Chum	Salmon
Sweepstakes	Pilchards	
	Herring and Clams.	

OUR BRANDS ARE ALWAYS RELIABLE.

# O'Loane, Kiely & Co. Limited

HEAD OFFICE:  
VANCOUVER, CANADA

ASSOCIATED OFFICES:  
SAN FRANCISCO, 619 Robert Dollar Bldg.  
SEATTLE, 326 Colman Bldg.

WHOLESALE AND EXPORT INQUIRIES  
SOLICITED FOR PACIFIC COAST PRODUCTS



# NUTRO PEANUT BUTTER

*The Best Spread There Is for Bread*

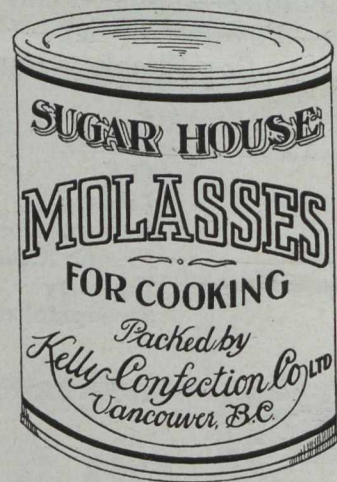


An alternative for Maple Syrup and costs considerably less



## *The High Cost of Lunching*

Help your customers reduce it—suggest "Nutro Peanut Butter." It shows you a good profit.



## SUGAR HOUSE MOLASSES

A pure cane molasses with heavy density, high sugar content, and delicious flavour. Equally suitable for table, baking and all cooking purposes. IT PLEASES.

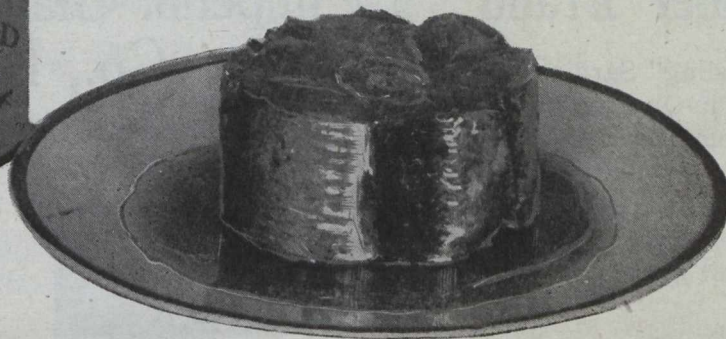
**The Kelly Confection Company, Limited**  
VANCOUVER, B.C.

**Y**OU'LL never have to make  
excuses to your customers  
if you give them

# ALBATROSS PILCHARDS



EVERY MORSEL EDIBLE  
AND DELICIOUS



ALBATROSS PILCHARDS are the most temptingly flavored pilchards you've ever offered to your customers. The flesh is a creamy pink, like chicken breast, and its flavor surpasses tuna. You can highly recommend it to your better class of trade and rest assured that it will thoroughly please them.

ALBATROSS PILCHARDS are processed and packed with the most scrupulous care from the choicest selected pilchards. Each individual fish is thoroughly washed and the perfect manner in which we process them guarantees them to be always wholesome and superbly flavored. Once you sell them you'll never stop. If you open a can you'll understand why.

**Clayoquot Sound Canning Co., Ltd.**  
VICTORIA

**AGENTS:**

*Ontario and Quebec:*—Alfred Powis & Son, Hamilton, Ontario  
*Manitoba and Saskatchewan:*—H. P. Pennock & Co., Ltd., Winnipeg, Man.  
*Alberta and British Columbia:*—Mason & Hickey  
J. L. Beckwith, Victoria, B. C.

# "CREAM OF THE WEST" FLOUR

GUARANTEED

*Made from selected Hard Wheat, insuring Uniformity and Quality*

**MAPLE LEAF MILLING CO., LIMITED**  
TORONTO and WINNIPEG

## The Norcanner Brand



of "Brisling" Sardines are packed in Quarter Dingley tins from the finest summer caught Brisling with Virgin Olive Oil. You'll find the price right and the profit good.

## Bravo Brand Sild Sardines

Another brand of high class sardines. In Quarter Dingley and Eighth Size tins. A real delicacy.



*Your jobber can supply you*

**NORCANNERS, LIMITED**  
STAVANGER, NORWAY

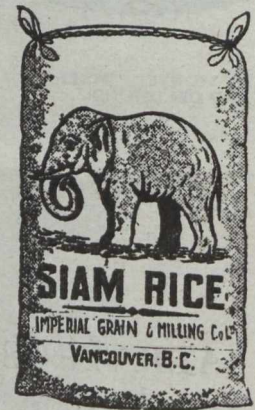
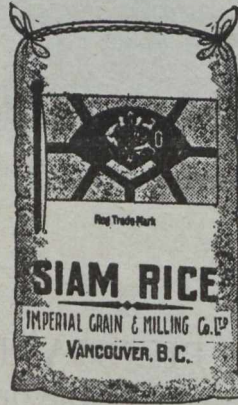
American Headquarters:  
105 Hudson Street, New York

C. B. Hart Reg.  
Montreal

Canadian Agents:  
A. S. May & Co.  
Toronto

Donald H. Bain Co.  
Winnipeg

**Imperial Grain and Milling Co., Limited**  
VANCOUVER, B.C.



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

**Wholesale Grocers**

# CURRANTS

Selling our Currants you multiply your connections.

The Guaranteed sound, free from rain-damage, clean and sweetest "Philippou Currants" give you the greatest profit and ensure the greatest degree of satisfaction to your customers.

Ask for our different Brands and see that our name is on the packages.

**D. D. PHILIPPOU, Exporter of all Greek Products, PATRAS, GREECE**

*Active agents are wanted to all markets of Canada*

# Thompson's Salted Peanuts



## In Sanitary Airtight Packages

For over ten years Thompson's Salted Peanuts have been popular in Western Canada. We are now established in Winnipeg and are in a position to ship to all jobbing points. We pack only the finest No. 1 Spanish Peanuts in cylindrical packages; forty packages in an attractive carton, twenty-four cartons to a case to retail at five cents per package.

### "Nifty Brand"

#### Whole Blanched Jumbos

The peanuts full of Rich, Creamy Flavor, FRESH—CRISP—TASTY. Packed in five-pound tins, with envelopes, each tin in an individual fibre board container ready to reship.

Insist on THOMPSON'S. Accept NO substitute. Better Peanuts. Increased Sales. Satisfied Customers.



*Packed in Canada by*

BOX 2015

**A. E. Thompson**

WINNIPEG

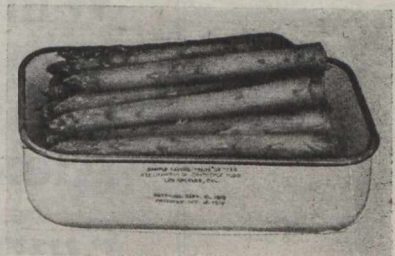
## The Sample Saving Trade Getter



*Sample Saving Trade Getter assembled. Price \$33.50 F.O.B. Winnipeg*

By displaying your goods with Modern Methods you Save **FOOD, TIME and MONEY.**

Show the same sample all day long without opening new tins. Familiarize your trade with your goods. Reduce your dead stock to a minimum.



*Containers White Porcelain, enameled on selected steel. Price \$80.40 per dozen, F.O.B. Winnipeg*

Recommended by the leading Jobbers and Brokers of North America  
Your Inquiries Solicited.

*Sole Canadian Agent*

**H. E. Thompson**

149 Notre Dame Avenue

Winnipeg, Manitoba

WESTERN



CANADA

# H.P. PENNOCK & CO., LTD.

WHOLESALE COMMISSION BROKERS

MANITOBA  
SASKATCHEWAN

HEAD

**WINNIPEG**  
CORRESPONDENCE SOLICITED

OFFICE

ALBERTA  
WESTERN ONT.

## REPRESENTING

*See Page*

Lantic Sugar

Windsor Salt

Lea &amp; Perrin's 97

Alexander Molasses 81

Empress Jams and  
Pickles

Albatross Pilchards 93

Grimble's Vinegar

Etc.

# LEA & PERRINS

*The Original and Genuine Worcestershire*



BY ROYAL WARRANT  
TO H.M. THE KING.

This sauce of world-wide  
renown is still easily  
first in public favor, not-  
withstanding innumerable  
imitations

*Lea & Perrins*

Sales Agent for Canada

**Harold Seddon - 137 McGill Street, Montreal**



*If 5 cases of Peanut Butter cost \$ . . . .  
Then 6 cases will cost \$ . . . .*

## No, Sir—Not of Squirrel Brand

For we're setting arithmetic at defiance for a while and giving **1 case free** with every order for **5**.

That should mean mighty good profits for you, Mr. Grocer, and if you throw the sales' spotlight on those one-pound tins you're sure to make a hit. Ask your wholesaler about this free deal.

### *Again—*

Have you reaped the splendid profits accruing from the sale of our

## Basque Epsom Salts

A new Canadian production, coming in pure salt crystals. Better and cheaper than the manufactured varieties hitherto imported.

A suggestion sells a package.

*We also represent:*

**UPTON'S PURE MARMALADES and JAMS**  
The T. Upton Co., Ltd., Hamilton, Ont.

**LANKA TEA, LANKA Meaning Ceylon**  
Wm. Braid & Co., Vancouver, B.C.

**RED SEAL TOFFEE, Bulk and 5c Packages**  
The Mainland Confectionery Co., Vancouver, B.C.

**B.C. BOXES, CRATES, EGG CASES, Etc.**  
B.C. Manufacturing Co., New Westminster, B.C.

**HOME-MADE PICKLES, CATSUPS, RELISHES**  
The Northland Mfg. Co., Toronto, Ont.

## S. H. MOORE & COMPANY

*Grocery Brokers*

Excelsior Life Bldg., Toronto

# UPTON'S

have been making good Marmalades and Jams for more than twenty-five years. This long experience has resulted in products which are perfect in every way. They could not be made better or purer.

We wish to impress upon grocers the fact that all Marmalades and Jams bearing the name "Upton's" and "Pure" are absolutely

## PURE MARMALADES AND JAMS

Only the choicest fruit and granulated sugar are used. Made in a modern factory and receiving conscientious care and supervision they could not be better than they are.

### CONSUMER DEMAND

The consumer is demanding pure goods and is willing to pay for purity and quality as evidenced by the large sale of all kinds of packaged goods.

Grocers who stock Upton's products tell us there is a steady demand for them. The high quality and original fruity flavor, which is retained, makes Upton's Marmalades and Jams a general favorite. Once used, repeat sales are sure and steady.

### NATIONALLY ADVERTISED

Upton's Jams and Marmalades are advertised throughout Canada. The name is kept before the consumer. Attractive store cards and recipe booklets are available for the grocer upon request. Ask us to send you a supply. We wish to cooperate with you.

*Order Upton's from your jobber nearest you.  
You will render your customers a distinct  
service by stocking Upton's.*

**THE T. UPTON CO., LTD.**  
HAMILTON, CANADA

#### SELLING AGENTS:

S. H. Moore & Company, Toronto, Ont.  
Rose and Laflamme, Ltd., Montreal, Que.  
Scott-Bathgate Co., Ltd., Winnipeg, Man.  
Gaetz & Co., Halifax, N.S.  
Schofield & Beer, St. John, N.B.

*"Quality  
Products"*



# EXPORT EGG CASES

(Government Standard)

B.C. Quality

In Large Quantities

Certain Deliveries

Prompt Shipment

Splendid in Appearance

Odorless

AND THE PRICE IS RIGHT

---

Let us get busy re an order for you.

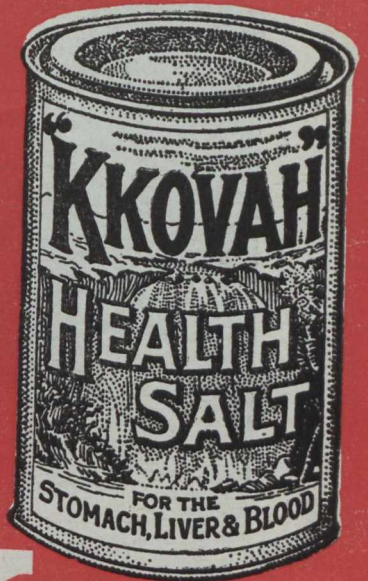
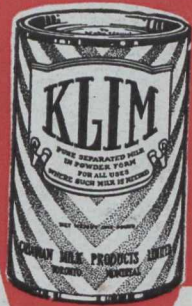
**S. H. MOORE & COMPANY**

Excelsior Life Bldg., TORONTO

Distributing Agents for Eastern Canada

THE BRITISH COLUMBIA MANUFACTURING COMPANY, LTD.  
VANCOUVER, B.C.

# WHITTALL



.. there's a "Whittall" Can for every purpose .....

For meats, vegetables, milk, syrup, fish, etc., in open top sanitary cans, solder-hemmed tops, and Standard Packer Cans. Our service department is at your disposal and will gladly assist you in solving your can problems. Write us.

**A. R. Whittall Can Co.**  
Montreal, Canada

# CANNS



Gathering Maple Sap for Small's in the heart of the forests of Quebec  
Recolant la sève pour Small's dans les bois de Quebec



## Telling 3 Million Canadians *about* SMALL'S MAPLE PRODUCTS

An intensive National Advertising campaign is telling over **three million** Canadians, **many of them right in your locality, Mr. Grocer**, about the purity and excellence of **Small's Maple Products**. This big campaign has been and is now running in the Montreal Standard, the Canadian Home Journal, Farmers' Magazine, MacLean's Magazine, Farmers' Guide, Moncton, Women's Century, Grain Growers' Guide, Railway Guide, Toronto and Montreal Street Railways, and is reaching over 600,000 homes, or over three million readers throughout Canada.

An aggressive campaign of this character, backed by the long-established quality and purity reputation of **Small's Products**, is bound to make itself felt in a most profitable way for grocers who key up their store with this "good-will" publicity by featuring **Small's Maple Products** in their windows and on their counters. Specializing also in Salt, Blanch, Sugared Peanuts, and Forest Cream Peanut Butter. All seasonable. Secure quotations and samples before ordering. All jobbers.

**SMALL'S LIMITED, MONTREAL**  
SYRUP AND MOLASSES REFINERS

# Adhesives

We manufacture Cold Glues for all kinds of Paper Box Work, Banding Machines, Stokes and Smith, etc.

also

## Glues

For hand and machine labeling on paper, glass or tin.

## Paste Powder

# The Cannon Canadian Co., Limited

361 Sorauren Ave.  
Toronto, Ont.

81 Grey Nun St.  
Montreal, Que.



Cane's Pencils extensively advertised, are as good as represented to be both as pencils and as profitable sellers. The counter or window display box illustrated here is in colors and particularly adapted for attractive advertising purposes.

Every Wholesale Grocer in Canada stocks these standard lines. Order through Your Wholesaler.

**Wm. Cane & Sons Co., Ltd.**  
Newmarket, Ontario

## A Profitable Line to Handle

Sapho Products are well and favorably known to the people of Canada. There has been an ever-growing demand for these goods.

Full particulars and prices on request.

## Sapho Insecticide

Absolutely the best insecticide on the market—this old-established brand is sure death to moths, flies, bugs, roaches.

**POWDER**—In puffers, refillable guns, or tins.

**LIQUID**—In cans or bottles of different sizes.

## Hand Cleaner

Union Brand

Sapho Brand

## Anti-Dust Sweeping Powder

In drums, kegs or barrels

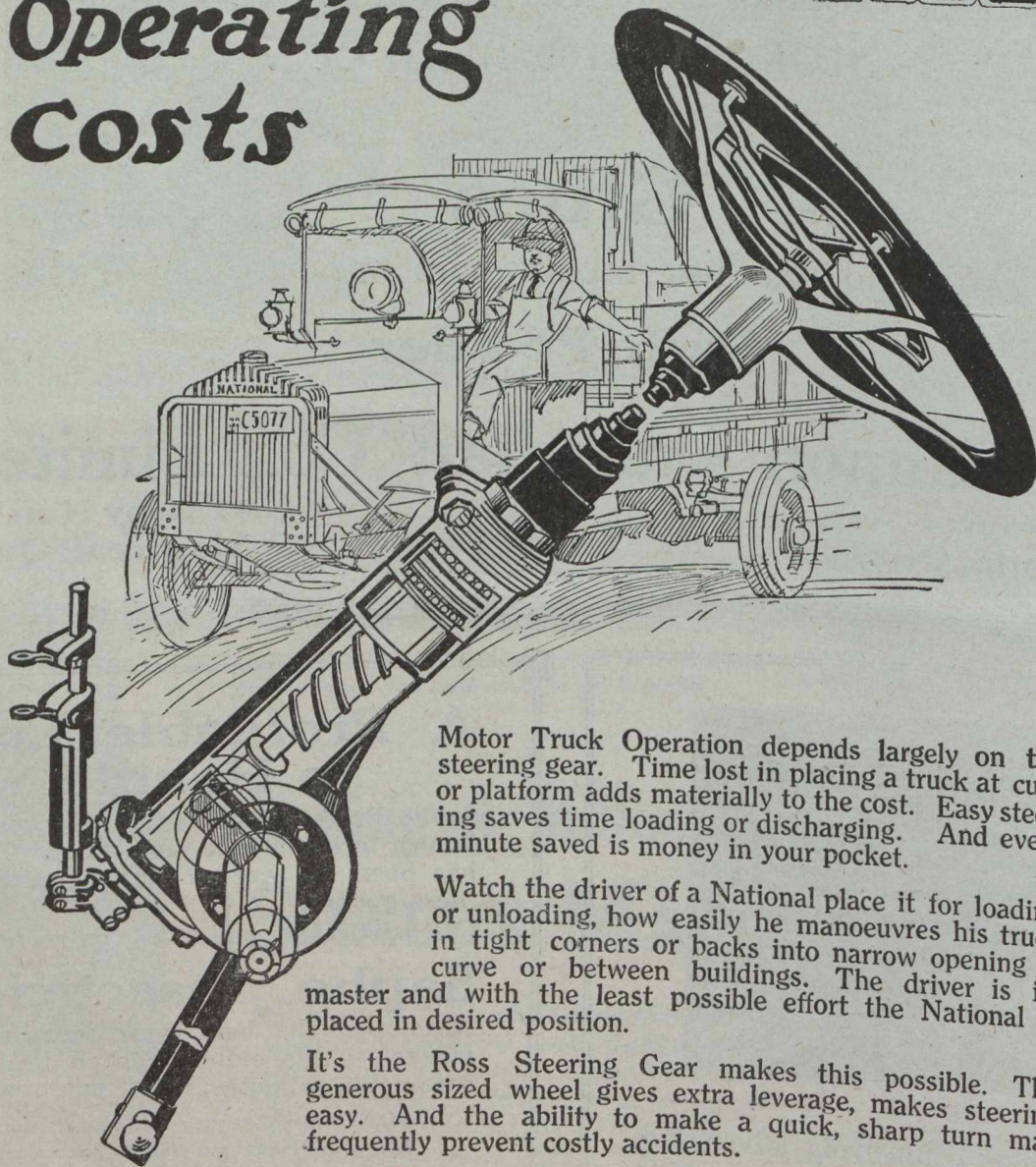
## Kendee Household Ammonia

Sprayers for Sapho Powder or Liquid

If your jobber cannot supply you, write us.

**The Kennedy Manufacturing Co.**  
Formerly Sapho Manufacturing Co.  
586 HENRI JULIEN AVENUE, - MONTREAL

# Easy Steering cuts **NATIONAL** Operating Costs



Motor Truck Operation depends largely on the steering gear. Time lost in placing a truck at curb or platform adds materially to the cost. Easy steering saves time loading or discharging. And every minute saved is money in your pocket.

Watch the driver of a National place it for loading or unloading, how easily he manoeuvres his truck in tight corners or backs into narrow opening at curve or between buildings. The driver is its master and with the least possible effort the National is placed in desired position.

It's the Ross Steering Gear makes this possible. The generous sized wheel gives extra leverage, makes steering easy. And the ability to make a quick, sharp turn may frequently prevent costly accidents.

The Ross Steering Gear takes half the work out of truck driving. Vibration of the wheel on rough roads is minimized.

The action is simple, the parts few and the bearing services so large that wear is practically eliminated.

1-1½-2-3½-5 ton

**NATIONAL STEEL CAR CORPORATION LIMITED**  
HAMILTON CANADA

Write for illustrated Catalogue and name of  
nearest National Dealer.



## ... Two Popular Sellers ...

### King George's Navy

Here is a chewing tobacco that has proven an exceptionally good seller wherever it has been introduced. It possesses an unusual flavor that instantly appeals to lovers of chewing tobaccos. An extensive consumer advertising campaign is daily creating goodwill towards **King George's Navy**. Cash in on this publicity by featuring this profitable line.

### "Master Mason" Canada's joy smoke

Your tobacco stock is incomplete without this big favorite. **Master Mason** is made from the finest tobaccos fully ripened and aged. It possesses a smoothness that is seldom found in most tobaccos and it never fails to win repeats. Get behind **Master Mason**—it will amply reward you.

### Rock City Tobacco Co.

Limited

QUEBEC and WINNIPEG





# Gelatine

For all purposes, sheet and ground

# Gums

Arabic, Tragacanth, Karaya

Tapioca, Flour and Potato Flour

## The Cannon Canadian Co., Limited

361 Sorauren Ave.  
Toronto, Ont.

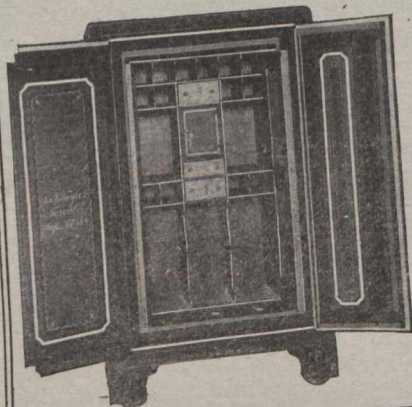
81 Grey Nun St.  
Montreal, Que.

## Buried in Burning Coal for 18 Hours!

A recent report from one of our largest chartered banks says:—

"During fire, Safe fell from upper floor into cellar, into 15 tons of burning coal, and remained there 18 hours. Everything came out intact."

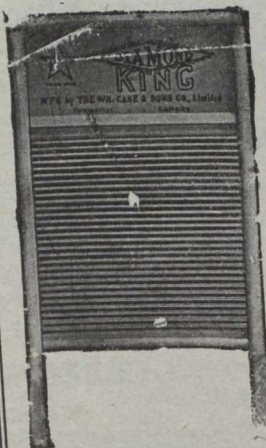
Duration of fire, intensity of heat or distance of fall need not be considered, when you have your valuables in a Taylor Safe.



Write us for quotations on our Fire-Proof Safes and our Steel Cabinets for fying.

**J. & J. Taylor Limited**  
Toronto Safe Works

TORONTO, - ONTARIO  
Branches: Montreal,  
Winnipeg, Vancouver



Made from the very best materials and by skilled workmen.

These are two of the most popular sellers we have, and we have other quality lines to select from.

## Wm. Cane & Sons Co., Ltd.

Newmarket, Ont.

Every Wholesale Grocer in Canada stocks these standard lines. Order through your Wholesaler.

# Quaker Oats

*With That Exquisite Flavor*

The brand that you know  
will always repeat-----



Stock up now with **QUAKER OATS**, the long established quality line that has always proven a satisfaction winner and a standard staple wherever it has been introduced.

*Quaker Oats* is always uniform, dustless, and clean and the large, meaty flakes possess rich, nut-like flavor (due to the special Quaker Pan-dried Process) that is so characteristic of porridge made with *Quaker Oats*.

*Better and more thorough drying ensures faster cooking.*

Keep *Quaker Oats* well displayed, occasionally working them in your window displays and cash in on the good-will and nation-wide popularity behind the name *Quaker Oats* — the brand that always makes good.

**The Quaker Oats Company**

MANUFACTURERS OF

**CEREAL PRODUCTS**

Peterborough, Ontario

Saskatoon, Saskatchewan



—*always Fresh, Crisp, Delicious*

## “MEADOW CREAM” Sodas

You can always depend on *Meadow Cream Sodas* to please your customers because their wholesome flavor and oven-crispness never vary.

*Meadow Cream Sodas* are made from the purest ingredients under strict sanitary regulations in a clean, modern factory and packed in *attractive* moisture - proof packages

that retain every particle of their oven freshness and crispness. You'll find them fast sellers.

We also make a high-grade line of delicious sweet biscuits, cookies, etc. Write for quotations on these fancy lines and *Meadow Cream Sodas*. Our prices will please you and the profit margin they offer is exceptionally good.

**The W. J. Crothers Co., Ltd.**  
Kingston, Ontario



## What do Customers see when they enter Your Store?

The very appearance of the store with bright, attractive displays invites the customers whether they are "out shopping" or not. It is the same with other things—your favorite show is invariably the one that possesses an attractive atmosphere, other considerations being equal.

Turn over in your mind all the stores you have known, and you'll find that the ones that made the large volume of sales were those which knew how the attractive arrangement and display in a store goes to make it bright and snappy.

"How about 'Happy' Jones," you'll say,—“he made good in a store where you had to step between the packing cases.” Yes, “Happy” made good, but other men with a personality like his have made their little stores grow into large departmental institutions by taking advantage of this means of attracting sales—making their store the place where people like to buy.

There are always times in a busy store when customers must wait—maybe

only a few seconds—before being served by the clerk behind the counter. ARNETT “SILENT SALESMEN” turn those precious seconds into more sales and better customers. There is so often some article that your customer forgets, and has to buy at the other store down the street.

The “SILENT SALESMEN” won't let them forget—he makes the maximum sales, and invites a further visit.

There is a size and style for every store requirement. Arnett Expert Service installs the right “SILENT SALESMAN” for you, and arranges your store to make it the natural place for customers to turn to in their buying.

Write us for illustrated catalog showing complete range of styles, and particulars of Arnett Service.

**Thomas Lewis Arnett**  
SOURIS, MAN.

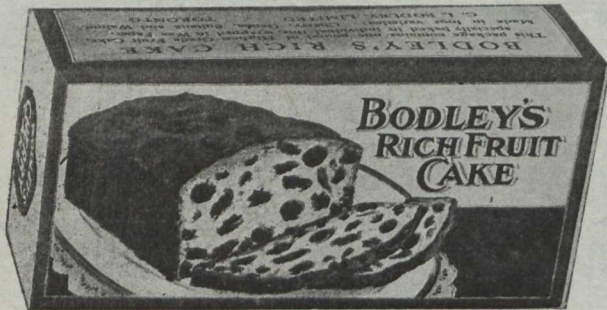
WINNIPEG

REGINA



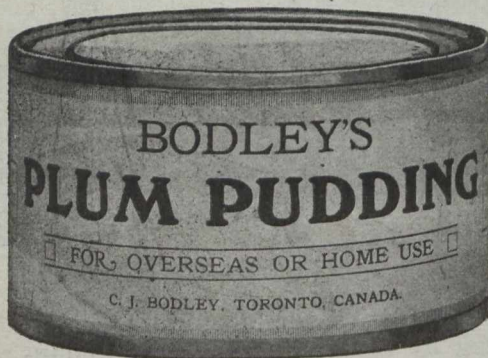
# BODLEY'S CAKES

... three favorites for Xmas selling ...



## Bodley's Rich Fruit Cake

A deliciously flavored rich fruit cake that will prove a big favorite with your customers. It's made and baked in the incomparable *Bodley way* from the finest selected fruits, nuts, etc. You'll find it a very profitable line and a big seller.



## Bodley's Plum Pudding

Another big favorite. Made from the special *Bodley* recipe that imparts such a delicious home-made flavor. Only the highest grade ingredients go into Bodley's Plum Puddings and they're made under rigid sanitary regulations. You should order an ample stock of *Bodley's Puddings and Fruit Cakes NOW* for your Xmas trade.

## Bodley's Rich Cake

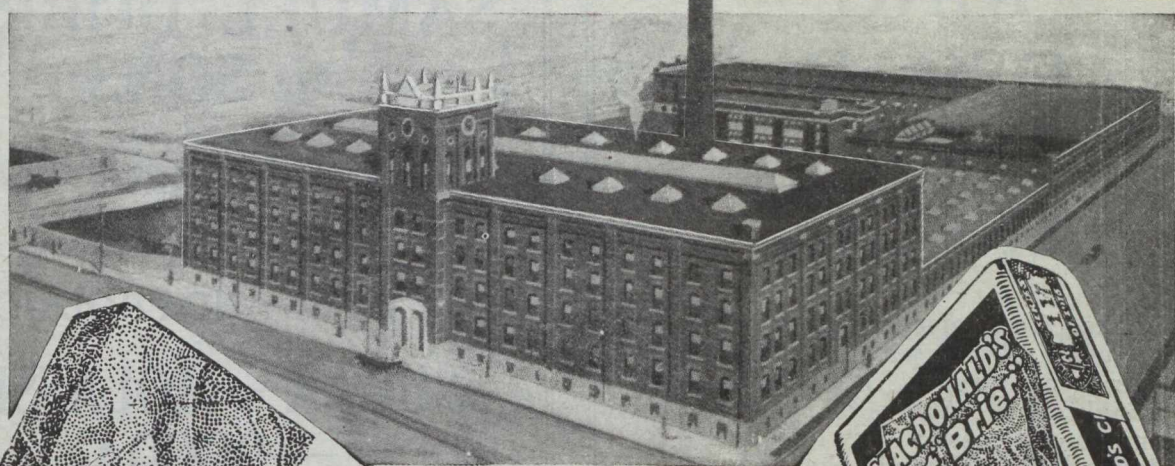
in slab of from 5 to 8 pounds each are splendid value. Cases as per illustration supplied at cost price. Our Fruit Cake business is one of the largest in America. Christmas Cakes in slab or in individual sizes are now ready for delivery.



Write for Prices and Terms  
Express Charges Prepaid

C. J. BODLEY, LIMITED

TORONTO



### More for the Money

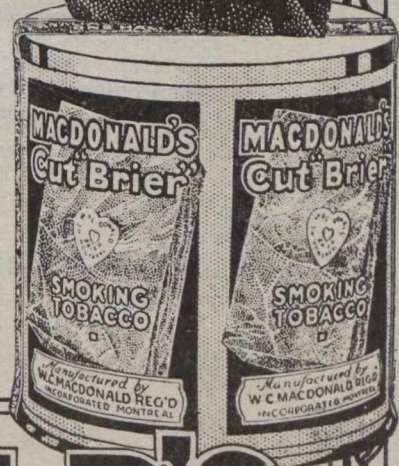
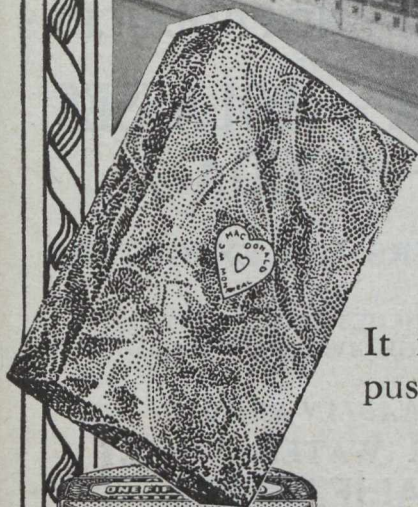
It is not surprising that retailers push MACDONALD'S, as—

They cannot sell their customers any other tobacco that compares in either quality or value.

They make an extra profit of from 60 to 80 cents on the over-run from each 10-pound caddy—besides the regular margin of from 2 to 21 cents per plug.

These two features alone make Macdonald's an exceptionally fine selling proposition; and when you consider that more men use Macdonald's than any other tobacco in Canada, that the tobacco sells itself, and the demand is rapidly increasing, you can readily understand why it pays to push it.

*The Tobacco with a heart*



# MACDONALD'S

# KING OSCAR

Brand

# SARDINES

Packed from selected fish in purest olive oil and with our knowledge of proper preparation. Caught in the waters of Norway and they possess a very delicious flavor. Recommend them for real satisfaction. Just the thing for quickly and easily prepared luncheons.

Your wholesaler will be glad to fulfill your order.

Canadian Agents:

**John W. Bickle & Greening**  
Hamilton, Ontario

# SAMUEL DOBREE & SONS

LONDON  
ENGLAND

ESTABLISHED 17th CENTURY

GROWERS AND PRODUCERS

OF

# SUGAR—MOLASSES

# —COCOA

IMPORTERS AND EXPORTERS

BRANCHES IN ALL PARTS  
OF THE CIVILIZED WORLD

CANADIAN BRANCH  
UPPER WATER STREET  
HALIFAX, N.S.

# S & M

The Cream of Chocolates

Hand Dipped, Coated with light and milk coating  
Packed in attractive 5 lb. boxes

## TURKISH DELIGHT S.&M. Brand

The most delicious European Confections  
Packed in wooden 10 lb. boxes

WRITE US FOR PRICES  
Sole Canadian Distributors

## Dominion Sales Company

229 Notre Dame Street West

Our Agents:

Samuels, Carney & Dickie  
Halifax, N.S.  
Reliance Agency  
St. John's, Newfoundland

L. E. Whittaker  
St. John, N.B.  
Chadwick & Co.  
Toronto, Ont.

All foreign and domestic  
fruits, also fresh Georgian  
Bay trout.

# LEMON BROS.

OWEN SOUND - - - ONTARIO



## The World's Finest Vinegar Product

Brewed from choice barley malt, clarified and aged after the manner of the best wines, Heinz Malt Vinegar has a natural golden-brown color and delicious aromatic flavor not found in any other vinegar. In 16 oz. and 32 oz. bottles.

**H. J. HEINZ COMPANY**  
Pittsburgh      Toronto      Montreal

# The Complete Line of Soaps for the Household

You can get every kind of soap product you need, from the Procter & Gamble line.

We make one to meet every household use.

When you lay in your soap stock from the Procter & Gamble line, you have the best soap for bath and toilet, the best soap for fine laundry work, the best white laundry soap, the best yellow soap, the best soap powder,—and your customers know that you have the best.



*Ivory Soap*

*Gold Soap*

*P and G The White  
Naphtha Soap*

*Lenox Soap*

*Pearline*

*Sopade*

and

*The Procter Gamble Distributing Co.*  
of Canada, Ltd.  
50 Bay Street, Toronto, Canada

**CRISCO**  
*For Frying For Shortening  
For Cake Making*

—the pure, vegetable shortening that is displacing lard in up-to-date homes and grocery stores. Gives more satisfaction to the housewife; more profit to the dealer. Net weight sanitary packages; one pound and larger.



**Vanill-Ex**  
*The New Flavoring*



**Vanill-Ex**  
*For all Purposes*

Contains 15 times the strength of ordinary vanilla. Used extensively in hospitals, clubs, restaurants and private homes. A big saving to all users. Use less. Pay less. Packed 1 doz. to carton, 3 cartons to case. Each case contains a beautiful metal display card.

Be the first grocer in your town to stock *Vanill-Ex*. *Vanill-Ex* is a big seller. Shows a nice profit.

*Agents wanted in all Provinces*

**THE CRAWFORD MANUFACTURING. CO.**  
ST. ANTOINE ST., MONTREAL

The higher rates of exchange are being absorbed by the manufacturers of G. Washington's Coffee, payments for which are accepted in Canadian Funds at par.

Please pass this information on to your customers.

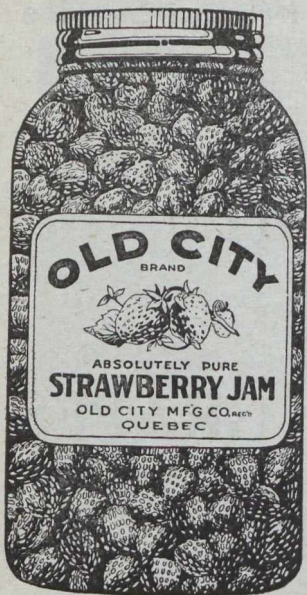
*G. Washington's*  
**COFFEE**

ORIGINATED BY MR. WASHINGTON IN 1909

Distributed by Grocers Specialty Company

169 William Street, Montreal





# Sell Old City Jam

**Absolutely Pure—100% Quality**

Superior in flavor, purity, and attractiveness of package to any other jams on the market. Made from the luscious wild berries that grow in Quebec Province. Cooked with the same care and in the same way as home-made jam. 100% quality in every way—the kind of goods your customers really want.

**Old City Mfg. Co., Reg'd  
Quebec**

**E. B. Nettelfield & Company**

**50 Front Street East, Toronto**

*General Sales Agents*

In buying Old City Jam, in addition to better quality your customers get from two to four ounces more jam—plus a glass jar that is worth 15c or more.

Represented by: Richardson & Green, Ltd., in Winnipeg, Regina, Saskatoon, Calgary, Edmonton; W. S. Watts, 124 Bruce St., London, for Western Ontario; J. H. Trowbridge, 256 Albert St., for Ottawa; R. H. Wyman, Yarmouth, N.S., for Newfoundland; Oake & Wyman, Halifax, N.S., for Nova Scotia and Prince Edward Island.

## Red Cross Pickles

**Quick Sellers—Sure Repeaters**

**“STANDARD QUALITY” IN TINS  
HIGH-GRADE QUALITY IN BOTTLES**

There are no two ways about it—Red Cross Pickles are the choicest on the market. They are made from vegetables grown in the most fertile vegetable soil in America and are prepared and packed so that these vegetables retain their superior quality and flavor.

If you are not pushing Red Cross Pickles you are overlooking a quick-selling, sure-repeating line.

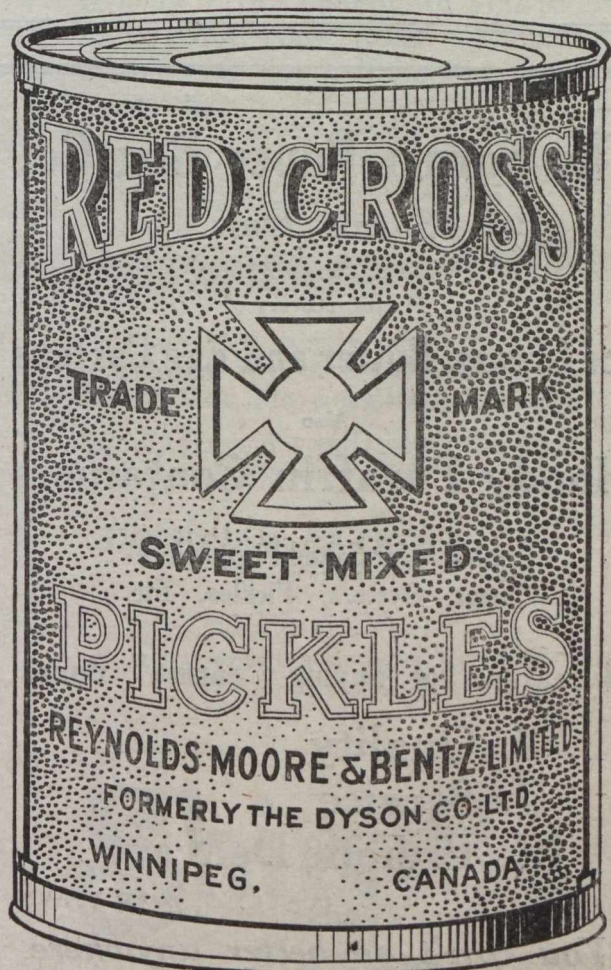
Packed by

**Reynolds, Moore & Bentz, Limited  
Winnipeg, Man.**

**E. B. Nettelfield & Company**

**50 Front Street East, Toronto**

*Eastern Sales Agents*



Represented by: J. L. Freeman & Co., for Montreal; J. B. Renaud & Co., for Quebec; W. S. Watts, 124 Bruce St., London, for Western Ontario; J. H. Trowbridge, 256 Albert St., for Ottawa; R. H. Wyman, Yarmouth, N.S., for Newfoundland; Oake & Wyman, Halifax, N.S., for Nova Scotia and Prince Edward Island.

First Quality

**APPLES**

Prompt Service

In Boxes or Barrels

**ORANGES**                      **PEARS**  
**LEMONS**                      **GRAPE FRUIT**  
**CRANBERRIES**  
 In Barrels or Cases

**SWEET POTATOES**      **EMPEROR GRAPES**

We have built up our reputation by handling first quality fruits and by giving our customers prompt and courteous service.

We are in the market to buy or sell Potatoes or Apples in car lots.

Try our commission department. We will get you highest market prices and prompt returns. If you have Potatoes, Apples, Vegetables, etc., to sell, consign to us.

**W. J. McCART & CO., LTD.**

78 &amp; 80 COLBORNE STREET

TORONTO, CANADA

**The Sarnia Paper Box Co.**

Sarnia, Ont.

Manufacturers of

Ice Cream, Butter and Egg Cartons

Also

Handy Paraffin Containers

Suitable for Salted Fish, Mince-  
meat, Oysters, Pickles, Etc.

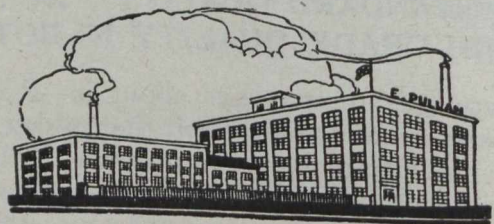
3 reasons for buying "Sarnia" Boxes

- I. Quality
- II. Service
- III. Prompt Delivery

*You can't do better anywhere*

**BAGS**

AND COTTON LINERS



**The Highest Prices Paid**

for Jute Sugar Bags and Cotton Liners  
—in large or small quantities. Just  
gather them together to-day before you  
forget—and send to us.

Scientific Reclamation of Commercial Waste

**E-PULLAN**

6 Maud Street, Toronto



For Social Events Your  
Customers Will Like

# Junket

MADE with MILK

Every merchant can safely recommend JUNKET as an economical food for a delicious and nutritious dessert. Can be prepared quickly into a number of dainty dishes. You'll find it to your advantage to sell JUNKET, made with Milk.

Sold in a 10-tablet package retailing at 15c.

## JUNKET POWDER

### NESNAH

This is Junket in powdered form. Just the thing for quickly-made desserts. Retail at a profitable margin—15c per package. Attractively packaged and comes in four different flavors.

**Chr. Hansen's**  
Canadian Laboratory  
Toronto, Canada

SELLING AGENTS FOR CANADA:  
**LOGGIE, SONS & CO.**  
32 Front Street West, Toronto



## Advertising Creates Demand

It is of little benefit to you to know that your stock of merchandise is good, if no one else knows it.

The quality of Shirriff's Marmalade is known, because our national advertising tells the public about it. That is why Shirriff's Marmalade sells.

Shirriff's advertising leads the purchaser to expect much—Shirriff's Marmalade does not disappoint her.

Supply Shirriff's and obtain the best and most profitable class of trade.

**IMPERIAL EXTRACT CO.**  
Toronto, Canada

*Selling Agents for Canada*

**HAROLD F. RITCHIE & CO., LIMITED**  
Toronto and Montreal

# Shirriff's

ORANGE  
Marmalade



BY APPOINTMENT TO  
H.R.H. THE PRINCE OF WALES

## *Telfer Biscuits*

*WE take pride and pleasure in advising the trade that we have just received word from the Comptroller to the Prince of Wales granting us a Royal Warrant as Biscuit Manufacturers to H.R.H. the Prince of Wales. This honor is in recognition of the high quality of the Telfer biscuits supplied His Royal Highness during his Canadian and American tour, and our ability to maintain our reputation, for consistently supplying high-grade goods.*

*Yours sincerely,*

THE TELFER BISCUIT CO., LTD.  
TORONTO

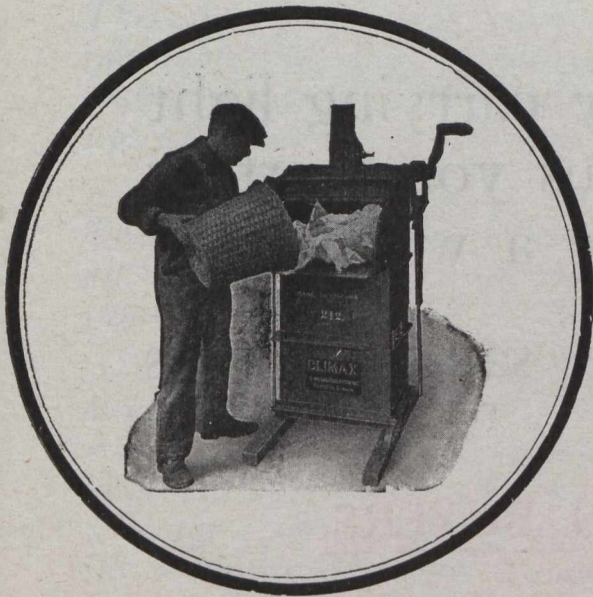
# Tea Drinking Increases

*People drink more tea in cool weather. Get after the tea business that belongs to your store. Red Rose Tea will help you. Push it.*



## T. H. ESTABROOKS CO., LTD.

St. John Montreal Toronto Winnipeg Calgary Edmonton



Make your daily accumulations of waste paper, cardboard, containers, etc., yield you a steady, worth-while profit by installing a **Climax Paper Baler** in your store.

It doesn't take long for a bale to accumulate and waste paper to-day is worth \$15.00 a ton.

**Increase Your Profits  
Minimize Your Fire  
Risk and  
Keep Your Store Tidy  
with a**



Start to-day—don't put off this opportunity to turn your former waste into real big profit. There is always a good market for waste paper, but should you desire it our service department will gladly find you the best one.

The Climax Baler not only increases your profits, but it also decreases your fire risk and enables you to keep your store orderly and neat at all times.

Climax Balers come in 12 styles—a size for every need. They're made in Canada by Canadians and they're built to last a lifetime. Don't delay—write us for prices to-day.

**CLIMAX BALER CO., HAMILTON, ONT.**

# Northern Ontario Grocers

**I**N the past our unequalled service and despatch have prompted you to give us a large proportion of your esteemed business.

Under prevailing conditions and present excessive freight rates these features are more convincing than ever.

Avoid risk of loss by carrying light stocks and sending us your sorting orders once or twice a week.

Orders shipped the same day as received.

PHONE FREE TO BUYERS.

## NATIONAL GROCERS LIMITED

NORTH BAY

SUDBURY

SAULT STE. MARIE

COCHRANE

# CANADIAN GROCER

VOL. XXXIV

TORONTO, NOVEMBER 5, 1920

No. 45

## Selling the Important Factor

**T**HE current issue of *Canadian Grocer* comprises our 34th Annual Fall Number. It is a number setting forth articles relating to methods of merchandising in fall, Christmas and winter lines that we believe in a time like this will be helpful to the merchant and his clerks. A help that is designed to show the merchants throughout Canada what other merchants in widely divergent provinces are doing to promote business and stimulate sales of various lines.

As compared with a year ago, when prices were strong at unprecedented high levels, and the average merchant could make few mistakes in buying, to-day we find ourselves face to face with uncertainties. There is a tendency in some directions for business to slow up. It is inevitable that in the readjustment that is now developing, and in the easing of many prices that is now taking place, that business will be upset to some extent, and some will suffer as a result.

Much can be done by the business man to stabilize conditions. There is a good future in business in sight due to the splendid crops all over Canada. It is an undoubted fact that while there will be recessions, few, if any, prices will reach pre-war levels.

However, this period of revision of prices calls for a sane and sturdy attitude on the part of every merchant. He must sell now more than ever before. The best methods that he can employ must now be put in practice, to maintain buying on the part of the public. The more he sells, the more he will have to buy, and while it is necessary to be careful in buying, the latter will practically look after itself. It is to sell goods where the retailer's chief concern lies. It is, therefore, the object of *Canadian Grocer* in this Annual Fall Number to show merchants what others are doing in the way of selling and to urge them to go and do likewise.



# Booths Built in Store Sell Large Quantities of Both Bulk and Box Candy During Christmas Season

**E**IGHTY-FIVE drums of chocolates and cream candies and box candies to the value of \$200 comprised the sales of candy in Wm. McQuitty's store in Welland, Ont., during the few days that preceded Christmas last year. Mr. McQuitty told Canadian Grocer the other day that he made a special effort for Christmas trade, and that last year his sales of special lines for the holiday season exceeded all expectations. Speaking particularly in regard to the holiday business in candy, Canadian Grocer inquired as to what method he pursued, in bringing his sales of candy up to such a total.

## Booths for Candy Displays

"Of course, I always make it a point to decorate my window and store for the Christmas trade," he replied, "and last year in the store I built two very attractive booths, specially designed for the display of my Christmas confectionery. The booths were built near the front of the store, and, of course, attracted the attention of every customer who entered the place. It really was surprising the way these booths served to stimulate my candy sales. My stock of confectionery in the bulk was of

Wm. McQuitty, Welland, Ont., Sold Eighty-five Drums of Bulk Candy as Well as Box Candy, in Week Preceding Christmas Last Year.

## Sells Eight Crates of Holly in a Day

Sales of Imported Fruits and Vegetables in the Winter Months Also Feature Mr. McQuitty's Business—Represent a Weekly Turnover of \$200.

splendid quality. The chocolates and creams were fresh, and laid out in a tempting way in the booths they certainly sold well. My box candy, too, was a reputable line, and sold at a good price. In the two days that preceded Christmas, my sales of box candy practically totalled two hundred dollars."

Mr. McQuitty believes that a grocer can sell a high-grade confection, that there is a place in the grocery for such

just as much as for any other specialty lines that he carries. "My sales of special lines last Christmas were very gratifying. Apart from my big turnover in candies, I sold eight crates of holly the day before Christmas. There was such a demand for it that before the day was out I was selling what I had purchased for my own window decoration. I find this is a good line to sell. It represents a quick turnover, as well as a good profit. Besides, I think a customer likes to feel that she can buy such a thing at her grocer's, and naturally looks to him to supply her. Next year I will order more holly than previously, and will make an effort to exceed last year's splendid turnover."

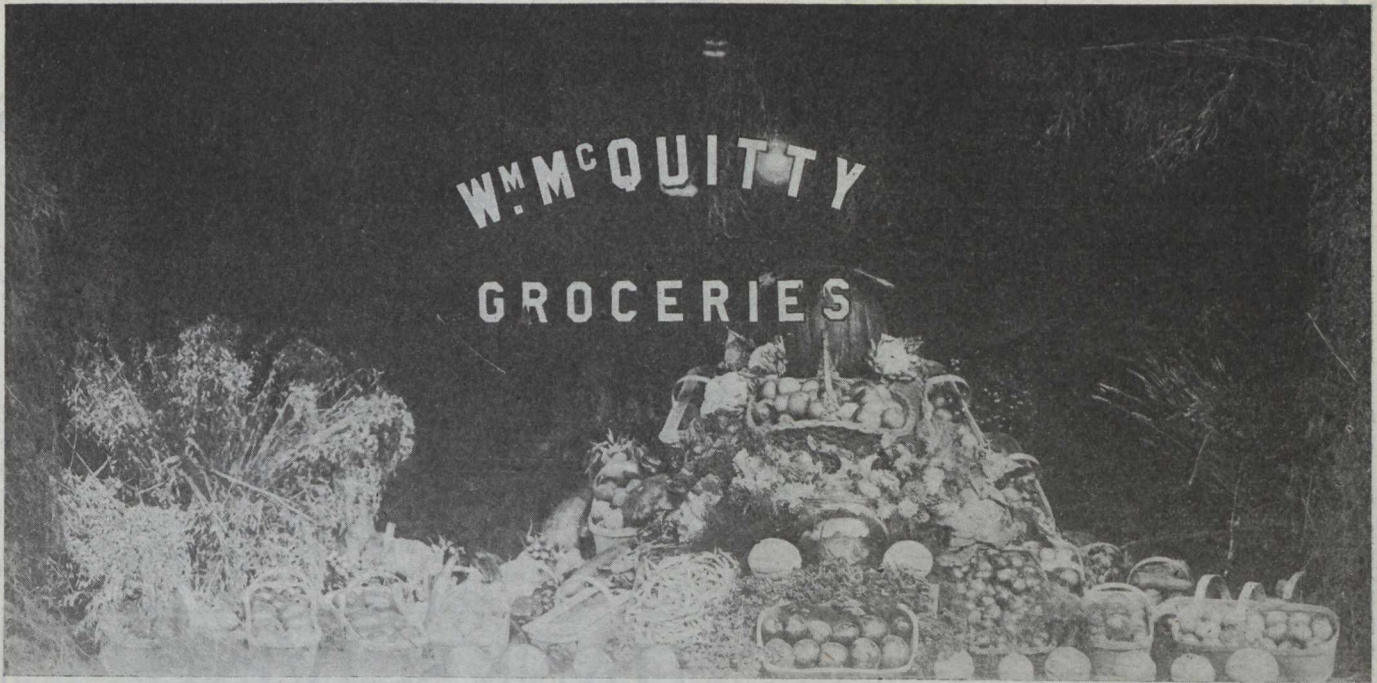
Imported fruits and vegetables also sell at Christmas time, Mr. McQuitty told the Canadian Grocer representative. But he sells them throughout the winter and early spring months, and has a big turnover in them from week to week. His sales of green goods during the winter average \$200 weekly.

## Imported Lines Sell Well

Selling lines, such as imported marmalade and imported salad dressing, is a feature in Mr. McQuitty's store. He



Patented bins and equipment, generally of the most convenient type, mark the store of Wm. McQuitty, in Welland, Ont. Note the meat slicer and refrigerator counter.



Wm. McQuitty, in Welland, Ont., uses his windows all the time for display. The above illustrates a Thanksgiving window.

carries some high-grade lines, and is experiencing a steady demand for them, for the reason that he has gone steadily and persistently ahead in the way of applying selling ability to their turnover. In regard to a certain salad dressing, Mr. McQuitty is importing a special brand. He finds, he states, that so many customers, in buying dressing, declare that it is not the same as the home-made. He started to introduce this particular line, first, by trying it himself, and then recommending it to his trade. His clientele like it, and they have told him that it measures up well with the dressing made in the home. He himself believes that it is a first-class article, and, therefore, has no hesitation in selling it. Sometimes in introducing new lines to his trade, if he is satisfied that they are of reputable make, he has a demonstration in his store, with a woman in charge, for a week. Last winter he did this with a certain article, with considerable success. Sales were not only heavy during the time while the demonstration was on, but repeat orders followed that were very gratifying.

#### Windows Work All the Time

Mr. McQuitty has been in the grocery business for himself in Welland for the past three years. His turnover last year was well over one hundred thousand dollars. He is employing a large staff of salesmen, and his store, centrally located, is a busy hive of industry. So situated as to attract the largest number of people, he makes his windows work for him all the time. He is an enthusiastic believer in the selling power of the windows, and has had on numerous occasions convincing proof of their importance as selling agencies. "There is no telling," he remarked, "just how valuable those windows are in my business, but I do know they sell a lot of goods for me. I keep them changed

continually, never allowing one display to remain too long, but endeavor to

keep them fresh and attractive all the time."

## Are You a Salesman or Do You Just Tie Up Parcels?

"I KNOW that if I care to push any particular line I can make it a success," remarked a Quebec grocer to Canadian Grocer a short time ago. "A grocer cannot make his business a success if he is merely going to tie up parcels and hand them out. He must sell. He must be a salesman. If a grocer is sold a line that has quality he can himself make it a success, and it is then that it pays.

#### Looking for Quality

"When a new line comes into my store I take it home and give it a fair trial. If I am pleased with it, and it lives up to all that has been said about it, I can then push it with a clear conscience and with conviction. If, on the other hand, it does not, then I am through with it. I would rather let what stock I have of it lie on the shelves than risk the confidence of my customers by recommending it. I have in my store a line of canned goods that bears no label. There is nothing but the plain, unvarnished tin. I dress my windows with it and it is one of the very best sellers in my store. Customers have been much pleased with it. There is just one reason. Every sale is a sale. I was convinced personally that it was a good line and that it would please my customers. I stocked it. I talked it, and big sales resulted. I am really enthusiastic about it. Why? Simply because I was convinced myself and I have not been afraid to convince

my customers. It bears no name. It carries no recommendation, save mine and its own merits. My customers now ask for the brand 'that you recommended.'

#### Changes the Brand

"I have gone farther with the confidence of my customers when I have been confident of what I was selling. There was one particular brand of jams that my customers asked for, always. Perhaps it was because they were satisfied with that brand. Later, however, I was convinced that I had found another make that was at least equally as good. Of that I was absolutely sure. For various reasons I determined to change the sales to the other brand. I recommended it with every assurance. I was careful to state that I was anxious to have them try the new brand. To-day it is by far the best seller. One man, whose order I had changed to the new brand, left for the United States shortly after and he wrote for three cases of that jam because he could not get it where he was. The main thing is to be absolutely sure first. Then go into it with your whole heart and soul, and anything can be sold if it has quality. I believe I could sell anything I made up my mind to regardless of habit on the part of the customer, but the main reason is that I have never abused the confidence of my customers. It is only when a grocer exerts this power that he can make his business pay."

# "Equipment That Means Easier Handling of My Customers"

Mrs. F. Fawley, N. Battleford, Sask., Believes in Facilities That Render Service Efficient and Convenient—Using Advertising Space With Profitable Results, Backing Advertising Up With Effective Window and Interior Displays—Seventy-five Per Cent. of Mrs. Fawley's Business is Cash, and the Balance is Fifteen and Thirty Day Accounts—Fruit and Vegetables Are Specialized.

"ATTRACTIVE displays have meant a great deal in our business," remarked Mrs. F. Fawley, grocer, North Battleford, Sask., to a representative of Canadian Grocer. The Fawley store represents one of the finest in this part of Saskatchewan, and has been built up from a small beginning four years ago. Sales have doubled since then, and the turnover runs up into the thousands annually. The proprietor of this store, as is already evident, is a woman, and Mrs. Fawley is gratified at the success that has attended her experience in the grocery trade.

"Seventy-five per cent. of my business is on a cash basis," Mrs. Fawley stated. "The balance, of course, is credit, 15 or 30 day accounts. I think the best plan is to conduct as much of your business as possible for cash. It enables you to make a quicker turnover of your stock, and very often the customer reaps the advantage. There are some of my accounts that are credit—good accounts that I would not lose and where the best policy is to extend the desired time. I have not a bad account, that is, practically speaking, and the larger portion of my business being done on a cash basis makes it much easier for me to carry on."

## Quick Turnover Policy

Not believing in overloading with stock, Mrs. Fawley follows the plan of rapid turnovers, and believes it is the sanest policy for any grocer to follow.

"Displaying goods to the best possible advantage certainly means increased sales," added Mrs. Fawley, discussing the value of display. "I always endeavor to have my goods out where everybody can see them. We sell a lot of fruits and vegetables in season here, our sales in these lines being a very important part of our turnover. We sell a lot of fruit by the case and vegetables a good deal in large quantities such as bushels, and even greater lots."

It will be noticed in the accompanying photograph that Mrs. Fawley believes in keeping the fruit and vegetables out where it can be readily seen just what she has in stock. The attractive arrangement of them helps a great deal in their sale, and Mrs. Fawley has not lost sight of this fact.

Equipment that means the easier han-

dling of customers is apparent in the Fawley store. It is a striking example of convenient facilities that make for quicker and better service to her clientele. Patented bins, and counters of a type that make for splendid displays, have been installed, and Mrs. Fawley is

of the opinion that they have been invaluable to her in the carrying on of her business. Scales conveniently situated as to be easily reached by herself or the clerks have not been overlooked. Mrs. Fawley in equipping her store has followed her idea of making the store

## THANKSGIVING GROCERY BARGAINS

THRIFTY HOUSEWIVES WILL WANT TO DO THE BEST THEY CAN FOR THEMSELVES DURING THE THANKSGIVING SHOPPING. WITH THIS IN VIEW

## Fawley's Grocery Store

IS PUTTING ON A NUMBER OF LEADERS WHICH CANNOT FAIL TO ATTRACT ATTENTION. EVERY ONE IS A MONEY SAVER

### SUGAR

Extra Special, 20 lb. sack . . . \$4.50

### FLOUR

Purity or Heather Bell

98 lbs. for . . . . . \$7.00  
49 lbs. for . . . . . \$3.60  
24 lb. for . . . . . \$1.85

### JAM

Strawberry, Raspberry, Black Currant, 4 lb. pail, extra special . . \$1.45

### RAISINS

Seedless or Seeded, Spec. pkt. . . 25c

### DATES

Fine bulk, per lb. . . . . 25c

### BEANS

Splendid quality, per lb. . . . . 10c  
10 lb. for . . . . . 95c

PRICES GOOD UP TO, AND INCLUDING SATURDAY OCT. 23rd.

### VEGETABLES

Turnips, per bushel . . . . . 75c  
Carrots, per bushel . . . . . \$2.00  
Beets, per bushel . . . . . \$2.50  
Onions, good winter keepers  
6 lb. for . . . 25c; 100 lb. for . . . \$3.90  
Cabbage, per lb. . . . . 3c  
Onions, small pickling, 3 lb. for 25c

### FRUIT

#### APPLES

Good green cooking, spec. case \$3.90  
Kings, No. 1, Good eating or cooking per case . . . . . \$4.25  
McIntosh, No. 1, per case . . . . \$4.75

#### PEARS

While they last extra spec. case \$4.50

#### GRAPES

Cut baskets, blue or green basket 85c  
In 3 basket lots . . . . . 80c

#### CRANBERRIES

Cape Cod, 2 lb. for . . . . . 45c

#### CRAB APPLES

Hyslups, per case . . . . . \$3.65

Extra Special--Blue Ribbon Tea - 55c. lb.

Telephone

No. 258

# FAWLEY'S

Opposite

Post Office

How Mrs. Fawley advertises in North Battleford, Sask.



An illustration of the interior of Mrs. F. Fawley's store in North Battleford, Sask., showing a very attractive arrangement. Mrs. Fawley makes the most of interior displays.

as attractive as possible, and believes that in doing so it constitutes a magnet for the buying public. People will buy their groceries where they are kept in the best possible condition, and where care and attention is given to them. Neatness is one of her first essentials, together with cleanliness, and in her opinion they have played not an unimportant part in her success.

#### Using Advertising Space

Using advertising space in the North Battleford paper is valuable in promoting sales, Mrs. Fawley asserts. She is a consistent user of space, and declares that gratifying results have accrued from using newspaper space. She always follows the plan of announcing prices, and believes that if prices are not given the advertisement loses much of its real value. "I always give my prices of the goods I am advertising," she told Canadian Grocer. "I find people want to know them before anything else, and talking to the people in this way undoubtedly brings business."

Mrs. Fawley very frequently backs up her advertising with a window display, as well as an interior display. This combination she has found has been very effective, and is followed regularly and consistently in the carrying on of her business. Displaying goods, advertising, and applying selling effort to lines that are not moving rapidly, are all a part of the merchandising methods of Mrs. Fawley, of North Battleford, Sask.

## Solves the Delivery Problem and Saves More Than One Thousand Dollars Annually

Two Grocers in New Glasgow, N.S., Situated on the Same Street  
Decide to Join Forces in the Matter of Delivery,  
and the Plan Works Out Satisfactorily for Both Parties

**N**EW GLASGOW, N. S.—Not because it is a matter of such tremendous importance in itself, but because it illustrates the advantages that retailers generally might derive from co-operation with one another, a little arrangement existing between S. M. Lockhart and A. J. Roop two New Glasgow N. S. grocers, is worthy of mention.

#### Next Door to Each Other

Messrs. Lockhart and Roop are competitors. Not only that, but their stores are situated next door to each other. By the too commonly accepted misconception of the relations that should exist between two such merchants, it might naturally be expected that they would be, commercially at least, bloodthirsty enemies. When fate, in the guise of excessive rents, forced them both off New Glasgow's busiest thoroughfare, and set them down on the next street back, as next door neighbors, each was rather

inclined to be somewhat reserved in his attitude toward his new neighbor. Neighborly competition was a new game to both and neither one showed any great enthusiasm for it. But there they were, and each had to make the best of the condition that faced him.

#### Being of Mutual Benefit

Casual contact with each other gradually dissipated the mutual aloofness of the competitors. Both reached the conclusion that their businesses were not suffering any adverse effects from the close proximity of their stores, and each finally discovered that the other was not only a real human being, but a really decent, kindly and sensible man as well. Then they began to see that instead of it being necessary to "cut each other's throats" in a business way, it was actually possible for them to benefit mutually by helping each other in various ways.

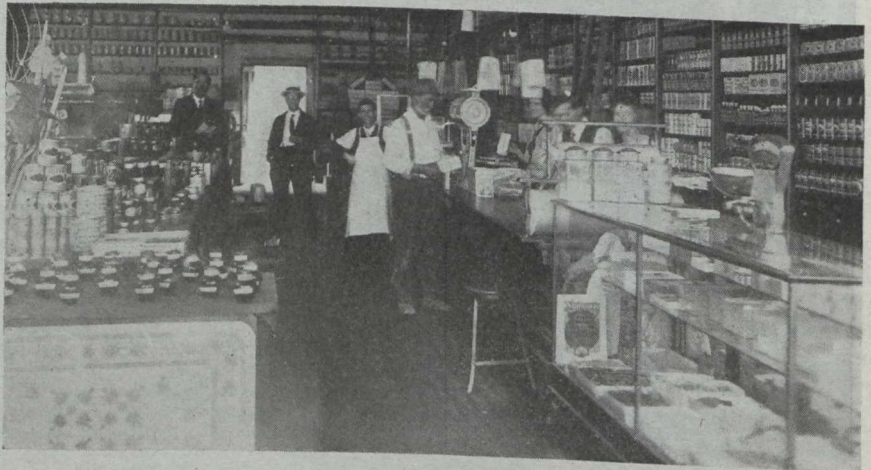
Continued on page 137.

# Selling Easily Prepared Foods During the Fruit Picking Season a Profitable Line for This Grocer

DesBrisay & Co., in Mission City, B.C., Tells How He increased His Sales of the Cheaper Grades of Salmon.

## Window Display a Big Factor in Sales

Where in Previous Seasons, He Only Sold About Four Cases of Salmon in a Comparatively Short Time This Year He Sold Thirty Cases.



*View of grocery department, DesBrisay & Co., Mission City, B.C.*

**V**ANCOUVER.—Situating on the north bank of the majestic Fraser River, the little municipality of Mission City is located among the most productive fruit ranches in British Columbia, Hammond and Honey to the west, Dewdney to the east, and Matsqui, Silverdale, Clayburn, Abbotsford across the river, all during the season struggling with immense harvests of fruits and vegetables.

At Mission the canning factory receives during the season from morning till night a never ending queue of groaning waggons bringing in the fruit that the youth from all over the country has picked.

It is at this point that DesBrisay & Co., Mission's oldest general store comes into the story. Like most general stores, it is found hard to feature each department. The best that can be done is to give the grocery section a window, the hardware section a window, and a couple more windows to the clothing lines. At one period during the fruit season the grocery window was filled with a display of salmon.

G. Gibbard, the grocery manager, has had a very illuminating experience with this canned salmon business. "Ordinarily, we had sold," he said, "during these few weeks of the year, about four cases of salmon. The pickers are all here, at this time," said Mr. Gibbard, "and that makes extra work around each ranch. In the smaller ranches as well, the women folks and the children are all as busy as they can be picking the fruit, at the time it should be picked, and a little time as possible is wasted in preparing meals. We decided that there was nothing so handy at a time like this as canned meat or fish, and nothing as reasonable as canned fish. So we put in a stock of good pink salmon. We filled the window with it. We also made a display of white spring salmon, which as you know, is quite white in color—not at all resembling the familiar sockeye color, though the flavor is quite as good. In fact may say better. We had a display near the scales on the counter.

Questions were asked. The price we had it marked at seemed reasonable. We started to push the sale of the cheaper grades of canned salmon. It has been going faster every week. The time was right and the fish in every single case pleased the customers—and in a short time we had sold nearly thirty cases. The fish was no better than former seasons, but we decided to push it this year and you see how well we succeeded."

Mr. Gibbard stated that when any line came in fresh, especially if it had been out of stock for a few days, a display was arranged on the counter, which invariably brought questions, and a good percentage of sales from the display resulted. The same is true of displays on a flat top table on the grocery floor. A handy display always invited inspection—created interest which can very readily be turned into sales.

It was suspected that one customer sometimes carried out more than had been entered on his bill. He had a careless habit of putting his sack, or his basket quite close to loose displays of grocery specialties, so a strict watch was kept. He was given a good chance to get in his little trick, and then he set his box, covered with a sack, on the floor, and sauntered into the clothing section. After a discreet peep under the sack, it was decided, in consultation with the young lady who had served him, that his collection had been considerably augmented after he had paid his bill. The articles that appeared to be surplus were removed from the box, and placed back on the shelves. The sack was replaced. This gentleman has not been afflicted with sticky fingers since, though he comes in quite regularly. Nor did he ever mention the incident, which would argue that the action taken was as good as any.



*A typical orchard scene in British Columbia*

# Sell the Goods First to the Clerks

When the Salespeople Are Convinced of the Quality of an Article, It is Bound to Sell to the Public—Manager of Goodwin's Grocery Department Tells How Practical Demonstrations Help Sales

By Staff Representative of CANADIAN GROCER.

**M**ONTREAL.—Among the best paying lines in a grocery store are the specialties. It may not be so easy to sell them as the well-known lines. It may require a little more effort, but effort and work in any business is always rewarded with profit. This is surely the case with the specialty lines since a little investigation will show that most of this class of goods return a gross margin of from twenty-five to fifty per cent., and in a few cases even more. The effort required is surely amply repaid. This is the belief at any rate of the management of Goodwin's Grocery Department in Montreal. A big effort is put forward by this firm to make big sales of specialties which J. Bailey, the manager of this department, informs Canadian Grocer, "amply repay the extra effort."

This firm makes a feature of special lines. As Mr. Bailey said, "the staple lines will sell themselves. A woman coming down town to buy her provisions, only thinks of the necessities. She is expected to be reminded of something, while she is shopping, and the merchant who brings these little things to her mind is the one who will make the sale. It does not suffice, especially in the new lines, to simply place the article in prominence. In many cases the article itself or its name does not convey any intimation either of the utility or the tastiness of the product."

## Tiny Sandwiches Sell Fish Paste

This theory seems to be justified in one of the demonstrations in that store. A certain fish paste is on sale. Its name does not altogether intimate that it is an excellent filler for sandwiches, that it has a very appetizing flavor, or in fact that it is a fish delicacy. If it is allowed to stand on the shelves unaided by a word of recommendation it will perhaps become a fixture in the store. The management of Goodwin's grocery department realize not only this, but the possibility of big sales in this line and the ability of such an article to find favor with customers. A supply of tiny sandwiches are made up and left on a plate at the front of the counter backed by a number of jars of this fish paste. The flavor is enough to convince, or at least arouse interest in the article. A word or two from the clerk and the sale is made. "The customers often admit," said one of the clerks, "that they had no idea before for what that paste was used or that it was so tasty. Without tasting it they would never think of buying it. The taste in

## Demonstration Sells in Every Instance

*Selling specialties usually means more profit than the regular lines. Greater effort is required to sell them, but the reward is the larger profits.*

*A woman on a shopping expedition usually only thinks of the necessities—but has an open mind. She is expecting to be reminded of something, and it is up to the merchant to bring to her attention these little specialties.*

*Practical demonstrations are invaluable in the way of introducing new lines. In many cases the article itself or its name does not convey any intimation either of the utility or the tastiness of the product.*

*Demonstration of a jelly powder meant sales of fifty gross a month—convincing evidence as to whether practical demonstrations pay.*

*Sales continue, in nine cases out of ten, long after the demonstration has been abandoned.*

*Two brands of flour are stocked, presumably of equal quality. Both are advertised. Only one is demonstrated. When a customer asks for flour, the girl on the telephone or the man at the counter, as the case may be, unconsciously puts down the one that was demonstrated. It lives in their memory. They had been sold on it, and remembered it above all others.*

this case is the only proof, and it ends in the majority of cases in a sale."

## 100 Packets Junket a Day

This same system is adopted in the sale of junket tablets. The woman in charge informed Canadian Grocer that it is surprising how few people know what junket is, or have even heard of it before. When a number of junket samples are made up they most certainly make a better impression on the customers, and appeal not to the imagination or to the curiosity but to the eye and the taste which is almost irresistible, especially in women. "This appeal," says Mr. Bailey, "has resulted in big sales. Towards the latter part of each week the sales will average one hundred packages a day. That means pretty fair profit and easily repays the special effort."

In speaking of this plan Mr.

Cavanagh, assistant manager of the department, said to Canadian Grocer representative: "For a long time we had a demonstration here of a certain jelly powder. As a result our sales averaged fifty gross a month. On such special lines there is at least thirty-three per cent gross margin. It is not hard then to figure out that it paid to use the demonstration. The sales continued good after the demonstration was abandoned. There is a peculiar psychological effect of such an appeal, not only on the customers but on the clerks in the store. The memory of the demonstration remains in the minds of the clerks for a long time. When a jelly is asked for invariably they refer to the jelly demonstrated. The only reason that can be given for this fact is that the name of the product is firmly fixed in the minds of the clerks and is not connected with simply a colored package or a dry powder but with a clear mould of appetizing jelly. This fact means much in promoting sales. The clerks have been sold on the product and it is therefore an easy matter to sell to the customers."

## Why One Brand Flour Sells Best

"This rather unusual theory," continued Mr. Cavanagh, "was clearly proved to us in the sales of flour in our department. We have two brands of flour here which seem to be the most popular among the customers. In my own estimation one of these brands is just as good as the other. They are both well known and manufactured by long established firms. We may substitute one for the other in an order at any time and have no complaints. Yet sales on one brand are three to four times the sales of the other. We advertise one just as much as the other, we keep them both before our customers yet the ratio of sales is unchanged. As far as I can see the clerks are responsible for this difference. We have checked it up out of mere curiosity and find that when a telephone order comes in for a bag of flour, the girl at the telephone, for some reason writes down the name of one particular brand for which she seems to have a partiality. The same seems to be the case at the counters. A customer asks for flour and she is nearly always quoted a price on this same brand. What is the reason? One time we had a demonstration of this flour. The name of that flour was connected with the cakes, the buns and the biscuits that were made. Perhaps too the person-

(Continued on page 135.)

# Window Displays in Evening Mean Sales the Following Day

Window Lights Turned on in the Evening Bring Business the Next Day, Say Halpenny & Co., Ottawa, Ont.—How One Display Sold Several Barrels of Apples to People Who Saw Them in the Window at Night

"THERE is no doubt that the time devoted to window displays is well repaid in extra sales," stated Mr. Halpenny, of Halpenny & Co., Ottawa, Ont., to Canadian Grocer. "The real value of the displays cannot be estimated at the time, because often people have asked for an article stating that they had seen it in the window several weeks ago. Then, again, the windows are working twenty-four hours in the day. We make a practice of always having the windows nicely arranged and leaving the window lights turned on after we lock up for the night. This has been the means of bringing a large volume of extra business. For instance, last winter we put in a display of apples in barrels, and the next morning we received seven different orders over the phone for a barrel each, from people who had never been into the store. All of these people stated that they had seen the apples in the window the night before, and the best of it was that each one said that they

wanted certain barrels that were in the window."

Halpenny & Co. windows are dressed by the head clerk, H. Richardson, who takes such a pride in his work that he has it down to a science. These windows have won prizes in various competitions, one of which is illustrated elsewhere in this issue. It carried off the second prize in Canadian Grocer's Christmas window contest, 1919

## Quality Should Sell the Goods

Halpenny & Co. do not believe in price cards being used freely in the windows and throughout the store. They believe that the merits of the article should be sufficient to create such an interest that people will enquire about it. "The mere fact of having the price on an article will not make it sell unless the price happens to be lower than the regular," said Mr. Halpenny. "Of course, if you have something to sell cheaper than someone else, then I believe that a price card should be used. Pile the goods up in the window and

let every person know about it. That, in my opinion, is the right way to handle a special. But for regular lines and for selling quality, just dress the window attractively and the goods will be sufficiently tempting to get the people inside to enquire about them."

## Interior Displays Help

Displays are also used to advantage in the store, small tables and the counters being used for that purpose. Usually a table is devoted to one line which is only allowed to remain there for a short period when another line is shown. During the past summer, a new line of ginger ale was stocked. This was shown in the window, and at the same time a table was nicely arranged with the same line. The result was that people seeing the line in the window were further impressed at noticing the same line prominently displayed upon entering the store. The sales on this line have been more than satisfactory to the firm.



An attractive interior view of the store of Halpenny & Co., Ottawa, Ont. The entire arrangement, it will be noticed, is carried out to effect the finest display possible.

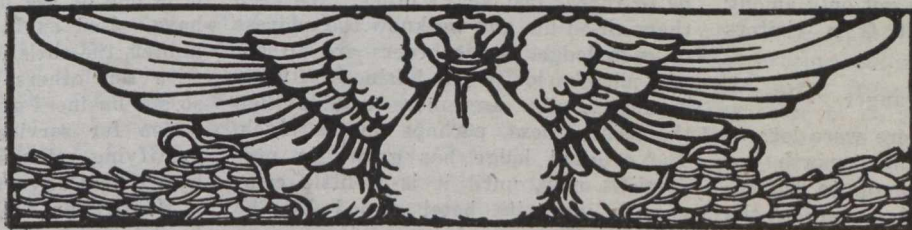
## Coffee Mill in Window Sells 14,000 Pounds Coffee Per Year

The Odor of the Grinding Coffee Entices People in to Buy—Such is the Experience of J. Bambrick, Ottawa, Ontario.

**T**HERE is something very appetizing about a whiff of freshly ground coffee. When this enticing odor permeates the air of the street, it is liable to cause the pedestrian to look about to see whence it comes. If the cause of all this is discovered to be a coffee mill in a store window the chances are that that person so interested will drop into the store and take some of that coffee home.

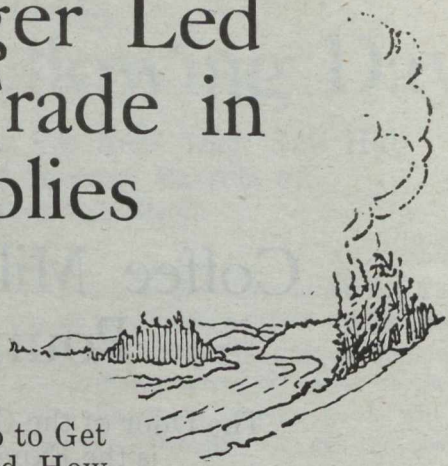
Such was the reasoning of J. Bambrick, retail grocer, Ottawa, Ontario. He has installed in one of the windows a large coffee mill which is kept almost constantly working grinding the coffee to fill the stream of orders that daily comes to the store. The odor of the freshly grinding coffee can be detected almost a half block away and upon one drawing nearer to the store it is almost impossible to resist the temptation to enter and buy some of the coffee.

"Placing the coffee mill in the window has had a great deal to do with the building up of our coffee trade," said Mr. Bambrick. "People cannot resist the appetizing smell that creeps out of the door. Our sales last year were 14,000 pounds and this year they will go considerably over that. Of course the finest mill in the world will not build a solid coffee business, unless you have quality coffee. I consider we sell the finest in the country. At least we have yet to get our first complaint."





# One Lone Stranger Led Way to Large Trade in Hunters' Supplies



George Graham, 572 St. Catherine St. W., Montreal, Tells Interesting Story of How a New Yorker Came

Into His Store a Few Years Ago to Get Fitted Out to Go Hunting and How That First Order Was the Beginning of Big Business

**M**ONTREAL. — George Graham, who owns a large grocery store at 572 St. Catherine Street, W., Montreal, tells an interesting story of how, in the heart of a big city, he has attained his objective in building up a big grocery trade with campers and hunters. He caters to a large number of Montrealers and to many from the large U. S. cities who go to the Laurentian Mountains north and east of Montreal, and also as far south and east as the Moose country of New Brunswick and the Adirondacks. Every year there is a big exodus from the cities to these unpopulated parts and among other things which have to be taken in by the hunters and campers, is a grocery order which must be large enough to carry them through the season and at the same time it must be considered that back in that country the appetite is much less easily satisfied than it is in town. It is therefore interesting to note how a Montreal grocer has developed a large share in this trade not only among his fellow citizens but from visitors from the United States.

### A Passing Stranger

"Fifteen years ago there were lots of big moose just sixty miles north of Montreal," said Mr. Graham to a Canadian Grocer representative. "About the first of September, parties started on their trip back to the Mountain Lakes. One day a man came into my store and in some way we got into conversation. He was evidently a stranger in Montreal and told me that he had come up from New York to hunt moose north of here. He asked my advice about his supplies and we got an order together. I took a personal interest in that order,

and that night we shipped it back to a point as near to the lakes as the railroad could take it. Some time later this man came into the store to tell me of his holiday and to express his thanks for the satisfactory handling of the order. Nearly a year passed and another man called into the store and handed me a letter of introduction from my customer of the previous season. He too was going north for a little hunting trip and on the recommendation of his friend came to me for his grocery order.

### Telling One Another

"Each year a few new customers came for their hunting supplies as a direct result of the first satisfied customer. As the years passed, the numbers doubled and trebled. The country covered spread out farther and farther, as the hunters were forced to follow their game farther north and eastward. This season we have received several wires and telephone messages from New York just instructing us to repeat last year's order. We keep them all on file and we know the address of each lodge. These orders are all big and mean a lot in the business. They do not require any more trouble than the local orders, perhaps not as much. The original lodge has grown in proportions now, until it is a little community with its hotel owned by the hunters. They now bring up their wives and families and spend from one to three months in the wilds. A little thoughtful attention and personal interest in the

first place have insured this yearly business which now extends nearly two hundred miles north and as far as three hundred miles east, even down into New Brunswick. A satisfied customer is the best advertisement a store can have and the influence of one customer cannot be over-estimated."

The attention and care given the filling of the first order for hunters' supplies by Mr. Graham meant for him the building up of a large trade in these particular lines. "It is a striking lesson," Mr. Graham declared to the representative of Canadian Grocer, "as to what profitable results follow service, whether it is dealing with customers who are buying only supplies for the hunt, or our regular city trade. It is always my idea to give the best possible service to my customers, that personal attention that means so much in the creation of a confidence between the merchant and the buyer. It not only means a great deal in the maintenance of business, but it is one of the best advertisements we have. Just as in the case of the first hunter, the satisfied city customers likewise tell others about our store, and so our business grows. Building a reputation for service and attention pays gratifying returns, and it is one of the best assets any grocer can have."

Mr. Graham told Canadian Grocer that his city trade was on a very large scale, serving a big section, and that the biggest factors contributing to its success have been just such a service as he has

referred to in this article, combined with the fact that he carries a stock of goods of the finest quality. He has made a point of selling only what he himself considers reputable lines, adhering very strictly to such a policy.



*Where Fish and Game Abound to Attract  
the Sportsmen From Many Parts of America*



*One of the beauty spots in the wilds of Quebec Province. Hundreds of hunters are provided with supplies by Montreal merchants on their way to their annual hunt.*

## “Let the Customer Feel That You Are Taking a Personal Interest in Her Buying,” Says Quebec Merchant

A. Grenier in Quebec City Believes That Service is Always Appreciated—When a Grocer Recommends a Thing to a Customer, and It Turns Out Satisfactorily, She is Always Grateful—A Cheery Manner Too is a Great Business Getter.

QUEBEC.—At first thought it may not seem possible that the geographical situation of a town or city may mean much to the expansion of a grocery business, yet on second consideration this may be seen to be the case. Canada is noted for its hunting and fishing. Its innumerable lakes, streams, and forests attract many visitors each year from across the border. They do not bring their provisions. They buy them at the town or city nearest to their destination. The situation of that city with regard to these lakes and hunting districts may mean much to the grocer who will take advantage of the opportunity and who realizes the amount of money that is brought into our country every year in this way.

### Quebec Grocer Bids For Trade

One of Canada's most popular hunting and fishing grounds lies north of the old city of Quebec in the Lake St. John region. A. Grenier, a grocer at 34

St. John street in that city, has realized that every year a large trade may be done with these visitors, if only it is sought in the right manner. J. Grenier, who is manager of this store, which is known under his father's name, A. Grenier, in conversation with a Canadian Grocer representative said: “It is surprising how much money is spent every year by those who come north and east to spend their vacations hunting and fishing. The season lasts from May until late in October. The summer months brings the vacationists and the fall brings the hunter. The air in these forest regions is a wonderful tonic for the appetite, and it is proved by the grocery orders that result. When we first took this matter into consideration and planned to get our share, we questioned ourselves as to what the campers wanted most, what would appeal to them most of all.

“I came to the conclusion that above all things, service, attention, care, are

what they wanted most. It is a most exasperating thing to get away back north, away from every store, and find that there is no salt in the provisions. The grocer can do much, can help much by seeing that these little things are not forgotten, by showing that he is really interested in the order. He can make little suggestions that will be appreciated and remembered by his customer. I always make it a point to remember that if a stranger comes into the store I may, through him, be able to increase my business. He may only want some very little thing, but if our attention and service pleases him he will come again. It is surprising the influence one pleased customer can have in directing business to your store. On the other hand, if he is displeased, his influence may be just as great in the other direction. It always pays to give service in every detail, to be courteous and attentive to every customer. It is quite true that a woman would rather walk

five blocks than go to a store where she has been once offended. These campers and hunters who visit us every year are nearly all personally acquainted. They become acquainted up in our northern wilds. If one man is particularly pleased with the service that is given him, he will surely tell his friends. That means more business. This service, if made, will permeate every branch of the business. It will be as evident as the name on the store. It will be a trade mark.

#### Service In Selling

"There are many ways of showing service. The first way is to be able to speak intelligently about every line in the store. I have made it a practice to try everything in my own home. Then I am in a position to speak from experience when asked about the different lines by my customers. When a man speaks from experience and therefore with conviction, it is quite evident to the customer. He is then not afraid to stake his reputation on a recommendation. A grocer can sell anything that he himself is sold on. If he believes absolutely in the merit of a product he can easily convince his customers. This leads to a second point of service in selling. When a grocer recommends a thing to a customer with which he or she is afterwards pleased, the customer then feels that the grocer is taking a personal interest in his other buying, and is always grateful. Added to this there is nothing so effective as a cheery manner, a pleasant smile, or a personal touch to the conversation. A reputation for a cheery, business-like

#### TALK INTELLIGENTLY ABOUT EVERY LINE

"There are many ways of showing service. The first way is to be able to speak intelligently about every line in the store. I have made it a practice to try everything in my own home. Then I am in position to speak from experience when asked about different lines by my customers. When a man speaks from experience and, therefore, with conviction, it is quite evident to the customer. He is then not afraid to stake his reputation on a recommendation. A grocer can sell anything he himself is sold on. If he believes absolutely in the merit of a product he can easily convince his customers. When a grocer recommends a thing to a customer with which he or she is afterwards pleased, the customer then feels that the grocer is taking a personal interest in his or her buying, and is always grateful. Add to this, there is nothing so effective as a cheery manner, a pleasant smile, or a personal touch to the conversation. A reputation for a cheery, business-like manner and a smile is a wonderful business-getter."—A. Grenier, Quebec, to Canadian Grocer.

manner and a smile is a wonderful business-getter.

#### Service in Delivery

"There is nothing like service in delivery, particularly with the class of customers I have been referring to, the hunters and campers. If there has been any mistake in their order, they cannot call up and ask for something that has been forgotten. When we take an out-of-town order, which generally takes four or five cases, we first pack case No. 1, which will contain the first day's provisions. There is nothing so provoking as to get back to the camp or having pitched your tent in the woods to have to open five or six boxes to get a loaf of bread, a can of salmon, some bacon, or sugar or butter. We have studied this and therefore pack the first day's provisions in one box, taking care to have everything in that box that may be needed the first day. This has been very pleasing to our friends, the campers, they have told their friends and each year new names are added to our list of out-of-town customers. The other boxes are all packed, keeping track of everything in the case and listing it under the number of the box. This list is made out in duplicate, one going to the customer and the other for our files. In this way the campers know just what is in each box without opening it. If one of the boxes is missing at its destination, we are just notified of its number and we are able to duplicate a file claim against the express company for the exact loss and so make a double sale. Service pays in more ways than one. It is a bond no weaker than a contract between the dealer and his customers.

#### Service in Personal Matters

"A reputation for service often leads one away from his business into personal matters, and while this takes time and does not yield a direct profit, it certainly pays. I have been written to by a customer away back in the woods asking me to go out and buy him a bed and a mattress. It took a little time and trouble, but I consider that it was proof that ambition to show service was evident to my customers. That customer will never forget. He will likely tell some of his friends when he is relating his experiences of the summer, or telling of the big fish he caught. I feel sure then that if his friends are tempted to come up here the next season I will have their order for provisions. I am well satisfied that service is a necessity above all things and that it never goes unappreciated or without its reward.

#### Credit to Unknown Customers

"Some men might think that it is poor business to give credit to these strangers. Well, they are only strangers for one season. The next season they are good customers. I have received

#### SERVICE, ATTENTION AND CARE COUNT MOST

"There is nothing like service in delivery, particularly with hunters and campers. I came to the conclusion that, above all things, service, attention, care, are what they wanted most. It is a most exasperating thing to get away back north, away from every store, and find there is no salt in the provisions. The grocer can do much, can help much by seeing that these little things are not forgotten, by showing that he is really interested in the order. He can make little suggestions that will be appreciated and remembered by his customer. A customer may only want some very little thing, but if our attention and service pleases him he will come again. It is surprising the influence one pleased customer can have in directing business to your store. On the other hand, if he is displeased, his influence can be just as great the other way. It always pays to give courteous and attentive treatment to every customer. A woman would rather walk five blocks than go to a store where she was once offended."—A. Grenier, Quebec, to Canadian Grocer.

mail orders from men whom I have not seen before, who have heard of our service from their friends. They generally mention who has recommended them to us and that serves as an introduction. Many of these initial orders mount up to three and four hundred dollars, some of the older customers buy as much as a thousand dollars' worth at once, and never in all my experience with these visitors have I lost one cent. Two years ago I got a letter from a man whom I did not know saying that he wanted to get some tobacco and that a friend, who was a customer of mine, had suggested that I would get it for him. The order amounted to over seven dollars in cigars and cigarettes. I sent it to him, but for a year I had no reply nor any settlement. I came to the conclusion that at last I had made a mistake. The next season this man came into my store and introduced himself as the man who had ordered the tobacco. He had been called away suddenly before the tobacco had arrived and expressed his sorrow at not having paid the bill before. To-day he is one of our best customers and my theory still holds. Service is a moral bond as effective as a legal document."

Mr. Grenier showed his books to the Canadian Grocer representative on which were orders for provisions all shipped north to campers, mostly Americans, amounting to many thousands of dollars. The big yellow shipping card which bears the destination of each shipment and the number of the box is eight inches by four inches and is marked perishable.

# "Quality and Service Make Trade"

At the end of eleven years, two grocery clerks, after starting in business for themselves, are conducting four grocery stores in the city of Saskatoon, as well as a large mail order house carrying on trade with the farmers for miles around. They believe that quality and service are the most important factors in the successful conduct of any grocery business. They claim there is still a place for the service grocery, and have built their business with the idea of careful attention in the way of waiting on customers and in the matter of delivery.

IN 1909 T. W. Butcher and T. Carson, Saskatoon, Sask., were working as clerks in the same grocery store. To-day they are partners in a business for themselves, operating four stores in the city of Saskatoon, as well as a mail order house. It was in 1915 that they launched out on their own account, purchasing what is now their main store on Second Avenue, Saskatoon. Their other stores are situated in the residential district, with the idea of serving different sections.

## Quality and Service

"Quality and service have been the big factors in building up our business," remarked Mr. Butcher to Canadian Grocer. This firm does not believe in the groceteria idea, asserting that there is still a big demand for the service grocery, the majority of the people demanding attention in the store and delivery to their homes. "Our delivery service is well organized," continued Mr. Butcher. "We have seven deliveries a day, and twice a day the truck delivers to any part of the city. People, we find, appreciate this regular service delivery, and the fact of being able to accommodate them in this way has meant much to the progress of our trade. Our clientele does not object to paying for this service, and where people are willing to pay for it, it pays to give it. It advertises in a very effective way.

## New Displays Daily

"We pay particular attention to our windows, and the displays are changed every day. If we did not think that the windows pulled in a good deal of business we would move to a back street. Our rent is estimated largely on the basis of the position of our windows, and if they were not making satisfactory returns, there would be no reason in staying here. Window displays are valuable, and certainly bring business. The main store being situated downtown, the windows are particularly an asset, and attract a good deal of 'catch'

T. W. Butcher and T. Carson, Saskatoon, Sask., Have Built Up a Big Business, Operating Four Stores and a Mail Order House—Reaching the Farmers by Mail, Making a Point of Shipping Goods the Same Day as Order is Received—Give Customers the Benefit of Seven Deliveries Daily.

Women down in the business section in the afternoon are very frequently attracted by something they see in the windows, and are tempted to take something home with them. We have attracted a good many new customers in this way, often retaining them as permanent ones. A great deal of our business is done over the telephone, however, but very often a customer mentions having seen something in the window while downtown."

## Use Advertising Space

Butcher and Carson are regular advertisers in the daily papers. They use space practically every day. It is not their idea to make sensational advertisements, offering goods at cut-rate prices and such like, but they always keep their advertisements fresh and timely, featuring some seasonable lines. It is their policy to advertise about 20 articles, that is giving the prices of that number, each day. They always mention prices, and believe grocery advertisements that do not mention prices are not worth while. This firm makes

Butcher and Carson, Saskatoon, pay particular attention to the matter of dressing their windows. The displays are changed every day. The windows make returns all the time, according to their theory. If the windows were not a valuable asset, they declare, they would move off the main street. They attract "catch" trade, that in many instances has meant the gaining of a permanent customer. Women downtown in the afternoons are, in nine cases out of ten, attracted by something they see in the window, and usually do not go home without making a purchase. There is no doubt but windows properly used are money getters.

a specialty of selling Old Country goods, foodstuffs that are particularly known as reputable and trustworthy. Selling these imported articles is a regular thing in their stores, and selling effort that brings results is applied to new goods that can be recommended by the management. "It is no trouble to sell a new line if you are convinced that it is worth recommending. At once you have established the confidence of your customers, the salesman can make sales."

## A Mail Order Trade

Butcher and Carson have a large warehouse in Saskatoon, and it is from it that the big mail order business of the firm is carried on. This mail order business is really getting after the farm trade. The catalogue circulated through the farming communities for

(Continued on page 135.)



Butcher & Carson operate four stores in Saskatoon, as well as a mail order warehouse. This shows the interior of the main store.

# Capitalizing the Social Season in His Town



T. A. Rowat & Co., London, Ont., Feature Special Lines During Winter Months for Social Affairs—Coffee Sales in One Year Are More Than 15,000 Pounds—Make Coffee a Leader in Their Advertising—Other Lines That Sell Well for the Tea Party.

IT WAS in the year 1903 that T. A. Rowat & Co., London, Ont., commenced to realize that their coffee business was growing to such proportions that the method of grinding by hand was obsolete. In those days the store was equipped with a large "man power" machine that required two men to operate and occupied from two to three hours of their time each morning to grind sufficient coffee to carry them into the middle of the afternoon. When the coffee which was ground in the morning was all sold, another lot had to be ground. This invariably happened during the rush hours and was the cause of a great deal of inconvenience, not only to the customers, but it had the effect of disrupting the whole organization, as men had to be taken from the work of assembling orders to grind coffee.

The next step, then, was to procure other means for grinding the coffee. At that time the electric mill was not the vogue, and the very large mills in use by manufacturers were driven by steam power. Rowat & Co. then devised a plan whereby the hand mill was converted into an electric power machine by connecting it with a two horse power motor in the basement.

## Installed an Electric Motor

A special quarter-cut oak counter was constructed, which had special compartments underneath for the ground coffee, and also the bean. The mill was placed underneath with the hopper protruding through the top of the counter. It was thought at first that the coffee could be ground as sold, but this required so much time and also the inconvenience of one clerk waiting for another to finish grinding before he could serve his customer, that this method was soon abandoned. One clerk was detailed to look after coffee, grinding probably enough for a half day's business at one time.

## Capitalized the Idea

From this time on the coffee business of T. A. Rowat & Co. has been one of steady growth. The use of an electric mill at this time was somewhat of a novelty in a retail store and the firm proceeded to capitalize it for all it was worth, featuring the idea in their advertisements to the effect that "Rowat's

coffee now being ground by electricity, is finer and more evenly cut, which tends to bring out that delicious flavor. Customers can now have their coffee

pulverized, medium or coarse cut just as they prefer."

"One of the reasons that our coffee business has grown to such proportions is because we have kept persistently at it. Our name is constantly before the public. We rarely use an advertisement without mentioning coffee," stated Mr. Rowat.

Rowat & Co. have built up a reputation for coffee, and no doubt the reason mentioned above coupled with the fact that the firm watches the quality very carefully has something to do with their success. This reputation is not confined to London alone. Their customers reach out for many miles, their orders arriving by mail and are shipped parcel post.

## 15,151 Pounds in One Year

To give some idea of the amount of coffee sold, it might be mentioned that in the year commencing July 2, 1919, and ending June 30, 1920, the sales amounted to 15,151 pounds. The month of December had a record breaking sale of 2,028 pounds. Rowat & Co. buy their coffee in the green state, have it roasted by expert coffee roasters and blended in their own warehouse. In this manner the coffee is always kept at a uniform standard of quality. Coffees of the same kind vary greatly in quality. Even different shipments from the same garden will show a difference in flavor, but by testing each kind when a new shipment arrives and changing the blend to suit, the high quality and flavor is maintained.

## Candles and Shades a Feature

Another feature in the Rowat store is the particular attention that is paid to the entertaining season. New lines are constantly being added to the stock that are specially adapted for home entertaining. It might be a new biscuit, a sandwich meat, or something for a salad. They are always on the alert for new lines and never hesitate to stock a line that shows quality and merit. The selling price in this instance is never considered. They have confidence in their selling ability and their customers have the same confidence in them, knowing that anything the firm offers and recommends as quality goods they can depend on.

One of the many lines that Rowat & Co. have been specially successful in handling is fancy candles, candle hold-

## The Social Hour

### The Woman's Delight The Woman's Dread

Sounds like a contradiction, but is it? Women love the social hour, but often dread the worry about what is best to serve.

Rowat's Grocery takes all the worry out of the social hour by having many suitable articles that please and delight.

### We Suggest Only a Few

Our stock includes many

#### FANCY BISCUITS

You will find many delicious flavors in these.

#### CHOICE OLIVES

An Olive for every taste. Select your favorite.

#### CHICKEN "A LA KING"

It's creamed and choice.

#### POTTED MEATS

Ask about them. You have a wide selection.

#### KEILLER MARMALADE

Loved because of its goodness.

#### INDIVIDUAL JELLY

Ready to serve at once.

#### DELICIOUS COCOA

All the leading Brands.

#### ROWAT'S COFFEE

Recognized as a standard.

#### ROWAT'S TEA

Pleases Particular People.

#### CANDLES and SHADES

Decorate your table or rooms

#### TELEPHONE ORDERS

Always receive careful, prompt attention. The best of goods are selected.

## T. A. ROWAT & CO.

250 DUNDAS ST. Phone 3051-3052

A typical Rowat advertisement

Show case for fancy candles, holders and shades.

Cash register.

Glass front wall case.

Counters with patented bins beneath.



Office.

Silent salesman Refrigerator.

Coffee Counter

Biscuit Cabinet.

The attractive interior view of T. A. Rowat & Co.'s store, London, Ont., showing the convenient arrangement of the store equipment.

ers and shades. These candles and shades comprise many shapes and colors so that the hostess can readily harmonize the lighting effect with the color scheme of the table decorations.

**Selling Christmas Specialties**

The selling of Christmas crackers and Santa Claus stockings is another feature of this store. These are two lines that show a handsome profit, and Rowat & Co. take particular care to map out a selling campaign that brings big results in that sales have increased

from year to year. Some three weeks previous to Christmas, window and interior displays are arranged with these lines, advertisements are also inserted in the daily papers. A few years ago the retail prices of the lines stocked ranged from ten cents upwards. Selling efforts, however, were concentrated on the better and more expensive lines to such good effect that last season the firm did not stock any of the cheaper lines and found that by so doing the volume of business was greatly enhanced.

**QUALITY AND SERVICE**

(Continued from page 133.)

miles around is an attractive and comprehensive booklet, giving in detail information and prices of every line carried by this firm. Butcher and Carson state that they have built up a business with the farmers that is now reaching a very large turnover. All orders are filled on the same day as received, and if goods asked for are not in stock, substitutes are sent unless instructions are otherwise. Trading with the farms involves a reciprocal arrangement, the firm buying large quantities of butter and eggs from them.

Scales and equipment generally throughout their stores are of the most convenient type, and have been installed with a view to rendering the best possible service, facilitating the serving of customers to the greatest extent.

**SELL THE GOODS FIRST TO THE CLERKS**

(Continued from page 127)

ality of the demonstrator had something to do with friendliness toward this brand that seemed to stay with the clerks; or perhaps the name of the one is more euphonic than the other. Still the fact remains that beyond a doubt the staff was sold on that brand and to-day its sales are very nearly four times the sales of the other which I think is quite as good. We have certainly found that it pays well to demonstrate, to put effort behind sales. If a certain line seems to be dull give it an extra effort. It will at least show you whether it is saleable or not. By a demonstration the name of the product is given reality.

**ROWAT'S SPECIAL TEAS.**  
The continued use of ROWAT'S Teas by discriminating consumers is the best evidence of their pleasing character.  
65c, 75c, 85c, \$1.10 and \$2.00 pound.  
T. A. ROWAT & CO.  
250 Dundas St. Phone 3051-3052.

**ROWAT'S COFFEE.**  
Carefully selected, scientifically blended, perfectly roasted, uniformly maintained. Try a pound to-day.  
70c.  
T. A. ROWAT & CO.,  
250 Dundas St. Phone 3051-3052.

**TOUCHES THE RIGHT SPOT.**  
ROWAT'S COFFEE is of known excellence. Its extensive use by discriminating consumers is the best evidence of its pleasing character. If you enjoy Coffee which is 100 per cent. good all the time drink ROWAT'S and know complete satisfaction.  
70c POUND.  
T. A. ROWAT & CO.,  
250 Dundas St. Phone 3051-3052.

**DAY IN AND DAY OUT**  
Always the same. Time does not change the uniform quality of Rowat's Coffee.  
70c pound.  
T. A. ROWAT & CO.,  
250 Dundas St. Phone 3051-3052.

**ROWAT'S SPECIAL TEAS.**  
Complete satisfaction with no fear of disappointment. Is experienced by all who drink Rowat's Teas.  
65c, 75c, 85c, \$1.10 and \$2.00 a pound.  
T. A. ROWAT & CO.,  
250 Dundas St. Phone 3051-3052.

T. A. Rowat & Co., London, Ont., have built up a big coffee business. Advertising such as the above has played a big part in securing this trade.

# Selling Only Top Quality Goods

"I BELIEVE that quality is of more importance than a price consideration," remarked J. H. Caskey, of Campbellford, Ont., to a Canadian Grocer representative recently. "It was in the columns of 'Canadian Grocer,'" he continued, "that I read some time ago, give your people quality, and they will remember the quality long after the price is forgotten! That impressed me more than anything I have read or heard in a long, long time. The sanity and reasonableness of the statement appealed to me, and in the days and months that have followed, I have endeavored to make it the basis of my merchandising. I am proving every day the truth of that remark. Give the people quality and they will remember it long after the price is forgotten. There is a wealth of meaning in those words for the average grocer, and I believe that ever since my attention and interest was first attracted to them, they have meant profit in my business."

## Satisfaction the First Essential

"A customer will not make strenuous objection to the price, if she is satisfied that she is getting a reputable line of first-rate quality. True the price must not be extortionate, nor boldly unjust, but I have found my customers will, more often than otherwise, pay a figure for an article in excess of a price asked for what they believe is an inferior grade. Of course I endeavor to carry only high-grade goods. My buying public consists, in a large measure, of discriminating people. That is, they are people who do not object to paying the price, in order to get the better quality lines. When a grocer pleases his trade with a certain line of goods, it provides a good selling argument for other articles. Pleasing people in food-stuffs is sometimes difficult, but once done, it afterwards becomes easier. A confidence is established, and that is of first importance in the success of any grocer."

## Selling a High Grade Bacon

Coming to specific instances, Mr. Caskey told Canadian Grocer that he carried one particular line of bacon. "It is a top quality line," he added, "and I think it is the best that can be bought. I sell it right along to my trade. They are well pleased with it, and I sell

J. H. Caskey, Campbellford, Ont., believes that a price consideration is not as important as the fact that the goods should be the best obtainable. "Give the people quality, and they will remember the quality, long after the price is forgotten," is advice, Mr. Caskey asserts, that can be followed with profit. A customer will not make strenuous objection to the price, if she is satisfied that she is getting a reputable line of first-rate quality. Makes a special feature of introducing new lines that commend themselves to him. Sales are built up in this way.

as much as one hundred pounds a week."

"Why do you sell that bacon, chiefly, in preference to other brands?" Mr. Caskey was asked.

"I believe it is of first quality, and well in keeping with my endeavor to handle only high-grade goods. I have been selling it now for some time. The people are well satisfied with it, and there is no doubt but it has been the means of selling other lines for me.

"Just how do you mean that bacon has sold other lines for you?" the Grocer representative interrogated.

"As I said before, it is essential to a grocer's success to create a confidence between his clientele and himself. Well if I have done it, in the matter of bacon, it can be done in regard to other goods. I carry a certain line of biscuits, certain brands of salmon or other canned goods. I am convinced of their worthiness, and am personally of the opinion that they are reputable lines, feeling no hesitation in recommending them to my customers. Of course I do carry a few other lines, having them if my customer demands them. But in the matter of selling, I stock and push certain articles, for which I myself will vouch as to quality and genuine satisfaction. Where you are well pleased with a thing yourself, you naturally like to tell others about it."

## Five Years in Business

Mr. Caskey has only been in the grocery business in Campbellford for the past five years, occupying a very central location and catering to a large town and country trade. His premises present an attractive appearance and coupling service with his idea of specializing in only top quality goods, he has built up a trade of a very high order. "People will pay the price if they get what pleases them, and if they get service along with it," Mr. Caskey reiterated. "They forget about the price, but the memory of having purchased some-

thing that didn't turn out as they expected sticks. Yes, it is a wise plan to be sure of the quality first, and the price will not be a serious objection, providing it is not beyond a reasonable and just profit."

## \$1,000 Per Month

Mr. Caskey's turnover is averaging four thousand dollars per month, or approximately fifty thousand dollars annually. He endeavors to turn his stock over at least once every month. He does not load up with stock he cannot sell. He keeps all his stock moving, and as this article indicates, he makes a special point of selling and introducing lines that commend themselves to him. If there is a new food product comes on the market, he believes in giving it a trial first himself, and then in making it known to his customers. Sales are built up in his store, in this way, and he believes a splendid source of increasing profits is available for the grocer just in this way—getting behind new lines that can be recommended.

## A Grocery in a Hotel is Proving a Good Combination

Running an hotel and grocery is a good combination, according to George C. Lemke, proprietor of the Hotel Armstrong, at Armstrong, B.C. He has been conducting a grocery in his hotel now for the past few years. Recently in conversation with a representative of Canadian Grocer, he remarked that in one instance he knew it was an advantage, and that was in the matter of losses from fresh fruits and vegetables. These he never encountered, for if they are not sold in the store they can be preserved for the hotel.

Two rooms of the hotel are utilized for the store, and Mr. Lemke, in opening, installed equipment of a convenient type, and his store presents a very attractive appearance.

"It costs twice as much to live as it did 50 years ago."

"Well, I'd rather be paying double now than have paid half then."—Life.



J. H. Caskey, Campbellford, Ont., uses his windows to the best possible advantage, dressing them with seasonable merchandise. This illustrates the attractive arrangement at Thanksgiving.

## Selling Delicacies for Afternoon Teas

### J. H. Caskey, Campbellford, Ont., Increases Sales of High-Grade Lines During the Social Season in His Town

"THE fall and winter months are a good time to sell certain lines that are suitable for parties and social evenings," remarked J. H. Caskey, of Campbellford, Ont., when asked by a representative of Canadian Grocer as to whether he made a special effort to sell lines that are particularly wanted for affairs of this kind. Mr. Caskey makes a point of carrying goods of the finest quality, and his trade, he states, is discriminating, and buys luxuries freely. "During the social season, I make a point of pushing certain lines that I know will take well," he added. "As soon as I know people are beginning to entertain, I start to advertise in the town paper, featuring such lines as a certain preparation for sandwiches, potted chicken of a reputable make, dainty biscuits, both Canadian and imported lines. I am carrying a certain line of potted chicken that sells at a high figure, a price that you would think was too high to attract many people. But it is only for special affairs that people will buy it, and I sell a good deal of it during the fall and winter months.

"I am also getting a certain English biscuit that was off the market during the war, and they are selling well.

When people know you carry such a line, they come here for them, and there is no doubt about it, high-class lines, such as these biscuits, help to sell other goods for you. When a grocer establishes a reputation for good goods, he will find that people will advertise his store for him. They will tell others that I carry a certain kind of biscuit, or that I have potted chicken, that made delicious chicken salad at the last tea party, and so on. It pays to carry the best available, and it certainly is good business to cater to people's needs for social affairs. There is a good revenue in these lines for the average grocer, and besides, as I said before, they sell other goods for you."

#### SOLVES THE DELIVERY PROBLEM

(Continued from page 125.)

The cordial relations that had developed between Messrs. Roop and Lockhart last fall made it easy for them both to see that each was paying out just twice as much as was necessary for delivering goods to customers. Mr. Lockhart owned and operated a horse and wagon, while Mr. Roop delivered his orders in a small auto truck. Very clearly the truck could do all that the

team and truck both were doing, since both outfits were travelling over the same territory several times a day and frequently crossing and paralleling each other in their routes. Temporarily, at least, the team could easily be dispensed with. But the winter delivering had to be considered, and motor trucks run no better on the ice and snow covered streets of New Glasgow than they do on such streets in other Canadian cities and towns. So "Dobbin" could not be altogether discarded. The result of the joint consideration of the question was that it was arranged that Mr. Lockhart's horse and wagon would deliver goods for both stores in the winter and Mr. Roop's truck would render the same service in the summer, and that the two merchants could split the expense between them. The overhead of "Dobbin's" summer vacation has been avoided by letting him work for a farmer.

The arrangement has worked out in a perfectly satisfactory manner to both merchants. The real point of the story is that Messrs. Lockhart and Roop, between them, are saving more than \$1,000 a year on delivering goods to their customers. A merchant who is too prosperous to save \$500 a year or more by cultivating the good will of, and co-operating, where it is practicable to do so, with his "competitor," has nothing to learn from this story.

#### UP TO THE HEAD OF THE CLASS

The school visitor was asking the class a few questions.

"Now, how do bees dispose of their honey!" he inquired.

"They cell it," announced the clever boy of the class."



# Alberta Retail Firm Claims Cash Plan the Best Way to Combat the High Cost of Living Problem

Conger Bros, Phillips, Alberta, Announce to Their Trade That Cash Payments Must Henceforth Be Their Plan of Doing Business—Assert That the Demand on the Part of the Public for Lower Prices Calls for Action and the Way to Effect This Request is to Eliminate Credit.

**T**HERE is an urgent demand on the part of the public for goods at lower cost. The cost of distribution must be reduced, and the consumer must get his goods at prices closer to those the manufacturer receives for them. We have come to realize that we must meet that demand, otherwise trade which might be done in Phillips will go to Edmonton or to mail-order houses elsewhere.

## Credit Business Must Go

"Having determined to meet that demand and give our customers goods at prices which would leave no incentive to send money away from Phillips, we have carefully looked over the situation to find what changes we could effect in our business which would enable us to work on a greatly reduced margin of profit and afford more efficient service to the public. We could only reach one conclusion: Our credit business must go. If we are to give values equal to those of the mail-order houses and others who are meeting the demand for distribution at lower cost, we must adopt their methods and eliminate all credit business.

## Turning Capital Oftener

"We figure this way: Suppose we sold all our goods on credit averaging say six months. Obviously we could turn our capital only twice a year. On the other hand, if we sell for cash only, we can turn our capital just as often as we can sell the goods and replace them—anywhere from four to twenty-six times a year, depending on the nature of the goods—say ten or twelve times on the average. It follows that if we can make ten or twelve profits a year, or even six, we can work on a much smaller margin of profit than if we only got two profits. And besides, there is the cost of book-keeping and other expenses incidental to giving credit. We would rather make three or four small profits than one big one, and it is sure better for our customers.

"It is clear that if we were to continue

to sell both for cash and on credit we must do one of two things: We can have one set of prices for our cash customers and another and much higher set of prices for our credit customers; or we can continue to sell both at the same prices as we have been doing in the past, in which case the cash customer carries part of the cost of the credit service given to the credit customer. This is not fair to the cash buyer, and besides he won't stand for it much longer. It isn't practicable to have two sets of prices. Anyway, the credit customer wouldn't want to buy on credit if he saw just how much the convenience was costing him. And he doesn't really need the accommodation in most cases. Credit is an expensive habit rather than a necessity.

"Considering all these things, we have reached the decision that, beginning Monday, November 1st, we will sell for cash only. On and after that date, under no circumstances will we sell any goods on credit. A rule of this sort, if established, must be rigidly observed. It would be obviously unfair to make any exceptions.

## Benefits Our Customers

"Our relations with our credit customers have been exceedingly pleasant in the past, and we would just hate to lose their trade; but we simply can't continue to give them this accommodation without doing injustice to our cash trade. We hope that every one of our former credit customers will continue to deal with us after October 30th, but on the new basis. We feel certain that a trial will convince them that the change is all to their advantage.

## Asks Co-Operation

"In order to carry out to the fullest

extent our determination to afford our customers better values and more efficient service, we must be in a position to take every opportunity to buy to the best advantage. This necessitates our having more of our resources in immediately available form—that is to say, in cash rather than in the hands of our customers in the form of accounts owing. We must have cash to carry on. We therefore frankly appeal to all who owe us accounts to help us by paying up at the earliest date possible. If not possible to make immediate settlement in full, we would urge that as much as possible be paid at once. We just hate to inconvenience any of our old customers; but we really need the money. If you owe us anything, help us out—we will appreciate it. And don't forget, we want your trade for cash; and we are going to make it pay you to give it to us.

## How One Merchant Increases Sales on Ammonia Powder

"Occasionally we have a customer ask which ammonia powder is the strongest," stated F. Dracup, manager, Danforth Avenue Dominion Store, Toronto. "And to prove to her that — brand is the strongest I take a small portion on the palm of my hand, moisten it and rub it up with my finger. This brings out the ammonia fumes and it is very easy to distinguish which brand is the strongest. Demonstrating the test in this manner always results in a sale for — brand."

## GETTING HIM IN WRONG

"You seem to hate that fellow Smith," said Brown. "What is the trouble between you and him?"

"I introduced him to my wife the other day," replied Jones, "and the gabby boob had to say: 'Why, I thought that the lady you were with in New York was your wife.'"



# "Advertising Essential to Success"

**B**RADLEY AND SONS, St. Catharines and Niagara Falls, Ont., are enthusiastic believers in the value of advertising. The advertisement reproduced on this page was a full page advertisement in the St. Catharines Daily Standard. This was the first time that

a page of advertising was ever used in St. Catharines by a grocery firm, but the Bradleys believe that grocers, like dry goods merchants or any other kind of merchant, can use advertising space advantageously and profitably.

Twenty-one years ago, Bradley & Son started a small grocery business at the corner of Centre and Court streets in St. Catharines. It was not a business centre, neither at that time nor since, but the firm at once commenced to use newspaper advertising in the Standard. It was only a two-inch ad. but it was changed daily, and it was persistent—it never stopped. From that day, twenty-one years ago, until to-day, the firm has gone on developing a great business, which has broadened into three stores, in good locations—two in this city, and one in Niagara Falls. It has gone on increasing its advertising expenditure, until now it is probably the second largest user of advertising space in this paper. Its advertising outlays have been methodically and continuously developed.

There are three things which are essential to business success, Mr. Bradley declares, the place, the goods and the publicity. Given these three essential features, combined with good business judgment and keeping faith with the public, success is sure to come. He believes that to-day the greatest outstanding business successes in a commercial way are those which judiciously and persistently use advertising space in newspapers of known and



**BRADLEY'S**  
1899-ANNIVERSARY YEAR-1920

Wednesday the Bradley Stores close at 12 o'clock noon—Saturdays at 9.30 p.m.

**Buy More Food at Bradley's--Pay Less Money**

Economy is not more effective than what's practiced in providing pantry supplies at Bradley's. Our shopping news for Saturday features many reasonable items in foodstuffs at generous price reductions. Read the list below carefully, make out your list of requirements for tomorrow dawn—note the splendid amount that the saving on each item holds on your entire order. This is possible buying groceries at either Bradley store. Why not begin tomorrow?

**WE DELIVER TO ALL PARTS OF THE CITY WITHOUT EXTRA CHARGE**

<p><b>Special Sale of Redpath Granulated Sugar</b> 10 lbs. for \$2.19 100 lbs. for \$21.75</p> <p>Many prefer "Redpath" granulated sugar to all other brands for household use. It is a pure cane sugar—grown for years in the best growing of Canada. The price is low this time. You see.</p>	<p><b>YELLOW ST. JOHN PEACHES</b> 33c Per Six Quart Basket</p> <p>The variety of peaches is nearly new. Have you checked your requirements? Go to market if you wish, but one the fruit Bradley's have to offer at this price before you buy. Beware of the convenience of having your fruit delivered without extra charge or expense.</p>	<p><b>Our Branch Store,</b> 204 St. Paul St., Opposite Academy St. is steadily gaining in popularity with the residents of the Eastern portion of the city. We would like you to visit the store for</p>	
<p><b>STOP AND SHOP AT BRADLEY'S STORE-FOR FRUITS AND VEGETABLES</b></p> <p>Prices are always fair and include delivery to your home. Buying from Bradley's you have the added protection of our guarantee that any unsatisfactory purchase may be returned and your money will be refunded cheerfully.</p>			
<p><b>GREEN CORN</b> 18c per dozen, 2 for 35c If you serve this corn soon you will reap more before it is too late. Extra Sea-Sawed.</p>	<p><b>CHOICE POTATOES</b> 30c Per Peck Buying by the peck, you know exactly the quantity of potatoes you should receive—15 pounds per bushel.</p>	<p><b>CRABAPPLES</b> 25c Per Basket Very popular for jelly making. These are excellent quality and the price especially good.</p>	<p><b>RIPE TOMATOES</b> 18c Per Basket A quart basket of red ripe tomatoes for eating at this small price.</p>
<p><b>BLENDED CIDER VINOZAR</b>, full strength, superior flavor, per gallon. <b>WHOLE MIXED PICKLING SPICE</b>, in bulk, per lb. <b>PRESERVED GINGER</b>, in bulk, per lb. "CROWN BRAND" wine half gallon fruit juice, per dozen. <b>FRUIT JAR RUBBERS</b>, good quality, 10c per dozen, 3 dozen for PAROWAX, per package.</p>	<p><b>39c</b> <b>40c</b> <b>65c</b> <b>\$1.65</b> <b>25c</b> <b>20c</b></p>	<p><b>CHEAMERY BUTTER</b> 63c per lb. You will get more for your money elsewhere than this Sunday price—our best makes butter better. Try this treatment by securing the butter you require at either Bradley store. We will make every the best.</p>	<p><b>PREMIUM OLIO-MARGARINE</b>, one pound prints, per lb. <b>42c</b> <b>GEM NUT OLIO-MARGARINE</b>, wonderful value, per lb. <b>36c</b> <b>CHOICE CHEESE</b>, mild in flavor, fresh cut to your order, per lb. <b>35c</b> <b>CHESCO</b>, one pound tins, each <b>38c</b> <b>PURE LARD</b>, best quality pure lard in bulk, 30c per lb., 3 lbs. Per <b>95c</b> <b>SHORTENING</b>, in bulk, per lb. <b>29c</b></p>
<p><b>BRIDAL VEIL FLOUR</b> \$1.85 Per Sack A splendid flour for either kind of pastry. Note the name.</p>	<p><b>Harvey's Pure Strawberry Jam</b> \$1.43 Per Tin About four pounds in the tin. Just the "eat of a vowel" purchase to suit all sizes. Special price.</p>	<p><b>Standard Laundry Soap</b> 3 Bars for 25c A few boxes of this splendid laundry soap for tomorrow saving at this price. Extra good value.</p>	<p><b>Golden Yellow Sugar</b> 5 lbs. for \$1.00 A splendid sugar, preferred by many to granulated for many purposes.</p>
<p><b>THREE PHONES</b> To make Bradley's telephone service efficient we have three offices in which it is available, as soon as possible after the receipt of your order. Branch one located at 78 St. Paul Street, St. Catharines. Branch two located at 204 St. Paul Street, St. Catharines. Branch three located at 1730</p>	<p><b>MIXED COOKIES</b>—as assortment, 10c per tin, per tin. <b>ROSA BISCOTTI</b>, 10c per tin, per tin. <b>BIRD'S NEST COOKIES</b>—one of the best, per tin, 10c. <b>SHRIMP CRACKERS</b>, 10c per tin, per tin. <b>CRANED CIGARETTES</b>—one tin, per tin, 10c. <b>BRADLEY'S COFFEES</b>—ground fresh to your order, per lb. <b>BLACK KNIGHT STOVE POLISH</b>, per tin, 10c.</p>	<p><b>BRADLEY'S BLACK TEA</b>—is a class by itself—some just as good and in the better you will have to get one. It's the only one. Just taste it in the cup. Sold in bulk. <b>PEARLINE</b>—is well known washing powder, 2 packages, 3 for 10c. <b>LEMONS LAUNDRY SOAP</b>—made by Procter, Georgia Co., &amp; guaranteed on the quality, 10c per bar. <b>LIFEBODY SOAP, FAIRY SOAP</b> (in boxes), per cake, 10c. <b>OLD FUDGE CLEANERS</b>, per package, 10c. <b>TWO IN ONE SHOE POLISH</b>, per tin, 10c.</p>	<p><b>FRUIT BUTTER</b> 25c per lb. Fresh made, with the finest milk to back it up, and any quantity.</p>

**BRADLEY'S TWO STORES**  
78 ST. PAUL STREET      204 ST. PAUL STREET  
**THREE PHONES**  
Just Ask For 1730



Special delivery without extra charge each week to Merriville, Thorold, Port Dalhousie, Homer, Virgil, Niagara-on-the-Lake, Stamford, St. David and Queenston.

proven circulation—papers whose coming is awaited with interest and expectancy by all the people the advertiser is desirous of reaching.

# Building a Big Demand for Prunes

Presenting Dried Fruits in an Attractive Manner Means Much in the Matter of Sales—Selling Tons of Prunes Every Year is a London Merchant's Experience.

A WOMAN recently went into a grocery store and enquired of the clerk for prunes. The clerk escorted her to the front of the store, near the window where the prunes were kept, but before locating the prunes the clerk had to shoo the cat out of the box. The woman said she had changed her mind and didn't think she wanted prunes that day and walked out of the store. The prunes, apparently, did not appeal to her when she discovered that the cat was accustomed to take its afternoon siesta in the box containing them.

This is no doubt an exceptional instance, but it is a fact, nevertheless, that many merchants consider the prune a mere incidental, being very careless in the method of handling them and making no special effort to boost the sales of this profitable line.

There is a vast difference between the prunes that the veteran grocer remembers and the plump juicy fruit that is now produced in the Sunny South. The writer recalls the time, when a lad learning the grocery business, prunes were imported from France and Italy in barrels. These prunes were packed into the barrels so firmly that the only possible way of getting them out was to strip the barrel of its staves and rip them apart with a pair of tongs.

These prunes were wrinkled, hard and sour, and were sold principally to boarding houses as a cheap fruit, hence the name, "boarding house prunes." The prunes sold to-day are vastly different, ranking with the finest products of the land and deserve an honored place on any table. Merchants who have taken this fact into consideration and are handling their prune business carefully and in the same method as other high grade merchandise are building a solid reputation for selling quality goods.

Such is the experience of T. A. Rowat & Co., London, Ont., who are selling tons of prunes a year, simply because they consider prunes a valuable article of food and recommend them as such to their customers. This firm, for the last couple of years, has been selling practically all the twenty to thirty size.

## SOME SUGGESTIONS ABOUT PRUNE SALES

Many merchants are increasing sales of prunes, and believe that in recommending them to their customers they are a valuable article of food, as well as a profitable line in any grocery.

A grocer in a Western Ontario town sold five hundred pounds of prunes in two days because he presented them to the public in such a way that the desire to purchase them could not be resisted.

Prunes, like any other dried fruit, will sugar within a few months after packing, and the reason white appears on the prune is because sugar seeps through the tender skin and crystallizes.

This white sugar can be removed by washing and the prunes given a more appetizing appearance.

The method of dressing prunes is simple, taking little time, but it must be done carefully, so that the skin is not bruised.

Sales of prunes are dependent on the care given them, and the attractive way in which they are displayed.

A London merchant is selling tons of prunes each year because he is giving some attention to them and presenting them to his trade in the right manner.

They point out to their customers that the larger sizes, although a little higher in price than the smaller ones, are better value in the end, as they are more meaty, have a small pit and a finer flavor. However, there are many people who prefer the smaller sizes. Whether the merchant should sell the smaller or larger size depends altogether upon the merchant himself, and the district in which his store is located.

### Sells 500 Lbs. in Two Days

A merchant in a Western Ontario city sold 25 boxes, or 500 pounds, of prunes in two days, simply because he presented the prunes to the public in such an appetizing way that the desire to purchase could not be resisted.

Twenty-five boxes of the fifty-sixty size prunes were broken up and run through one change of hot water to wash off the white sugar and incidentally to brighten up the fruit, then left to dry over night. The merchant stated that this work occupied just two

A Cat in the Box of Prunes Spoiled the Sale in One Store—An Exceptional Incident But a True One—A Simple Method for Dressing Dried Fruits.

hours of a boy's time. The window, which is about eight feet in length and a depth of four feet, was arranged with a sloping floor. The prunes were then spread over the floor in such a manner that it appeared like a real pile. Full boxes of prunes with the covers removed were piled up in the rear to form a background for the display. A neat showcard stating the quality and price was also placed in a prominent position. The novelty of displaying prunes loose in bulk style created a great deal of interest and was the direct means of selling the twenty-five boxes during a Friday and Saturday.

Prunes, as well as other dried fruit, will sugar within a few months after packing. The public generally have the impression that the reason this white appears on the fruit is because it is "ancient." This, of course, is not the case. It is merely the sugar, which has seeped through the tender skin and is crystallizing. If this white sugar is removed the fruit will have a more appetizing appearance, which goes a long way in creating a desire in the mind of the customer to carry some home. The method of dressing prunes is very simple and does not consume a great deal of time, but it must be done carefully, so that the tender skin of the fruit be not bruised. Have plenty of hot water. That does not mean warm. It must be bubbling to get the best results. Then take two pails—ordinary lard pails will answer if they are scrubbed—and into one put a piece of common washing soda about the size of a walnut and pour over it the hot water until the pail is about half full. Into the other pail put the prunes that have been previously broken up, so that every prune is single. Dump the hot water containing the dissolved washing soda over the prunes, then throw water and prunes back into the empty pail, continue this operation several times or until all the white sugar has been dissolved and the prunes are glistening. This must be done very carefully and under no consideration should the prunes

(Continued on page 142)





*Illustrating the interior of J. Savard's store, in Quebec City. Mr. Savard gets the best results from display.*

## Finds Cash Plan Works Splendidly

J. Savard, Quebec City, Sells Now Only for Cash, and Experiences Little Dissatisfaction on the Part of His Customers Because of it—"Careful Watching Should Now Be the Slogan of Every Grocer," Says Mr. Savard.

**Q**UEBEC CITY.—"In view of the abnormally high prices and the higher cost of doing business, coupled with the demand on the part of the manufacturers and wholesalers for prompt payment, we, as in the case of many other grocery firms, have found it absolutely imperative that we in turn should demand cash from our customers," remarked J. Savard, 35 St. John Street, Quebec, to Canadian Grocer recently. "We have adopted this plan after many years carrying on a credit business and were rather surprised to find that it was not a difficult matter to adopt a cash policy. It has worked out splendidly in the business and we do not feel that any of our customers have been offended by our policy.

### A Critical Time for the Grocer

"There is no doubt that the grocer is entering upon a critical time in the management of his business. The market for foodstuffs has the last few years been very strong, and one could hardly go astray in buying. I feel, however, that that time has now come to an end. It will require a great deal of thought and caution to remain on the safe side now. The break is coming but it will be gradual. The grocer cannot afford to be caught with an overstocked supply, especially in view of the fact that the public is keeping very close tab on the movements of the market. The public is ex-

tremely economical these days in many things. They are willing to pay the price for quality but in my opinion that is true economy. The grocer, however, must keep his wits about him as he has never done before, and exert every effort to keep a free movement of his stocks. To me it is 'safety first.'"

### A Good Summer Season

Mr. Savard reports a splendid business done during the spring and summer. "We usually look for rather a quiet season during the summer months," he said, "but this summer has been exceptionally good. Just what the explanation is it is hard to say. There have been many visitors here for the summer. This has meant additional business. I do not feel that the grocer who puts thought and energy into his business has anything to fear in the coming change. Personally I have looked forward to it."

### People Will Pay For Quality

"There is no doubt that people have learned that the cheapest is not always the most economical. They have found that there is certainly an economical value in quality and during the last three or four years money has been passing from hand to hand more quickly than in previous years. People have not hesitated to pay bigger prices than they

have been used to paying. We have found as a general rule that people are demanding quality. We have endeavored as a result to cater to this public demand. This demand is most evident in teas, coffee, canned goods and in fruits."

### A Good Idea in Display

A good idea in display advertising has been found profitable by Mr. Savard. He has a glass showcase just outside his front door so that it acts as a silent salesman. This showcase covers a part of the steps approaching the front door, but still is not in the way, nor does it look at all offensive to the approach from the street. It is light enough that it may be taken in every night and placed back in its position again early in the morning. Mr. Savard uses this showcase for different purposes depending to a great extent upon weather conditions. During the cooler season he is able to show poultry, eggs, green vegetables, and pickles, and sometimes butter. During the summer season it may be used to advantage for lines which are not affected by the heat. This case is dressed so effectively by the staff of this grocery store that it proves a great attraction to the passer-by and is even more effective than the windows, since it is rather unusual to see a showcase placed in such a position and since every care is taken to make this display attractive.



# Where Advertising Proves Profitable

J. Grenier, Quebec City, Always Features One or Two Particular Lines in His Advertisement Every Day, With the Object of Attracting New Customers—Use of the Coat of Arms of H. R. H. the Duke of Connaught Makes for Distinction.



**Q**UEBEC CITY.—In the upper right hand corner of one of the Quebec City papers appears daily a small advertisement surmounted by the coat of arms of His Royal Highness the Duke of Connaught. The advertisement is not large but the coat of arms lends to its simplicity a tone of distinction and refinement. This advertisement is for the grocery store of A. Grenier, of St. John Street, Quebec, P.Q. When the Duke of Connaught was Governor-General of Canada, Mr. Grenier supplied provisions to his household when they were in Quebec. Later, Mr. Grenier received a letter from the duke's secretary stating that he had been commanded to grant Mr. Grenier the privilege of using the royal coat of arms in any way that might be serviceable to him in his business.

In this way this grocery store is privileged to use in their advertising this mark of royal patronage. The big red delivery car used by this store also bears on each door in gilt this coat of arms. One of these is in French and the other is in English. The car is of a rich red and bears no other insignia than the royal crest, not even the name of the firm. Mr. Grenier feels that his full purpose is gained without using the name of the firm at all on the car.

## Advertising Proves Profitable

The idea of distinction is carried out in that the advertisement in the paper is written in the simplest form. Below the coat of arms is printed: "We offer to-day, etc.," and one of two feature lines are quoted with perhaps a word or two of description. Below is printed in a little heavier type, "A. Grenier, Grocer, 94 St. John Street, Quebec." In speaking of this to Canadian Grocer, Mr. Grenier said that his advertising had proved to be very profitable. "Each day," he said, "I feature one or two particular lines which I choose with a view solely to pleasing my customers. Perhaps it will be a particularly fine vegetable that I have succeeded in getting on the market. It may be some jam or canned goods, but I always fea-

ture it as quality and not as price. My object is not to make an extra dollar in one line or another but to attract a new customer to my store. In this I have been successful. Every day we have ten or fifteen direct enquiries for a line that is that day advertised. That proves to me that perhaps one hundred or so people have read the ad. They come into the store and there is where the advertising serves its purpose. Once here we endeavor to show them that we feature service and quality; show them that our main purpose is to please. If we are successful in doing that we may be sure that they will return. If we are not successful it is ourselves that have failed and not the advertising.

## Pleasing New Customers

"People like to be given attention when they come into a store. They are perhaps thoughtless in that for the most part they do not stop to consider that the grocer may be very busy when they call, and if they are not waited upon at once that it is not a lack of interest on the grocer's part. Here the grocer is called upon to be very tactful, and a word may save the situation. A pleasant, kindly word goes a very long way. There is one other thing that I have found most people to be very partial to and that is that a clerk or the proprietor know intimately everything in the store, to be able to describe the composition of all canned goods, to be able to give his personal recommendation to a particular line or to tell how to prepare certain lines. This requires considerable experiment and study, but it is always worth while. I had an experience at one time that illustrates exactly what I mean. It showed me how important it was to know what I was selling. I saw a box of very fine knitted gloves in a dry goods store. Over the box was a sign 'Real Camel's Hair Gloves.' I called a clerk, and as I can speak both English and French, out of curiosity to see if he knew what he was talking about I asked him what camel's hair was. He thought that I did not speak English and so he answered: 'It

is the wool from a sheep that lives in Africa.' Of course I knew better than that, and rather than let him think he had deceived me I went out without buying the gloves. I could never have faith again in anything that man told me, even if I did not know myself. It only proves how important it is that a merchant shall be an encyclopaedia of all the lines he carries in his store. By giving attention to these few details I have faith to believe that when our advertising brings a new customer to the store our service will be so pleasing that they will return again."

## BUILDING A BIG DEMAND FOR PRUNES

(Continued from page 140)

be left to soak. If this is done the prunes become a brown color and the tender skin is broken. After the prunes are tossed several times from one pail to the other, they are then dumped into a strainer and drained. This strainer is easily made by knocking the top and bottom from a box—an empty two-pound corn syrup case is a good size—tacking over the bottom a half-inch wire screen. This homemade screen of the size mentioned will just fit the top of an ordinary kitchen sink, with which most stores are equipped. After the water is drained off the prunes are dumped into boxes—here is where the syrup cases are again useful; they make admirable trays for this purpose—a cloth thrown over them to keep in the steam and then left for several hours to dry. The cloths in this instance were made from white cotton oatmeal sacks, ripped open and sent to the laundry to be washed. Thus it is seen that the equipment necessary requires no expense. Everything is right in the merchant's warehouse. This may seem a long process, when in reality it is not. A couple of twenty-five pound boxes can be broken up and washed in a few minutes. This process is equally good for any variety of dried fruits that are cured whole.

# "Cut Prices—the Rope by Which the Grocer Hangs Himself"

John Muir, Niagara Falls, Ont., After Twenty-three Years in the Grocery Business, Declares That the Merchant Who Cuts Prices is Only Working for His Own Collapse—He Does Not Believe in Worrying About What the Other Fellow is Doing Down the Street—His Store a Model of Systematic Arrangement.

"CUT prices mean the rope by which the grocer hangs himself," quoted John Muir, of Niagara Falls, Ont., in discussing the subject of successful merchandising of groceries with a representative of Canadian Grocer recently. John Muir has been in business at the Falls for the past twenty-three years, during which time he has built up a big business, constituting a large turnover annually. He has gone ahead consistently and steadily, operating, as he believes, on sound principles of business, giving the best possible service to his trade, and at the same time providing something for himself. Three years ago he had his store remodelled. To-day it is a splendid example of systematic arrangement, of convenience that works to save time and a needless expenditure of energy. The whole layout is such as to attract attention. Everything is in its proper place and no time is lost in search for something that cannot be found. The whole plan of the main floor and the basement is devised to give to each line its allotted space, and consequently the clerk knows exactly where to find the particular stock that he is looking for.

## Afraid of the Other Fellow

"Too many grocers are afraid of the other fellow," Mr. Muir continued. "It is my plan never to mind what Sam Jones is doing down the street. I am going to sell so that I can get a profit. No matter how I try, I can't get all the trade. My idea is to give service and satisfaction, but at the same time to be sure that I am safe myself. The man who cuts prices is only providing the rope by which to hang himself. I never do it. A grocery business cannot be successfully run along those lines. Sooner or later it is going to collapse. There is a proper place for service in every store, and the legitimate grocery that is providing that service to his trade will never be eliminated. The people appreciate attention and care in the filling of their orders. The cash and carry idea will never outlive the legitimate grocery. It is, in my opinion, only a fad, and will not survive. The people as a whole demand service, and for that service the grocer must be paid. My experience has been that people do not object to paying a just and reasonable figure for that ser-

vice, and the merchant who is cutting prices is not only ruining his own business but is unable to give to the public what is rightly their service and satisfaction.

"There are many little ways that the grocer can render service to his customers that merits their appreciation and goodwill more than the merchant thinks at the time. I have studied my customers so I know exactly what they like. I invariably check over every order that goes out from my store. Sometimes I find the clerk is sending some little thing that I know this particular customer will not like. I endeavor not to let them get anything that I know they do not want. I think very often a customer grows dissatisfied in this way. It is in establishing a confidence with your trade in just such a little way as this that will mean so much to your business. My business is largely credit, accounts being rendered monthly. Orders are given chiefly over the telephone, and in fact I know of instances where I have never met certain customers personally. One dealt with me for several years, one time, and had never been in my store. All business was done on the telephone, and the cheque in payment of the account was sent in every month.

## Avoids Too Many Brands

"I carry certain brands of goods that I am convinced are the best obtainable and I sell them. I do not believe in carrying a number of brands of the same class of goods. For instance I carry only one kind of bacon, only one brand of lard, and I have handled the one make of butter for a great many years. It is the same with numerous other things. I first must know a thing is right myself and then I will sell it. I avoid all fads in the trade. I never follow the line of loading up with stock. For instance,

buying five cases of this kind of breakfast food, and five cases of another, and so on, until you have practically all the breakfast foods made, is bad business. The first thing you know you have a lot of dead stock on your hands. My method is to sell the line I know is a good article. It is a poor salesman who cannot sell a thing if it can at all be recommended."

## Heavy Sales of Coffee

Selling one particular brand of coffee is a feature in Mr. Muir's store. His sales of coffee amount up in the thousands of pounds each year. He has customers come from Niagara Falls, N.Y., and Buffalo to buy his coffee. He has an electric coffee mill, and gives a good deal of care to his coffee trade. He believes that a reputation for good coffee goes a long way towards the success of any grocery. Adhering to one particular brand of different foodstuffs, he believes, is sound business, and in his opinion the proper method to pursue to make merchandising in groceries profitable.

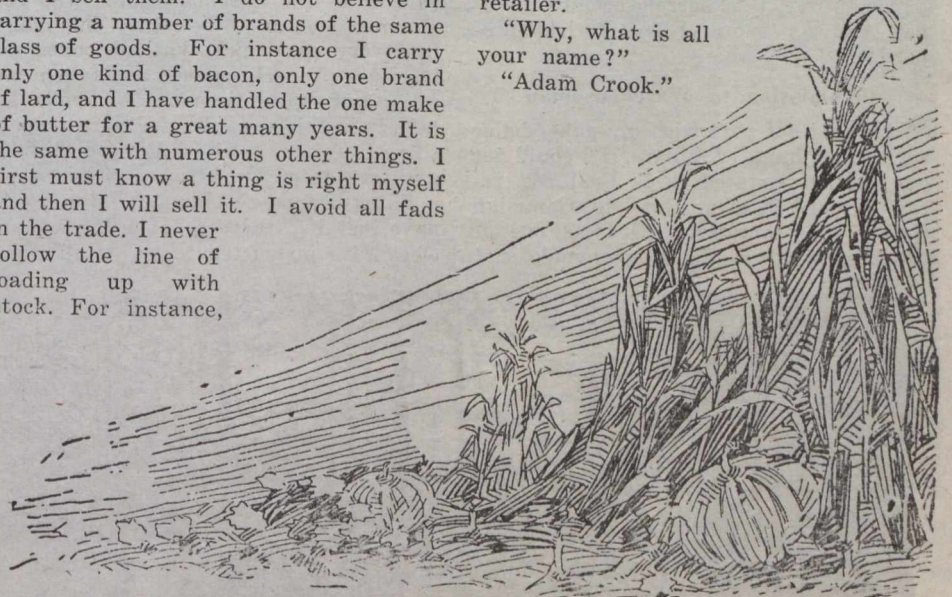
## MAKING IT WORSE

"I'll be hanged," said the nery visitor, "if I'd have my name printed that way over my door if it was a name such as you have.—'A. Crook, Grocer.'"

"You would if you had a name like mine all the way through," replied the retailer.

"Why, what is all your name?"

"Adam Crook."



# Would Not Part With His Paper Baler for Several Hundred Dollars— a Source of Revenue for the Grocer

G. B. Crabtree, Retail Grocer at Ottawa, Ont., Declares He Sells Waste Paper to the Value of \$200 a Year—One of the Best Investments He Ever Made—More Careful in Keeping Down Waste

**T**HE shortage of raw material for the manufacture of cardboard containers is having the effect of creating a big demand for waste paper, empty boxes and bags. This demand is so great that buyers are willing to pay four or five times as much as they were a few years ago, and they are glad to get them at almost any price. Waste paper such as accumulates around a grocery store now brings \$35 per ton when baled, and if it is assorted will realize even a larger sum. Waste newspapers are worth \$38, and magazines \$45 per ton f.o.b. Toronto.

The average grocery store sends to the incinerator, burns or otherwise destroys upwards of one hundred pounds of waste paper a week. Waste paper is remade into cardboard, from which are made cartons, biscuit and candy boxes, etc. The inflated cost of cartons has been greatly attributed to the fact that not sufficient waste material is procurable for the manufacture of cardboard, and hence the more expensive pulp is used for that purpose. The merchant who saves his waste paper is not only opening a source of revenue to himself but is rendering a patriotic service to his country as well.

## Paper Baler Keeps Down Fire Risk

The best method to adopt in taking care of waste paper is the baler. The cost of a baler is a mere trifle, a few months' saving of paper will pay for one. A baler installed in the basement or warehouse will occupy little space and tends to keep down the fire risk as loose paper thrown into barrels or into a corner is always more or less a risky proposition.

## Commission to Warehouseman

"I would not part with my paper baler for several hundred dollars, if I could not get another," stated G. B. Crabtree, retail grocer, Ottawa, Ont., to Canadian Grocer representative. "It was one of the best investments I ever made, not

## "We Hardly Know That Mail Order Houses Exist," Says This Merchant

**"P**REVIOUS to the war, and, in fact, for the first two years during the war, we considered the mail order houses a serious menace to our business," stated J. McGillivray, general merchant, Smiths Falls, Ont., to Canadian Grocer. "Then goods commenced to get scarce. Prices started to climb and the large mail order houses were as hard up for goods as the smaller merchant. At the present time we hardly know that the mail order houses exist. People that were buying out of town are now buying a large portion of their requirements here. In fact, it was only last week that we shipped three rugs to Montreal to people who had explored the larger places to get the style rug they required. One of these buyers was visiting here, had seen our rugs and had one shipped to her home. After going back home some of her friends admired her rug, and the result was that they wrote us and purchased two of the same make, but of a different pattern."

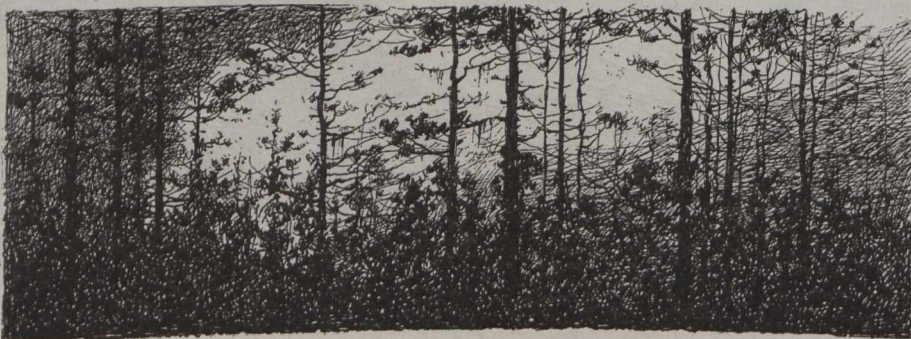
At one time it was a common occurrence for several people to club together and send in an order to the mail order houses for as much as fifty or a hundred dollars' worth of groceries," continued Mr. McGillivray. "This is very rarely done now. People say that there is so much substituting and that prices are just as high, no matter where they bought them, that they might just as well buy at home, and they had the satisfaction of seeing what they were buying."

only from the paper we sell, but in the fact that it has educated us to be more careful to keep down waste in every department. At the present prices of waste paper the amount we sell runs into about \$200 a year. Then we sell all the empty boxes, bags, and other containers that at one time were thrown out or given away. These are all taken care of by the warehouse man, who gets a commission on all he sells. This makes him very particular that all boxes and bags are properly opened and taken care of, and of course the more particular the help is in this regards, the more revenue there is for me. I have noticed that the greatest amount of waste paper accumulates around the meat counter, so we have installed there a paper basket, and clerks are instructed to throw all waste

paper in it, thereby keeping the department neater and saving a lot of time each morning when cleaning up."

## Getting a Better Price for Boxes

"The value of empty boxes was greatly impressed upon my mind a short time ago," continued Mr. Crabtree, "when a woman came into the store and enquired if we had an empty box of a certain dimension. I had the man look one up, and we had just the size she wanted. I told her the cost would be twenty-five cents, which would just about cover the delivery. She was willing to pay a greater sum than that because she said it would cost her three dollars to have one made. This set me thinking, and I have come to the conclusion that we might as well get a better price for the empties. This we have been doing for some time. Several years ago I rented a barn and part of it was used for a dumping place for odds and ends of stuff that accumulate around a store. About six months ago we decided to clear it out, and we discovered that there was several hundred pounds of old bags and rags. The warehouse man phoned a junk dealer, who bought them, and we received \$12 for the lot. The warehouse man is responsible for all the empties; he takes care of them and sells them, and as he is allowed a commission he gets the best price that is going."



# Showcard Writing and How it Can Help to Stimulate Business

Creating, in the Mind of the Possible Purchaser, the Desire to Buy  
—Neat, Attractive Showcards Will Sell Goods—How Merchants  
Can Do Their Own Card Writing With Little Expense.

**T**HE use of signs as a medium of advertising or a method by which one merchant could have his business distinguished from another, has been in use for several centuries. Even before people could read or write some such method was in common use. The red, white and blue pole used today by the barber, and the three gilded balls of the pawnbroker have been handed down from the earlier generations. These relics of bygone days stand out as evidence that even in ancient times the merchants realized that in order to meet competition some method must be used to mark up their places of business.

Signs, show cards and price tickets are synonymous, signs being used to classify or direct people to certain places of business; show-cards and price tickets to draw attention to the goods on display, telling something about the goods and the prices for which they can be purchased. The show-card is in the same category as a salesman. It creates in the mind of the possible purchaser the desire to possess and the price ticket is the medium that clinches the sale.

## Value of Show-cards

There are some stores that do not believe in the use of price tickets. They are of the opinion that they tend to cheapen the article, and no doubt from the view of such merchants their arguments are quite right. On the other hand there are merchants who owe the greater volume of their business to the use of show-cards and price tickets freely about their business. Scientific merchants, men who have made a special study of methods to increase business, are agreed on the point that neat attractive show-cards will sell the goods.

The object of this article is not to argue the pros and cons of show-cards but to explain as simply as possible the fundamentals of show-card writing. Many merchants are of the opinion that to learn show-card writing means long hours of tedious work, when the fact is that anyone with a little practice can soon make presentable cards.

## Choosing the Outfit

The first essential is to procure good brushes, the better the quality the easier the work will become. Show-card brushes are called "riggers," and the best quality are made from red sable.

They come in a number of sizes, but probably the best sizes for the beginner are Nos. 6, 8 and 12, an assortment of stub pens for the writing of small letters and for rapid writing, two or three bottles of show-card paint, and a fair-sized drawing board and T-square complete the equipment. These two last are not really essential but they assist in making for rapid work.

## How the Work is Done

Now pin the card of the desired size to the drawing board, and with the aid of the T-square draw a margin all around. Be generous with this margin as the general effect of the finished card will depend a great deal upon this margin. Then rule top and bottom lines for the lettering, and with a soft lead pencil lightsketch in the words. Take a small portion of the color out on a piece of cardboard and proceed to charge the brush. The mere dipping of the brush into the color does not charge it. The brush must be wiggled from

one side to the other through the color and the surplus brushed off. In this way the brush becomes thoroughly charged and the color will flow freely and evenly from the brush. The next step is the lettering. Choose a plain letter, one that has not too many curves and omitting all fancy scrolls. Go at it carefully and deliberately. Never mind if you do make a crooked line. A little practice will soon set this right.

One of the principal points in making a show card is to be particular about the layout. By that is meant margin around the card, position of the words on the card, and the spacing of the letters. A good layout cannot fail to make a pleasing card even if the letters are not accurately drawn.

## Pictures Pasted on Cards

An illustrated card has a great deal of merit as the picture tends to attract attention. These pictures should have something in common with the text, and



Window display showing effective use of show cards. This display was put in during the latter part of October and was the means of selling 200 pounds of Brazil nuts in one week. Satisfactory sales were also made on other nuts, which goes to show that the selling of nuts need not be confined to a week or two prior to Christmas.



are obtainable from many sources. Magazines and particularly the ladies' magazines contain many illustrations that are adaptable for show cards. All that is required is to cut them out and paste them on the card. This must be done very carefully otherwise the card will have a slovenly appearance. Often a little retouching will improve the design. A little experience will soon teach one just where and how much retouching should be done. It is not advisable to use too many colors on a card. Black and red colors on a white card, or white color on a dark card are the most suitable. A color combination on a white card that is very attractive and yet neat is to paint the letters blue and the figures in red. If no figures are to be used, then a little underlining in red is very effective.

#### Beware of Dirty Cards

If a merchant is to get the best results from his show cards he must be very particular to see that they are

clean. When the cards become soiled they should be discarded. There is nothing that will kill a sale so quickly as a dirty card placed on a pile of food-stuffs. Better not to use a card at all than to use one that has become dirty from constant use.

## Having the Candy Counter in Right Place Means Sales

D. Hamilton has studied the sale of chocolates in his grocery store at 71 Fairmount Ave. West, Montreal, and has at last found what he thinks is the most advantageous situation for the candy counter. When any sales are made in this store the customer is given a check which is paid to the cashier in the middle of the store. Mr. Hamilton has used the chocolate show-case as one wall of the cashier's office. Every customer

that pays his or her bill is confronted with this carefully dressed show-case. The change is handed to the customer and immediately the power of suggestion from this display is brought into effect. Mr. Hamilton states that since he has placed this counter in this position his sales of candy and chocolates have improved considerably. The customer in receiving 10 cents, 15 cents or 25 cents in change is tempted immediately to buy some of the delicious confections there displayed. If this counter was placed in any other part of the store the suggestion would not be nearly as effective. Mr. Hamilton points out another advantage also since nobody but the cashier in the store handles the chocolates. This young lady is responsible for the sale of chocolates and takes an interest in showing a profit on her line. Too often a grocery clerk is apt to be careless of a side line like chocolates and it is the easiest leakage for profit in a grocery store unless handled very carefully.

# The Christmas Window Contest

For a number of years Canadian Grocer has held a Christmas window contest to encourage good window dressing. This year the policy will be continued but the prizes offered are double the amount of previous years.

It may be that the merchant himself will not care to enter the contest. In that event any clerk of the store is at liberty to enter a photo of the store's window. The real essential of a window display is its selling value, and that is not necessarily a matter of elaborate display.

Entries will be judged first on their selling value.

Second on their novelty of idea or arrangement.

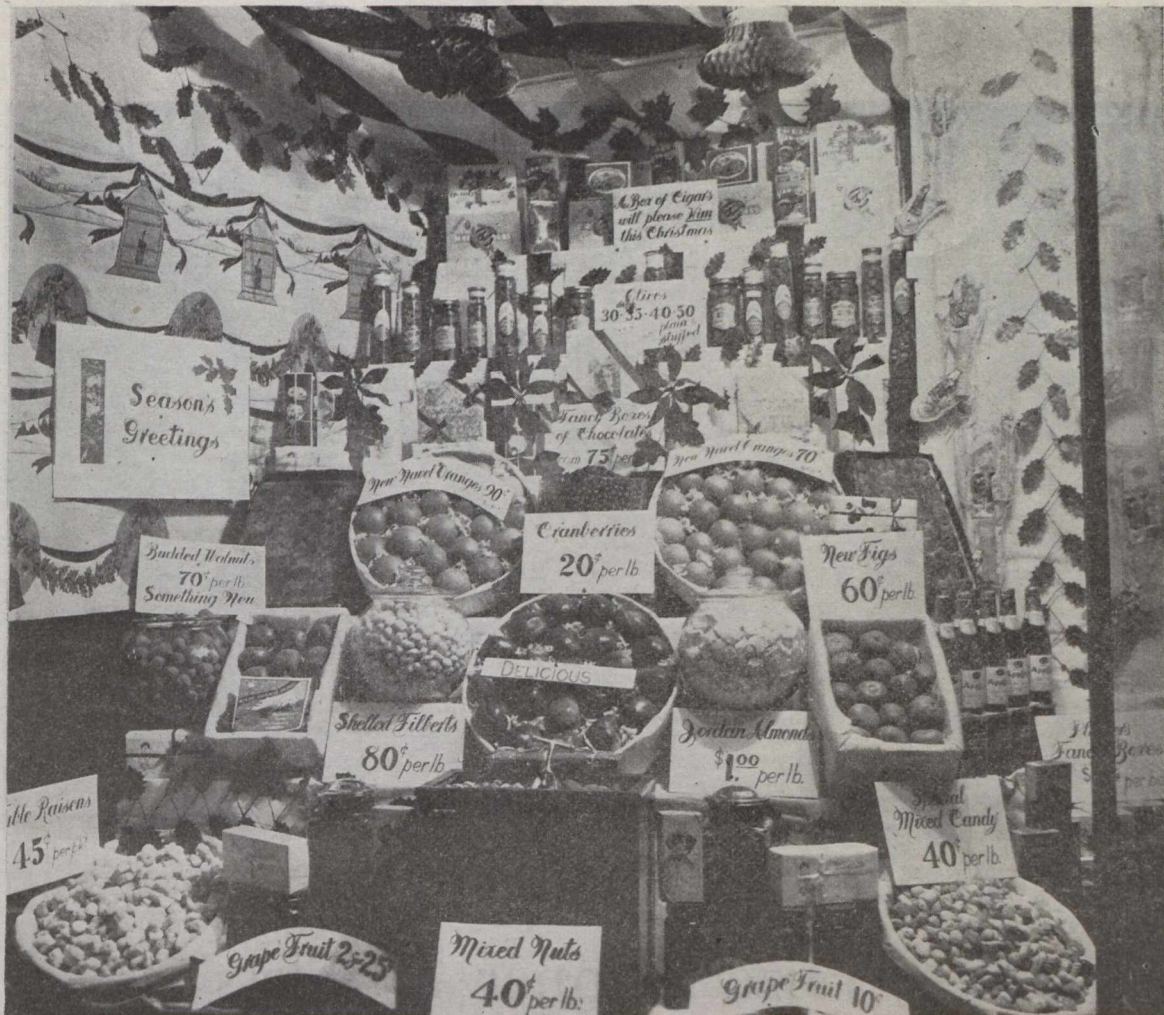
Third, on their general attractiveness.

The contest is divided into two classes, in order that the merchant in smaller places will not feel that he is placed at a disadvantage.

CLASS A Towns and Cities Under 10,000 Population	CLASS B Centres Over 10,000 Population
1st Prize ..... \$10.00	1st Prize ..... \$10.00
2nd Prize ..... 5.00	2nd Prize ..... 5.00
5 Prizes of \$1.00 each.	5 Prizes of \$1.00 each.

A description of the make-up of the window should accompany the entry. Photos where possible should be 5 x 7 or larger. Address all entries to

**THE CONTEST EDITOR, CANADIAN GROCER**  
143-153 University Ave., Toronto



Winner of first prize, Class A. Dressed by Harold Crone, for McLean Grocery, Moose Jaw, Sask.

## Splendid Window From Moose Jaw

Winner of First Prize in Class A—A Very Simple Display That Made Ready Sales—Show Cards Used to Good Advantage—Christmas Wines and Cigars a Feature in This Window.

**T**HE above window was trimmed by Harold Crone for the McLean Grocery, Moose Jaw, Sask., and was winner of the first prize in Canadian Grocer Christmas Window Contest, Class A—cities of over 10,000 inhabitants. The simple, practical nature of this window was no doubt the means of creating a great deal of interest and a power that induced many people who probably were not regular customers of the store to enter and make a purchase. The real object of a window display is to sell goods; the trimmer would therefore do well by keeping this thought in mind when dressing a window, "Will it sell goods?"

The McLean window is a splendid selling display, showing in the back row fancy boxes of cigars. Below these are bottles of olives, Turkish figs, oranges, apples, jars of shelled nuts and candies and table raisins, the whole being interspersed with bottles of Christmas wines and fancy boxes of chocolates.

Observe that all articles are ticketed, so that customers busy and hurried in their Christmas shopping, do not have to bother to come in and ask price details.



Winner of the first prize, Class B. Arranged by Glen Piper, for T. B. Crothers, Oshawa.

## First Prize Winner in Class B

Oshawa Grocer Leads With Attractive Window—Bulk Display Means of Getting Quick Returns—Red Christmas Bells and Crepe Paper Give Seasonable Spirit—Show Effective.

**A** CHRISTMAS window display of T. B. Crothers, Oshawa, Ontario, dressed by Glen Piper, winner of the first prize Canadian Grocer Christmas Window Contest, Class B—cities of under 10,000 population.

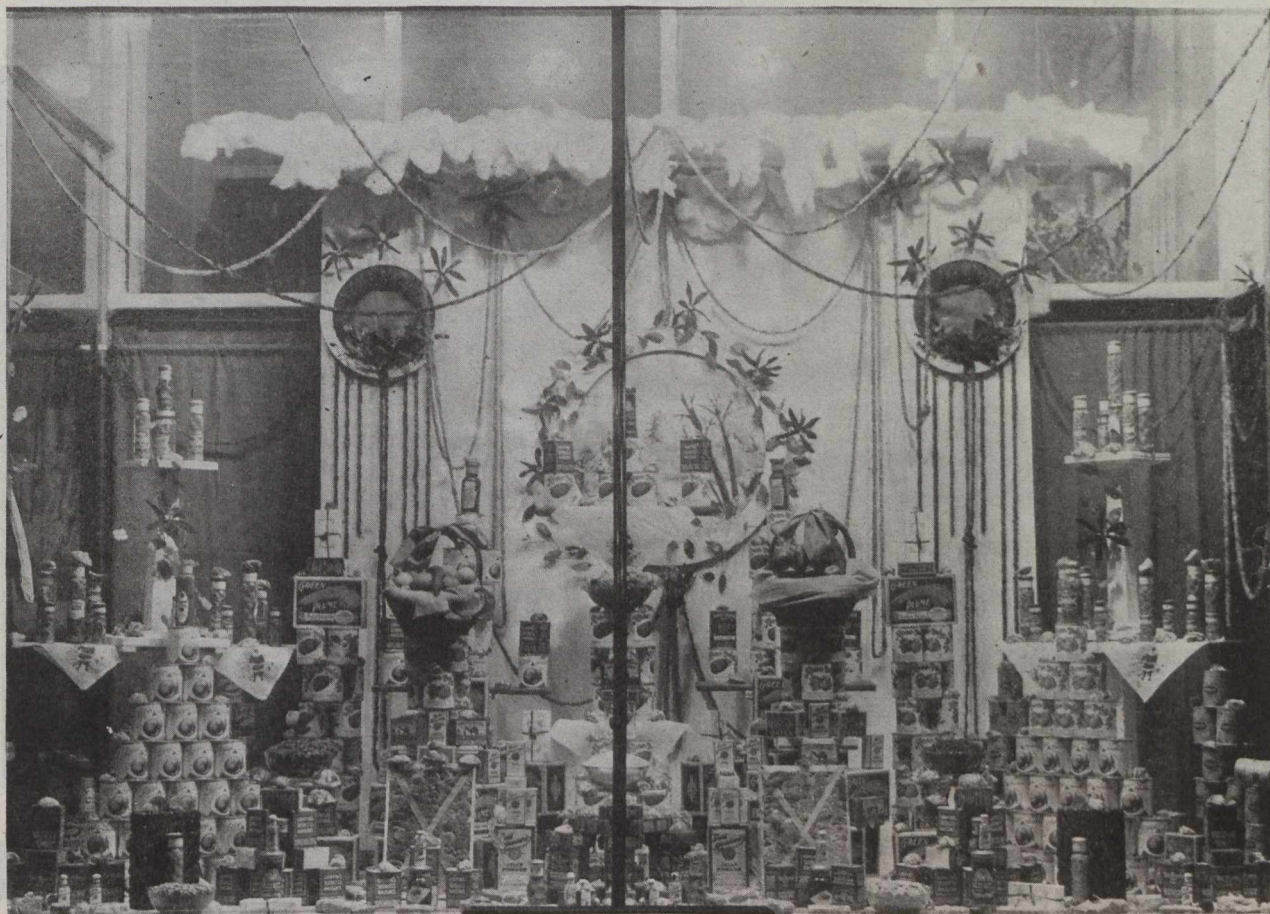
This is a good example of a flat bulk display. A style that many window trimmers adopt as the means of getting quick results.

The piles of nuts framed by rows of package raisins and figs with price card attached, on the front row, give the passing public an opportunity to examine the quality, a feature worth considering by the window trimmer. A box containing oranges, also a full box of apples set on end, arranged one on each end of the window, nicely balance the display. Other articles seen in the arrangement are boxes of chocolates, figs, grapes, Christmas wines, candies and jellies and jams in glass jars.

The color scheme of the display was red and white. Paper bells and crepe paper used for decoration. Price cards are used, but only on articles that are particularly seasonable for the Yuletide trade, which have a tendency to draw attention to those special lines.

# A Brandon Winner in Class A

Beautiful Trim of Brandon Merchant Secured Third Prize in Class A—Background Adds to Attractiveness But Does Not Detract from Prominence of Goods.



Winner of third prize, Class A. Dressed by E. C. Stuart for Nation & Shewan Ltd., Brandon, Man.

**C**HRISTMAS window display of Nation & Shewan Ltd., Brandon, Man., dressed by E. C. Stuart, winner of the third prize in Canadian Grocer Christmas Window Contest. Class A.

This is a well balanced display, the setting and color scheme being red, green and white fibre roping.

At each end of the background are two doors, these are covered with green velour curtains. In the front row close up to the glass are to be seen small bottles of extracts, dishes containing shelled nuts also hard dates, layer raisins, table figs, jellies, package raisins, bottles of olives and packages of cocoanut. Back of this are tiers of canned fruit. At the rear and at each end are pedestals supporting shelves upon which are arranged bottled olives and cherries, topped with fancy baskets of fruits.

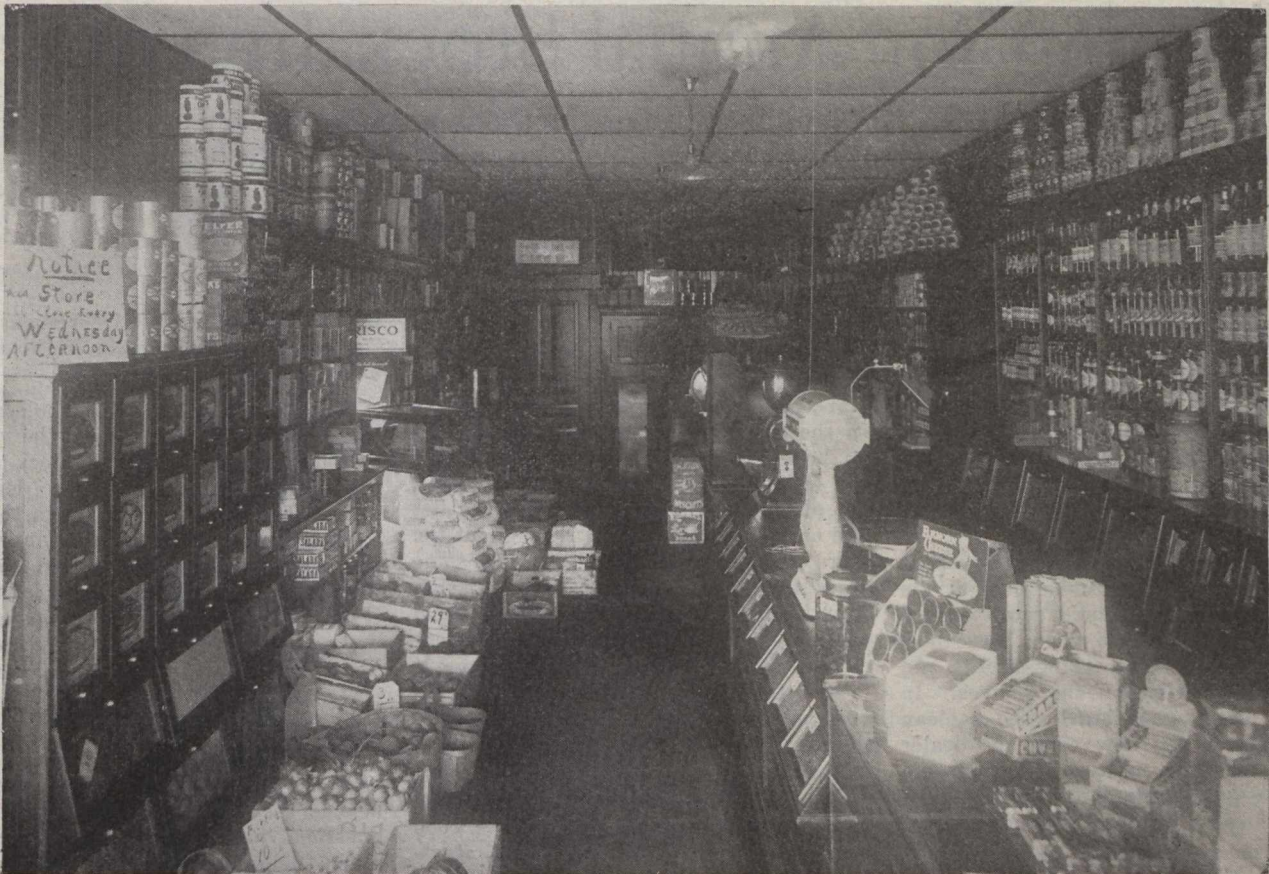
# An Attractive Window in Class A

Second Prize Goes to Ottawa—An Appetizing Display of Christmas Merchandise—It Shows Much Skill and Thought in Arranging—How It Was Made and the Articles Used.



Attractive display from Halpenny & Co., Ottawa, winner of second prize, Class A.

THE window display of Halpenny & Co., Ottawa, Ont., dressed by H. M. Richardson, was the winner of the second prize in Canadian Grocer Christmas window contest, class A—centres over 10,000 population. This is another sample of a splendid selling display and ranks well with the first prize winner, the judges having great difficulty in deciding which should be entitled to first place. This is truly a Christmas display, all the articles shown are especially adapted to the festive season. The front row is composed of nuts of different varieties. In the centre and well up to the front is a full case of Hallowee dates stripped of its case, radiating from this and extending to each end are packages of figs, layer raisins, Christmas cake, boxes of chocolate, bottles of preserved ginger, fruits and Maraschino cherries. In the next row back of the central articles are the two boxes of rosy red apples and two small tubs lined with crepe paper, filled with bunches of grapes. The background is built up with preserved fruits in tins, boxes of prunes and figs, topped off with Christmas crackers and bottles of grape juice. Throughout the display and also surrounding the background are to be seen green twigs of the fir tree, the green of the decorations blending very nicely with the red apples and labels on the packages, which give the display a typical Christmas atmosphere.



Showing the interior of the store of S. R. Allen, Welland, Ont., where his monthly turnover averages \$8,000

## “Sell as Much But Buy Oftener”

S. R. Allen, Welland, Ont., Believes in Quick Turnovers, and is Endeavoring Now to Turn His Stock Over in Less Than a Month—Has Always Done It at Least Once in Thirty Days.

**T**URNING his stock over every month is the policy followed by S. R. Allen, Welland, Ont. Mr. Allen was formerly in business in Dunnville before he purchased his present business last July. His predecessor last year did a turnover of slightly over one hundred thousand dollars, and Mr. Allen believes that he will duplicate the performance, for since coming to Welland, his monthly turnover has totalled around \$8,000. In Dunnville his business was on a much smaller scale, his annual turnover amounting to not much more than \$30,000. In his present location he is situated near two of Welland's large industries, and his customers consist of people who work in these factories. His accounts are mostly credit, but he told Canadian Grocer recently that they were all good, and that he kept close watch on this feature of his trade, making sure that a customer was trustworthy before an extension of time was granted.

### Quick Turnovers Essential

“The only way to make a success of the grocery business is to have quick turnovers,” remarked Mr. Allen. “In fact now I am trying to turn it over in less time than a month. I

think it is the wisest plan, in view of the uncertainty of prices.

“I have been carrying quite a heavy stock, but have been unloading with the idea of only stocking for immediate requirements. I don't think I am selling any less than I was, and consequently I am buying just as much, but on the other hand, I am not buying in such large quantities. I am making a big effort to sell, and buy often as the demand necessitates. It is the only way to avoid losses, and the merchant must do it to protect himself. At the same time, it is going a long way in maintaining business.”

Mr. Allen, as the above photograph indicates, has an attractive store. It is not large, but it is well arranged, and he has it equipped with the best devices available for a grocery store. Patented bins, display counters, scales conveniently situated, and a meat slicer, constitute the equipment in the Allen store, all designed for the purpose of rendering quick and efficient service in the way of handling customers. The work of the clerks is greatly facilitated, and people can be served in much quicker time.

# Planning for Annual Stock Inventory

Many Dealers Unfamiliar with Best Methods to Take Stock with Least Inconvenience—Accuracy an Important Factor if Result is to be Reliable—Present Business Conditions Make More Necessary an Accurate Business Record—Plan followed by One Business House at Ottawa

**H**AVING received several enquiries from retail dealers as to the best method of taking the annual inventory with a minimum of inconvenience to the store's trading, the experience of a number of dealers, as outlined herewith, may suggest some new point of value in this undertaking to other dealers.

Under present circumstances where price fluctuations are numerous it is imperative that every retail merchant should know just where he stands, what merchandise is making profits and what is stagnating on the shelves. In order to get a good start with a clean sheet early in the new year, the dealer should give this matter attention and now is a good time to revise the best means of carrying out this undertaking.

One man recently stated that he always fixes the actual date on which the inventory is to be written up. "I begin by marking out the work fully a month beforehand, and we make a start by grouping everything together in our cellar and storeroom, keeping a sharp eye on the actual conditions of the various goods, so that if it should happen that anything is out of order when the day of writing up the stock arrives, the real value of the goods will be noted. In this way one is in a position of knowing clearly and correctly the actual value of the stock.

"At this time, or rather just before it, I take care to buy as little as possible from the wholesaler, so that it makes it easier for my assistants to carry out their part of the work properly. All containers should have a label placed on them showing the contents of the receptacle in each case, and marginal space left so that in the interval if anything is taken from stock it may be noted accordingly. Thus, by the time stocktaking day arrives everything outside and within the store is in good shape in the writing up of stock.

## Goes Over Stock Thoroughly at Night

"In the evening, after the store is closed, we proceed in earnest at writing down everything in the store, great care and system being taken so that no small corners are missed. This might mean quite a considerable loss in the final total if not carefully checked up. I always begin right in one corner of the store, close to the front, and go over the stock shelf by shelf, beginning at the top shelf and coming right down to the floor."

## Slip in Each Drawer

It is very necessary to have a slip in each drawer with a sufficient margin to mark off any goods sold in the interval. In the case of shelving where there are no boxes it is well to decide on either the left or right hand end of the shelf, for placing the sheet containing the list and carry out this system throughout the store and thus eliminate counting some stock twice, and in other cases missing it entirely. It often happens that several cases of the same article have been opened and some of the goods removed. It is well to go over all such cases and fill as many as possible to count at the last minute.

Stocktaking is almost invariably done during the quiet seasons, and it should be a house-cleaning time as well. A good suggestion is to house clean first, starting a few weeks in advance, to clean out shelves, bins and drawers, etc., laying aside any articles that are slow sellers, shop-worn or the tail end of a line of goods, etc.

## Will be Surprised at Amount of Capital Tied up in Dead Stock

Following out this plan will surprise many merchants at the amount of cash tied up in dead stock. A successful idea has been to put this line of accumulated stock out on display and advertise it, either in the local paper or by table or window display. It will be found that it is not always necessary to greatly reduce the price. Some merchants state that if this plan is carried out before starting to count the stock that the clerks and the boss himself will take more interest in trying to push the sales of these old lines with the final result that the new fiscal year will be started off on a paying basis with all clean and up-to-date stock.

## Record Sections of Store Separately

In entering goods in the stock book it is a good idea to have sections of each portion of the store recorded separately for the convenience of reference later, or in case of fire or burglary. It might be necessary to check up for any one of the foregoing reasons at any time and this separate recording of various parts of the stock would thus be of value.

The actual stocktaking is not all the work that is necessary by any means. There remains much office work to be done and this should be tackled immediately. Books must be posted right up to date. Great care should be taken as to

the exact amount of cash on hand and in the bank, it being fully verified right away so as to avoid any error.

Once all the data of the wholesale and retail ledgers is ascertained, the work of making extensions of the stock can be proceeded with a little more leisurely, and all the work leading up to the final balance is done at one's own convenience. The aim is, of course, to price every article at the amount it would cost to purchase at the time of stocktaking and always allowing for discounts where they are allowed.

## Taking the Inventory

Accuracy always is the keynote of inventorying. The object is to ascertain, beyond the slightest doubt or reasonable question, just what merchandise and other things you have. The count must be right. Nothing else will do. Where it is necessary to estimate, like when we have a barrel of oil partly used, the estimate must be conservative. If it looks somewhere between 15 and 20 gallons put it down at 15. Get on the inside always where there is a doubt. Otherwise, where it is possible to weigh or count, get down the exact amount of saleable goods. If there are damaged items, put them in below the sound ones, indicating as nearly as you can, what they are worth.

These are rules always to be observed; but if ever there was a time when one should be extra conservative, that time is right now. Men have become a little liberal, sometimes reckless, about ordering. They have felt that everything was "a safe buy" until some are loaded up heavily. Nothing is "good property" which does not turn normally. Some lines have the disadvantage that they deteriorate steadily.

## Loss and Shrinkage There Already!

That on such goods as you have in excess of normal current requirements, you have sustained the loss already, regardless of the market! Get that? Every day you keep goods on hand costs money. Therefore, any goods you hold beyond the normal time of turnover have piled up against them an abnormal expense. When this extends beyond a certain very narrow limit, your loss is just bound to exceed any advantage that can possibly accrue from what you like to call "good buying."

There is, as a matter of fact, just ONE kind of good buying. That is underbuying. That makes for the quick

turn, and the quick turn is the whole law and profits in retailing.

So there is no use trying to sidestep the fact that excess stocks stand you a loss; that the loss is there now, whether you admit it or not. So we need not speculate on what the market is going to do in that connection.

#### How Shall We Price Our Stocks?

All these factors influence the value of your stock on hand. If you have goods enough to cover your normal sales for five months ahead, that stock should be taken in at not more than 80 per cent. of its replacement value, and 75 per cent. would be better. Such facing of plain facts may cause you to slow up on liberal buying for a long time. If you slow up as a permanent habit you will make more real money out of your business!

These are hints at how to price your goods. How far you will go on other lines depends on your own circumstances and environment; but a hint or two from some very successful people always must be of value.

In one big house the practice is this way: In case of goods which have advanced since they were purchased, the

value is put in on original cost. Where goods have declined since they were bought they are priced on the basis of replacement costs. This, you see, is working against the stock with a vengeance, but this is done by a very successful concern.

Remember, too, that whatever value you put into your inventory you will not change the actual value of the merchandise. If, therefore, you value it too high, the stock will not pan out and you will be badly fooled. If you undervalue it the stock will come up better than you calculated. That is the only kind of self-fooling that you can afford to have around your shop.

What will you do when you have the lists completed? Obviously, you yourself must work nights and at every odd moment pricing and totalling the sheets so you can balance your books. This work always is most valuable to every thoughtful merchant, for it will show him precisely where he has too much stock—and practically all of us are subject to this weakness.

This is the finest time of the year to see just how much more than you should have is in stock. As a preliminary,

you might figure out what you should have, based on your sales.

Having set down that kind of figure for your own business, you will be astonished to find how much you have in excess of what you should have. Then, when you have found this out you will begin to reduce stocks. It is not so desirable that you make a cut-price sale, though you may have to reduce some items to clean them out, as it is that you stop buying. Cut every order down to just what you must have. When you have reduced stock to normal, keep it there. That is perhaps as valuable a result as you can expect to get out of the habit of taking an inventory.

But take the inventory anyway. Know where you stand at least once annually.

#### SLOGANS

"Ouch!" yelled the punk comedian as he dodged a fusillade of spoiled vegetables. "Why don't you say it with flowers?"

Just then a harder and larger missile came over the footlights, and an ice cream ad. reader yelled out:

"Take home a brick!"

### *A Bountiful Harvest Is Suggested in This Handsome Window Display of T. Eaton Co., Winnipeg*



*The Goddess of Harvests presenting Miss Canada with the laurel wreath. This was to signify the high place Canada holds in the way of agricultural progress. Leaves formed a panel on each side of a large gilt framed statistical report showing the wonderful increase over last year in crops of every description.*



# Service and Effective Displays Are Showing Profitable Returns

E. Morris, Winnipeg, Man., Declares That Displays Are Always Revenue Producers in His Store—Sales of Box Candy Are on a Large Scale—Accommodates Customers with Fifteen Minute Deliveries, if They Desire it—Meat Department a Separate Section.

**A** YEAR ago last July E. Morris took over the grocery business at 784-786 Corydon Avenue, Winnipeg, Man., and in that time he has made vast improvements in the store as well as increasing the annual turnover. "I have had a steady growth in the way of business," remarked Mr. Morris to Canadian Grocer, "and am constantly adding new customers to my list. Service and quality have done a great deal to build my business to what it now is. I have made a special feature of accommodating my customers in the way of deliveries. I have made a point of giving my trade a fifteen-minute service if they desire it, and this service has meant a great deal to the welfare of my business. Of course the customer who wants service has to pay for it. A grocer cannot give such accommodation without figuring the same in his cost of doing business and making his prices to people who demand this service sufficient to cover the same. In fact, my margin of profit is so fixed as to permit of this special delivery service. Customers appreciate it, and I have found that they are willing to pay for it.

"I pay my clerks the best salaries go-

ing, and my drivers are well remunerated. When customers remark, as they do frequently, on the courteous and accommodating staff I have surrounded myself with, I know I am fully repaid."

Attractive displays are made to get the best results in the Morris store. The value that can be placed on good displays, according to Mr. Morris' opinion, is hard to estimate, but he has had it amply proved on more than one occasion that profitable returns come from goods effectively shown. Window displays, counter displays and handsome silent salesmen all play their part in the selling of goods in this store. Glass counters permitting the finest opportunity for showing goods to the best possible advantage mark the altogether splendid equipment in this grocery, and Mr. Morris declares that they have been well worth the money paid for them. In fact, the whole interior arrangement, as the accompanying photograph will indicate, is such as to attract people to the place.

## Attributes Sales to Displays

"Interior displays count a great deal in the way of building business," continued Mr. Morris. "Coupled with a display in the front windows they do much

to sell goods. In fact, every week I can attribute sales to the way certain lines have been shown. A grocer can make his windows and also his counters sell a lot of goods for him."

## Selling Box Candies

It will be noticed that one of the cases in the Morris store is devoted to the display of box candies. "I have sold a large amount of candy since I bought that case," Mr. Morris remarked in the course of his conversation with the Canadian Grocer representative. "In fact, my sales of candies were very small before I got that case. I have had a good deal of success in selling box candy. Sales of candy, of course, are heaviest at Christmas time, but I have a good all-the-year-round demand for the same. It is a good high-class line I am selling and I have found that a lot of my customers in placing their regular orders include a box of candy. But of course my biggest sales are right in the store and are due directly to the fine display in the showcase. People shopping in the store are attracted by the display and cannot resist the temptation to take home a box."

The meat department is another attractive section of the Morris store, well situated, with the idea of being convenient for the customers, and so arranged as to show meats in a tasteful, tempting sort of way. Mr. Morris states that his turnover in these lines is on a large scale, and he believes that a well-conducted meat department in a grocery store is a profitable side line that if worked properly can be made to show returns that are gratifying. Mr. Morris has all the equipment necessary to facilitate the handling of customers in this department. The meat section is separated from the main store and is reached through an archway. Mr. Morris believes this a good arrangement, and people shopping in one part nearly always enter the other before leaving the store. In this way very often additional sales are made.

## AN INTERESTING COLLECTION

"How'd you come out with that fellow you trusted for the coal?"

"I got burned."

"And the fellow you trusted for the cement?"

"I got stuck."

"And the fellow you trusted for the ice?"

"He said it would be a cold day when he paid me."



Illustrating the store of E. Morris, in Winnipeg. Mr. Morris only took over this place a little over a year ago.



Interior displays play an important part in selling goods for E. Morris, Winnipeg. A fine showing of box and other candies is always where everyone can see it, and Mr. Morris declares it is a sure way of increasing sales.

## Believes in Advertising in Effective Way

### Thos. F. Hannan, Montreal, Marks First Anniversary With Attractive Announcement of Special Lines Carried

**T**HE first anniversary of the opening of the grocery business at 751 St. Catharine St. W., Montreal, is being announced to the customers of this store by Thos. F. Hannan, the proprietor. Mr. Hannan is mailing to each of his patrons an artistic and well-worded folder calling attention to the event and thanking "those who have given him the privilege of serving them during the year." The simplicity, the brevity and the style of the announcement command attention.

One year ago Mr. Hannan opened this store on St. Catherine Street, just west of the downtown shopping district, and very near a corner where two of the busiest street car lines intersect. This fact may mean much to a grocer if he will take full advantage of it. Alex. Pigeon, the manager of the store, has accordingly taken great pains in keeping his window attractively dressed.

#### Artistic Window Dressing

The window in this store lends itself to a very artistic dressing since it is floored with polished oak and at night

is well lighted with an indirect lighting system. Mr. Pigeon dresses this window in a very simple but attractive way, quite in keeping with the rich appearance of the store. There is never very much in this window, a few bottles of pickles, a dish of fruit, but generally featuring some high-grade canned goods or preserved fruit. Mr. Pigeon's idea of dressing a window with as little as possible without the appearance of bareness is quite attractive. One cannot help but notice everything that is in the window at a glance. The window is screened off from the store by a green plush curtain which carries out the striking appearance of this store from the street.

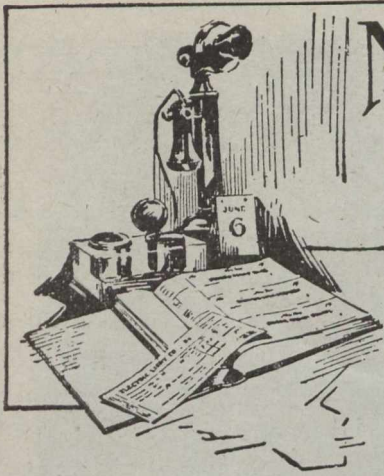
Just inside the door are a number of small tables on the opposite side of the store to the counters. These little tables are covered with white covers or small paper doilies and on these are displayed bottles of fruit, olives, syrups or light wines. On every bottle and on most of the canned goods displayed are stuck little red labels stating that

this article was purchased from Thos. F. Hannan.

#### His Own Name on Goods

Speaking of this to Canadian Grocer representative Mr. Hannan said: "When a man puts a label like that on all the canned goods and most of the package goods sold in his store, he must be very sure of the quality of the goods or his little scheme will prove more injurious to his business than it will advertise it. I have made it a point to know personally everything sold in this store and I must be convinced that it is of the very best quality before it is safe to put it up for sale and allow our name to go on it. If this principle is adhered to, then this label will prove an excellent advertisement. This is especially true of bottle goods like sauces, olives, catchup and pickles which are generally put on the table in the bottles in which they are packed. It is not hard to see then, that if the quality is there that the sticker on the bottle will be an ever present reminder that quality is to be had at the store named. There are many such little devices of advertising that the grocer may take advantage of, but at the same time he must remember that if his advertising is not backed up by facts and quality his advertising is more than wasted. It will militate against him."

A man feels awfully rich when he's got a few dollars his wife doesn't know about.—"New Success."



## Novel Schemes That Have Helped Business

### Catalogue Tells About Chocolates

A certain Quebec City grocery store has immediately opposite the main entrance to the store a large glass show-case displaying all kinds of packed chocolates. These are in many different kinds of boxes with as many different names, that tell nothing as to the kind of chocolates packed in the box. Nearly every person who buys chocolates, except the young man who is continually buying and so has learnt for himself the differ-



ent chocolates by their fancy names, asks the retailer what kind of chocolates are in each variety. To adjust this matter and so give his customers better service and also speed up sales in this line this grocer has had typewritten a catalogue of all the different boxes of chocolates in the case. Opposite the name is a description of the chocolates in just a word or two and the price of the box. This catalogue is pasted to the glass of the case from inside so that it cannot be destroyed and yet is easily read by the customers. Besides giving service to those wishing to buy chocolates, it certainly proves interesting reading matter to any one waiting to be served and so it may be imagined increases the sales of chocolates.

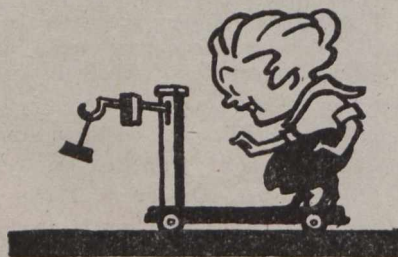
### The Little Red Label Answers the Question

Thomas F. Hannan, the owner of one of the finest equipped grocery stores in Montreal, has adopted a simple but effective method of deriving all the benefit possible from his efforts to supply nothing but quality to his customers. He has had made a quantity of small red seals bearing the name of his store. One of these he pastes on all the bottles and nearly all the canned goods, coffees and teas sold by him. As Mr. Hannan points out, "When a bottle of particularly good olives is put on the table at home very often a visitor or one of the family will ask where it was bought. When this little red label is on the bottle they do not need to ask and in many cases they do not need to even think of that question. The little red label makes the suggestion. It is not my fault then if the olives or whatever the goods may be, are not good. It is, however, my business, and I try to see to it that nothing but the very best leaves this store."

### Sifts Bulk Cereals and Avoids Complaints

Merchants who are having trouble with bulk cereals may appreciate the following information secured by a Canadian Grocer representative during a recent visit to Brantford, Ont.

"At one time," stated this merchant, "I had numerous complaints, especially during the warm months, on cereals which I

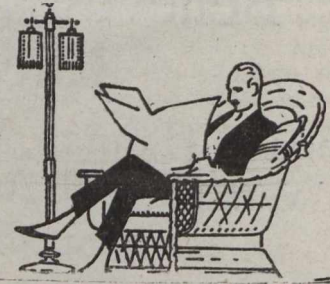


was selling. They were grubby and webby, in spite of the fact that I frequently thoroughly cleaned out the bins. I started to screen all fine bulk cereals before selling with the result that I have no more complaints on this score."

Other merchants spoken to on this question maintained that if a dealer, before re-filling his bins, would thoroughly clean them out, he would prevent to a large extent the spread of vermin in his new stock of cereals.

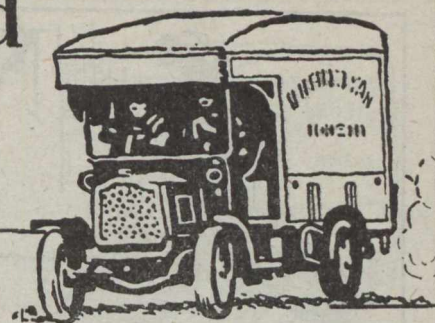
### Special Attention to Telephone Orders

The Dionne and Dionne Grocery, St. Catherine St. West, Montreal, is one of the bigger



grocery stores in that city and does a large business by telephone orders. In connection with the grocery store there is a meat and provision department. Four girls attend to the switchboard and take the orders for the grocery department. They are kept in touch with the activities and changes of the grocery department by the clerks who handle the different lines. The butcher department, however, is not so easily handled by ladies and in order to give the best service to the customers the butchers attend to the telephone orders themselves. To carry this idea out Mr. Dionne has installed a number of buzzers and bells which are rung from the switchboard. Each butcher has a different bell and when a customer wishes to speak to this department the girl calls one of the men who are conversant with this line

# Ideas That Have Proved Profitable To Other Grocers



to attend to the customer's wants. By using this system the best service possible is obtained by the customers. When a customer wants some fish the girl on the switchboard calls for the man in charge of that department, and he immediately speaks over his phone to the customer and is able to give her better service than could a clerk not intimately connected with the fish department.

## Stocks Few Brands But Good Ones

Chas. N. Fairchild of Brantford, Ont., stated to Canadian Grocer that when he purchased his present stand seven months ago business was not extra good.

The store is situated in the centre of a high-class residential district, and Mr. Fairchild set out to cater to this trade which had been gradually drawn to the larger stores, and only used his store in which to make purchases which had been overlooked while doing the bulk of their shopping elsewhere.

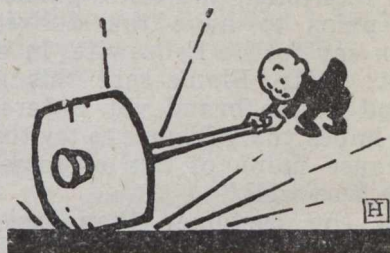
By careful buying he has gradually eliminated all but one



or two of each competitive line, satisfying himself that he has the best on the market. So when a customer asks for a line which he does not stock, he has no hesitation in recommending the line he has decided is good enough to satisfy the wants of practically all his customers.

He rarely fails to sell the article recommended. Mr. Fairchild makes it a strict rule to never misrepresent anything which he sells, selling each article entirely on its own merits.

A special delivery for rush orders is another feature of this organization, and if a customer telephones an order for immediate delivery, no matter how small, he makes a point of rushing the delivery, making a special trip if necessary.



Through these methods, he states, he is gradually gaining the confidence of his customers, until at present ninety per cent of his business is received over the telephone. He is drawing a large portion of the old customers back to his store, and in the seven months that he has been in his present location his business has increased from \$1,500 to \$3,600 weekly and is growing steadily.

## Everybody Leaves This Store Smiling

"Have you ever noticed that almost every customer leaves this store smiling? That indicates satisfaction."

This sign on the inside of the door in a grocery store in a small Ontario town greets the departing customer. And the force of example usually compels him to smile, if he is not already in the mood to do so.



## Meeting Competition of Mail Order Houses

In a Western town where mail order competition was serious, a grocer held a demonstration week occasionally. At this time he showed his customers the difference in grades of those goods on which the mail order houses make the most serious inroads.

Canned goods in particular are very often the feature of big houses. He arranged on his counters neat white enamel pans containing the various vegetables and fruits, with the cans beside them for identification. He showed three or four different grades of each product, and for easy comparison he had on display the products of his mail order competitors. To avoid having too many displays at once, the demonstrations were divided into "fruit days" and "vegetable days."

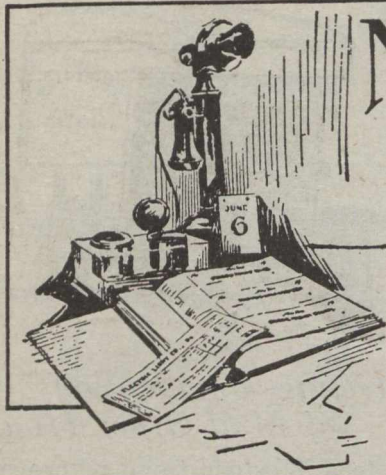
During this demonstration he talked with the people who came in. He told them how canned goods are graded, how prices are fixed, and he tried to show them that, quality considered, his goods were as cheap as any.

A great deal was accomplished in the way of combating mail order competition.

## Mail Order Box in Front of Store Is an Asset

A grocer in a Western town, in the front of whose store is stationed a mail box, advertises the fact in various ways and secures valuable publicity. A great many people, he says, carry letters around in their pockets simply because they fail to notice the location of mail boxes.

He states that he puts a sign in his store like this, "For your convenience, there is a mail box in



## Novel Schemes That Have Helped Business

front of my store." On the counter he has a sign as follows: "Have you a letter to post? There is a box just outside." His idea is to give, in his own particular community, the impression that his store is the mailing centre. He believes that he has attracted a good deal of trade in this way.

### Helping Farmers to Secure Their Help

In a certain farming community, a grocer in the nearest large town endeavored to co-operate with the farmers in the way of securing help for them. He put a card in his window asking for farm hands to work on farms in the vicinity. It was surprising the number of applicants he was able to place. Carrying out this free employment bureau idea secured for him the trade of several farmers who had not previously dealt with him. There is



no telling just how far little courtesies of this kind go in the way of promoting trade, and in bringing new customers to your store.

*Substituting Wise  
If Quality Is Good*  
A grocer who receives most of his orders over the telephone in-

structs his salesmen not to tell customers that the store does not have the specific brand for which the customer asks when she requests a line that he does not carry in stock.

He sends what he knows is similar to the line the customer has requested, and takes particular pains to have the delivery man say to the housewife, in effect: "Mr. Blank sent this instead of the brand you ordered. He hopes you will care to try this, because many of our customers like it so well."

If the customer then insists upon the particular brand she had in mind, the delivery man offers to return the article he delivered and obtain the other for her. But the customers rarely insist.

"A good deal depends," says the grocer, "upon the honesty of the merchant who makes the substitution. If a man tries to substitute inferior goods, then neither this nor any other plan will succeed. It is therefore important to know about the quality of goods we do not have, as well as the quality of the things we do have, so that it will be possible really to give the customer as good a product as what she asks for."

### Increasing Trade the Day Before Holidays

"This store is closed all day Thanksgiving Day. Buy some good coffee and your other groceries to-day."

"This store is open until 11.30 to-night, so that you can buy your good things for the holiday."

These are two of the many signs that are gotten up by an enterprising grocer to catch



trade on the day previous to holidays. Placing them in a prominent position in his windows he has found ever since using them that they are extremely valuable in the way of attracting new business to his store, and have on more than one occasion stimulated his sales the day before a holiday.

### Gives Little Gifts Instead of Calendars

One merchant conceived the idea, instead of giving his customers the usual calendar at Christmas, of distributing some gift that other concerns had not used. To each customer he presented a holiday envelope or box with some little reminder of the holiday season, that in itself did not entail a great deal of expense, but was just different from the old custom of always handing out calendars.

### Getting Out the Best in Way of Service

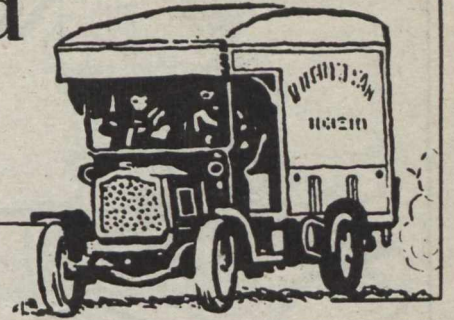
A merchant who is conducting a big grocery store in a fairly



large Canadian City employs a service man, whose duties are to look after the customers generally, that is in the way of seeing that they are being waited on, or if it is the case of a telephone order, to see to it that it is given prompt attention. In smaller stores some proprietors are doing exactly this in a small way, keeping an eye on their help, and getting the most from them in the way of service.

Many a customer has shifted from the grocery that has had her business because of some mistake that she never gave the grocer an opportunity to know of or to rectify. Again sometimes a grocer's apparent lack of interest in her business influences her

# Ideas That Have Proved Profitable To Other Grocers



to go elsewhere in search of greater cordiality.

A polite and respectful grocer looking to the best interests of his trade will endeavor to establish that personal bond that is so essential for the success of his business. Lots of good will is developed in this way.

## *Asks For Suggestions and Secures Ideas*

On the day following Christmas a couple of years ago a merchant in a Western town placed a slot box in his store, with the sign: "Suggestions for improvement of next year's Christmas business and service, based on our shortcomings of the past month." He declares that he secured a number of ideas that helped him better conditions in the following year.

## *Going After the Trade of Transients*

**"WE WANT YOUR TRADE FOR THREE REASONS:**

- 1—OUR QUALITY IS HIGHEST.
- 2—OUR PRICES ARE LOWEST.
- 3—WE NEED YOUR BUSINESS."

A merchant who was going after the trade of transients used this sign in his window with telling effect. He believes that it brought him a great deal of business. While it was ultimately designed to get catch trade he states that it got him a good many customers that became permanent ones.

## *Being Friendly With Prospective Customers*

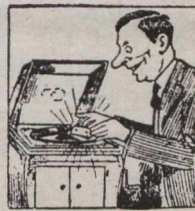
Whenever he sees waiting on the curb for a street car persons by whom a lift in his car will be appreciated, a merchant in a Canadian city says that he invites them into the machine. He makes

many friends in this way and he never "talks shop."

A neat business card posted unobtrusively inside the machine informs the passengers who this "good fellow" is. As a result they frequently drop into his store for something. It is just another way of being personally interested in prospective customers.

## *Selling Expense on Each Dollar's Worth*

Using the records of sales made in his store during the last three years, a grocer figured the average proportion that he had paid



out as actual selling expense on each dollar's worth sold.

With this percentage as a basis he worked out a new bonus plan. Now when he hires a salesman, he starts him on a straight salary and tells him the amount of goods that he should sell after becoming accustomed to his way of doing business. On sales over the required amount he pays 2 per cent.

He posts a list each week showing what part of each dollar sold went to the clerk making the sales. These lists seem to stimulate his salespeople almost as much as the cash paid as bonus. Each is endeavoring to keep his selling cost the lowest.



## *A Little More Service Than Customer Expects*

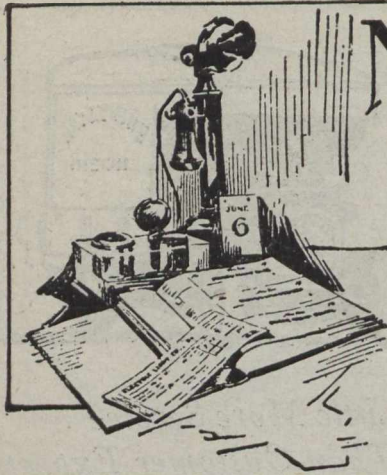
It is good business to give just a little more service than the customer expects, according to the opinion of John Muir, of Niagara Falls, Ont. In Mr. Muir's store, great attention is paid to this matter, and care is always taken to provide that little service, that perhaps the customer did not expect, but which goes a long way to increase one's prestige with his trade. After all the customers appreciate this little service, and it will go a great distance in advertising your store to your customers' friends. It is bound to come up in the course of some conversation, and it may mean the gaining of new customers.

## *Use an Alligator to Attract Attention*

In a shipment of Florida grape fruit received by T. A. Rowat &



Co., London, Ont., there was found a small alligator about a foot in length nicely ensconced in one of the cases. The firm instantly hit upon a plan to attract attention to their windows. A flat box was covered with green crepe paper to represent grass.



## Novel Schemes That Have Helped Business

nearest grocer usually profits by her forgetfulness, as she must have these things in a hurry.

### *Filling a Window With Advertisements*

The floor of the window was also covered with the green paper. The alligator was then put into the box and placed in the window. Grape fruit was neatly arranged in piles around the box and full cases of grape fruit made up the background. A card announcing "A shipment of grape fruit direct from Florida" was placed near the alligator. This proved a real attraction. Crowds hung around the window watching the "stranger in a strange land."

A Western grocer made use of a novel idea for a window display. They collected from the current magazines all the advertisements pertaining to the goods in stock. A large window was filled with these advertisements, and beside each was the article advertised. Over one hundred such articles were shown. The showcard "We are up-to-date, carrying in stock all these articles advertised in the current magazines," was almost superfluous, as that was just the impression which the display made upon every one who saw it.

person coming nearest received the gobbler for his Christmas dinner. The window was transformed into a big bird-cage, the back being fenced in with wire netting and the floor covered with straw. The sign read as follows: "Guess the live weight of the turkey in pounds and ounces. A guess with each purchase." Printed slips were given with each sale made in the store, on which were spaces for the guess and the name and



address of the contestant. On the wire netting in the back were signs advertising poultry dressing.

### *Keeping Customers in Touch With New Lines*

T. A. Rowat & Co., London, Ont., has a novel scheme to keep customers posted on new articles. Hung from the ceiling in a conspicuous place is an ordinary picture frame in which is placed the most striking advertisement clipped from the current issue of a ladies' magazine.

### *A Coupon on Back of Calendar Pad*

A unique calendar is distributed yearly by one retail grocer. On the back of each calendar pad is printed a coupon good for ten cents in any purchase made at their store during the month succeeding the one on which it is printed. Thus the coupon on the back of January leaf may be used any time during February.

### *An Effective Display of Toilet Soap*

People who might pass without a second glance at an ordinary display of toilet soap in a grocery store window found it impossible to get away from the same goods when displayed in the following manner by one aggressive merchant. Bars of Castile soap were arranged like bars of a prison,



### *An Old Idea But a Very Successful One*

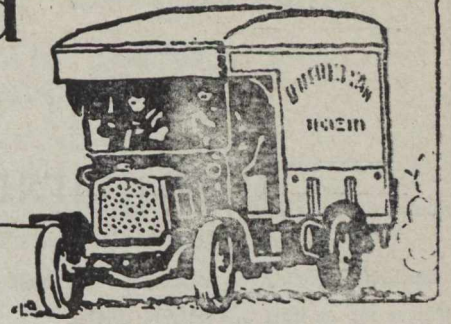
An old idea but still a good one is used by an Ontario grocer. He has a substantially made pad of paper on which is printed his advertisement, which he gives away to his customers. Attached to the pad is a pencil on a cord. The pad is to be hung up in some convenient place in the kitchen so that the housewife can use it as a reminder of the articles she finds she is out of or short of. The grocer finds that this is a good scheme because the housewife usually finds that she forgets a number of little things and the

### *Guessing the Weight of the Christmas Turkey*

An enterprising grocer had a big live turkey in one of his windows, and held a guessing contest on the weight of the bird. The



# Ideas That Have Proved Profitable To Other Grocers



clear across and half way up the front of the window. Behind them was a ridiculous looking figure of a man made of soap. The head was formed of a cake of toilet soap, with rude features cut in it and a shaving brush pompadour, the body was formed with a solid pile of bars of Castile soap laid criss-cross and the neck, arms and legs of sticks of shaving soap. A chain and



ball attached to one leg and a striped suit proclaimed him a felon. The rest of the window was filled with a large display of various kinds of toilet soaps, while a large show-card, hung above the figure of the convict, announced, "Sopy Lather, a slippery rogue, serving a life sentence for doing dirty work."

## "Free Coffee To-day" Sign Means Heavy Sales

"Free Coffee To-day," is the sign seen every Friday and Saturday in a grocery store window during the winter months in the vicinity of the shopping district in one Western Ontario city. The astute proprietor was alive to the fact that these are the two days when the great army of shoppers are abroad, and that tired mortals in the strenuous game greatly appreciate the refreshment of a cup of good coffee. Goods are well displayed in the window, and

show cards on every hand—silent but eloquent salesmen—tell of their merits. Thus the object of all good advertising—getting people into the store, where they have the leisure to study the goods while sipping their coffee,—is accomplished. This scheme also served a double purpose in that large quantities of coffee were sold and other goods as well. "We have more than doubled our sales of coffee since demonstrating it in this manner," said the merchant.

## Coffee This Morning? A Good Reminder

"Did your wife say 'Coffee' this morning?" is the show card query that meets the eyes as one enters a grocery store in a Western city and which doubtless often serves as a reminder to some forgetful son of Adam.



at about the height of a man's head from the sidewalk. Above this peep hole was a sign reading "For Men Only." Men waited patiently for their turn to take a look, while women cast wistful eyes at the sign and passed on.

## A Unique Way of Displaying Cigars

The forbidden always attracts. It has been so since the days of Mother Eve. A grocery store window was hung with a black curtain that completely covered the front part. It was placed close up to the glass. A single round peep hole about two inches in diameter was cut in the curtain

Those who got a chance to glue an eye for an instant to the hole laughed good humoredly when an innocent cigar display was disclosed and passed on without giving away the trick.

## New Use For Electric Washing Machine

An electric washing machine concealed behind a biscuit display in the store of R. N. Schefter, at Mildmay, Ont., revealed an interesting fact. "What do you keep that in here for?" Mr. Schefter was recently asked.

"I haven't an electric coffee mill, only the old-fashioned turn-by-hand kind," he replied. "Recently my wife got an electric washer, and, noting how much labor it saved her, I had the idea that I could attach it to my old mill. The plan was feasible. My wife needs it only half a day per week, so I have the use of it during the rest of the time. It works splendidly and saves me a good deal of time and labor."





## Comparative Prices of Commodities 1914-1920

Prices are on the Montreal basis during the last week in October of each year:—

	1914	1915	1916	1917	1918	1919	1920
Granulated Sugar .....	\$7 11	\$6 65	\$8 05	\$9 00	\$9 50	\$11 00	\$17 90
Molasses, Barbados, per gal....	0 45	0 43	0 69	0 88	1 18	1 08	1 45
Corn Syrup, 2-lb. tin, case .....	2 65	2 65	....	5 15	4 80	5 45	5 55
Rolled Oats, 90-lb. bag .....	3 25	3 60	3 25	4 50	5 30	5 00	4 75
Cornmeal, 98-lb. bag .....	2 65	2 55	2 95	6 40	6 00	6 00	6 00
Rolled Wheat, 100-lb. bbl. ....	3 75	3 65	3 50	6 00	7 00	7 10	7 75
Split Peas, 98-lb. bag .....	5 00	5 25	....	11 25	10 00	7 25	8 40
Sockeye Salmon, 1s, doz. ....	2 52½	....	....	3 75	4 50	4 75	5 80
Tomatoes, 2½s, doz. ....	0 95	....	2 17½	2 50	1 90	1 85	1 75
Peas, Standard, 2s, doz. ....	0 95	....	....	1 75	1 45	1 85	1 90
Beans, Golden Wax, 2s .....	0 95	....	....	1 85	1 95	1 85	2 15
Corn, 2s, doz. ....	0 95	0 95	1 47½	2 35	2 27	1 65	1 62½
Pineapple, 2s .....	1 92½	....	....	....	3 10	2 30	4 75
Pumpkin, 2½s, doz. ....	0 85	0 90	1 65	1 60	1 60	1 10	1 50
Apples, gals., doz. ....	2 05	....	....	5 00	5 00	5 25	5 25
Peaches, H.S., 2s, doz. ....	2 02½	....	1 85	2 10	2 40	3 25	5 00
Strawberries, H.S., 2s .....	2 17½	....	....	3 00	4 00	4 65	5 50
Raspberry Jam, 16 oz. ....	2 15	....	2 30	3 05	3 90	4 25	5 65
Do., 4 lb. ....	....	0 63	0 69	0 71	0 98	1 05	1 50
Strawberry Jam, 16 oz. ....	2 25	....	2 35	2 90	3 90	4 35	5 65
Do., 4 lb. ....	....	0 63	0 69	0 74	0 98	1 10	1 50
Lemon Peel, lb. ....	0 12	0 13½	0 20	0 26	0 40	0 46	0 46
Orange Peel, lb. ....	0 12	0 13½	0 21	0 28	0 41	0 47	0 48
Citron Peel, lb. ....	0 19	0 20	0 25	0 30	0 46	0 62	0 75
Currants (Amalias) .....	0 07½	0 07½	0 16	0 24	0 32	0 27½	0 19
Do. (Patras) .....	0 08	0 08	....	....	....	....	0 22
Dates, Hallowee, lb. ....	0 06	0 08½	0 09½	....	....	....	0 18
Peaches (choice), lb. ....	0 07	0 09½	0 10	....	0 20	0 20	0 27
Apricots (choice), lb. ....	0 14	0 15	0 19	....	0 26	0 28	0 34
Raisins, Valencia, lb. ....	0 06	0 09	0 11	0 11	0 11½	....	0 23
Do., Seeded, pkg. ....	0 09	0 09	0 11¼	0 12½	0 14	0 14	0 25
Shelled Almonds, lb. ....	0 35	0 38	0 42	0 44	0 55	0 62	0 60
Do., Walnuts, lb. ....	0 35	0 34	0 43	0 54	0 85	0 80	0 58
Rice, Carolina, 100 lbs. ....	7 85	....	....	9 50	15 00	17 00	17 00
Do., Rangoon B .....	3 50	3 60	4 75	7 88	9 50	11 75	12 50
Do., Patna .....	6 00	6 00	7 50	9 40	11 25	14 50	17 00
Tapioca, Pearl, lb. ....	0 05½	0 05½	0 10	0 15	0 15	0 13½	0 12
Potatoes, 90-lb. bag .....	0 65	0 60	1 70	2 45	1 75	1 50	1 75
Flour (Firsts), bbl. ....	6 70	7 80	10 00	11 80	x11 75	x11 15	13 00
Butter, Creamery, lb. prints....	0 29	0 37	0 42½	0 46	0 50	0 63	0 55
Cheese, lb. ....	0 16	0 18	0 22	0 22½	0 26	0 29½	0 28
Eggs, New-laid, doz. ....	0 36	0 28	0 45	0 54	0 65	0 73	0 75
Lard, tierce basis, lb. ....	0 12¾	....	....	....	0 26½	0 31½	0 31
Breakfast Bacon, lb. ....	0 19	0 18	0 25	0 35	0 44	0 45	0 46

xGovernment standard flour under Government control.

# Promoting and Retaining Business

Plans Used by Keen Merchants—Strong Reasons Why “Service” Stores Must Use the Best Plans Devisable—Always Name the Price of Everything.

By HENRY JOHNSON, JR.

**R**EADJUSTMENT and high living costs bring new problems for the service grocer. Many consumers have turned to cash-and-carry stores in self-defence—or imagined self-defence. They may come back, but meantime the service merchant must live. So, if he is to retain in his business such service as must be paid for in the prices charged the consumer, he must find selling arguments to attract consumers strongly enough to make them forget the sometimes lower prices of the chain-cash merchants.

Do you emphasize price in your displays and advertising? Have you not many times found that a supposedly “cheaper” store was charging more for certain items than you were? Then do you not see how badly you are missing a great opportunity through your failure to name the price, emphatically, of all your goods?

In the old, easy-going days prior to 1914, when people seemed to begin to feel high prices — though 1914 figures look extremely modest to us to-day — service merchants laid heavy stress on what they did for their customers. Mere price was practically neglected, except in some notable instances. In the exceptional cases, where merchants realized the great truth that no sales argument is complete until price is mentioned, grocers did not suffer much through the inevitable enhancement of their prices. This because their customers realized that their price, after all, compared very favorably with the non-service stores. But it was the constant education of the price-statement that made this possible.

## Always Name the Price of Everything

The plan should be always to name your price. Do this consistently, putting tags and signs on every lot of goods, especially your displays, and you will have done much to offset the false impression that service costs too much. Another strong refuge lies in more rapid turnover. A given article can be handled with profit for a considerable percentage less if the rate of turnover can be accelerated. This thought deserves careful study.

It is commonly said that three turns at two per cent. net is better than one turn at four per cent. It is true, absolutely true.

The “smart” storekeeper says in rejoinder: “But if I have the money lying in the bank, why cannot I use it to get the wider margin? I’ll take the slower turn at four per cent.”

Such reasoning disregards several im-

portant, yes, vital, factors. The mere question of investment alone does not cover the ground. Quantity buying not only absorbs capital but excess stocks take up space which costs money. They require extra handling. Where the small lot goes on to the shelf for immediate sale, the large stock must be stored and handled over, sometimes more than once, before it can be put on sale. Excess stocks must be kept insured, or there is the added unwarranted risk of fire loss.

A single item or a few items might not matter much one way or the other; but the habit of carrying long, slow-moving stocks grows on one. It permeates the entire buying policy. It runs into all lines. The aggregate excess becomes a serious matter in slowing up earnings and handicapping the service merchant and he has handicaps enough without taking on extra ones.

## Five Per Cent., Safety and Availableness

The short-stock merchant has extra capital where he can put his hand on it in case of need. That capital is not only available, but it can be earning money all the time, and what it earns is velvet for there are no expenses to be set against it. Money lying in good bonds at 4½ to 5 per cent. can be used any time; and the aggregate amount which can be squeezed out of idle surplus stocks can earn enough to make the difference between profit and loss.

This is a general suggestion. Here are some specific ones which are open to all merchants.

George Ross is a successful grocer in Omaha. He is a hustler with a big store and big stock. He has a way of saying that he “moves” large quantities of goods. He specializes in “moving” fruits and he does this by the system, as he puts it, of “buying whatever is so plentiful that fruit jobbers are ready to sell round lots at a concession.” Because he has gained the reputation of actually getting rid of lots of merchandise, he obtains concessions not usually accorded to the common or garden variety of grocer.

In the apple season he never buys less than 50 boxes. He prices them by the box at figures to yield him only 50 to 75 cents the box, and sets out to sell original packages only to his trade.

“In this way,” he says, “I sell ’em a box instead of a quarter’s worth. Not only is the box with 50 cents gross much better than the quarter’s worth, no matter what the margin, but then folks have apples for a while. They eat apples more freely than if they had a few. I can always show the economy of the

box purchase to any customer. Soon I’ll have them all in the box habit.”

## Margins Sacrificed to Actual Earnings

Once last season he got in on a big line of 36 size grapefruit at \$2.50 the box. Why? Because most grocers think they cannot handle 36s—and they can’t, in fact, because they only think of sales of single ones and the price is more than apt to be prohibitive on such a scale.

But Ross dumped them into his window, priced at \$1 the dozen, 81-3 cents each; and he sold 50 cases on one Saturday. This showed him \$25 earned, despite the margin of only 16.2-3 per cent.; and the indirect earnings in advertising value and the immense sales of other lines promoted by the cheap offering of large grapefruit, made the deal exceedingly profitable.

He works on oranges the same way, urging full box purchases on many even small families. He is able to show that it pays customers to buy that way, because the saving is considerable and oranges usually will keep well in a cool, well ventilated cellar. Here, too, people eat much more freely than if they buy dozens or half dozens.

## Sharing Earnings Pays Reeves

The Daniel Reeves chain of grocery stores in New York grew from 60 to 160 between 1912 and 1919, and meantime expenses were reduced from a ratio of 14 to just under eight per cent. How was it done? Peculiarly, it was accomplished by the insistence on the highest quality and by giving managers of stores more than any competitor pays.

It may sound flat and cant to say that high quality prevails in such stores; but it’s a fact. This is not saying he tries to carry a big line. The variety is very limited. He does not try to carry more than, perhaps, 500 items all told, but quality is unimpeachable. No better goods can be bought at the most high-brow store on Manhattan Island.

His way of anchoring the interest of his men to him is interesting. He pays his managers \$20 per week and gives them two per cent. on gross sales. Just think what a burden this is. It makes up more than two per cent. of his total of eight per cent. expense! It means that all other expenses are under six per cent.

What can account for such low expense? Rapidity of turnover. That is what does it. His little holes-in-the-wall buy and sell out as often as once in a week or ten days—300 to 500 turns a year. Can you see the point? If

Continued on page 176

# CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS

ESTABLISHED 1886

*The Only Weekly Grocer Paper Published in Canada*

JOHN BAYNE MACLEAN - - - - President  
H. T. HUNTER - - - - Vice-President  
H. V. TYRRELL - - - - General Manager

## THE MACLEAN PUBLISHING COMPANY, LIMITED

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## KEEP CLOSE TO YOUR BANKER

RETAIL merchants would be well advised at the present time to keep very close to their bankers. They should not wait for the bankers to ask them to send in a statement of their affairs. They should take the initiative and go to their banker with as complete information as they can get together regarding their business. The banker's advice at this time is particularly valuable. He gets a great deal of confidential information from other merchants in the town which he cannot divulge, but which serves to give him a better idea than any one merchant can get of local business conditions.

It is essential for the merchant, during this period of readjustment, to keep close watch on his business generally, keeping down his credits and in fact eliminating them as much as possible. The plan of doing as much business on the cash basis, as can be done within reason, is a wise one to pursue. In adhering to this policy, the merchant will reduce his losses to a minimum, and will be in a position to carry on successfully through what otherwise might be a trying period.

## CHRISTMAS SELLING

THE opportunity presents itself in the approaching holiday season for every retail merchant to do a rushing business. The time has arrived for him to get busy on his preparations for the Christmas shopping, in order that he may get his customers and the people in his community buying as early as possible. There is the early buying, of course, for the Christmas festivities, the supplies that enter into the making of the Christmas pudding and the Christmas cake. The grocer can at once begin to push the sales of raisins, currants and such other lines that are necessary for their completion.

But the Christmas specialties do not begin to sell so soon. However, there is much to be done in the way of getting things in readiness. A grocer in Ontario tells in this issue how he sold eighty-five drums of chocolates just prior to Christmas, in addition to big sales of box candy. His sales of holly the day before the holiday were also on a large scale, and he intends to go after this business this year, more strenuously than ever before. What he has done can also be carried out by every grocer in the country, if he is willing to make a feature of Christmas specialties in his store during the month of December. A window display will do much to help sales, and if the grocer concentrates his selling ability on these holiday lines, he will no doubt find gratifying returns.

## JUDGE GARY'S IMPORTANT ADVICE

THAT further adjustments of prices in trade and industry are required and that the business world might best face the situation with confidence and make such reductions as will again bring buyers into the market, rather than continue present conditions, with its consequent slackness in trading, was the subject matter of the address made by Judge Gary, chairman of the Board of the U.S. Steel Corporation, before 1,200 members of the American Iron and Steel Institute in New York.

This survey of conditions is always an important one and it is conceded that Judge Gary has brought out the fundamental principles of present market conditions and pointed out how best to bring about a readjustment to normal conditions. He believes that the law of supply and demand will bring about reasonable reductions and that the tendency is toward a fairer basis. He points out that there is a selfish attitude shown, in that everyone is willing that

price reductions should be made by others, but not by themselves.

When prices were advancing everyone was keen to take advantage of increased profits, and now that there is a tendency toward lower levels everyone is just as keen to see that they do not take a loss, or, at least, no more than they can help. Judge Gary, in the face of this situation, calls upon the people to "be reasonable and just, reducing prices if and when other reductions and costs permit, and then, with level heads, clear minds and honest convictions, stand solid as against panic or lack of confidence in the industrial situation."

### THE CHRISTMAS WINDOW CONTEST

**N**O matter whether you are a retail merchant in a small country village or in a large metropolitan centre, the show windows are a form of salesmanship which you can keep within arm's reach of every passer-by twenty-four hours in the day. Windows are an exceptionally fine type of salesmanship, and usually inexpensive ones.

All your competitors have this same form of salesmanship at their service, it is true, but to overcome this disadvantage you must use your windows with individuality.

They must demonstrate with the pride of a clerk enthusiastic for the store that back of them stand the stock, the store and the merchant out of the ordinary.

Your windows should be a sign of welcome, cheerfully, reasonably asking every person who passes to step in at your door.

### CULTIVATING THE STRANGER

**A**GROCER once told a representative of Canadian Grocer that in his experience he had found that a stranger who had just moved into the town or district and who might drop into his store in the course of his buying of supplies, liked to be addressed by his name. This merchant made a point of finding it, and on the second visit to the store, the man or woman, as the case might be, was always addressed by his or her name. This is part of the service that this merchant endeavors to render, and he believes it is worth while. Cultivating the prospective customer in this way might be followed with advantage by every merchant. The average individual likes to feel when he is buying that the salesman is taking an interest in him, and this is one way that usually makes an impression. If the merchant can address the buyer by his name, the feeling of friendliness

is intensified and the new customer will feel that there is a personal interest in what he or she is purchasing, providing, of course, the service they are getting is sincere and wholehearted.

Here are a few points that merchants and retail salesmen might profitably bear in mind:

"1. Never force any purchase on a customer. If the proper attitude is taken, the customer can often be led to realize that what the merchant wants him to buy is what he should have.

"2. Always make the customer feel that he is buying—not being sold. Good salesmanship does not intrude itself. The sale that 'stays sold' and makes others is made through the buyer's choice, not because the buyer wants to get rid of the salesman.

"3. Treat every customer courteously. Defer to his opinions; change them if you think they are wrong, but do it without antagonizing him. Always say, 'Good morning,' 'Yes, sir', 'Thank you.' They add to the customer's self-esteem.

"4. Get acquainted. Learn the customer's name and call him by name. Learn his views and hobbies so that he will feel you are interested in him. Don't be obtrusive; get at it naturally.

"It is, of course, impossible for every salesman in a store to know every customer. For that reason it is a good policy to encourage salespeople to build up a personal following so that each customer 'belongs' to a certain salesman."

### EDITORIAL BRIEFS

**DON'T** wait until it starts to sprinkle before starting to lay in something for a rainy day.

\* \* \*

**WHEN** you set out to do a thing, do it. Don't leave your jobs half finished. It is slovenly.

\* \* \*

**BUSINESS** has long since ceased to be a series of price-haggings, a continual measurement of sharp wits and greed against greed and sharp wits. The real business men of this age are creators, not sharpers. They are seeking permanent customers, not victims.

\* \* \*

**SUCCESS** does not go to the man with the most opportunity, but to the fellow who makes the most of his opportunity.

\* \* \*

**NOTHING** is so contagious as enthusiasm; it moves stones; it charms brutes. Enthusiasm is the genius of sincerity, and truth accomplishes no victories without it.

# CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

## Maritimes

F. Eld & Son, proprietors of the Veterans' Store, North Creighton, Halifax, N.S., moved into their new stores on November 1st. Mr. Eld and his son have two grocery and meat stores, and have only been in business a short time, both being veterans of the great war.

## Quebec

Messrs. Angevine and McLaughlin, of Angevine & McLaughlin, brokers and commission merchants for the Maritime Provinces, visited Montreal recently on a business trip.

Shepherd-Mott Co., Montreal, have moved its offices from 3 Nicholas Street to 73 Ottawa Street, Montreal. This company has also added to its list of agencies Bodley's biscuits, cakes and puddings, manufactured by C. J. Bodley, Ltd., Toronto.

## Ontario

O. J. Nichols, Sarnia, has sold to E. Ivinson.

G. O. Elder, Hamilton, has sold to Geo. Howick.

W. R. Ashby, Meaford, Ont., has sold to Noble & Barry.

O. J. Nichols, Sarnia, has sold to E. Ivinson.

L. T. Mathison, Toronto, has sold to F. G. Stevens.

C. R. Karch, Chatham, has sold to Harold Ganyou.

G. O. Elder, Hamilton, has sold to George Howick.

W. R. Ashby, Meaford, Ont., has sold to Noble & Barry.

Arthur H. Sainsbury, Toronto, has returned from his wedding trip.

Borden and Roulston, Kincardine, Ont., have sold their grocery business to J. Geddes of the same town.

The Harris Abattoir Co., Toronto, has obtained large premises on Talbot Street, adjacent to the Grand Trunk tracks in London, Ont., and will establish a warehouse there.

Wallace Anderson, Toronto, representative for the Acadia Sugar Refinery, has been confined to his home through illness.

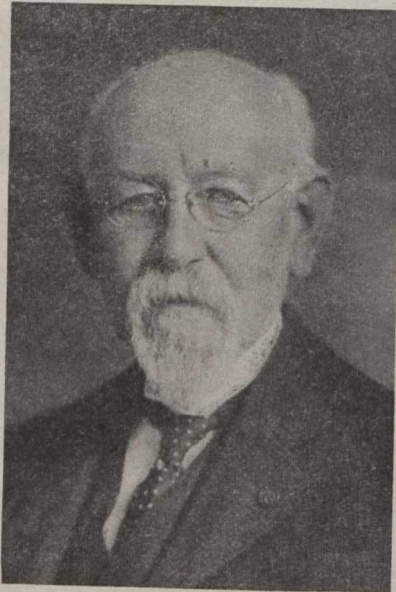
Edward T. Smith, a grocer of Brockville, Ont., died suddenly in his store on Saturday last. He had been a resident of Brockville practically all his life.

An appeal was made for more capital to enable the directors to enlarge the business at the annual meeting of the Stratford Co-operative Society, held recently.

## Pres. of E. B. Eddy Co. Celebrates 82nd Birthday

Ottawa.—George H. Millen, president and manager of the big E. B. Eddy plant at Chaudiere, a few days ago celebrated the eighty-second anniversary of his natal day, amid the many congratulations of his friends and relatives.

In honor of the event flags flew from the buildings of the big concern, and when Mr. Millen arrived at the office on the morning of his birthday, he was met



by the members of the counting house staff, who presented him with a basket of 82 beautiful American beauty roses, one for each year of his life.

Mr. Milen enjoys the best of health, is vigorous, and devotes constant application day in and day out to the multiple affairs which arise from the conducting of an industry of the magnitude of the E. B. Eddy Company.

Burglars broke into the wholesale grocery of R. J. Carson, at 324 Princess Street, Kingston, Ont., recently and made away with about \$400 worth of cigarettes, two caddies of tobacco, a Victory bond, and a cheque. Entrance was obtained through the skylight in the roof.

John Gilmour's general store at Shanly, Grenville County, was recently destroyed by fire. The loss is reported a heavy one.

## Armour & Co. Are Closing Their Hamilton Plant

Hamilton, Nov. 3.—Armour & Co., whose Canadian general office is at Hamilton, explain that they are closing their Hamilton plant temporarily owing to lack of an export market and the decrease in the production of hogs in the Hamilton district, which renders volume production impossible and overhead expense too high to meet competition.

### Montreal Offices to Close

Montreal.—Before the end of the year the three selling offices of Armour & Company in Montreal will be closed. The big Chicago firm is getting entirely out of the Canadian market as far as having any organization or plants in Canada are concerned. The local staff is not in a position to state the reasons for the decision to leave Canada, but know that some places have already been closed and others are to be closed. There is a plant in Hamilton still in operation but this will be completely closed shortly. The offices at St. John and Ottawa have already been closed and that at Sydney, N.S., will soon be closed also. The Armour Company have three selling offices in Montreal, one on Craig Street, in the Place Viger yards; one at Mile End Station, and the other at the corner of Notre Dame and Atwater. The apparent reason for the forsaking of the Canadian business as far as the Montreal management is aware is on account of the difficulty in getting supplies of hogs sufficient to run their Canadian plants at capacity.

### MANUFACTURERS' AGENTS CHANGE NAME

Maclure & Langley, manufacturers' agents, Toronto, have made a change in their name to Langley, Harris & Co., Ltd. There is no change in the directorate of this company, E. W. Langley being the president and J. G. Harris continuing as secretary-treasurer. Mr. Maclure has not been associated with the firm for several years and this was the reason for the change in name.

Joseph Critelli, an Italian grocer in Niagara Falls, Ont., passed away suddenly at his home, 675 Ferry Street, last week. For many years he had a wholesale and retail grocery business in Niagara Falls.

## New Customs Ruling is Explained

All Invoices Shall Be Made Out in the Currency of the Country When the Goods Are Imported, or in the Currency in Which the Goods Are Actually Purchased.

**I**N view of the misunderstanding of the Customs Department ruling regarding the valuation of imports for duty, a definite ruling has been issued, as follows: All invoices shall be made out in the currency of the country when the goods are imported, or in the currency in which the goods are actually purchased. And in computing the value for duty of such currency the rate shall be based upon the actual value of the standard coins or currency of such country, as compared with the standard dollar of Canada. It will be necessary for the exporter to put on all invoices the following declaration:

The fair market value for home consumption at the time shipped shown on this invoice is £. . s. . d. . in paper currency, and is equivalent to £. . s. . d. . . in gold sovereigns, as compared with the Canadian dollar, on the basis of \$ . . . . to the pound sterling.

To make that perfectly clear we may give the following example: Supposing that an invoice shows that the fair market value for home consumption at the time shipped is £100 in British paper currency, and the rate of exchange on the said date is \$3.9946, then the equiva-

lent in gold sovereigns would be £80, on which latter amount the duty would be payable at \$4.86 2-3 to the pound.

The British exporter will, of course, obtain the current rate of exchange from his banker on the day the invoice is made out, and the Canadian customs will issue a bulletin weekly, showing the minimum and maximum rates for the week, for the purpose of verifying the exporter's statements.

The Customs Department will allow refunds for the amounts of duty overpaid since July 22, 1920, if certified amended invoices are forwarded with the above statement and signed by the exporter.

The pre-war values of standard currencies are still recognized whether of gold or silver. The difficulty is that no European Government would acknowledge that its paper currency has depreciated from its standard gold and silver currency, even if it had stopped payment in specie.

Therefore, exporters make the above declaration for the benefit of importers who pay the duty, not acknowledging depreciation of their own currency, but only relatively to the Canadian dollar.

### TIPPET AGENCY REORGANIZED

Montreal (Special).—An interesting development in the brokerage and agency business in Montreal has taken place this week, the firm of Tippet & Co. having taken over the old firm of Arthur P. Tippet & Co. Those connected with the new firm are: F. H. Tippet, John T. Bryson, and Geo. S. Pelton.

Mr. Tippet, who has long been connected with the late firm as well as having previously been in the same line in Liverpool, Eng., will have the general management. Mr. Bryson, who is known to the grocery trade in this Province and other parts of Canada, will look after the selling, in conjunction with Mr. Pelton, who, for some years was a member of Godfrey S. Pelton & Son, in a similar capacity.

It is the intention of the new firm to carry on the importing and agency business on the same lines as their predecessors.

## Wholesale Grocers' Emphatic Denial to the Charge

Wholesale grocers and manufacturers against whom the Attorney-General of Ontario has brought an action charging that they have entered into a combina-

tion for the restraint of trade give forceful denial to the charge.

They assert that the complaint of the Attorney-General has already been laid in evidence before the Board of Commerce, and has been decided by that body in favor of the defendants.

The defendants quote the Board of Commerce Act to the effect that an unlawful trade combination had reference to such combination as in the opinion of the Board of Commerce of Canada has operated or is likely to operate detrimentally to the interests of the public, consumers, producers, or others, and the Board of Commerce expressed a contrary opinion. The defendants deny all allegations of conspiracy, illegal combination or other wrongful acts as alleged in the Attorney-General's statement of claim.

### CONFERENCE OF HARGREAVES SALESMEN

George P. Hargreaves, Managing Director From England, was Present

The Canadian representative of Hargreaves Bros. & Co., Ltd., Hull, England, met in conference in Toronto last week under the supervision of Geo. P. Hargreaves, managing director, who came over from England to visit his head office in Toronto and his various representatives. The conferences were held in

the St. Charles Hotel, and those present in addition to Mr. Hargreaves were Ben Billesdon, director and Canadian manager, with headquarters in Toronto; Alfred Wayles, sales manager, Vancouver; Thos. McFarlane, sales manager, Winnipeg; G. B. Noble, representative for Alberta and Northern Saskatchewan; W. J. Wallace, representative in Western Ontario; S. Stanley Hill, representative in Eastern and Northern Ontario, and W. Twyman, representative in Toronto. The business conditions throughout the country and future prospects for the products of Hargreaves Bros. & Co., and Day and Martin, a subsidiary company, were gone into thoroughly. The visiting representatives were tendered a dinner on Wednesday evening, a luncheon on Thursday, a theatre party the same evening, and a luncheon again on Friday. The visitors reported a very enjoyable and profitable conference.

Mr. Hargreaves left for New York from where he sailed on Tuesday, November 2, for the Old Country. Mr. Billesdon, of the Toronto office, spent a couple of days in New York prior to his departure.

## Sir Thomas Tait New President of Can. Salt Co.

Sir Thomas Tait, of Montreal, has been elected president of the Canadian Salt Company, Windsor, Ont., in succession to the late E. G. Henderson, who died a short time ago. Sir Thomas had previously been vice-president. Mr. Duck, who had been with the company for the past twenty years, and was closely associated with Mr. Henderson, has been appointed acting manager for the time being.

## New Goods

### THE "KLEEN KUT" CAN OPENER

The "Kleen Kut" can opener is a Canadian invention made in Canada by the Franco-British Supply Company, Winnipeg. It is patented in several countries.



This can opener works on a ratchet principle, the ratchet engaging the edge of tin and drawing the knife around. It cuts the top off the tin and binds down the cut edge, leaving it smooth. The manufacturers point out that this allows the solid contents to be turned out intact and obviates possibility of user injuring fingers. It works on any shaped tin.

The "Kleen Kut" is made of case-hardened steel and is nickel plated.

# NEWS FROM WESTERN CANADA

## WESTERN NEWS ITEMS

At Port Kells, B.C., Mrs. M. L. Nevill has bought out J. Leake.

H. Donnan at 42nd and Victoria Drive, Vancouver, has sold to F. D. Britton.

C. E. Summers has purchased the business of Geo. Gatter in Arley, B.C.

Geo. C. Knapp has bought out F. H. Law at 1169 Hastings East, Vancouver.

H. Crignon, formerly at 894 Granville Street, Vancouver, is now located at 975 Robson Street.

J. T. Smith has bought the business of O. C. Rutledge at 1800 4th Street W., Vancouver, B.C.

The Bradner Supply Co. business at Bradner, B.C., will be conducted in future as A. M. Sparling.

O. R. Armstrong, Estevan, Sask., has taken over the grocery business of D. O. Crossley and Sons.

J. F. Pearman is the new proprietor of the business at 3870 16th W., formerly conducted by J. H. Ledger.

W. P. Nursey will now be found at Jubilee Station, B.C., having removed from 2624 Albert Street, Vancouver.

A. Moir is now owner of the business formerly run at 1149 Burrard Street, Vancouver, by Mrs. M. Melbourne.

Jos. Fenwick has purchased the grocery and meat business of N. Weicker at 12th on Main Street, Vancouver.

F. N. Rush, of the George Weston Co., Ltd., of Toronto, was on an extended business trip in Winnipeg last week.

The new proprietress of the business conducted by R. M. Barber at 3500 Commercial Drive, Vancouver, is Mrs. Rowley.

The business formerly conducted under the name of Hunt, Shrubsall, Ltd., at Prince Rupert, B.C., has recently been reorganized under the firm style F. E. Hunt, Ltd.

Mrs. E. Fischbacher, formerly of Alta Lake, B.C., has opened a business at 2624 Albert Street, Vancouver. This location used to be the stand of W. P. Nursey, now at Jubilee.

Warner & Moore is the new firm style under which the business conducted at 25th and Fraser Streets, Vancouver, will be carried on. The former name was Warner's Market.

Watson & Truesdale, of Winnipeg, have been recently appointed Western representatives of the George Weston Company, Ltd., of Toronto, manufacturers of biscuits.

A Winnipeg firm won the silver medal in a butter competition held recently in Chicago, Ill. This was the Crescent Creamery Co., Ltd., of Winnipeg, Man., who in competition with 1,500 competitors, won second prize, thereby winning the silver medal.

## Edmonton Merchants Want Half Holiday Discontinued for Time

A proposal to have the Retail Clerks' Association of Edmonton consent to relinquishing the half holiday each week for the five weeks preceding Christmas was discussed at a conference arranged by the Retail Merchants' Association. The conference took place in the mayor's office in Edmonton a short time ago. James Ramsay pointed out that it would be a difficult matter to handle the Christmas rush if the usual half holiday was continued for these weeks.

Mr. Ramsay further stated that with regard to the question of payment for the time sacrificed by the clerks it would not be paid for, as when the half holiday was allowed in the first instance no reduction was made in the pay checks, hence the same rule should apply in inverse ratio in the present case.

O. B. Taylor, president of the Retail Clerks' Association, replied that the matter was not a simple one from the viewpoint of the clerk and that he was afraid that if this arrangement was entered into that it might create a precedent which could be used on future occasions. Mr. Taylor further said that if any objections to the scheme were to be made, that now was the time to make them, but that the Clerks' Association was willing to look at the matter in a liberal manner, and wished to assist the merchants if possible.

Mr. Ramsey instanced that trait in human nature which causes many people to leave their shopping to the last, and that in consequence of this some measures had to be taken to overcome the difficulty.

Mr. Taylor added that it was the desire of the association to meet the merchants, if it were proved that the step was necessary. He agreed to consider the proposal, and will take the matter to the full meeting of the association, after which it will again come before Mayor Clarke's committee.

From Grindrod, B.C., comes news that H. Tomkinson has disposed of his business to McCausland & Spence.

G. E. Dalman has severed his connection with Dalman Brothers, Selkirk, Man., and is now conducting a general store of his own in that town.

P. Y. Anderson, Regina, Sask., has sold his grocery business (The Red Line Grocery) on Dewdney Street, and has

taken over the grocery business formerly conducted by Slater & Findlason Co., Albert and Dewdney Streets, Regina.

Canadian Grocer and the trade wish to extend to E. P. Magowan, manager of the Saskatoon, Sask., branch of the Donald H. Bain Co., their deepest sympathy in the recent loss of his wife.

## H. P. PENNOCK & CO. AGENTS FOR EMPRESS PRODUCTS

James Nolan, Winnipeg, formerly of the Empress Manufacturing Co., Ltd., of Vancouver, B.C., has joined the organization of H. P. Pennock & Co., Ltd., at their head office in Winnipeg. This company will in future represent the Empress Manufacturing Company, Ltd., for the Province of Manitoba and Western Ontario points, in addition to their former territory covering Saskatchewan.

## FIRE AT WADENA, SASK., DOES MUCH DAMAGE

In a \$300,000 fire that visited the town of Wadena, Sask., a short time ago, Walter Frame's grocery store was completely destroyed. The Patricia bakery, Beckman's general store, Wadena hardware, Ostry's general store, Star Cafe, Ellis' drug store, Stirling Bank, Wadena Cafe, Wadena Supply Co., Frain's meat store, and the Hollingshead jewelry store were also destroyed. With one exception the entire eastern side of the street was destroyed. Attempts on the part of the fire-fighters to stem the onrush of the flames were practically futile.

## Will Continue the Work Commenced by Board of Commerce

Ottawa.—Prosecutions, which have been commenced as the result of hearings conducted by the Board of Commerce will not, it is stated, be abandoned because of the resignation of the members of the board. In the cases where prosecutions are already under way the documents, statements and evidence taken by the Board of Commerce in the first hearings have been turned over to the Attorney-General of the Province in which the charge was laid.

In any further prosecutions which may be undertaken as the result of judgments of the Board of Commerce, it is understood that Captain White, secretary of the board, will furnish the Provincial Departments with all necessary documents which may be requested.

# WEEKLY GROCERY MARKET REPORTS

Statements from Buying Centres

## THE MARKETS AT A GLANCE

**T**HE sugar situation continues to be the feature of the grocery markets. Prices have again been reduced by all refineries. The markets generally continue with an easier undertone and while not many changes in prices have been manifested during the week, there is a tendency that prices will show a gradual receding.

**MONTREAL**—The whole grocery market this week shows a decided downward tendency. Lower prices on hogs, pork and beef feature the produce market. The supply of hogs shows a marked improvement and while beef cattle are not coming as it was hoped the supply of Western cattle arriving is sufficient to bring down the prices on some of the cheaper lines. It is expected that there will be a reduction in the price of bacon and hams shortly. Eggs are holding firm in price as is also lard and shortening. There are no new developments in butter since the reduction in price one week ago. Sugar is reduced by all the refiners to \$16.50 per hundred for granulated. Onions are flooding the local market with very low prices. The potato market shows added strength with a likelihood that before the winter is over the supply will not be plentiful. Oranges will be dearer this winter since the quotations on navel oranges at the coast are much higher. This also applies to bananas. The new supply of Turkish figs are to hand with perhaps a shade easier prices. Prices on nuts remain easy.

**TORONTO**—All sugar refiners have reduced quotations during the week; the market remains in an unsettled condition with a tendency for further reductions. Syrups and molasses are steady and unchanged. The cereal market, both for bulk and packages is ruling steady, with quotations on rolled wheat and potato flour reduced. Spices are ruling steady under a fairly active demand. Peppers in primary markets are firm but quotations on spot are unchanged. A car of Santa Clara prunes is rolling this way and will arrive within the next ten days. Raisins are steady with a fairly active enquiry from retailers. The primary market for coffees continues weak with quotations on futures again reduced. The first shipment of California budded walnuts is rolling this way and is expected to reach this market within the next week. Spot stocks of nuts in

the shell are being offered at low prices to clean up, pending the arrival of new crop goods. The primary market for shelled walnuts is considerably firmer, some importers state that new shipments cannot be replaced at present quotations to the trade. The London market continues overloaded with cheap coarse teas with very low quotations on same. The finer teas such as broken orange pekoes and broken pekoes of good cup quality remain in scant supply with the high prices holding. Japans are ruling in a strong market at high figures and are likely to remain so in view of the shortage for export. There is little movement in the canned goods market, retailers continuing to buy light with quotations generally holding steady although some jobbers are offering this season's pack of corn and tomatoes at reduced figures. Canned apples in gallon cans are quoted lower. Vegetables are steady and with the exception of potatoes prices are unchanged. Potatoes have shown a firmer tendency with quotations higher. Reports of the rot in potatoes still come in from some districts but this is not general as most districts have a good crop of first class potatoes. California Valencia oranges are nearing the end of the season with quotations again advanced during the week. It is reported that the keeping qualities of Spanish Malaga grapes are not up to the mark this season. Reductions have been named on one brand of package cocoanut, cooking chocolate, soap chips and cotton twine. Cold blast lantern globes are quoted higher.

**WINNIPEG**—The cool weather during the week has stimulated the grocery market in a slight degree, buyers are not booking orders but are buying in small quantities as they require them. Money is reported tight, with collections far from being as good as expected. Business is being affected by the delay of the crop on the market as a large percentage of the farmers are holding their wheat for higher prices, with the effect that money is not moving very freely into circulation. However optimism is the byword, and just as soon as this "hold out" wheat starts rolling, money will be more plentiful. Stocks will have to be replenished as retailers and wholesalers are reported to be carrying very small stocks as compared with former years. During the coming months the situation will be more favorable for a better and bigger business.



## QUEBEC MARKETS

**M**ONTREAL, Nov. 5.—The feature of the provision market this week is the reduction in the price of sugar by the refiners to the basis of \$16.50 per hundred. Dominion Refineries quoted \$14.50. The new quotations on figs are a little easier for the Turkish figs which have not been on this market for years. It is reported that they are of especially fine quality this year. Prunes are also quoted two cents lower on the new crop. The tea market continues in a very unsettled condition. Shredded Wheat is advanced five cents per case in price. Lower figures are quoted on chicory and on cloves. Oranges will be much dearer this winter as is also the case with lemons. Bananas too will be dearer. Nuts continue at low quotations. Tapioca is cheaper this week. There is no change in cereals this week. Quotations on cotton rope are reduced, following cotton twine as a result of the lower market on cotton.

### Lower Prices on Sugar

**Montreal.**—The rest of the sugar refineries have followed the lead of the Dominion and have reduced their prices on granulated sugar to 16½ cents per pound. This is a reduction of \$1.40 per hundred and makes a total reduction in price of 3 cents per pound in the last two weeks.

Atlantic Sugar Co., extra granulated, cwt.	16 50
Acadia Sugar Refinery, extra granulated	16 50
Canada Sugar Refinery	16 50
Dominion Sugar Co., Ltd., crystal gran.	14 50
Dominion Beet Sugar	14 50
St. Lawrence Sugar Refineries	16 50
Icing, barrels	16 70
Do., 25-lb. boxes	17 10
Do., 50-lb. boxes	16 90
Do., 50 1-lb. boxes	18 20
Yellow, No. 1, bags	15 50
Do., No. 2	15 40
Dark Brown	15 30

### Molasses Market Unchanged

**Montreal.**—There is no change in the molasses market this week. Prices were reduced a short time ago which more than covers the reduction which has been made on refined sugar. The market for corn syrup is also unchanged following the reduction in prices quoted last week.

<b>Corn Syrup—</b>	
Barrels, about 700 lbs.	0 09
Half barrels, about 350 lbs.	0 09½
Quarter barrels, about 175 lbs.	0 09¾
2 gal., 25-lb. pails, each	2 85
3 gal., 38½-lb. pails, each	4 25
5 gal., 65-lb. pails, each	6 85
<b>White Corn Syrup—</b>	
2-lb. tins, 2 doz. in case, case	6 60
5-lb. tins, 1 doz. in case, case	7 45
10-lb. tins, ½ doz. in case, case	7 15

Prices for	
Island of Montreal	
Barbadoes Molasses—	
Punchons	1 40
Barrels	1 43
Half barrels	1 45
Punchons, outside city	1 35
<b>Fancy Molasses (in tins)—</b>	
2-lb. tins, 2 doz. in case, case	6 00
3-lb. tins, 2 doz. in case, case	8 25
5-lb. tins, 1 doz. in case, case	6 80
10-lb. tins, ½ doz. in case, case	6 65

### No Change in Cereals

**Montreal.**—No change is recorded this week in the cereal market. With the colder weather the trade in these lines is picking up considerably. The market is holding firm although there has been a steady downward trend to prices for the last two months. Rolled

oats is quoted at various prices depending on quality and brand.

Oatmeal, gran., fine standard	5 50
Rolled oats, 90 lbs.	4 75
Pearl Hominy	6 25
Cornmeal, Gold Bust Brand	6 00
Graham Flour, 98 lbs.	7 65
New Buckwheat Flour	6 75
Pot Barley	6 00
Pearl Barley	7 25

### New Prunes Lower

**Montreal.**—**DRIED FRUIT.**—The market for dried fruit is brightening up with the approaching winter and Christmas season. The most noticeable feature of this market this week is the reduced quotations on prunes. These quotations show a reduction of 2 to 2½ cents per pound on previous figures. The 30-40 are quoted at 28 cents, which is a reduction of 2 cents. The rest of the market is unchanged this week. The new crop of Turkish figs are now offered on the market and quotations are a little easier than present figures. These figs have not been on this market for some years and will be in big demand, especially in view of the fact that California figs are almost unobtainable.

Apricots, fancy	0 38
Do., choice	0 34
Do., slabs	0 30
Apples (evaporated)	0 16
Peaches (fancy)	0 28
Do., choice, lb.	0 28
Pears, choice	0 30
<b>Peels—</b>	
Choice	0 26
Ex. fancy	0 30
Lemon new pack	0 46
<b>New pack—</b>	
Orange	0 48
Citron	0 75
Cheese, bulk, 25-lb. boxes, lb.	0 22
Peels (cut mixed), doz.	3 25
<b>Raisins (seeded)—</b>	
Valencias	0 23
Muscateles, 2 Crown	0 23
Do., 1 Crown	0 25
Do., 3 Crown	0 22
Do., 4 Crown	0 19½
Turkish Sultana, 5 crown	0 20
Fancy seeded (bulk)	0 27
Do., 16 oz.	0 24
Cal. seedless, cartons, 12 ounces	0 21
Do., 16 ounces	0 26
<b>Currants, loose</b>	
Do., Greek (16 oz.)	0 20
Dates, Excelsior (36-10s), pkg.	0 24
Fard, 12-lb. boxes	0 15½
Packages only	3 25
Dromedary (36-10 oz.)	0 19
Packages only, Excelsior	0 20
Loose	0 16
<b>Figs (layer), 10-lb. boxes, 2s, lb.</b>	
Do., 2¼s, lb.	0 40
Do., 2½s, lb.	0 45
Do., 2¾s, lb.	0 48
Do., 3s, lb.	0 50

Figs, white (70 4-oz. boxes)	5 40
Do., Spanish (cooking), 22-lb. boxes, each	0 11
Do., Turkish, 3 crown, lb.	0 22
Do., 5 crown, lb.	0 28
Do., 7 crown, lb.	0 30
Do., 10-lb. box	2 75
Do., mats	3 00
Do., 23-lb. box	1 90
Do. (12 10-oz. boxes)	2 20
<b>Prunes (25-lb. boxes)—</b>	
20-30s	0 33
30-40s	0 30
40-50s	0 27
50-60s	0 23
60-70s	0 22
70-80s	0 20
80-90s	0 19
90-100s	0 17½
100-120s	0 16

### Tea Situation Unsettled

**Montreal.**—**TEA.**—The tea market appears in be in a very unsettled condition. The medium grade teas are cheaper in many cases but the prices on the best grades are holding firm, in fact there are reports that the best black teas will be still dearer and in that case it will strengthen up the whole tea market. Japan teas are unchanged in price and are holding firm at original quotations.

<b>Ceylons and Indians—</b>	
Pekoe Souchongs	0 35
Pekoes	0 39
Broken Pekoes	0 44
Broken Orange Pekoes	0 49
<b>Javas—</b>	
Broken Orange Pekoes	0 58
Broken Pekoes	0 45
<b>Japans and Chinas—</b>	
Early pickings, Japans	0 63
Do., seconds	0 50
Hyson thirds	0 45
Do., pts.	0 58
Do., sifted	0 67
Above prices give range of quotations to the retail trade.	0 72

<b>JAPAN TEAS (new crop)—</b>	
Choice (to medium)	0 65
Early picking	0 75
Finest grades	0 90
<b>Javas—</b>	
Pekoes	0 44
Orange Pekoes	0 45
Broken Orange Pekoes	0 45
Inferior grades of broken teas may be had from jobbers on request at favorable prices.	0 48

### Cotton Rope is Lower

**Montreal.**—**COTTON ROPE.**—Cotton rope, following the prices on cotton twine, is reduced this week to 62 cents for the ¼ inch. The lower cost of cotton is responsible for the reduction in price of all cotton products.

### Better Trade for Nuts

**Montreal.**—**NUTS.**—The trade in nuts is picking up considerably in view of the Christmas and winter business. Prices on walnuts are still very low but filberts and almonds are holding up very well. The new supply of chestnuts is not quoted as yet but it is expected that the prices will be fairly stiff. As far as walnuts are concerned the market does not show very much strength at this time.

Almonds, Tarragona, per lb.	0 24
Do., shelled	0 60
Do., Jordan	0 68
Brazil nuts (new)	0 75
Chestnuts (Canadian)	0 40
Filberts (Sicily), per lb.	0 27
Do., Barcelona	0 17
Hickory nuts (large and small), lb.	0 17
<b>Peanuts, Jumbo</b>	
Do., extra	0 10
Do., shelled, No. 1 Spanish	0 19
Do., Java No. 1	0 18
Do., salted, Java, per lb.	0 17
Do., No. 1 Virginia	0 29
Do., shelled, No. 1 Virginia	0 14
Do., No. 1 Virginia	0 16½





New Prunes on the Way

Toronto. DRIED FRUITS.—It is now considered that the lowest prices for California and Oregon prunes have been reached and jobbers are booking up orders. A car of Santa Clara prunes is expected to arrive on this market in the course of another week, the following prices are being quoted: 30-40 at 25½ cents per pound; 40-50 at 23½ cents; 50-60 at 19½ cents; 60-70 at 16½ cents; 70-80 at 14½ cents; 80-90 at 12½ cents, and 90-100 at 11¾ cents. Raisins are steady with new crop seedless, both bulk and packages, which have arrived on this market, moving freely into retailers' hands.

Table with 3 columns: Item, Price 1, Price 2. Items include Evaporated apples, Canned Peels, Lemons, Citron, Currants, Dates, Figs, Prunes, Peaches, Apricots, Raisins, Java, Bogotas, Guatemala, Mexican, Maracaibo, Jamaica, Blue Mountain, Mocha, Rio, Santo.

Coffee Market Weak

Toronto. COFFEES.—The primary market for coffees continues weak and irregular with a tendency for lower prices. Spot stocks quotations to the trade are unchanged.

Table with 3 columns: Item, Price 1, Price 2. Items include Java, Private Estate, Java, Old Government, Bogotas, Guatemala, Mexican, Maracaibo, Jamaica, Blue Mountain, Mocha, Rio, Santo.

Shelled Walnuts Firmer

Toronto. NUTS.—The first shipment of California budded walnuts is rolling this way and is expected to reach this market within the next week. Spot stocks of nuts in the shell are being offered at different prices to clean up stocks pending the arrival of new crop goods. The primary market for shelled walnuts is considerably firmer; some importers state that new shipments cannot be replaced at present quotations. Prices to the

trade remain at 60 cents per pound in case lots.

Table with 3 columns: Item, Price 1, Price 2. Items include Almonds, Tarragonas, Walnuts, Bordeaux, Walnuts, Grenobles, Do., Marbot, Do., California, Filberts, Pecans, Cocanuts, Jamaica, Do., unsweetened, Do., shred, Peanuts, Spanish, Brazil nuts, Mixed nuts, Shelled—Almonds, Filberts, Walnuts, Peanuts, Brazil nuts, Pecans.

Japan Teas Hold Firm

Toronto. TEAS.—The London market continues overloaded with cheap, coarse teas, with very low quotations on same. The finer teas such as broken orange Pekoes and broken Pekoes remain in scant supply with quotations holding firm. Japans are ruling in a strong market at high figures in view of the shortage for export in that country.

Table with 3 columns: Item, Price 1, Price 2. Items include Ceylons and Indians, Pekoe Souchongs, Pekoes, Broken Pekoes, Broken Orange Pekoes, Javas, Broken Orange Pekoes, Broken Pekoes, Japans and Chinas, Early pickings, Do., seconds, Hyson thirds, Do., pts., Do., sifted.

Rice Market Unsettled

Toronto. RICES.—The rice market is in an unsettled condition with a tendency for lower prices. Quotations on spot are as follows:

Table with 3 columns: Item, Price 1, Price 2. Items include Honduras, fancy, per 100 lbs., Do., broken, Blue Rose, Siam, fancy, per 100 lbs., Do., second, per 100 lbs., Do., broken, 100 lbs., Japans, fancy, per 100 lbs., Fancy, Patna, Chinese, mats 50 lbs., Tapioca, pearl, per lb., White Sago.

Canned Apples Lower

Toronto. CANNED GOODS.—There is little movement in the canned goods market. Retailers continue to buy light. Quotations are generally holding steady although there are some jobbers offering this year's pack of corn and tomatoes at low figures. Canned apples in gallon cans have been reduced to \$4.75 per dozen, a reduction of \$1.50 per dozen under the last quotation.

Table with 3 columns: Item, Price 1, Price 2. Items include Salmon—Sockeye, 1s, doz., Sockeye, ½s, doz., Alaska reds, 1s, doz., Do., ½s, Choe, 1s, doz., Do., ½s, Pinks, 1s, doz., Lobsters, ½-lb., doz., Do., ¼-lb., tins, Whale Steak, 1s, flat, doz.

Pilchards, 1-lb. talls, doz. 1 75 2 10

Table with 3 columns: Item, Price 1, Price 2. Items include Canned Vegetables—Tomatoes, Peas, Do., Standard, Do., Early June, Do., Sweet Wrinkle, Beets, 2s, doz., Do., extra sifted, Beans, golden wax, Asparagus tips, Do., butts, Canadian corn, Pumpkins, Spinach, Pineapples, sliced, Do., shredded, Do., preserved, Do., standard, Apples, gal., Peaches, Pears, Plums, Do., Green Gage, Cherries, pitted, H.S., Blueberries, Strawberries, Blueberries, Jams—Apricots, Black Currants, Do., 4s, Gooseberry, Do., 16 oz., Peach, Do., 16 oz., Red Currants, Raspberries, Do., 4s, Strawberries, Do., 4s.

Potatoes Are \$1.75 Per Bag

Toronto. VEGETABLES.—The market for vegetables is steady, and with the exceptions of potatoes prices are unchanged. Potatoes have shown a firmer tendency with quotations up 10 cents per bag, now quoted at \$1.75. Reports of the rot in potatoes still come in from some districts, but this is not general as most districts have a good crop of first class potatoes.

Table with 3 columns: Item, Price 1, Price 2. Items include Cabbage, Parsley, Carrots, Turnips, Parsnips, Onions, Do., Spanish, large crate, Do., pickling, Green Peppers, hot, Do., sweet, Vegetable Marrow, Celery, Egg Plant, Potatoes, Sweet Potatoes, Do., bbis.

California Lemons \$7.00

Toronto. FRUITS.—California Valencia oranges are nearing the end of the season and quotations continue upward, 150s are selling at \$10.75 per case, with other sizes quoted \$1.50 per case higher than last week's prices. California lemons are quoted at \$7 per case and Messinas at \$4.50. Cranberries are holding at \$13 per barrel, but it is the opinion that prices will be higher. Canadian Roger grapes are still coming with prices at 60 cents per basket. It is reported that the keeping qualities of Spanish Malaga grapes are not up to the mark this season. Pomegranates are on the market and are offered at \$5 per flat.

Table with 3 columns: Item, Price 1, Price 2. Items include Oranges, Valencias 126s, 150s, 176s, 200s, 216s, 350s, Bananas, Port Limons, Lemons, Cal., 240s, Do., Messinas, 300s.

Grapefruit, 46s to 96s .....	6 00
Pears, Oregon, per box .....	6 50
Grapes—	
California Emperors, lugs .....	4 50
Do., drums .....	8 50
Apples, fancy Ontario in new barrels—	
Spies, No. 1s .....	7 00
Spies, No. 2s .....	6 00
Baldwins, No. 1s .....	6 00
Baldwins, No. 2s .....	5 00
Greenings, No. 1s .....	6 00
Greenings, No. 2s .....	5 00
B.C. in boxes .....	6 75
Cranberries, ½ barrels .....	13 00
Do., barrels .....	5 00
Pomegranates, half box .....	5 00

**Wheat Market Steadier**

**Toronto.**  
**FLOUR.**—The wheat market developed a steadier tone during the week with an upward tendency. Cash wheat No. 1 Northern is quoted around \$2.31, and Ontario \$2.10. There is little export business for flour at the moment and the market is holding steady.

**FLOUR—**

Patent Firsts, in jute bags, per barrel .....	13 00
Do., seconds, in jute bags, per barrel .....	12 50

**Honey Prices Steady**

**Toronto.**  
**HONEY.**—The market for honey is

steady at unchanged figures. There is a fair demand.

Honey Combs, of 15 sections, 16 oz. sections, per case.....	7 50	8 00
Honey, Extracted, white clover honey, in 60-lb. and 30-lb. tins, per lb. ....		0 26
Ontario, No. 1, white clover, in 5 and 10-lb. tins, per lb.....		0 28

**Cocoonut Reduced**

**Toronto.**  
**MISCELLANEOUS.**—A reduction of 2 cents per pound on all Schepp's package cocoonut, also on special packing in tin canisters. Walter Baker's Premium chocolate has been reduced, ½s are now quoted at 47 cents per pound, and ¼s at 49 cents per pound. Princess soap chips have declined, now quoted at 21½ cents per pound. Cotton twine is lower, 3-ply balls are now 75 cents per pound and cones 71 cents per pound.

**Lantern Globes Higher**

**Toronto.**  
**LANTERN GLOBES.**—An advance has been registered on cold blast lantern globes. Quotations are now \$1.75 per dozen.

**WINNIPEG MARKETS**

**WINNIPEG, Nov. 5.**—All sugar quotations have been reduced. Corn syrups and starches are also reduced. Cereals are easier; quotations show declines. Coffee market is firmer. Rices are inclined to be weak. Walnuts are firmer. The flour market remains unchanged under a steady demand. Fruits and vegetables are steady and unchanged. One brand of macaroni is quoted lower.

**Sugar Prices Lower**

**Winnipeg.**  
**SUGAR.**—All Eastern refiners have lowered their price on granulated sugar and various prices now are quoted ranging from \$16.25 to \$17.75 per cwt. The sugar market is in an unsettled condition.

**Syrups Decline**

**Winnipeg.**  
**SYRUPS.**—Corn syrup in 2s has declined 45 cents per case while the other sizes have declined 60 cents per case. The new prices are quoted below. The molasses market still remains firm and molasses just arriving is quoted higher than spot stocks. Later on molasses will be sold at higher prices than are prevailing at present but no doubt the market will probably ease off when the new crop is available.

**Starches Are Reduced**

**Winnipeg.**  
**STARCH.**—A decline in the price of starch has been announced. Glucose has also been reduced 60 cents per 100 pounds and is now being quoted at \$5.75 per one hundred pounds. The latest quotations on starch are as follows:

Cornstarch, 1-lb. pkgs., per lb....	0 10
Do., No. 1 quality, 1-lb. pkg....	0 11½
Gloss, 1-lb. pkgs., per lb.....	0 12¼
Celluloid, 1-lb. pkgs., per case....	4 85

**Rolled Oats Easier**

**Winnipeg.**  
**CEREALS.**—All bulk cereals such as

rolled oats, oatmeal, peas, wheat granules, corn meal and buck wheat grits are reported much easier, and a decided improvement is being noted in the demand for these heavier breakfast foods, due mostly to the cooler weather now prevailing.

**Tea Market Unchanged**

**Winnipeg.**  
**TEA.**—There is practically no change in the tea market and no authentic information can be procured regarding futures; however we are led to believe that high grade tea remains very scarce and prices are well maintained.

**Coffee Firmer**

**Winnipeg.**  
**COFFEE.**—The primary coffee market has shown a decidedly strong undertone. Santos has advanced 3 cents a pound since our last issue. Rio coffee is also very much higher. Reports state that Brazil has effected a loan from the U.S. for the purpose of handling their coffee crop. Local conditions remain as previously reported.

**Spices Unchanged**

**Winnipeg.**  
**SPICES.**—Business in spices continues extremely slow, being confined wholly to small lots to cover immediate wants. Nevertheless prices do not show any changes of importance as there is no pressure of stocks in first hands, and the opinion prevails that no quantities

of any great volume remain to be liquidated in other quarters. It is not expected that distributors will be able to make noteworthy purchases of spices until present unsatisfactory conditions in the other markets are rectified.

**Rice Market Weak**

**Winnipeg.**  
**RICE.**—The rice market is quiet. Europe is not buying freely and California is face to face with the world situation and cannot be dependent entirely on domestic consumption. In other words U. S. has grown sufficient rice this year to supply both herself and Canada for at least four years. Cuba is embargoed, and there will be little, if any, rice sold into that country for the next six months. San Domingo has prohibited further importation of rice until January, 1921, because of large accumulation of stocks in that country. Conservatively speaking there will be available the following: Saigon will have at least 800,000 tons of clean rice. Rangoon will have 1,250,000 tons, Japan is to have rice for export this season, and Brazil has a crop of 8,000,000 bags of rough rice, while as heretofore they have produced about 2,000,000. California will have about 4,250,000 pockets (of 100 pounds each) and the southern U.S. about 16,000,000 barrels of 162 pounds each). The rice mills in California will start operating very shortly.

**Canned Goods Arriving**

**Winnipeg.**  
**CANNED GOODS.**—There is nothing of very much importance in the canned goods line this week. New canned goods are arriving freely and the quality is well up to the standard.

**Dried Fruits Unchanged**

**Winnipeg.**  
**DRIED FRUITS.**—There is very little to note since our last report on the dried fruit situation. New crop Filiatra currants are now on the market and are finding ready sale. Evaporated apples and prunes remain easy. New California seedless raisins in both bulk and packages are being quickly absorbed by the trade.

**Walnut Market Firmer**

**Winnipeg.**  
**NUTS.**—The French walnut market is firmer and it is likely to remain steady until the end of the year, due to the increased demand caused by the Christmas trade. Shelled almonds are slightly easier for future shipments. Good prices are still being obtained for available spot stocks as the new crop is not on the market. Spanish peanuts No. 1 are slightly firmer but are at a reasonable price and are not likely to show any further declines. The present indications are that the peanut crop in Shantung, despite many setbacks, will be about 20 per cent. greater than the 1919 crop, according to a statement from Consul Gauss, Tsinanfu. It is estimated that 85 per cent. of the crop will be of first

quality, provided sufficient rainfall continues. It is generally expected that the new crop of peanuts in China is exceedingly good, and the total output is estimated at least 300,000 tons, which is about 30 per cent. increase over last year. Out of this total output about 150,000 tons will be crushed into oil and the balance will be exported. The quality of this year's crop is also expected to be better than last year. On account of the low price of peanut oil the quantity for crushing purposes will be scarce this year. This will increase the exportation of peanuts as grown. The new crop of shelled Brazils has arrived on the market and the quality is good although prices remain high. After the first of the year lower prices may be expected.

### Flour Remains Steady

Winnipeg.

FLOUR.—The flour market remains unchanged and the demand is steady. Purchasers are only buying sufficient quantities as they require same.

### Emperor Grapes Arrive

Winnipeg.

FRUITS.—California emperor grapes are now on the market in both lugs and kegs and are quoted: lugs, \$6; kegs, \$11. Florida grapefruit is reported lower and

is now being offered at \$9 per case. Very few bananas and oranges are to be had but California navel oranges are expected very shortly. Prospects for the navel orange crop is reported to be one of the biggest crops in recent years and as further shipments arrive the prices are expected to be lower, providing they are not frost bitten. Lemons have increased and are now being quoted at \$7.50 to \$8. Good shipments of Eastern and Western apples are arriving.

### Potatoes Unchanged

Winnipeg.

VEGETABLES.—The vegetable situation remains unchanged. Potatoes remain firm at \$1.75 per bushel and lower prices are not being looked forward to owing to the shortage of the potato crop in the Canadian market. Imported cucumbers are arriving and are reported at \$5 per dozen; there is a noted scarcity of same. All other vegetables remain unchanged.

### Macaroni Lower

Winnipeg.

MACARONI.—The previous prices of Catelli's macaroni have been cancelled and the following are effective: 30 16-oz., \$4.95 per case; 30 8-oz., \$2.95 per case. Bulk—10-lb. boxes, \$1.40 per box; 5-lb. boxes, 75-cents per box.

### Walnuts Lower

Vancouver.

NUTS.—Manchurian walnuts are being quoted to the trade at 19 cents, as against a price of 27 last year. Californian walnuts are quoted at 32½ for No. 1, and budded at 36. The California walnuts are of the thinner shelled variety and are very carefully graded; the Manchurian walnuts have good meats but are less popular by reason of their hard, heavy shell.

### Cornstarch Lower

Vancouver.

MISCELLANEOUS.—Vancouver jobbers quote corn starch at 10½ cents per package, a decline of 1 cent., corn syrup also at 50 cents decline, selling now at \$6.15 per case of 24 2s. Magic baking powder was advanced 10 cents per dozen on 12 oz. size, and 50 cents on 2½ oz. size. Gillett's lye was advanced 25 cents per case. Royal yeast cakes advanced 15 cents per box.

### Brooms May Be Higher

Vancouver.

BROOMS.—Advices from Kansas are to the effect that the broom corn crop is only from 10 to 15 per cent. of normal. There is every reason to believe that brooms will be higher; the dealer will do well to look into the factors affecting the broom market and make his own deductions.

### New Dried Fruits Arrive

Vancouver.

DRIED FRUITS.—The first arrivals of new crop California dried fruits are on the market slightly earlier than the average season. The quality is good, seedless raisins, all sizes, prunes, peaches and apricots. The prices are slightly higher than last year. Whether the prices will be maintained will depend on the way the stock measures up to the demand. The various associations are keeping up their educational advertising and will undoubtedly keep the demand well ahead of the production.

### Potato Market Strong

Vancouver.

VEGETABLES.—The potato market is very strong with quotations at \$45 per ton. Sacked vegetables are quoted \$1.50 to \$2. Okanagan onions are \$30 per ton.

### Fine Teas Scarce

Vancouver.

TEAS.—Why the declines on medium grade teas and the scarcity and high prices on the finest? was asked a Vancouver importer, and his explanation will interest the trade.

It would appear that during the last year the price of medium grade teas had come so close to the price of the best that it only amounted to about a cent of a differential. Now by picking only the topmost bit of the tea shrub the best tea is obtained, but by plucking only this finer leaf a substantial decrease in the yield of an acre of tea is caused.

## VANCOUVER MARKETS

VANCOUVER, B.C., Nov. 4.—There is a good demand for Christmas candies. The bean market is unsettled with large stocks of depressed beans thrown on the market. Rices are easier with quotations lower. Strawberry and raspberry jams are holding at steady quotations but other kinds have shown a decline. Walnuts are easy. Reductions are noted on cornstarch and corn syrup. Soda biscuits in bulk are lower.

### Sugar Prices Lower

Vancouver.

SUGAR.—The present prices of sugar to the retail trade are as follows: Granulated \$17 per hundred and yellow, \$16.

### Confectionery in Demand

Vancouver.

CONFECTIONERY.—The demand for Christmas stocks of candies is good, while a big hurry call demand is expected in December; the demand is at present well pleasing to the jobbers.

### Beans Unsettled

Vancouver.

BEANS.—The price of beans along the Pacific coast is absolutely no indication of the bean market. The same condition has obtained on the coast with regard to beans as on sugar; a great number of operators have been speculating in beans and have got caught with stocks. They have been forced by the banks to unload, and these "distress" stocks are being offered on the Canadian market. The prices of Kotenashi beans quoted by some operators in San Francisco depend only on the seriousness of their financial plight. The price of 3 cents has been reported in San Francisco, and Seattle

brokers have quoted 4 cents f.o.b. Seattle, American funds.

### Rice Market Easy

Vancouver.

RICE.—The offerings of rice would indicate easier prices. At present a good sample of No. 1 Japan can be bought around \$190, but the same ones will undertake to deliver the same grade on January 1 for \$140 per ton. It is stated that this latter figure does not represent the cost of producing, and it is almost certain that the price will not get any lower than this last figure, and probably will get stronger.

### Jams Are Steady

Vancouver.

JAM.—The prices for the popular jams, strawberry and raspberry, are steady and will probably continue to command their present price, which is quite justified. The less popular jams, such as prune, plum, etc., which are packed later in the season, are being sold at from 75 cents to \$1.50 per dozen of fours lower than the opening price. The reason that this is possible is the fact that these later packs have been put up with slightly cheaper sugar.

# WEEKLY MARKET REPORTS BY WIRE

Statements from Buying Centres, East and West

## British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., Nov. 4.—Fresh eggs are quoted 92 cents per dozen. British Columbia creamery butter 62 cents, and New Zealand butter is quoted 63 cents. Sacked vegetables are selling at \$1.50 to \$2. Okanagan onions are \$30 per ton. Potato market getting very strong with good demand and quotations at \$45 per ton. Apples are unchanged. Lemons quoted \$6.50. Oranges \$12. Japanese chestnuts on the market 35 cents.

## Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., Nov. 4.—Since last report sugar has dropped \$1.25 per hundred. Rogers B.C. syrup dropped 50 cents on 2s and 75 cents on 5s. Storage eggs advanced to \$19.50, practically no new laids coming in, nominal quotations \$21.50. Sago and tapioca are quoted at \$8.25 to \$9. Tomatoes 2½s are quoted at \$4.25 to \$4.60. New California lima beans 11 cents per pound. B.C. small white beans \$7.25 to \$7.50. Some sizes of macaroni are lower. Three and four-ply cotton twine is easier. One brand of cooking chocolate is reduced.

Flour, first patents, bbl.	13 80
Do., second patents, bbl.	13 60
Beans, B.C.	7 25 7 50
Rolled oats, 80s	4 25
Rice, Siam	11 85 12 50
Japan, No. 1	13 50 14 50
Tapioca	8 25 9 00
Sago	8 25 9 00
Sugar, pure cane, gran., cwt.	18 22
Cheese, No. 1, Ont., large	0 31¼ 0 32
Alberta cheese, twins	0 29
Do., large	0 31
Butter, creamery, lb.	0 63
Do., dairy, lb.	0 45 0 50
Lard, pure, 3s	18 60
Eggs, new laid, local, case	21 50
Do., storage, case	19 50
Tomatoes, 2½s, standard, case	4 30 4 60
Wax and Green Beans, 2s, case	4 60 4 85
Corn, 2s, case	3 85 4 40
Peas, 2s, standard, case	4 35 4 60
New early June peas, case	4 50
Strawberries, 2s, Ontario, case	9 75 10 40
Raspberries, 2s, Ontario, case	10 60 11 70
Gooseberries, 2s	11 30
Cherries, 2s, red, pitted	9 00 9 50
Apples evaporated 50s	0 18 0 20
Do., 25s, lb.	0 19 0 21
Peaches, evaporated, lb.	0 25 0 28
Do., canned, 2s	8 50
Prunes, 90-100s	0 16
Do., 70-80s	0 17½
Potatoes, local, ton	42 00

## Nova Scotia Markets

FROM HALIFAX BY WIRE

Halifax, N.S., Nov. 4. — Wholesale grocers report quiet market during the past week, without many changes in price. Granulated sugar has fallen \$1.40 per hundred, making present price \$16.60 and yellow \$15.50. Terminal granulated quoted last week at \$16.80 is now \$15. Rolled oats are quoted at \$5.50. California raisins are beginning to arrive in small quantities but the demand far exceeds the supply. Apples are selling at high prices but find slow market.

Flour, No. 1 patents, bbl.	11 50
Cornmeal, bags	4 50
Rolled oats, per bag	5 50
Rice, Siam, per 100 lbs.	15 75
Tapioca, 100 lbs.	17 00
Molasses (extra fancy Barbadoes)	1 40
Sugar, standard, granulated	16 60
Do., No. 1, yellow	15 50
Cheese, Ont., twins	0 30
Eggs, fresh, doz.	0 65
Lard, compound	0 24¼
Lard, pure, lb.	0 32½
American clear pork, per bbl.	50 00
Tomatoes, 2½s, standard, doz.	2 20
Breakfast bacon	6 52
Hams, aver. 9-12 lbs.	0 46
Do., aver. 12-18 lbs.	0 46
Do., aver. 18-25 lbs.	0 44
Roll bacon	0 35
Butter, creamery, lb.	0 60
Do., creamery solids	0 61 0 62
Do., dairy, per lb.	0 55 0 56
Do., tubs	0 52 0 53
Raspberries, 2s, Ont., doz.	5 40
Peaches, 2s, standard, doz.	3 95
Corn, 2s, standard, doz.	2 00
Peas, standard, doz.	2 05
Apples, gal., N.S., doz.	5 25
Strawberries, 2s, Ont., doz.	5 10
Salmon, Red Spring, flats, cases	.....
Do., Pinks	11 00
Do., Cohoes	16 00
Do., Chums	8 00
Evaporated Apples, per lb.	0 21
Dried Peaches, per lb.	0 29
Potatoes, Natives, 90-lb. bag	1 75 2 00
Beans, white	5 00
Do., yellow eye	8 00
Bananas, lb.	0 11½
Lemons, Cal.	8 00
Oranges, 100s	9 00
Do., 200s	10 50
Grapefruit, Cal., case	11 50
Apples—	.....
Kings, No. 1	7 00
Do., No. 2	6 50
Do., Dom.	6 00
Do., No. 3	4 50

## New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., Nov. 4.—Markets show little lower tendencies on many staples. Tapioca is reduced to \$15 and \$16 per hundred. Granulated sugar is down to \$15.85 and yellow \$14.75. Cheese is down

1 cent per pound, now quoted 29½ and 30 cents. Eggs and butter are in scant supply. Potatoes are firmer.

Flour, No. 1 patents, bbls., Man.	15 25
Cornmeal, gran., bags	5 50
Cornmeal, ordinary	4 00
Rolled oats	11 00
Rice, Siam, per 100 lbs.	12 00 12 50
Tapioca, 100 lbs.	15 00 16 00
Molasses	1 25 1 35
Sugar—	.....
Standard, granulated	15 85
No. 1, yellow	14 75
Cheese, N.B.	0 29½ 0 30
Eggs, fresh, doz.	0 75 0 80
Do., case	0 68 0 72
Lard, pure, lb.	0 32½ 0 32¾
Do., compound	0 25 0 25¼
American clear pork	54 00 55 00
Tomatoes, 2½s, standard, case	4 20
Beef, corned, 1s	4 00 4 20
Breakfast bacon	0 48 0 52
Butter, creamery, per lb.	0 70 0 72
Do., dairy, per lb.	0 65 0 68
Do., tub	0 58 0 60
Peaches, 2s, standard, case	7 45 7 50
Corn, 2s, standard, case	3 60
Tomatoes, 2s, standard case	4 20
Peas, standard, case	4 00
Apples, gal., N.B., doz.	5 00
Strawberries, 2s, Ont., case	.....

## PROMOTING AND RETAINING

Continued from page 163

turnover can reduce this man's expenses to eight per cent., how much can it be made to do for any merchant?

His method of compensating his managers is interesting and very instructive. Of course, the manager of such a small store as the average Reeves' place is about "the whole cheese." Any subordinate clerk is a cheap man, or boy, whose ambitious instincts are stimulated by the fact that if he shows he has the right stuff in him, he can be sure soon to find himself made manager of a new store.

## The Liberal Method Wins Big

The manager with two per cent. on sales coming to him, works his head off to increase his business. Thus his total earnings run from \$50 to \$60 per week and often more than that. Such income is more than that kind of man could get anywhere else, yet it pays Reeves to pay such salaries, because thus he has the man on his toes at all times, working for the increased sales whereon Reeves makes his money.

Other chains in New York pay \$25 salary and one per cent. on sales. Reeves says he would always pay more than any other chain would offer; because he regards this feature as the keystone of his system.

These plans are all free to anyone who can use them. If your business shows a tendency toward sluggishness, see if you cannot adapt most of them to your business. It is my conviction that you can.

# PRODUCE AND PROVISIONS

## “Good Equipment Means Extra Sales”

Reliable Grocers and Butchers, Danforth Avenue, Toronto, Believe That the Cost of Installation of Refrigerator Counters is Amply Repaid in the Increased Business That is Developed—Operating on a Cash and Carry Basis—Eliminating Credit is a Wide Policy



*Illustrating the meat section in the store of the Reliable Grocers and Butchers, Danforth Ave., Toronto, Ont.*

“IT certainly pays to have proper equipment in the store,” stated H. L. Burnett, of the Reliable Grocers and Butchers, Danforth Avenue, Toronto, to a Canadian Grocer representative. “The cost is soon paid in extra sales and the convenience with which customers are handled. Another important advantage equipment has is that goods can be better displayed. We are able to cut up the meat and have it ready for selling and people do not object to having it cut

when it is taken out of the refrigerated display case. Take steak, for instance. Before we put in the refrigerating plant and just had the ordinary counter, customers simply would not buy steak that was ready sliced. They demanded that it be cut while they waited. This is now all changed. We cut up the steak, place it on trays, put it in the display case and it is all ready for the rush. This reduces our help and gives the customer a better service.”

### Combines Groceries and Meats

The Reliable Store is fitted out as a combined grocery and butcher business. One side is the grocery department and the other the meats. Each department has its own staff of clerks and each is conducted as a separate business. On the meat side of the store is a silent salesman refrigerator about thirty feet in length, kept to any degree of coolness by an ice machine situated in the basement. At the rear of the store and on



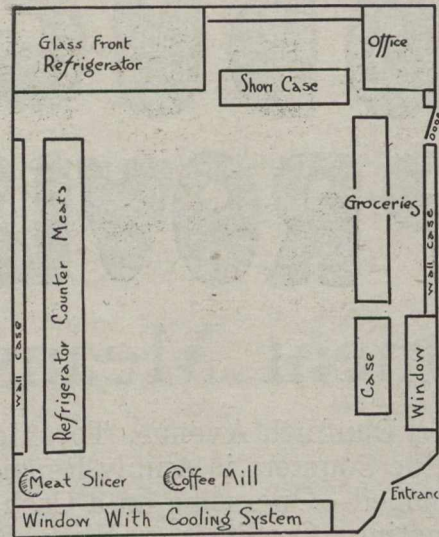
the meat side is located a large refrigerator with a glass front in which are kept the large cuts of fresh meat which is readily seen by the customers in the store. This refrigerator is also connected with the ice plant. Two computing scales occupy convenient positions on the display case. A meat slicer is also situated at the end of the case nearest the window. This completes a very handy layout, one that greatly facilitates the work and makes for rapid and efficient service.

The store manufacture their own sausage, headcheese, etc., besides curing their own bacon and hams, also cooked hams, roast pork and jellied meats. This work is conducted in the basement where all suitable arrangements are provided for that purpose.

#### Cooling System in Window

The Reliable Grocers and Butchers take a pride in the window displays and have installed in the window a cooling system operated from the ice plant in the basement. This system permits the display of fresh meats and vegetables,

even in the hottest days in summer. It also has the effect of eliminating flies



Floor plan of the store of The Reliable Grocers and Butchers, Toronto, showing convenient arrangement of the equipment.

from the window as the air in the window is of such a temperature that no fly will stay in it for any length of time.

Large quantities of poultry are handled by this firm, particularly during the winter months. This poultry is purchased direct from the farmers.

#### Cash and Carry

The business is operated on the cash and carry plan, but if customers request their order to be delivered, then means are provided for that purpose. The cash system however is strictly adhered to.

"With prices steadily going upwards, as they have been during the past few years, the credit business is a risky one," said Mr. Burnett. "It does not take long before an account is of a considerable size and with prices as they are there is always a large amount of money tied-up that should be working. About two years ago we adopted the cash system and it is working splendidly and we have no trouble in refusing accounts because customers have now become used to the fact that we do not give credit and consequently do not ask for it."

## Specializing in Sales of Sausages at Week-ends

"I HAVE found that the best way to sell bacon is to prove yourself that a certain brand is a reputable line and then devote all your selling ability to it," declared John Muir, Niagara Falls, Ont., to Canadian Grocer, while discussing

the subject of making meat sales a success in a grocery store. "My meat trade shows very gratifying returns each week," he continued. "Bacon and ham, sausages and cooked meats can be made profitable lines just as well as any other goods that ordinarily sell in the grocery store.

#### 200 Pounds of Bacon Weekly

"I carry only one brand of bacon and have been selling it and no other now for several years. In my opinion it is the best obtainable and my customers come here because they know they will get absolute satisfaction with this particular brand of bacon. I sell on an average 200 pounds weekly."

Mr. Muir has made a practice of specializing in one special brand of various lines of goods and believes that it is the wisest plan for any grocer to pursue. He is of the opinion that a good salesman can sell any line if it is good, but

John Muir, Niagara Falls, Ont., believes in specializing in one brand of bacon. "Establish a reputation for bacon and it will help sales of other lines," says Mr. Muir. Sales of bacon in this store average 200 pounds weekly.

His sales of sausages at week-ends total more than one hundred pounds weekly. He buys only what he believes is the very best quality and gets a big price for them.

right and sell it. I sell too only one brand of lard, and I do not obtain it from the same packer from whom I obtain my bacon. I find that customers get used to having the same line and look to the grocer to always supply it. I pay special attention to getting up my bacon orders. I see to it that it is carefully sliced, and wrapped in an attractive sort of way. It is these little services that bring more business. I attribute the size of my bacon sales to the fact that I sell only what I think is the best grade obtainable, but also to the service I give in slicing and putting it up generally.

#### Week-end Sales of Sausages

Selling large amounts of sausages from week to week is another feature of Mr. Muir's meat business. Sales of sausages in Mr. Muir's store on a Saturday are on a fairly large scale, averaging one hundred pounds. "I get my saus-

ages from the same place as I get my bacon, and in my opinion they are of number one quality. I sell them at a high price, getting as much as forty cents a pound for them. Sausages are a good week-end special, and at the price I sell them at show a good profit. I have discriminating customers for sausages and they will buy only the best. In fact I have customers come from the American side for both bacon and sausages, and they will not have anything else but the brand I am carrying.

"My plan has been to give satisfaction, and in order to do so I have endeavored to secure the best possible goods on the market for my trade. There is nothing that will help a grocer's general business more than a reputation for selling a first-class bacon. People are very particular about bacon, and if you can please them with the brand you are carrying it will do a great deal to increase sales of other lines."

#### NEAR-BEER REGULATIONS

The Ontario Government has extended until December 1 the time during which a municipality may not pass a by-law confining the sale of near-beers to standard hotels. The exemption had been to November 1, but it is felt the time should be extended so that more pro and con argument may be heard. Rev. Ben Spence, at a recent meeting of the O. T. A. Committee, expressed himself as opposed to confining the sale of near-beer to standard hotels.

# Green Stuff in Winter Months is Profitable

Frank Taylor, Niagara Falls, Ont., Believes Imported Fruits and Vegetables in the Winter Months Are Worth-While—They Represent a Quick Turnover and a Good Profit—Sells Between Three and Four Hundred Dollars' Worth on a Saturday.

“ONE of the most profitable lines for any grocer to handle in the late fall and winter months is green stuff,” remarked Frank Taylor, of Niagara Falls, Ont., to Canadian Grocer the other day. Selling fresh fruit and vegetables in the winter months has long since been a feature in the business of Frank Taylor. He has a large grocery trade at the Falls, a splendid store, and the selling of special lines is carried on consistently in the course of his daily business.

## Heavy Saturday Sales

“Last winter,” he told the Canadian Grocer representative, “my sales on Saturday in green fruit and vegetables averaged between three and four hundred dollars. I made special trips to Buffalo myself and purchased my supplies. I always had it fresh and in good condition, and the window was always attractively arranged. Green stuff in the winter months represents one of the quickest turnovers I know of. Of course we have it all through the week, buying about three times in each week, but the really big sales are on Friday afternoon and Saturdays. People want something different for the Sunday dinner or tea, and that is why the sales on Saturday are the big total that they are. I would not neglect this end of my business, because it is one of the easiest handled, and shows the best returns. I always keep the finest head lettuce that can be purchased on the Buffalo market. It sells at a good figure and the profit is certainly worth while. Green onions, rhubarb, and strawberries, as soon as they are available, are always carried. Last year I think my sales of imported strawberries were heavier than of the home grown berries when they came on the market.

## The Magnet That Draws

“I think,” continued Mr. Taylor, “that a grocer who builds up a reputation for selling fresh fruits and vegetables in the winter months, is also doing something to help sales of other lines. In almost every instance the live grocer can sell something besides what the customer particularly entered the store to obtain. Green stuff is in many cases the magnet that drew the woman into the store, and once in, she sees other things that she wants.”

It is a well known fact that the busy housewife, in ordering her supplies, cannot think of everything at the one time. In nine cases out of ten she forgets something and has to go or send to the store for some particular thing that she requires in the course of her preparation of meals. When she enters the store with the express purpose of buying something she has in mind, that is an immediate necessity, she can be easily reminded of other lines that she has not thought of. It is up to the grocer to “jog” her memory, as it were, or he can have things so displayed that she herself will see them, and thus give the personal reminder that she must have this thing or that.

## Just Looking Around

In this connection, while the representative of Canadian Grocer waited in Mr. Taylor's store at the Falls for an opportunity to speak to him, a young lady entered, and when asked by Mr. Taylor what she would like, she replied: “Oh, I am just looking around.”

“Look around to your heart's content,” replied Mr. Taylor, in his jovial manner. The Canadian Grocer man watched with interest the lady as she passed from one thing to another, and when she returned to Mr. Taylor asking him to give her some cooked ham, she had several other articles that she had taken, which, on entering the store she had apparently not thought of. This leads to the point that is desired to be impressed on every grocer. Mr. Taylor had goods so attractively arranged in his store that when the customer said that she wanted to look around she could not fail to see something that tempted her, and thus resulted in a sale. The value of display, whether it is in the window or in the interior of the store, is inestimable, and showing goods to advantage often means sales when the grocer himself least expects it.

## Selling Soft Drinks in Winter

Mr. Taylor is one of the grocers in Niagara Falls who sells heavy supplies of spring water that is obtained from a spring nearby. It is sold in large bottles and the demand for it is very great practically the year round. Noticing orders being filled with cases of soft drinks, Canadian Grocer asked Mr. Taylor what demand there was for ginger ale and



other such lines in the winter months.

“Of course there is not the big demand for them as in the extreme hot weather,” he replied, “but I find that there is a year round inquiry for them. People are buying them all the time now, and our regular orders each week very often have a request for a case of ginger ale. Around Christmas time the demand for them is fairly active, and we sell quite a lot during the holiday trade.”

## LARGE ORANGE CROP IS REPORTED IN FLORIDA

Reports from Florida indicate a crop of 8,500,000 boxes of oranges and 5,000,000 boxes of grapefruit, although private advices received by the California Fruit Growers' Exchange express some doubt as to whether so large a crop of grapefruit will materialize. Accurate forecasts are said to be difficult because of the amount of young acreage just coming into bearing. Should the above figures be accurate Florida will have about 10 per cent. more oranges and 10 to 15 per cent. less grapefruit than last year.

## EMPHASIZES VALUE OF TRADE PAPERS

Nova Scotia and Prince Edward Island branches of the Retail Merchants' Association met in convention at Kentville, N.S., on the fifth and sixth of last month. John Forsythe, Dartmouth, N.S., thirty-two years a subscriber of Canadian Grocer, president of the association, in his address emphasized the value of trade papers. In view of his high standing in the association, Mr. Forsythe's remarks are interesting, as well as valuable.

# Making Poultry a Profitable Line

"The Only Way to Handle Poultry on a Paying Basis, is to Go Right Out Into the Country and See What You Are Buying," Says P. C. Rowntree, of Wm. Rowntree & Son, Dundas Street, West Toronto—One Man Attends Country Markets

"IN my opinion there is only one way to buy poultry, and that is to see it before buying," remarked P. C. Rowntree, of Wm. Rowntree & Son, Dundas Street West, Toronto, Ont., to a Canadian Grocer representative recently. "It makes no difference whether you buy live or dressed poultry. They must be seen, because when you buy over the 'phone or order through the mail, the quality cannot be judged until the shipment arrives at the store. Perhaps by that time many orders are sold and if the poultry is not up to the mark the customers are dissatisfied, and it is then too late to return the shipment. The most satisfactory way from every standpoint is to have a man go right out into the country and buy direct from the farmers. Then he can see just what he is buying. We have a man that does nothing else but attend the country markets, buying poultry, butter, eggs and vegetables. In the fall he buys apples. In fact he is right on the job every day, picking up whatever he thinks is good buying and goods that have quality and will show a good profit. Of course, there are some months in the year that hardly pay to send a man into the country. He goes just the same because if he did not, the people would soon say that no dependence could be placed upon him, and sell their stuff to some one else. Consequently when we wanted the stuff very badly we would have a hard time getting it."

## Complete Refrigerator Plant

The Rowntree store is equipped with a complete refrigerator plant operated from the basement. Down both sides of the store run refrigerator counters, one side for fresh meats and the other for provisions.

These display cases besides being used as serving counters are glass faced, the lower portion being fitted with electric lights which double their display value. All the goods shown in the upper part are displayed on white enamel trays that are made especially for that purpose and fit the case perfectly.

Two men are kept busy in the basement curing and cooking the meats, rendering lard, making sausage, etc. When Canadian Grocer visited the store these men were busy filling one pound tins with lard, and Mr. Rowntree remarked that they sell upwards of 200 one pound tins on a Saturday. Another compartment of the basement contains the pickling vats where bacon and hams are given the pickle cure. The smoke house is also in the basement, for the purpose

of smoke curing meats. As in the case with poultry, Rowntree & Son purchase their meats on the hoof, a man being detailed for that purpose. All the meats sold by this firm are, therefore, examined first hand for quality. They follow right along the line, from the farmer to the customer's table, enabling the firm to give their customers the best quality goods, whether it be a roast of beef or a few slices of cooked meat.

## Exactng in Selection

Another advantage the firm has in curing and cooking their own meats is the fact that for the past few years the people have been very exacting in selecting fresh meats, always wanting the best cuts which made the cheaper cuts hard to sell. These cuts, instead of trying to force them upon customers, are made up into pressed meats, sausage, etc., for which there is a ready sale, thus eliminating waste and keeping the quality cuts before the customer.

Wm. Rowntree & Son are probably

one of the oldest establishments of its kind in the western part of Toronto. The first store was opened in 1887 on Davenport Road, and is still in operation. The store that this story treats of is located at 2883-2887 Dundas Street, handling meats and groceries. In fact it is two stores with connecting glass doors between. Wm. Rowntree retired from the business some eight years ago and the stores are now conducted by the three sons. Percy C. Rowntree has charge of the provision department, Chas. Rowntree is head of the fresh meats, and H. R. Rowntree looks after the grocery end of the business. "It is always an interesting period here around stocktaking time, each one of us vieing with the other to see who has made the greatest increase in turnover, and, of course, the greatest profit," stated H. R. Rowntree. "We never interfere with each other's work. Each of us has our own department and responsibilities and every department must stand its own share of the expense."

## Canned Milk Situation in the West

Milk Evaporating Plants in British Columbia Close Down—Sufficient Milk Was Not Procurable to Make It Possible to Operate at a Profit

VANCOUVER. — (Special.)—There has been a recent advance in the price paid to the farmers in British Columbia for their milk. Householders in Vancouver were notified of an advance about five weeks ago, and on September 28 evaporated milk was raised by 15 cents a case of talls, the price now standing at \$6.15. There is only one company operating milk evaporating plants in British Columbia, and it is stated the only one producing evaporated milk west of the Great Lakes.

Various reasons are given for the other plants having been closed up, but the reason given by the Pacific Milk Company for closing up the Courtney plant on Vancouver Island, which they purchased, was probably the reason in every case, namely, that sufficient milk was not procurable to make it possible to operate the evaporator at a profit. The machinery was removed from the Courtney plant and installed in the Fraser Valley centre. In speaking to the president of the Pacific Milk Company, R. L. Cliff, he was asked what the prospect was for maintaining the

price of evaporated milk for the next few months in spite of increased prices to the farmers, increased freight rates on both raw milk and evaporated, and the increased freights on all supplies. Mr. Cliff said: "I am keenly aware that no matter how justified an increase may be at this time, or how necessary it may be to maintain present prices, the present temper of the consuming public is against further increases, and in anticipation of declines all along the line. We absolutely had no choice but to make the last increase of 15 cents per case, but for the future we have determined to absorb any increases that we are obliged to face, to the limit of our ability rather than ask the retailers to face their customers with another advance on canned milk. We expect that next year prices will be lower, and we are certainly prepared to go the limit to avoid the naming of any higher prices on milk in the meantime. The prices we are paying for butterfat are more than 25 per cent. higher than we were paying in July. Even granting the usual seasonal differential this represents considerable

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*Arranging Produce in an Attractive Manner  
Always Means a Big Turnover in These Lines*



*This window in the Montreal public markets is showing meats, fish and other produce lines.*

advanced cost to us. We are even content to take a loss for a few months rather than advance milk prices further."

#### Ninety Per Cent. of Dairymen

Regarding the future supply of canned milk in the West it would appear that the two evaporators of the company now operating (there have been no condenseries operated in B.C. in recent years) are obtaining their milk from the Fraser Valley Milk Producers' Association, and this association is said to include 90 per cent. of the dairymen in British Columbia. The Fraser Valley milk producers own and operate creameries and cheese factories in B.C. as well as having virtual control of the city distribution through their subsidiary com-

pany, the Fraser Valley Dairies. The latter concern is a large factor in the ice cream business. It would seem then that sufficient market is assured the farmers of B.C. to encourage them in going into dairying to an increasing extent. Their organization has removed the possibility of a glut on the market during the peak of milk production. Might it then be concluded that the dairying business in British Columbia is in such a healthy condition that the trade may expect lower prices next year? Not because the farmer will either be forced or be content to operate at a loss, but rather that big production and no waste will permit a reasonable price to the evaporator, and competition will take care of the price to the trade.

teresting," he said, "that the strawberry crop in England this year is reported to be insufficient to meet their own demands, let alone supply an export trade. Although the English manufacturers are paying less for sugar than our jam makers are, it is not probable that sugar is wholly responsible for the big difference in prices. Several of these English jams have a good reputation in this country and we stock some of them because we know we can sell them. For the present, at least, we are not buying anything like the supplies of jam that we have in other years."

Another wholesale grocer in Montreal says that there may be some explanation of the difference in the prices in that the glass is much cheaper there than it is here, and at least one of these firms manufactures its own glassware. Labor, too, may be cheaper there. It is a hard question to solve just yet. As soon as the new jams arrive we will be able to compare them with our Canadian makes. Till then it is unfair to pass judgment.

## Effect of Expensive Sugars is Felt by Jam Manufacturers

Meeting the Competition of English Jams is a Problem Canadian Makers Are Facing at the Present Time—Cost of Manufacture Here Has Been Very High.

**M**ONTREAL (Special).—In view of the precarious condition of the sugar market, it is interesting to note the condition of a Canadian industry which is to a great extent dependent upon the sugar market for its prices. This is the jam industry, which is at the present time receiving a very severe test. The jam manufacturers in Canada have been paying very high prices for their sugar. The cost of manufacture has been high and even for a little time after the price of sugar drops the effects of expensive sugar will be felt.

#### Competition of English Jams

To add to this, they are, Canadian Grocer is informed, confronted by a com-

petition in prices from the Old Country which they are unable to meet. One of Montreal's larger wholesale grocers said that English manufacturers of jam were offering their products laid down in Montreal cheaper than they can be bought in Canada. "The competition is so severe," he said, "that our Canadian manufacturers are not able to meet them on prices. It is rather a hard question to tell just how these English firms are able to quote such low figures, since the English market does not seem to be in any easier condition than our own."

One of the larger grocers in the city said that English jam manufacturers were offering strawberry jam in Montreal at a figure that could not be met even by local manufacturers. "It is in-

#### WILL FIGHT FRUIT TRUST IN ENGLAND

London.—Canadian and British officials are lining up for battle with the so-called fruit trust in England, which maintains exorbitant prices for small fruits by preventing the importation on a large scale of Canadian fruits, though millions of dollars' worth are rotting on the trees and ground there because of no market.

W. M. Doherty, of Toronto, Minister of Agriculture for the Province of Ontario, is in London taking charge of the Canadian end of the campaign. He has strong backing.

"There is no reason why Canadian perishable fruits and dairy products such as butter shouldn't be shipped to Britain. South African peaches are brought here advantageously in twenty-eight days, and it takes less than half of that time from Canada."

# Produce, Provision and Fish Markets

## ONTARIO MARKETS

**T**ORONTO, Nov. 5.—The feature of the produce and provision markets is the easier tendency of the hog market. At the Union Stock Yards the run of hogs has not been large but in view of the lack of export business, packers are buying light, practically only for immediate consumption. This condition has reduced prices on live hogs \$1.00 per hundred and packers are offering \$1.00 less for next week's delivery. Good quality butcher's cattle are in scant supply and prices are steady. Smoked hams have been reduced one cent per pound. The butter market has shown a tendency to be firmer, but this condition is only considered temporary in view of the large quantities on hand and the lack of enquiry for export. The egg market continues firm but little change is looked for in prices except for the new laid specials which are scarce and likely to go higher. Cheese market is dull with quotations to the trade unchanged. Lard is down one cent per pound under a good demand. Large shipments of fresh and frozen fish are arriving daily with quotations holding steady. Poultry receipts are heavy with large quantities being packed for storage.

### Live Hogs Are Lower

**Toronto.**  
**FRESH MEATS.**—Heavy runs of cattle continue at the Union Stock Yards but out of lot there are very few choice prime steers or heifers to be seen. The market during the week has been steady for the few good lots of butcher cattle that were available, but for the common, the market was extremely dull with prices lower. The hog market is easier under small offerings. Live hog quotations are down \$1.00 per hundred and packers are offering a dollar less for next week's buying. Lambs on the hoof are 50 cents higher in a firmer market. Pressed meats are ruling unchanged.

#### FRESH MEATS

<b>Hogs—</b>		
Dressed, 70-100 lbs., per cwt.	26 00	28 00
Live, off cars, per cwt.		18 50
Live, fed and watered, per cwt.		18 25
Live, f.o.b., per cwt.		17 25
<b>Fresh Pork—</b>		
Legs of pork, up to 18 lbs.	0 39	
Loins of pork, lb.	0 46	
Fresh hams, lb.	0 40	
Tenderloins, lb.	0 65	
Spare ribs, lb.	0 20	
Picnics, lb.	0 28	
New York shoulders, lb.	0 34½	
Boston butts, lb.	0 39	
Montreal shoulders, lb.	0 33½	
<b>Fresh Beef—from Steers and Heifers—</b>		
Hind quarters, lb.	0 23	0 25
Front quarters, lb.	0 13	0 15
Ribs, lb.	0 27	0 33
Chucks, lb.	0 14	0 15
Loins, whole, lb.	0 29	0 35
Hips, lb.	0 20	0 23
Cow beef quotations about 2c per pound below above quotations.		
Calves, lb.	0 26	0 30
Spring lamb, lb.	0 24	0 26
Yearling, lamb, lb.	0 19	0 23
Sheep, whole, lb.	0 10	0 15

Above prices subject to daily fluctuations of the market.

### Smoked Hams Down One Cent

**Toronto.**  
**PROVISIONS.**—The provision market for the most part is holding steady under a brisk demand. Quotations on

smoked hams are down one cent per pound, other smoked meats are unchanged. Mess pork is down \$1.00 per barrel, now quoted at \$37.

<b>Hams—</b>		
Small, 6 to 12 lbs.	0 47½	
Medium, 12 to 20 lbs.	0 47	
Large, 20 to 35 lbs., each, lb.	0 43½	
Heavy, 25 to 35 lbs.	0 37½	
Heavy, 35 lbs. and upwards	0 34½	
<b>Backs—</b>		
Skinned, rib, lb.	0 52	0 54
Boneless, per lb.	0 60	0 64
Rolled	0 67	0 70
<b>Bacon—</b>		
Breakfast, ordinary, per lb.	0 46	0 48
Breakfast, fancy, per lb.	0 49	0 57
Breakfast, special trim	0 62	
Roll, per lb.	0 36	0 39
Wiltshire (smoked sides), lb.	0 42	
Wiltshire, three-quarter cut.	0 44	0 46
Wiltshire, middle	0 48	
<b>Dry Salt Meats—</b>		
Long clear bacon, av. 50-70 lbs.	0 30	
Do., av. 80-90 lbs.	0 28	
Clear bellies, 15-30 lbs.	0 31½	
Fat backs, 10 to 12 lbs.	0 24	
Out of pickle prices range about 2c per pound below corresponding cuts above.		
<b>Barrel Pork—</b>		
Mess Pork, 200 lbs.	37 00	
Short cut backs, 200 lbs.	56 50	
<b>Pickled rolls, bbl. 200 lbs.—</b>		
Lightweight	66 00	
Heavy	60 00	
Above prices subject to daily fluctuations of the market.		

### Jellied Meats in Demand

**Toronto.**  
**COOKED MEATS.**—Cooler weather has had a marked effect upon the demand for cooked meats, dealers reporting business very quiet on these lines. Retail merchants are taking well to the square trimmed ham on account of the pressing which this ham is subjected to, which makes it especially desirable for slicing; this style ham is quoted at 68 cents per pound. The ordinary trimmed are selling at 63 cents per pound. Jellied meats at this season are shown the preference by the trade. Quotations, however, are unchanged and are as follows:

Boiled hams, lb.	0 65	0 68
Hams, roast, without dressing, lb.	0 63	0 65
Boiled shoulders	0 54	

Head cheese, 6s, lb.	0 17
Choice jellied ox tongue, lb.	0 66
Jellied calves tongue	0 52
Ham bologna, lb.	0 20
Large bologna, lb.	0 17
Spice beef, lb.	0 32

Above prices subject to daily fluctuations of the market.

### Butter Shade Firmer

**Toronto.**  
**BUTTER.**—The butter market has shown a tendency to be a little firmer. This condition is considered to be only temporary in view of lack of export business. First quality fresh creamery prints are quoted at 59 cents per pound with other grades around 57 cents.

<b>BUTTER—</b>		
Creamery, prints	0 57	0 59

### Eggs Remain Firm

**Toronto.**  
**EGGS.**—The egg market remains firm with fancy fresh in cartons quoted at 80 cents per dozen, selects 70 cents and No. 1 candled at 65 cents. Some United States eggs are being imported for domestic consumption and local storage are moving out freely. Very little change is looked for in prices except for new laid specials which are scarce and likely to go higher.

<b>EGGS—</b>		
Selects	0 70	
No. 1 candled	0 65	
New laid in cartons	0 80	
Prices shown are subject to daily fluctuations of the market.		

### Cheese Market Dull

**Toronto.**  
**CHEESE.**—There is very little doing in the cheese market. It is reported that there is a slight improvement for export demand. Quotations on the board are a shade lower but prices to the retail trade remain at 27 1-2 cents per pound.

<b>CHEESE—</b>		
Large, per lb.	0 27½	
Twins, 1c higher than large cheese. Triplets 1½c higher than large cheese.		

### Shortening Prices Hold

**Toronto.**  
**SHORTENING.**—Cooler weather has caused a greater demand for shortening for domestic purposes and in consequence the market is ruling fairly firm with quotations holding at 22 3-4 cents per pound tierce basis and 27 cents for one pound prints.

<b>SHORTENING—</b>		
1-lb. prints	0 27	
Tierces, 400 lbs.	0 22¾	
In 60-lb. tubs ½ cent higher than tierces, and in 20-lb. pails ¾ cent higher than tierces.		

### Lard Down One Cent

**Toronto.**  
**LARD.**—Quotations on lard in one quarter have been reduced one cent per pound. It is the general opinion that lard will hold at around the present prices for some time in view of the big demand at the present which is likely to continue for the next few months.

<b>LARD—</b>		
1-lb. prints	0 31½	
Tierces, 400 lbs.	0 29½	
In 60-lb. tubs, ½ cent higher than tierces, pails ¾ cent higher than tierces, and 1-lb. prints, 2c.		



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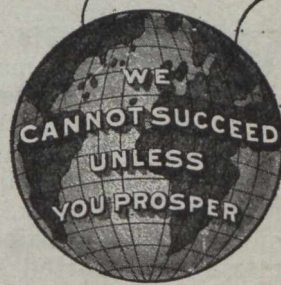
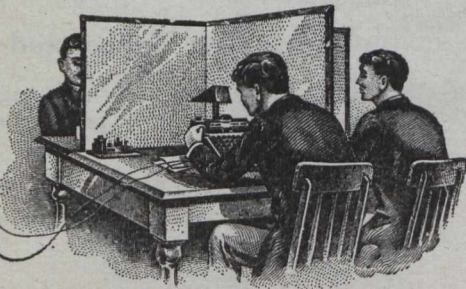
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OFFICES-707-708 CONFEDERATION LIFE BLDG.

**WINNIPEG, CANADA.**

CODES  
A.B.C. 4TH & 5TH EDITION  
ARMSBY'S LATEST  
PRIVATE CODES

The value of the cereal crop in Western Canada for this year is estimated at a

# BILLION DOLLARS

This does not include the wealth to be derived from other products, such as hogs, cattle, sheep, wool, butter, eggs, cheese, etc., etc.

Such wealth means a vast purchasing power in Western Canada—To participate in the distribution which will be secured through circulation of such wealth you require real live-wire, up-to-date brokerage representation.

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Wholesale Grocery and Fruit Brokers

**WINNIPEG, MANITOBA**

BRANCHES: REGINA SASKATOON, SASK. CALGARY EDMONTON, ALBERTA

**Margarine Quiet**

Toronto.

**MARGARINE.**—This market is unchanged under a quiet demand.

**MARGARINE—**

1-lb. prints, No. 1 .....	0 36
Do., No. 2 .....	0 35
Do., No. 3 .....	0 30
Nut Margarine, lb. ....	0 33 0 35

**Fish Quotations Unchanged**

Toronto.

**FISH.**—Large shipments of fresh and frozen fish are arriving daily with quotations ruling practically unchanged. British Columbia fall sea salmon, headless and dressed, are quoted at 10 cents per pound in case lots and one cent higher in broken lots. The first shipment of new Holland herring has arrived and quoted at \$1.25 per 10 pound keg for milkers and \$1.25 for mixed. Fresh caught shore haddock is selling at 10 cents per pound and mackerel at 15 cents. Smoked haddies, fillets, kippers and bloaters are in good demand. Oysters have not yet created a large demand probably owing to the continued mild weather but with the coming of colder weather dealers are anticipating a heavy sale.

**FRESH SEA FISH**

Cod Steak, lb. ....	0 12
Do., market, lb. ....	0 09
Haddock, heads off, lb. ....	0 10 0 11
Do., heads on, lb. ....	0 18 0 19
Halibut, chicken .....	0 23 0 24
Do., medium m. ....	0 18 0 19
Fresh Whitefish .....	0 11 0 11
Fresh Herring .....	0 09 0 10
Flounders, lb. ....	0 17 0 18
Fresh Trout, lb. ....	0 10 0 11
Fall Salmon .....	4 20
Oysters—	12 30
No. 1 tins .....	
No. 3 tins .....	

**WINNIPEG MARKETS**

**W**INNIPEG, Nov. 5—There has been very little change in the produce market this week. Fresh meats have shown a little decline, hogs now being offered at \$17.25 per cwt. Cooked ham has declined. The demand for cooked meats has considerably fallen off. The scarcity of bacon is very noticeable, while the demand for both ham and bacon is reported very brisk. The butter market shows more activity and a change of prices is expected in the near future. Cheese market is reported steady. Egg market remains firm, fresh farm eggs being sold at 65 cents per dozen while candled eggs are quoted at 58 cents per dozen. Lard and shortening remain unchanged. Increased prices on fish are expected very shortly. Poultry is reported very scarce as the receipts have fallen off.

**Hogs Decline**

Winnipeg.

**FRESH MEATS.**—The hog market has shown further decline this week, selected hogs being offered at \$17.25 per cwt. There has been no change on fresh pork cuts. Cuts from choice heifers and steers are in good demand and prices remain unchanged. Fresh ham declined and is now being quoted from 30½ to 37½ cents. Choice leg and loin mutton is being quoted at 28 cents a pound while lamb remains steady at 25 cents.

**HOGS—**

Selected, live, cwt. ....	17 25
Heavy, cwt. ....	14 25

Light, cwt. ....	15 00
Sows, cwt. ....	10 50
<b>Fresh Pork—</b>	
Legs of pork, up to 20 lbs, lb. ....	0 28 0 35½
Spare ribs, lb. ....	0 18½ 0 20½
Loin of pork, lb. ....	0 43 0 46
Fresh hams, lb. ....	0 30½ 0 37½
Picnics, lb. ....	0 27
Shoulders, lb. ....	0 29 0 33
<b>Fresh Beef—from Steers and Heifers—</b>	
Hind quarters, lb. ....	0 14 0 24
Front quarters, lb. ....	0 10 0 13
Whole carcass, good grade, lb. ....	0 11 0 18
<b>Mutton—</b>	
Choice, lb. ....	0 17
<b>Lambs—</b>	
Choice, 30-45 lbs., lb. ....	0 25

**Cooked Ham Declines**

Winnipeg.

**COOKED MEATS.**—Cooked hams de-

clined during the week and are now being quoted at 66½ cents per pound. The demand for cooked meats has fallen off during the cool weather as more fresh meats are now being used.

Hams, best quality, skinned, lb. ....	0 66½
Do., roast, lb. ....	0 66½
Boiled shoulders .....	0 49 0 51
Head Cheese, in 1-lb. tins .....	0 21
Jellied Beef, Tongue, lb. ....	0 68
Jellied Pork Tongue, lb. ....	0 61½
Baked Luncheon Loaf, lb. ....	0 28

**Bacon Scarce**

Winnipeg.

**PROVISIONS.**—There is a noted scarcity of bacon and prices remain unchanged. Hams have shown a decrease from 1 to 2 cents a pound. Peamealed bacon is now being quoted at 63½ cents and sliced back bacon is being offered at 66 cents a pound. The demand for both ham and bacon is reported very brisk.

8 to 16 lbs., per lb. ....	0 47½
16 to 20 lbs., per lb. ....	0 43½
Boneless, 8 to 15 lbs., per lb. ....	0 51½
Skinned, 14 to 18 lbs., per lb. ....	0 47
Do., 18 to 22 lbs., per lb. ....	0 45

**BACON—**

Backs, 5 to 12 lbs., smoked .....	0 64
Do., 12 to 16 lbs., smoked .....	0 62
Do., 10 to 14 lbs., skinned and peamealed .....	0 63½
Do., 4 to 10 lbs., sliced .....	0 66
Cottage rolls, boneless .....	0 42½

**Butter Market Firm**

Winnipeg.

**BUTTER.**—The butter market is showing more activity and no doubt advances will be expected in the very near future. Dairy butter situation remains unchanged. Margarine remains steady and various brands are being quoted at 37 to 39 cents a pound.

**BUTTER—**

Creamery, best table grade .....	0 60
Dairy, best table grade .....	0 50
Margarine .....	0 37 0 39

**Shortening Unchanged**

Winnipeg.

**LARD.**—There has been no change in lard and shortening and prices remain as quoted.

Pure lard, No. 1, quality, per lb. ....	0 30
(in tierces of 400 pounds.)	
Do., wooden pails, 20-lb. pails .....	6 50
Shortening, wooden pails, 20-lb. pails, per pail .....	5 20
Shortening, tierces of 400 lbs., per lb. ....	0 23½

**Eggs Remain Firm**

Winnipeg.

**EGGS.**—The egg market remains firm and receipts are very light. All packers are now filling orders from their cold storage plants. Fresh farm eggs are being sold at 65 cents a dozen and fresh candled eggs are being quoted at 58 cents.

**Cheese Steady**

Winnipeg.

**CHEESE.**—Cheese market is reported steady. Eastern receipts of Ontario cheese are reported light while Western cheese is reported very scarce. Following are the latest quotations:

<b>CHEESE—</b>	
Ontario, large, per lb. ....	0 29½
Do., twins, per lb. ....	0 29¾
Manitoba, large, per lb. ....	0 30
Do., twins, per lb. ....	0 31

# Don't Overlook This Season's Special---

## Headcheese!

QUALITY in Headcheese should be your first consideration now that the season is on when a good brand of Headcheese sells well. You can always be assured of a uniform grade in Davies' Headcheese with a standard of quality that is always kept up to the mark.

Quality in Headcheese is the one thing the housewife demands. She will go to the store that sells that "Quality" brand. Be sure of this trade by featuring prominently

## Davies' Headcheese

Made under Government supervision in the white-tiled kitchens of the Wm. Davies Co., Limited, at Toronto and Montreal.

*Write us for prices—or ask our salesman for particulars.*

In Convenient Packages  
One-Pound Moulds  
Six-Pound Tins  
20-lb. Pails







The Greatest Seller of its Kind  
in the World

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Quicker Sales!  
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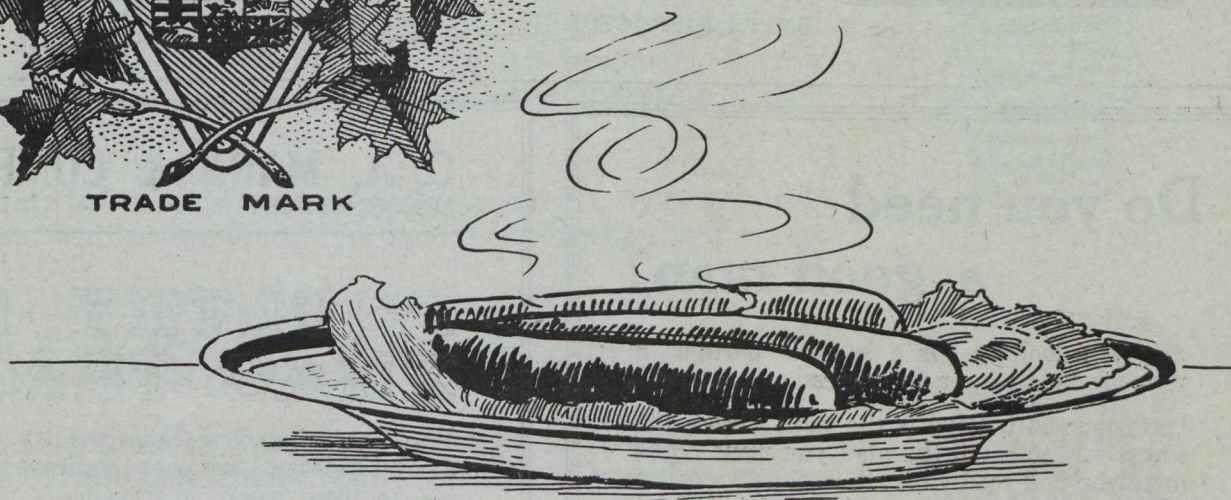
CANADIAN DISTRIBUTORS:

**THE BOWES COMPANY, LTD.**

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## Made from Pure Pork and Pure Spices in the incomparable "Schneider" way...

Your customers will appreciate these **temptingly flavored "country style" Pork Sausages**, and the excellent profit margin they offer will make them equally as popular on your side of the counter.

**Schneider's Sausage** never vary in quality. They're made under hygienic conditions from only good quality ingredients. You'll find them big sellers, trade pullers and invariable repeaters.

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Satisfaction guaranteed on all mail orders.*

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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 it. Order from your grocer.

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SMITH & PROCTOR : HALIFAX, N.S.

SMITH  
AND  
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SOLE PACKERS

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Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you three cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just three cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 3c word first insertion, 2c word for each subsequent insertion; 5c extra for Box No. per insertion.

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When ordering your Xmas poultry, make it a point to let us have your requirements from two to three weeks in advance.

We will be able to supply you with the very finest of

TURKEYS, DUCKS, GEESE  
and CHICKENS

And because your order will be carefully selected from the very best turkeys obtainable we can guarantee you satisfaction in advance.

*It will pay you as regards price and quality to order from us.*

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LONDON - - ONTARIO



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on a bag of white beans is a guarantee of their uniform size and choice quality.

Only the very finest hand-picked Canadian White Beans go into bags marked

CROWN BRAND

For your own protection insist upon having this line of known quality.

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G. T. MICKLE

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We manufacture all kinds of

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Write or Wire for Prices

W. C. Edwards & Co., Limited

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## The Brand of Selected Foods

THE same thoughtful care and diligence which your own mother would show when preparing special dishes, is given to the choice and preparation of Rose Brand products.

Only the finest of critically selected meats, dairy products and wholesome foods ever bear this time-honored brand.

Purchasers of Rose Brand obtain all that could be desired in quality and flavor—the choicest products of an institution famous since 1852.

Our national advertising campaign to increase the demand for Rose Brand is now running in weeklies, dailies and magazines throughout the country. For the dealer we have prepared handsome beautifully colored hangers, folders, window trims, etc. These are a great asset to any storekeeper, as they give his food department and window display an irresistible appeal—thus increasing sales. All advertising matter sent gratis on request.

To establish an ever-increasing trade in ham, bacon, shortening, etc.—sell Rose Brand. Rose Brand purchasers always come back.



### CANADIAN PACKING COMPANY LIMITED

TORONTO, ONTARIO

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Charlottetown, P.E.I.  
Winnipeg, Man.

#### PACKING HOUSES:

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# Xmas Stockings

SPLENDID VALUES AT  
5c., 10c., 15c., 25c., 50c., \$1.00 to  
\$2.50 Sizes at Retail

# Stocking Bags

WITH SANTA CLAUS AND DOLL  
BODIES—FILLED WITH CANDIES  
to retail at 15c., 20c. and 25c. each.

# Milk Chocolate

SANTA CLAUS, TURKEYS  
AND NOVELTIES

*We have the goods—write for prices now.*

# CHAS. LAUDER CO.

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## A Good Salesman—Free

Add a supply of Mapleine recipe booklets to your sales force—you will find them good salesmen for

## Mapleine "The Golden Flavor"

The booklet introduces Mapleine to customers in an irresistible way. To glance over the recipes is to want to taste the good things they make. And this moves Mapleine from your shelves.

Your name on the front covers is an ad. for your store. We will print it there.

How many shall we send you?

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Mason & Hickey, Box 2949 - Winnipeg

## THERE'S NO VERMIN IN DOMINO

Insist on Domino or Jack Frost Package Rice. You would if you could see the roaches, flies, mice, rats and germ-laden dust that gather in bulk rice. It is protected from the mill to your store by modern sanitary precautions. They contain the best quality

### CAROLINA AND BLUE ROSE RICE

There are no other package rices just as good. You can prove it yourself by examining their beautiful selected grain, white as snow.

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Montreal, Can.

### CONDENSED MILK

Terms—Net 30 days.  
Eagle Brand, each 48 cans..\$12 50  
Reindeer Brand, each 48 cans 12 00  
Silver Cow, each 48 cans... 11 50  
Gold Seal, Purity, ea. 48 cans 11 35  
Mayflower Brand, each 48 cans 11 85  
Challenge Clover Brand, each  
48 cans ..... 10 60

### EVAPORATED MILK

St. Charles Brand, Hotel, each  
24 cans ..... \$7 90  
Jersey Brand, Hotel, each 48  
cans ..... 7 90  
St. Charles Brand, tall, each 48  
cans ..... 8 00  
Jersey Brand, tall, each 48  
cans ..... 8 00  
Peerless Brand, tall, each 48  
cans ..... 8 00  
St. Charles Brand, Family, 48  
cans ..... 7 00  
Jersey Brand, Family, each 48  
cans ..... 7 00  
Peerless Brand, Family, each 48  
cans ..... 7 00  
St. Charles Brand, small, each  
48 cans ..... 3 70  
Jersey Brand, small, each 48  
cans ..... 3 70  
Peerless Brand, small, each 48  
cans ..... 3 70

### CONDENSED COFFEE

Reindeer Brand, large, each 24  
cans ..... \$8 00  
Reindeer Brand, small, each 48  
cans ..... 9 00  
Cocoa, Reindeer Brand, large,  
each 24 cans ..... 6 25  
Reindeer Brand, small, 48 cans 6 50

W. B. BROWNE & CO.  
Toronto, Ontario

Wheatgold Breakfast Cereal  
Packages, 28-oz., 2 doz. to  
case, per case ..... \$6 00  
98-lb. jute bags, per bag ... 8 00  
98-lb. jute bags, with 25  
3½-lb. printed paper bags  
enclosed, per bag ... 8 50  
5-lb. tins, 1 doz. in case..... 7 15

HARRY HORNE & CO.  
Toronto, Ont.

Per cas.  
Cooke Brand Peas (3 doz.  
in case) ..... 4 20  
Cooke Brand Popping Corn  
(3 doz. in case) ..... 4 20

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Manufacturers of the  
Edwardsburg Brands Starches  
Laundry Starches

Boxes—  
40-lb. Canada Laundry.....\$0 09¾  
100-lb. kegs, No. 1 white.. 0 10¾  
200-lb. bbls., No. 1 white.. 0 10¾  
40-lb. Edwardsburg Silver  
Gloss 1-lb. chromo pkgs. 0 11¾  
40-lb. Benson's Enamel (cold  
water), per case ..... 4 10  
Celluloid, 45 cartons, case... 4 70  
Culinary Starch  
4 lbs. W. T. Benson & Co.'s  
Challenge Corn ..... 0 10  
(Prices in Maritime Provinces 10c  
per case higher.)  
20 lbs. Casco Refined Potato  
Flour, 1-lb. pkgs. .... 0 13  
(20-lb. boxes ¼c higher, except  
potato flour.)

### CULINARY STARCHES

40 lbs. Benson's Celebrated  
Prepared Corn, 1 lb., per  
lb. .... 0 11¾  
40 lbs. Canada Corn Starch,  
1 lb. packages, per lb. ... 0 10  
40 lbs. Challenge Corn  
Starch, 1 lb. packages,

per lb. .... 0 10  
40 lbs. Argo Corn Starch,  
1 lb. packages ..... 0 10  
40 lbs. Casco Refined Po-  
tato Flour, 1 lb. pkgs.,  
per lb. .... 0 13  
(20-lb. boxes ¼c higher, except  
Potato Flour)

### LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case...\$6 15  
5-lb. tins, 1 doz. in case... 6 85  
10-lb. tins, ½ doz. in case... 6 55  
20-lb. tins, ¼ doz. in case. 6 00  
Barrels, about 700 lbs..... 0 08  
Half barrels, about 350 lbs.. 0 08½

### CROWN BRAND CORN SYRUP

2-lb. tins, 1 doz. in case...\$5 55  
5-lb. tins, 1 doz. in case.... 6 25  
10-lb. tins, ½ doz. in case... 5 95  
(5, 10 and 20-lb. tins have wire  
handles.)

### GELATIN

Cox's Instant Powdered Gela-  
tine (2-qt. size), per doz... \$1 80  
MAGOR, SON & CO., LTD.

### INFANTS' FOOD

Robinson's Patent Barley— Doz  
1-lb. ....  
½ lb. ....  
Robinson's Patent Groats—  
1-lb. ....  
¼-lb. ....

### CANADIAN MILK PRODUCTS, LIMITED

Toronto and Montreal

### KLIM

8 oz. tins, 4 dozen per case..\$12.50  
16 oz. tins, 2 doz. per case.. 11.50  
10 lb. tins, 6 tins per case ... 25.00

### COLMAN'S OR KEEN'S

### MUSTARD

Per doz. tins  
D.S.K., ¼-lb. ....  
D.S.F., ½-lb. ....  
D.C.F., 1-lb. ....  
F.D., ¼-lb. ....

Per jar  
Durham, 1-lb. jar, each ..  
Durham, 4-lb. jar, each. ....

### BLUE

Keen's Oxford, per lb. .... 0 27  
In cases, 12 12-lb. bxs. to case 0 27

### NUGGET POLISHES

Polish, Black, Tan, Toney Red,  
Dark Brown, White Dress-  
ing, each .....\$1 25  
Doz.

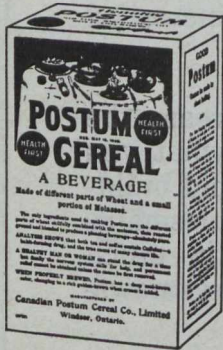
White Cleaner (liquid) .....\$2 00  
Card Outfits — Black, Tan,  
Toney Red, Dark Brown .. 4 80  
Metal Outfits — Black, Tan,  
Toney Red, Dark Brown... 5 60

### IMPERIAL TOBACCO CO. OF CANADA, LIMITED

Black Watch, 10s, lb..... \$1 24  
Bobs, 12s ..... 1 13  
Curreney, 12s ..... 1 13  
Stag Bar, 9s, boxes, 6 lb.... 1 02  
Pay Roll, thick bars ..... 1 86  
Pay Roll, plugs, 10s, 6-lb. ¼  
caddies ..... 1 26  
Shamrock, 9s, ½ cads., 12  
lbs., ¼ cads., 6 lbs..... 1 25  
Great West Pouches, 9s, 3-lb.  
boxes, ½ and 1-lb. lunch  
boxes ..... 1 34  
Forest and Stream, tins, 9s,  
2-lb. cartons ..... 1 44  
Forest and Stream, ¼s, ½s,  
and 1-lb. tins ..... 1 50  
Master Workman, 2 lbs. .... 1 25  
Master Workman, 4 lbs. .... 1 25  
Derby, 9s, 4-lb. boxes..... 1 80  
Old Virginia, 12s ..... 1 70  
Old Kentucky (bars), 8s,  
boxes, 5 lbs. .... 1 85

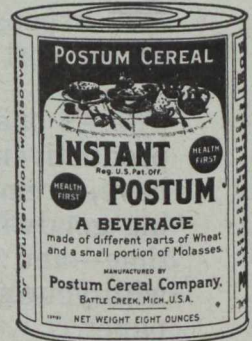
The Constantly Increasing Demand  
for that wholesome cereal beverage

# POSTUM



makes it good business judgment for the grocer to keep well stocked.

Postum comes in two forms. Postum Cereal—the original form—must be well-boiled to bring out its full, rich flavor. Instant Postum, the soluble form, requires no boiling, but is made in the cup instantly.



*The Profit is good and the sale is guaranteed*

Canadian Postum Cereal Company, Ltd., Windsor, Ontario, Canada

## “EX-OX”



**For  
Strength  
and  
Health**

Makes a Nourishing Meal  
for one cent a head ....

**Feature it now in  
your Fall Displays**

Now is the time to sell *Ex-Ox*. If you've never sold this splendid British-made product, try a sample order to-day—feature it in your displays and watch it repeat. The profit margin is remarkably good.

**Wm. Pearson and Co.**

12 Adelaide St. W.

ADEL. 6359

Toronto

Ex-Ox is a wholesome and economical food extract prepared from “the strength of the ox.” It is used and endorsed by public institutions and Government departments as an ideal food for invalids, growing children, brain workers, and workmen.

Awarded Grand Prize, Gold Medal and Legion of Honour, at the Great Victory International Exhibition in Paris, November, 1919; Brussels, February, 1920; Milan, May, 1920, for the best the world produces.

Open to all comers.

Put up in cubes, also in 2 oz., 4 oz., 8 oz. and 16 oz. tins.

Write to-day and ask for our special offer.

# OVERTAKING THE RISING COST OF SELLING

**E**VERY month sees travelling expenses mounting higher. Passenger fares and increased hotel bills have doubled and trebled salesmen's expenses during the past two years. Every company faces increased selling cost far beyond provision made at the first of the year.

There's one solution to this perplexing problem: You can increase the productiveness of your selling force by telling your merchants what you have,—reminding them of the sales possibilities of your lines, and building goodwill between your sales calls. You will save your salesman's time—and increase his efficiency by keeping your merchants in touch with your products through regular announcements in his business newspaper.

Many salesmen report merchants have orders saved up for them as a direct result of advertising in MacLean Trade Newspapers. Their time is saved and their business has been increased.

Advertising in trade newspapers builds business for the salesmen and cooperates with him in the very valuable work of preparing the ground for his call. In every village and town in Canada—in places where salesmen go regularly and in many where they seldom reach, there you'll find the MacLean trade newspaper building business and goodwill for your products—if you use it.

MacLean business newspapers go direct to the man who buys the very goods you sell. He relies on them for markets and prices of all the goods he buys.

The advertising pages are his newspaper, the editorial pages are his business advisers, for they deal directly with the very things he wants to know about—

As one enthusiastic subscriber told us in to-day's mail: "We find your price list one of the most convenient things in our office."

Let us show you how you can use trade newspapers to lower your yearly cost of selling.

## The MacLean Publishing Company, Limited

Publishers of the Following Specialized Trade Newspapers:

*Hardware & Metal*

*Bookseller & Stationer*

*Druggists' Weekly*

*Dry Goods Review*

*Canadian Grocer*

*Men's Wear Review*

*Sanitary Engineer*

ESTABLISHED 150 YEARS.

1770



1920

By Royal Appointment.

# The Three S. S. S.

**S. STUFF.** "That's the STUFF to give 'em," was a slogan which was world wide during the war years. STUFF means the GOODS—the RIGHT GOODS—QUALITY. Day & Martin, Ltd., the House with a History, concentrate, at their London Works, on producing the STUFF.

**S. SATISFACTION.** A satisfied customer is one who is yours for "keeps." Day & Martin's Wax Shoe Polish in the tin with the "TAB" gives SATISFACTION every time.

**S. SERVICE.** Day & Martin's Distributing Agents throughout the Dominion, Hargreaves (Canada) Ltd., rightly pride themselves on the SERVICE which they give to the trade and so add this most important "S" to the other two.

**"Here's the STUFF to give 'em!"**



In the Tin with the "Tab."

*Why not send to-day for a sample and prices to—*

**HARGREAVES (CANADA), LTD.**

24, Wellington Street West, TORONTO.  
VANCOUVER. WINNIPEG.



# Grapes

Shipments of

## Spanish Almeria Grapes

now arriving in barrels for winter keeping. Quality is splendid and have every appearance of keeping. Also

## California Emperor Grapes

In kegs and lugs--the latter containing 22 to 24 lbs.

# Nuts

We are offering complete assortment of **BRAZILS: Large Washed and Medium WALNUTS: Grenoble and Marbots Filberts, Almonds, Pecans, New Cocoa-nuts and Peanuts.**

Will be pleased to have your business. Quality in all lines first class.

## WHITE & CO., LTD.

TORONTO AND HAMILTON  
Wholesale Fruits, Nuts, Dates, etc.

For Fall and Winter Breakfasts  
Suggest

# WHEAT GOLD Breakfast Cereal

(Formerly WHEATINE)

The cold days are here, the time when porridge is relished by all. When your customers desire a really good cereal show them "Wheat Gold" and your best recommendation will not be too good.

Packed in unusually attractive cartons it will make noticeable displays for your window or counter.

Get your supply from your wholesaler--to-day.

NO CHANGE IN PRICES			
PER CASE	-	-	\$5.30
98 LB. BAGS	-	-	EACH \$7.00

**W.B. Browne & Co.**  
Toronto, Ontario

THE COWAN CO., LTD.,  
Sterling Road, Toronto, Ont.

### COCOA AND CHOCOLATE COCOA

Perfection Cocoa, lbs., 1 and 2 doz. in box, per doz.....	\$6 25
Perfection, 1/4-lb. tins, doz...	1 70
Perfection, 1/2-lb. tins, doz...	3 25
Perfection, 10s size, doz.....	1 25
Perfection, 5-lb. tins, per lb.	0 45
Empire Breakfast Cocoa, 1/2-lb. jars, 1 and 2 doz. in box doz.....	3 50
Soluble Cocoa Mixture (sweetened), 5 and 10-lb. tins, per lb. ....	0 30

### UNSWEETENED CHOCOLATE

Supreme Chocolate, 12-lb. boxes, per lb. ....	0 47
Supreme Chocolate, 10c size, 2 doz. in box, per box....	2 35
Perfection Chocolate, 10c size, 2 doz. in box, per box....	2 00

### SWEET CHOCOLATE

Eagle Chocolate, 1/4s, 6-lb. boxes .....	0 38
Eagle Chocolate, 1/2s, 6-lb. boxes, 28 boxes in case....	0 38
Diamond Chocolate, 1/4s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Chocolate, 8s, 6 and 12-lb. boxes, 144 lbs. in case	0 38
Diamond Crown Chocolate, 28 cakes in box .....	1 30

### CHOCOLATE CONFECTIONS

Maple Buds, 5-lb. boxes, 30 boxes in case, per lb. ....	\$0 49
Milk Medallions, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
Lunch Bars, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
Coffee Drops, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
Chocolate Tulips, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
Milk Croquettes, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
No. 1 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. ....	0 49
Chocolate Beans, 5-lb. boxes, 30 boxes in case, per lb. ....	0 45
Chocolate Emblems, 5-lb. boxes, 30 boxes in case, per lb. ....	0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. ....	0 45
No. 1 Vanilla Wafers, 5-lb. boxes, 30 boxes in case, per lb. ....	0 45
No. 2 Milk Wafers, 5-lb. boxes, 30 boxes in case, per lb. ....	0 42
Nonpareil Wafers, 5-lb. boxes, 30 boxes in case, per lb. ....	0 45
Chocolate Ginger, 5-lb. boxes, 30 boxes in case, per lb. ....	0 60
Crystallized Ginger, 5-lb. boxes, 30 boxes in case, per lb. ....	0 60

### NUT MILK CHOCOLATE, ETC.

Nut Milk Chocolate, 1/4s, wrapped, 4-lb. box, 36 boxes in case, per box .....	2 35
Nut Milk Chocolate, 1/2s, wrapped, 4-lb. box, 36 boxes in case, per box .....	2 35
Fruit and Nut or Nut Milk Chocolate, lbs., unwrapped, 6-lb. box, 5 div. to cake, 24 boxes to case, lb. ....	0 47
Nut Milk Chocolates, 5s, squares, 20 squares to cake, packed 3 cakes to box, 24 boxes to case, per box.....	2 45
Fruit and Nut Milk Chocolate, 2-lb. cakes, 3 cakes to box, 32 boxes to case, per lb. ....	0 47
Fruit and Nut Milk Chocolate Slabs, per lb. ....	0 47
Milk Chocolate, Slabs, with	

Assorted Nuts, per lb. ....	0 47
Plain Milk Chocolate Slabs, per lb. ....	0 47

### MISCELLANEOUS

Maple Buds, fancy, 1 lb., 1/2 doz. in box, per doz. ....	6 25
Maple Buds, fancy, 1/2 lb., 1 doz. in box, per doz. ....	3 35
Assorted Chocolate, 1 lb., 1/2 doz. in box, per doz. ....	6 25
Assorted Chocolate, 1/2 lb., 1 doz. in box, per doz. ....	3 35
Chocolate Ginger, 1/2 lb., 1 doz. in box, per doz. ....	4 50
Crystallized Ginger, full 1/2 lb., 1 doz. in box, per doz. ....	4 50
Active Service Chocolate, 1/2s, 4-lb. box, 24 boxes in case, per box .....	2 05
Triumph Chocolate, 1/4s, 4-lb. boxes, 36 boxes in case, per box .....	2 05
Triumph Chocolate, 1/2-lb. cakes, 4 lbs., 36 boxes in case, per box .....	2 05
Chocolate Cent Sticks, 1/2 gr. boxes, 30 gr. in case, per gross .....	1 15
20-1c Milk Chocolate Sticks, 60 boxes in case .....	0 80

### 6c LINES

Filbert Nut Bars, 24 in box, 60 boxes in case, per box..	\$0 95
Almond Nut Bars, 24 in box, 50 boxes in case, per box..	0 95
Ginger Bars, 24 in box, 60 boxes in case, per box.....	0 95
Fruit Bars, 24 in box, 60 boxes in case, per box.....	0 95
Active Service Bars, 24 in box, 60 boxes in case, per box..	0 95
Victory Bars, 24 in box, 60 boxes in case, per box.....	0 95
Queen's Dessert Bars, 24 in box, 60 boxes in case, per box.	0 95
Regal Milk Chocolate Bars, 24 in box, 60 boxes in case, per box .....	0 95
Royal Milk Cakes, 24 in box, 60 boxes in case, per box..	1 00
Cream Bars, 24 in box, 50 boxes in case, per box .....	0 95
We pack an assorted case of 60 boxes of bars.	
Maple Buds--	
6c display boxes .....	
6c pyramid packages, 4 doz. in box .....	
6c glassine envelopes, per box .....	1 90
Queen's Dessert, 10c cakes, 24 cakes in box, per box .....	2 00

### W. K. KELLOGG CEREAL CO.,

Battle Creek, Mich.  
Toronto, Canada.  
The Waxtite Line

Kellogg's Toasted Corn Flakes	4 15
Kellogg's Toasted Corn Flakes Ind. ....	2 00
Kellogg's Shredded Krumbles	4 35
Kellogg's Shredded Krumbles, Ind. ....	2 00
Kellogg's Krumbled Bran .....	2 25
Kellogg's Krumbled Bran, Ind. ....	2 00

### BRODIE & HARVIES, Ltd.

14 Bleury St., Montreal.

XXX Self-Rising Flour, 6 lbs. packages, doz. ....	\$6 10
Do., 3 lbs. ....	3 10
Superb Self-Rising Flour, 6 lbs.	5 90
Do., 3 lbs. ....	3 00
Crescent Self-Rising Flour, 6 lbs. ....	6 00
Do., 3 lbs. ....	3 05
Brodie's Self-Rising Pancake Flour, 1 1/2 lb. pkgs., doz...	1 60

To get business you must go after it.  
Others do it through this paper  
—why not YOU?

# AN UNBEATABLE COMBINATION

## QUALITY AND SERVICE

These have made the name of HUGH WALKER & SONS, Guelph, Ontario, one of the leaders in the wholesale fruit trade. When buying for the Christmas trade consult us before placing your order.

*California Navel Oranges*    *Figs*  
*Nuts of all Kinds*            *Dates*  
*California and Malaga Grapes*  
*Table Raisins*

All one quality---the choicest we can import.

Only one kind of Service---the best.

### HUGH WALKER & SONS GUELPH, ONTARIO

## Enquiry Department

**PEANUT AND COFFEE ROASTERS**  
Will you kindly give us name of firm where peanut or coffee roaster may be purchased.—Rung's, Fort Erie, Ontario.  
Answer.—We would refer you to the Huntley Mfg. Co., Silver Creek, N.Y. (Canadian branch, Tillsonburg, Ontario).

**CHRISTMAS TREES**  
Please let us know the names of some dealers who handle Christmas trees in Toronto.—Doherty Bros., Kinmount, Ont.  
Answer.—Wm. Rennie Co., and J. A. Simmers Seed Co.

**CANDY TRAYS FOR SHOW CASE**  
Can you tell me where I can get candy trays for a show case or silent salesman.—Mr. E. E. Hooper, St. Thomas, Ontario.  
Answer.—Fletcher Mfg., Hayter St., Toronto, Ontario.

**POTATO AND CABBAGE BUYERS**  
Would you be kind enough to ask two or three reliable potato and cabbage buyers to

mail us prices they would pay for the above mentioned vegetables f.o.b. Frankford, Ont.—F. Spencer & Son, Frankford, Ont.

Answer.—We would refer you to the following firms: White & Co., Church and Front St., Toronto, Ont.; Peters, Duncan & Co., North Bay, Ont., and Toronto, Ont.; Hugh Walker & Sons, Guelph, Ont.

**HARDWARE STORE FIXTURES**  
Can you give us the names of some firms who make hardware store fixtures, such as wall boxes for small wares.—H. J. Thomsoy & Co., Sharbot Lake, Ont.

Answer.—Canada Showcase Co., Ltd., Toronto, Ont.; Jones Bros. & Co., Ltd., Toronto; Kent-McClain, Ltd., Toronto; The Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont.; S. Anglin & Co., Ltd., Kingston, Ont.; Burton & Baldwin Mfg. Co., Hamilton, Ont.; Dominion Office & Store Fitting Co., Ltd., London, Ont.; Montreal Showcase Co., Ltd., Montreal, Que.;

The Duluth Showcase Co., Duluth, Minn., U.S.A.; Thos. Lewis Arnett, Souris, Man.

**OYSTERS AND LIVE LOBSTERS**  
Please inform me where is the nearest place to buy oysters and live lobsters.—A. Giachino, Cobalt, Ont.

Answer.—Connecticut Oyster Co., Toronto, Ont.; White & Co., Church and Front Sts., Toronto, Ont.; D. Halton Co., Montreal; Oceanic Oyster Co., Montreal.

**WHO ARE THE AGENTS FOR ROBIN HOOD MILLING CO.**  
Will you kindly give us the name of the Toronto agent for Robin Hood Milling Co.—Reader.

Answer.—D. Stewart Robertson & Sons, 23 Scott St., Toronto, Ont.

In recent issue the question was asked as to who were the agents for Foster, Clark, Limited. We find since that Howe, McIntyre Co., Montreal, are their agents for Quebec province.

CANADIAN GROCER,  
143-153 University Avenue,  
Toronto.

### For Subscribers INFORMATION WANTED

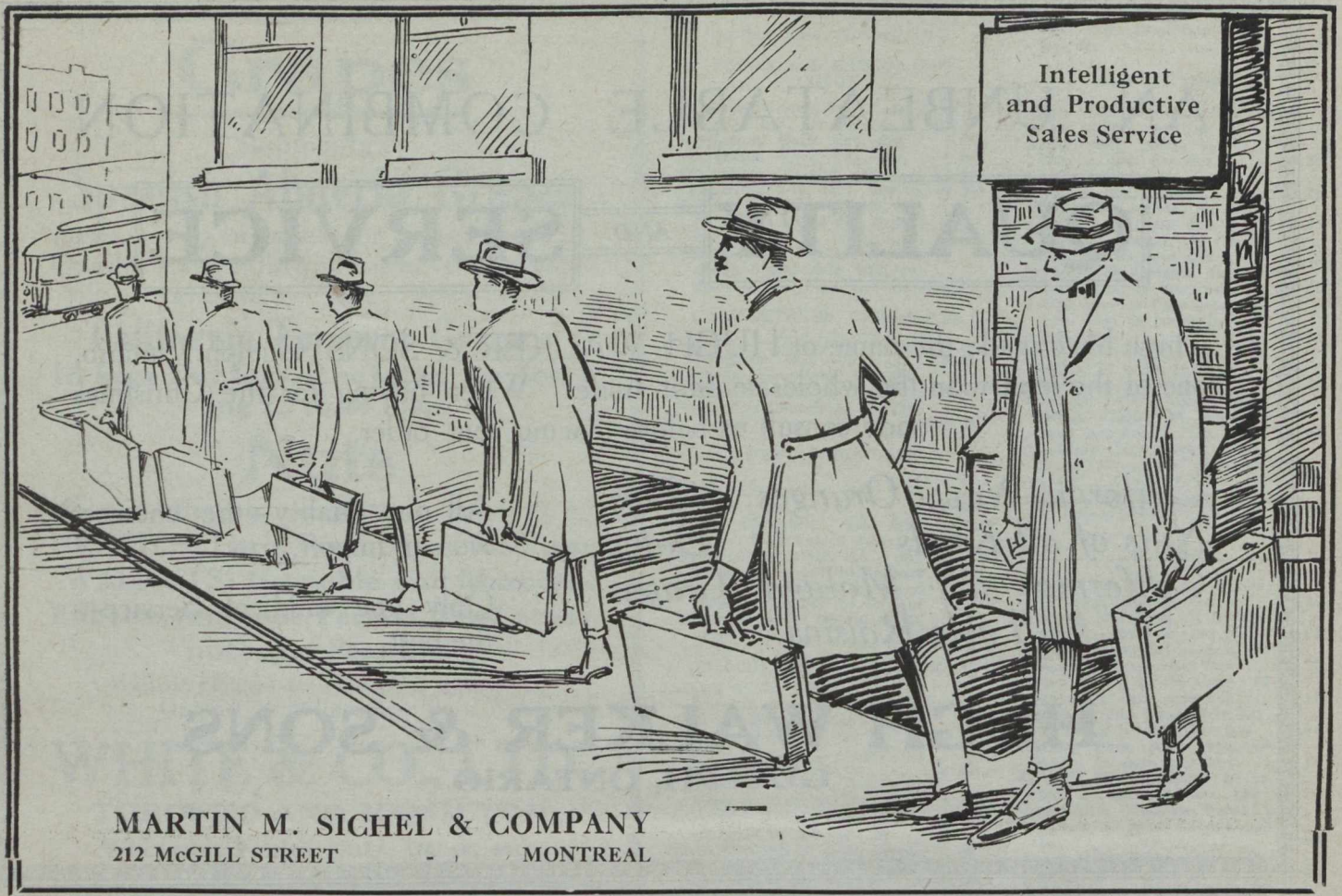
Date.....1920..

Please give me information on the following:—Name.....

Address .....

.....

.....



## Grocers' Ads. That Pull

Mr. Grocer, are you satisfied with the percentage of customers who visit your store as a result of your advertisement in the daily or weekly newspaper? Would you like some new, practical ideas to help you get more people into your store?

Perhaps you can present your goods to the public through the newspaper in a more effective style that will get you ten, twenty, or a hundred more customers, by using the best ideas of successful grocers.

We read all newspapers published in Canada as a business and can collect for you the cleverest and most striking ads.—those with new selling points and new ideas—and send them to you. A scrap book with 50 or 100 of these advertisements kept for reference would be of real practical use to you. The price is 5c a clipping for collections of 50 or over.

CANADIAN  
PRESS CLIPPING SERVICE

143-153 UNIVERSITY AVENUE

TORONTO

# Report from Barbados

Oct. 6, 1920

(Issued by a prominent Barbados Exporter. Original on file in this office.)

"Since our report issued in September the drought has continued, consequently the canes are backward in growth, and even with the most favorable weather conditions for the balance of the year, the output of both sugar and molasses next season will be very short.

"Inasmuch as next season's molasses will not be available for shipment before April, holders in Canada will have ample opportunity to dispose of this season's purchases and should avail themselves of the opportunity thus afforded them to make a profit on their present stock."

These conditions indicate higher prices and late deliveries.

We are offering spot stock at a lower price than quoted in Barbados to-day.

We guarantee Windmill to be absolutely pure and highest grade Barbados Molasses.

To-Day's!!  
Price!!

\$1.33

Per Imperial  
Gallon

f.o.b. Montreal  
f.o.b. Quebec  
f.o.b. St. John, N.B.

Buy WINDMILL Super-Fancy Barbados at the present remarkably low price and average down the cost of the stock you already have on hand. It will also introduce you to the finest grade of Barbados you ever sold and enable you to profit by our great advertising campaign.

**100% Pure Guaranteed**



# Windmill Barbados

Super-Fancy  
Molasses

Wire or mail your order to

Pure Cane Molasses Co. of Canada, Limited  
St. John, N.B. Montreal, Quebec



## HOUSEWIFE'S FAVORITES

The strength and crystal purity of Windsor Salt and Regal Free Running Table Salt make them the favorites for household use. Moreover, women appreciate the convenient carton, with aluminum spout, in which Regal Salt is sold.

### WINDSOR TABLE SALT REGAL TABLE SALT

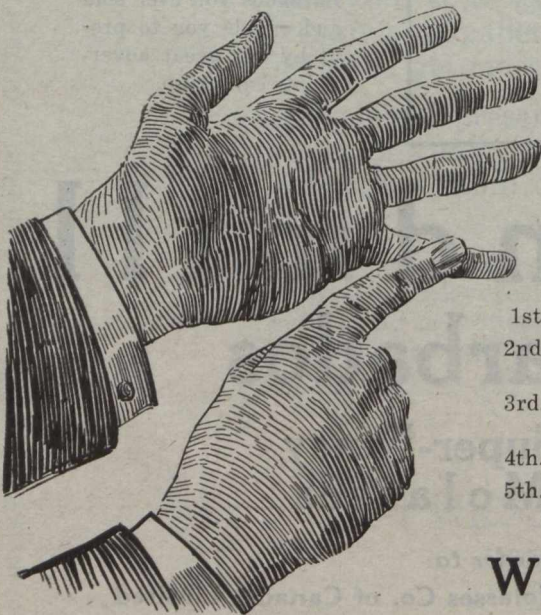
(Free Running)

These salts are produced in the most modernly-equipped salt manufacturing plant in Canada. All orders receive prompt attention.

**The Canadian Salt Co., Limited**  
Windsor, Ontario

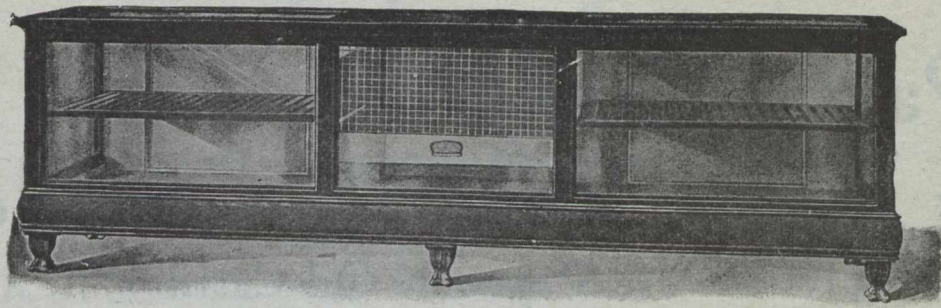


## Five good reasons for selling.....



- 1st.—They are sold on a money-back guarantee.
- 2nd.—They have already proven highly profitable and active sellers for thousands of Canadian grocers.
- 3rd.—They are made in the incomparable White Swan Way from the highest grade Canadian Wheat.
- 4th.—They offer a real good profit margin.
- 5th.—They possess an unusually delicious flavor that always wins satisfaction and steady repeats.

**White Swan Spices and Cereals, Limited**  
TORONTO, CANADA



## Arctic Counter Refrigerators

Made in Two Sizes

No. 996—72 inches long, 27 inches wide, 36 inches high; shipping weight, 600 lbs.

No. 998—96 inches long, 27 inches wide, 36 inches high; shipping weight, 775 lbs.



This ARCTIC Upright Refrigerator has a generous capacity and is suitable for the average grocer. Stands 84 inches high, 46 inches wide, 28 inches deep.

# ARCTIC REFRIGERATORS for Grocery Stores

Solidly constructed of tightly framed Oak and scientifically designed to provide free circulation of dry, cold air. Every detail has been carefully planned to make Arctic Refrigerators thoroughly sanitary and easy to maintain. Save waste and display your perishables in an attractive way by installing an Arctic.

Write for free catalogue.

## JOHN HILLOCK & CO., LIMITED

OFFICE, SHOWROOMS AND FACTORY: 154 GEORGE ST., TORONTO

### AGENCIES:

A. Tilley, 54 McGill College Ave., Montreal; Geo. Cameron, Sparks St., Ottawa;  
J. McMillan, 280 Main St., Winnipeg; Western Butchers Supply Co., Regina, Sask.  
F. G. Harrie, Halifax, N.S.

# Le Parfait 100 Pour Cent Pure Huile Vegetale Castille

(100% Pure Vegetable Oil Castile)

*“The Castile Soap that is Different”*

**Le Parfait** Soap has made friends as well as regular customers and as an up-to-date and energetic merchant, you are not only anxious to build up your business in your district but are striving to hold it in face of very keen competition; you must realize that the only sure way to do it, is to sell goods in which you can place every confidence.

We are offering to the people of Canada a pure vegetable oil soap which represents the highest standard of quality and works nicely in hard, soft, hot or cold water, which the people from coast to coast have learned by experience they can rely on as being the best.

**Le Parfait Castile Soap** has attained the highest point of perfection that places it in a class by itself and, while often imitated, is never equalled. All dealers are authorized to guarantee **Le Parfait** as being the best Castile on the market that it is possible to make, and to be just as represented.

We are anxious that any dealer who does not know the merits of **Le Parfait** Castile should do so at once at our expense.

We would like you to fill out coupon below or write us and samples will be mailed for this purpose; and all we ask is for you to let us have your report on same.

*Manufactured by*

## DOMINION SOAP CO., LIMITED

LONDON, CANADA

.....1920

Dominion Soap Co., Ltd.,  
London, Canada.

Gentlemen:

Would like to take advantage of your offer and will test out your soap personally and report back to you.

Name.....

Address.....

Business.....

Wholesale Grocer.....

Representatives:

H. L. PERRY CO., LTD.,  
WINNIPEG  
for Manitoba, Saskatchewan  
and Alberta.

H. P. BURTON,  
Standard Bank Bldg.,  
VANCOUVER, B.C.,  
for British Columbia.

Send your orders direct to our representatives and immediate shipment will be made from stocks carried in Winnipeg and Vancouver.

# Nuts

This is a feature of our business to which we always give considerable attention, and consequently our sales every fall reach quite large proportions. This in turn enables us to buy in quantities, and if there are any big blocks lying around anywhere within reach which have to find a market—why of course we are ready to help things out—but only at a price which we think would interest you, and after considering all the varying influences playing around.

We solicit your business at the following:

Sicily Filberts, Bags, about 110 lbs. - - - -	.14
Tarragona Almonds, Bags, about 110 lbs. -	.19 $\frac{1}{2}$
Grenoble Walnuts, Bags, about 110 lbs. - -	.21
Large Washed Brazils, Bags, about 170 lbs. -	.34
Medium Brazils, Bags, about 170 lbs. - - -	.29

Terms, net 30 days ex. warehouse.

SEND US AN ORDER.

**H. P. ECKARDT & CO**  
**WHOLESALE GROCERS**

CHURCH STREET & ESPLANADE TORONTO



# N. B. Egg Carriers

The never-break Egg Carrier is the Dealers' Friend and Money Saver.

*Prompt Shipment.*

**WALTER WOODS & CO.**  
HAMILTON AND WINNIPEG



## For the Christmas Baking

Cow Brand Baking Soda still stands as the old reliable. During the holiday season display and suggest it for satisfactory baking.

Has superior strength. A great favorite and—a profit maker.

**CHURCH and DWIGHT**  
MONTREAL Limited

## What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 3 cents per word for first insertion; 2 cents per word for subsequent insertions of the same ad. Box Number 5 cents extra.

## **T** 15 Big Sellers

MFG LTD.

### *For the Fall and Winter Trade*

Pickled Onions  
Chow Chow  
Corn Chowder  
Confectionery Supplies  
Liquid Soaps  
Pickled Beets  
French Mustard  
Essences

Fruit Juices  
Glycerine Soaps  
Pickled Red Cabbage  
Worcester Sauce  
Marmalades  
Florida Waters  
Bay Rum, Etc.

*All Lines Guaranteed and Show Big Profits*

*Represented by*

C. D. Koppell, Wolfville, N.S.      T. Ashmore Kidd, Kingston, Ont.  
Chadwick & Co., Toronto, Ont.

**TRADE SUNDRIES MFG. LTD.**  
232 Clarke St., MONTREAL

Color -  
Flavor -  
Concentration



# DOMINION SOUP

The new Dominion Product

Color, Flavor, Concentration—these three factors comprise Quality; that **quality** in Dominion Brand Tomato Soup of which we are so proud; the quality that has made this delicious soup an immediate success wherever it has been introduced.

Dominion Soup—1920 pack Tomatoes—is an entirely new and superior product. Made from plump, ruddy, selected tomatoes, and pure spices by careful, expert chefs; it sets a new standard in the making of canned soups.

In Canadian Homes Dominion Soup is welcomed as an appetizing, nourishing food; an added delight to any luncheon or dinner table.

Dominion Soup is made from Canadian Tomatoes grown by Canadian Farmers and manufactured by Canadian Labor. It is better than any imported soup—further, by giving preference to Canadian Products, one helps appreciate the value of the Canadian dollar.

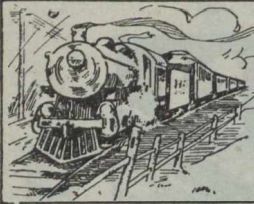
Quality and flavor are creating a wide demand for Dominion Soup.

Order your supply to-day. Every can guaranteed.

Dominion  
Canners  
Limited



Hamilton  
Canada



# BUYERS' MARKET GUIDE

## Latest Editorial Market News



### STONEWARE JARS

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are needed in every  
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BAIRD & CO., Merchants, St. John's, Nfld.

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O. K.—Almond—Cocoanut  
The finest made

Brokers

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Calgary - Clarke Brokerage

B.C. - Robt. Gillespie & Co., Vancouver

G. F. OLIVIER (the toffee man)  
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### A. F. VINCENTELLI & CO.

ANTWERP (BELGIUM)

The oldest Corsican Candied Peel and Fruit Manufacturers

CITRON - LEMON - ORANGE  
CHERRIES - ANGELICA  
ASSORTED FRUITS, Etc.

### HOG PRODUCTS MAY BE LOWER

Owing to the lack of export business for bacon and other hog products, packers are buying hogs very carefully, in fact only the required amount necessary for present use. With prices for live hogs down a couple of dollars per hundred and packers not overly anxious to buy, the tendency is that lower prices can be expected on hog products. At the stock yards in Toronto, packers are making offers for the next week on a basis of one dollar lower than this week's prices. On the other hand the report comes from the country that there is not an over abundance of hogs and in some districts there is a scarcity. One packing house in Ontario is reported to have closed for lack of hogs. What the outcome will be nothing can be learned with definiteness.

### PAPER BAGS TO BE HIGHER LIKELY

For the past several months paper bags have been steadily advancing due to the increasing cost of paper and pulp. It has been intimated to Canadian Grocer that paper bags are due for another advance in the near future.

### Information

We can keep you posted with all  
daily news and business Tips.

Canadian Press Clipping Service  
143-153 University Avenue, Toronto

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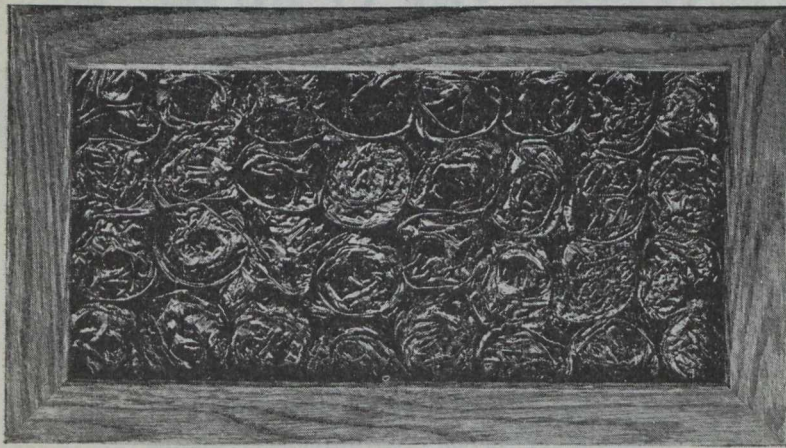
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Dept. 57

Send us your late 1920 catalogue and terms

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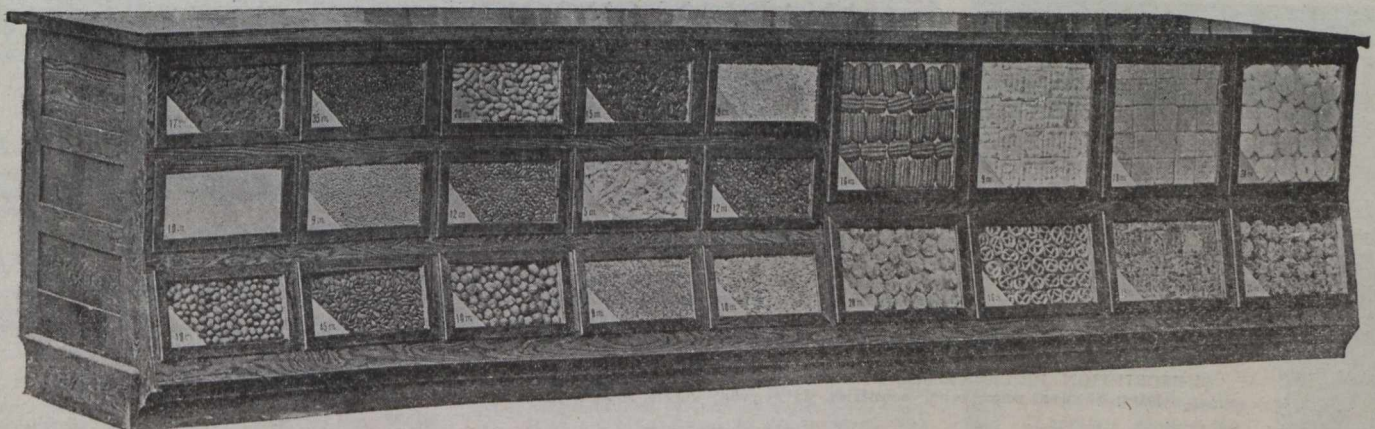
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Ontario



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"Member Associated Business Papers"

# CANADIAN GROCER

## CANADA'S NATIONAL GROCERY PAPER

Vol. XXXIV.

TORONTO, NOV. 5, 1920

No. 45

### EDITORIAL CONTENTS

Selling the Important Factor .....	121	Would Not Part With His Paper Baler...	144
Sells Large Quantities of Bulk and Box Candy at Christmas .....	122	Showcard Writing and How It Can Help Stimulate Business .....	145
Are You a Salesman? .....	123	The Christmas Window Contest .....	146
Equipment That Means Easier Handling of Customers .....	124	Winning Displays in 1919 Christmas Win- dow Contest .....	147-148-149-150
Solves the Delivery Problem .....	125	Sell as Much, But Buy Oftener .....	151
Selling Easily Prepared Foods in Fruit- Picking Season .....	126	Planning for Annual Stock Inventory .....	152-153
Sell the Goods First to the Clerks .....	127	Service and Effective Displays Are Show- ing Profitable Returns ..	154-155
Window Displays in Evening Mean Sales the Following Day .....	128	Ideas That Have Proved Profitable to Other Grocers .....	156-161
Coffee Mill in Window Sells 14,000 Lbs. of Coffee .....	129	Comparative Prices of Commodities 1914- 1920 .....	162
One Lone Stranger Led Way to Large Trade in Hunters' Supplies .....	130	Promoting and Retaining Business ..	163
Let the Customer Feel That You Are Tak- ing a Personal Interest in Her Buying .....	131-2	Editorials—Judge Gary's Important Ad- vice—Christmas Selling—The Christmas Window Contest — Cultivating the Stranger—Editorial Briefs .....	164-165
Quality and Service Make Trade .....	133	Current and Western News .....	166-167
Capitalizing the Social Season in His Town .....	134-135	Weekly Grocery Reports .....	168-174
Selling Only Top Quality Goods .....	136	Markets by Wire .....	175
Selling Delicacies for Afternoon Teas ..	137	<b>Produce and Provision Department</b>	
Alberta Retail Firm Claims Cash Plan the Best Way to Combat the High Cost of Living .....	138	Good Equipment Means Extra Sales .....	176
Advertising Essential to Success .....	139	Selling Poultry at a Profit .....	177-178
Building a Big Demand for Prunes .....	140	Green Stuff in Winter is Profitable .....	179
Finds Cash Plan Works Splendidly .....	141	Making Week-End Sales of Sausages .....	180
Where Advertising Proves Profitable .....	142	<b>Produce and Provision Markets</b>	
Cut Prices—the Rope by Which the Grocer Hangs Himself .....	143	Quebec Markets .....	181
		Ontario Markets .....	182
		Winnipeg Markets .....	183

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SUBSCRIPTION PRICE—Canada, \$4 a year; Great Britain, South Africa and West Indies, 16s. a year; United States, \$4.50 a year; other countries, \$5 a year; single copies, 15 cents. Invariably in advance.

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## Rates For Classified Advertising

Advertisements under this heading 3c per word for first insertion; 2c for each subsequent insertion.

Where answers come to Box number in our care to be forwarded 5 cents per insertion must be added to cover postage, etc.

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

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

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**FOR SALE—GENERAL STORE BUSINESS** and dwelling; post office in connection. Best locality in Annapolis Valley, N.S.; or would consider active partner with capital and enlarge business. Full particulars to Box 292, Canadian Grocer, 153 University Ave., Toronto, Ont.

**FOR SALE—ONE OF THE BEST RETAIL** grocery businesses in the best city of Western Canada, turnover \$80,000, showing good profit; reason for selling, leaving country. Price, approximately \$30,000, includes buildings, fixtures, stock and delivery equipment. Apply Owner, Box 398, Canadian Grocer, 153 University Ave., Toronto, Ont.

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**AGENCY WANTED — JOHNSON & DASH** offer their services to Canadian manufacturers who desire to export their products to the British West Indies. Manufacturers' representatives and sales agents. Barbados, B.W.I.

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Registered  
Trade-Mark

preparations are the standards for quality. All other brands are compared with them but none has been found to be better.

Made in Canada

On the Market for 140 Years

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Established 1780

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### POSITIONS WANTED

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**M**ANY opportunities are offered through the advertising columns of CANADIAN GROCER. Every week some original ideas are contained in the advertisements that may open the way to you for bigger profits.

Read them over

Say You Saw It In  
Canadian Grocer,  
It Will Help To  
Identify You.

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Our ability to collect accounts has been highly praised by merchants all over Canada. We collect anywhere in Canada and the United States on a strictly commission basis. You are under no obligation to us if we do not collect. We guarantee you a thoroughly honest service. Prompt remittances. Give us a trial. We collect where others fail. Established 1908.

Nagle Mercantile Agency  
La Prairie (Montreal) Que

EVERYWHERE  
NO  
COLLECTION  
NO  
CHARGE  
EFFICIENT  
RELIABLE

INDEX TO ADVERTISERS

Acadia Sugar Refining Co. .... 51  
 Albion Sewing Co. .... 64  
 Alexander Molasses Co. .... 81  
 Anchor Cap & Closure Corp. of Canada, Ltd. .... 18  
 Arnett, Thos. Lewis ..... 109  
 Bain Co., Donald H. .... 79  
 B. B. Brand Beverages ..... 75  
 Barr Registers, Ltd. .... 70  
 Bedlington & Co., R. G. .... 89  
 Beecham's Pills ..... 30  
 Belgo Canadian Trading Co., Reg'd. 84  
 Bickle & Greening, John W. .... 112  
 Bodley Co., C. J. .... 110  
 Borden Milk Co. .... 1  
 Bowes Co., Ltd. .... 22  
 Bowser & Co., Ltd., S. F. .... 70  
 Bradstreet's ..... 83  
 Brennan, H. C. .... 83  
 British Columbia Mfg. Co., Ltd. ... 100  
 Brodie & Harvie Co. .... 31  
 Browne Co., W. B. .... 194  
 Buffalo Specialty Co. .... 39  
 Bush & Co., W. J. (Canada) ..... 21  
 California Prune & Apricot ..... 36  
 California Peach Growers, Inc. .... 37  
 Canada Nut Co. .... 81  
 Canada Produce Co. .... 84  
 Canada Scale & Slicer Co. .... 86-87  
 Canadian Importations, Ltd. .... 19  
 Canadian Maple Products, Ltd. .... 24  
 Canadian Milk Products, Ltd. .... 43  
 Canadian Packing Co., Ltd. .... 189, 41  
 Canadian Postum Cereal Co. .... 191  
 Canadian Salt Co. .... 198  
 Cane & Son Co., Ltd., Wm. .... 103, 106  
 Cannon Canadian Co., Ltd. .... 103, 106  
 Chadwick & Co. .... 83  
 Chamberlain Medicine Co., Ltd. .... 62  
 Channell Chemical Co., Ltd. ....  
     **Inside front cover**  
 Chase & Sanborn Co. .... 59  
 Church & Dwight, Ltd. .... 202  
 Clark Ltd., W. .... **Back cover**  
 Clayoquot Sound Co. .... 93  
 Clement & Co. .... 75  
 Climax Baler Co. .... 119  
 Connecticut Oyster Co. .... 40  
 Connors Bros., Ltd. .... 35  
 Crampton & Co. .... 48  
 Crawford & Co. .... 114  
 Crescent Mfg. Co. (Mapleine) .... 190  
 Cressy, John R. .... 204  
 Crothers Co., Ltd., W. J. .... 108  
 Cross & Blackwell ..... 11  
 Davidson, Jas. .... 83  
 Davies Co., Ltd., Wm. .... 185  
 Day & Martin ..... 46, 193  
 Jayton Scale Co. .... **Front cover**  
 Dobree & Sons, Samuel ..... 112  
 Diamond Dies, Ltd. .... 60  
 Donaldson-Phillips Agencies ..... 81  
 Dominion Cannerns B. C. .... 90  
 Dominion Cannerns Ltd. .... 203  
 Dominion Sales Co. .... 112  
 Dominion Soap Co. .... 200  
 Donaldson, J. S. .... 83  
 Drimilk Co., The ..... 53  
 Duncan & Son, C. .... 82  
 Dunn, Albert ..... 84  
 Eckardt & Co., H. P. .... 201  
 Edgett, W. H. .... 81  
 Edwards, W. C. .... 188  
 Eno Ltd., J. C. .... 44  
 Enquiry Page ..... 195  
 Escott & Co., Ltd., W. H. .... 77  
 Escoffier Ltd. .... 63  
 Estabrooks Co., Ltd., T. H. .... 119  
 Eureka Refrigerator Co., Ltd. .... 67  
 Ex Ox Co. .... 191, 65  
 Field & Co. .... 64  
 Freeman Co., Ltd., W. A. .... 68, 69  
 Furnivall-New, Ltd. .... 54  
 Gaetz & Co. .... 84  
 Gibson-Paterson-Brown ..... 82  
 Goldsmith Co., Ralph ..... 190  
 Gray & Co., John ..... 61  
 Gosse-Millerd & Co. .... 17  
 Grant & Co., C. H. .... 82  
 Griffiths, G. W. .... 82  
 Guelph Soap Co. .... 26  
 Gurd & Co., Ltd., Chas. .... 84  
 Hamilton & Sons, G. J. .... 14  
 Hansen's Lab., Chr. .... 117  
 Hanson Co., Ltd., J. H. .... 84  
 Hargreaves Ltd. .... 48  
 Hatton & Co., D. .... 25  
 Hay, A. H. M. .... 84  
 Heinz Co., H. J. .... 112  
 Henderson Brokerage, B. M. .... 81  
 Hill, N. A. .... 83  
 Hillock & Co., Ltd., John ..... 199  
 Hobart Mfg. Co. .... 73  
 Horton, Cato Mfg. Co. .... 29  
 Hudon, Hebert & Cie ..... 16  
 Imperial Extract Co. .... 117  
 Imperial Grain & Milling Co. .... 94  
 Island Lead Mills Co. .... 64  
 I.X.L. Spices & Cereals Co. .... 42  
 Jeffress, E. W. .... 74  
 Johnson-Lieber Mercantile Co. .... 81  
 Keatings, Ltd. .... 74  
 Kennedy Mfg. Co. .... 103  
 Kenney & Co., T. .... 88  
 Kelly Confection Co. .... 92  
 Kidd, T. Ashmore ..... 83  
 Kiwi Products Co. .... 63  
 Lachaine, Geo. D. .... 84  
 Lambe, W. G. A. .... 83  
 Langley Harris & Co. ....  
     2, 3, 4, 5, 6, 7, 8, 9  
 Laporte Martin ..... 57  
 Lauder & Co., Chas. .... 190  
 Lea & Perrins ..... 97  
 Lemon Bros. .... 112  
 Loggie, Sons & Co. .... 83  
 Maclure & Langley ..... 83  
 Maclure & Co., A. M. .... 82  
 Macdonald Regd., W. C. .... 111  
 Mackenzie & Co., Ltd., W. L. .... 82  
 Magor Son & Co., Ltd. .... 183  
 Major, Ltd., S. J. .... 27  
 Major, Soubriere, Ltd., L. H. & J. ... 32  
 Malcolm Condensing Co., Ltd. .... 15  
 Mann & Co., C. A. .... 188, 204  
 Maple Leaf Milling Co. .... 94  
 Maple Tree Producers ..... 28  
 Marsh Grape Juice Co. .... 33  
 Mason & Co. .... 46  
 Mason & Hickey ..... 80  
 Mathieu Co., J. L. .... 23  
 McCard, W. J. .... 116  
 McLay Brokerage Co. .... 82  
 McLaughlin & Co., J. K. .... 83  
 Midland Vinegar Co. (H.P. Sauce) 48  
 Mickle, Geo. T. .... 188  
 Moore & Co., R. M. .... 204  
 Moore & Co., S. H. .... 98  
 Morris & Co. .... 186  
 Mowatt & McGeachy ..... 82  
 Mueller Mfg. Co., Chas. .... 204  
 Nagle & Co., H. .... 207  
 National Cash Registers ..... 71  
 National Grocers Limited ..... 120  
 National Licorice Co. .... 74  
 National Steel Car Co. .... 104  
 Nelson, C. T. .... 81  
 Nicholson Rankin Co. .... 183  
 Nettelield & Co., E. B. .... 115  
 Nobility Chocolates, Ltd. .... 62  
 Norcannerns Ltd. .... 94  
 North American Dye Corp. .... 30  
 North-West Biscuit Co. .... 52  
 Oakey & Sons, Limited, John ..... 64  
 Oceanic Oyster Co. .... 56  
 Okanagan United Growers Ltd. .... 33  
 O'Donnell, John J. .... 78, 83  
 O'Loane, Kiely Co. .... 91  
 Old City Mfg. Co. .... 115  
 Oliver G. F. .... 204  
 Ottawa Paint Works ..... 74  
 Oversea Export Co. .... 10  
 Palmolive Soap Co. .... 44  
 Patrick & Co., W. G. .... 12, 13, 83  
 Pearson & Son, Wm. .... 191  
 Pennock & Co., Ltd., H. P. .... 96  
 Phillipou & Co., D. D. .... 94  
 Prescott & Co. .... 83  
 Pritty, John, Ltd. .... 81  
 Procter & Gamble ..... 113  
 Pullan, E. .... 116  
 Pure Cane Molasses Co. .... 197  
 Quaker Oats Co., Ltd. .... 107  
 Red Cross Pickles ..... 115  
 Red Rose Tea ..... 119  
 Reynolds, Moore & Bentz ..... 115  
 Richardson, Greene, Ltd. .... 78, 82  
 Rock City Tobacco Co., Ltd. .... 105  
 Rose & Laflamme ..... 84  
 St. Arnaud Fils Cie ..... 84  
 Sarnia Paper Box Co. .... 116, 204  
 Schneider & Sons, Ltd., J. M. .... 187  
 Scott-Bathgate Co., Ltd. .... 76  
 Scott & Thomas ..... 83  
 Sichel, Martin M. .... 196  
 Shepard-Mott Co. .... 90, 84  
 Sherer-Gillett ..... 205  
 Smalls, Ltd. .... 102  
 Smith & Procter ..... 188  
 Smith Brokerage Co. .... 84  
 Smith, K. .... 84  
 Soclean Ltd. .... 204  
 Spratt's Patent, Ltd. .... 46  
 Stevens-Hepner Co., Ltd. .... 60  
 Stroyan-Dunwoody Co. .... 82  
 Superior Macaroni Co. .... 38  
 Swift Canadian Co., Ltd. ....  
     **Inside back cover**  
 Taylor Safe Works, J. J. .... 106  
 Teco Co., Ltd. .... 55  
 Telfer Bros. Biscuit Co. .... 118  
 Thompson & Co., A. E. .... 95  
 Toronto Pottery Co. .... 204  
 Toronto Salt Works ..... 204  
 Trade Sundries Ltd. .... 202  
 Trent Mfg. Co., Ltd. .... 204  
 Tuxford & Nephews ..... 48  
 Upton Co., Ltd., T. .... 99  
 Vincentelli, A. F. .... 204  
 Wagstaffe, Ltd. .... 49  
 Walker Bin & Store Fixture Co., Ltd. 7  
 Walker & Son, Hugh ..... 195  
 Wallace Fisheries Co. .... 85  
 Want Ad. Page ..... 207  
 Wander Sons Chem. Co., S. .... 112  
 Ward & Co., Jos. .... 20  
 Washington Coffee, G. .... 114  
 Watson & Truesdale ..... 82, 90  
 West India Molasses Co. .... 58  
 Western Canada Flour Mills ..... 61  
 Western Salt Co., Ltd. .... 65  
 Western Storage & Cartage Co. .... 81  
 Wethey, Limited, J. H. .... 47  
 Whissell, H. .... 84  
 White & Co., Ltd. .... 194  
 White, Cottell & Co. .... 204  
 White Swan Spices & Cereals, Ltd. ... 198  
 Whittall Can. Co., A. R. .... 101  
 Wiley, Frank H. .... 82  
 Williams Storage Co. .... 82  
 Windsor & Co., J. W. .... 50  
 Woods & Co., Walter ..... 202



## Follow Up the Good Work!

THE idea of consumers buying a "whole" ham has recently been given considerable publicity.

Housewives have been shown through our persistent advertising and actual display that if they "Bake the Butt," "Boil the Shank" and "Broil or Fry the Centre Slices," it is economical and profitable to buy a "whole" ham.

Dealers can "cash in" on this publicity by featuring "whole" ham sales. This means quick turnovers, bigger volume, more profits—and when you specialize on

# Swift's Premium Hams

you know your customers will be absolutely satisfied and that repeat orders are assured.

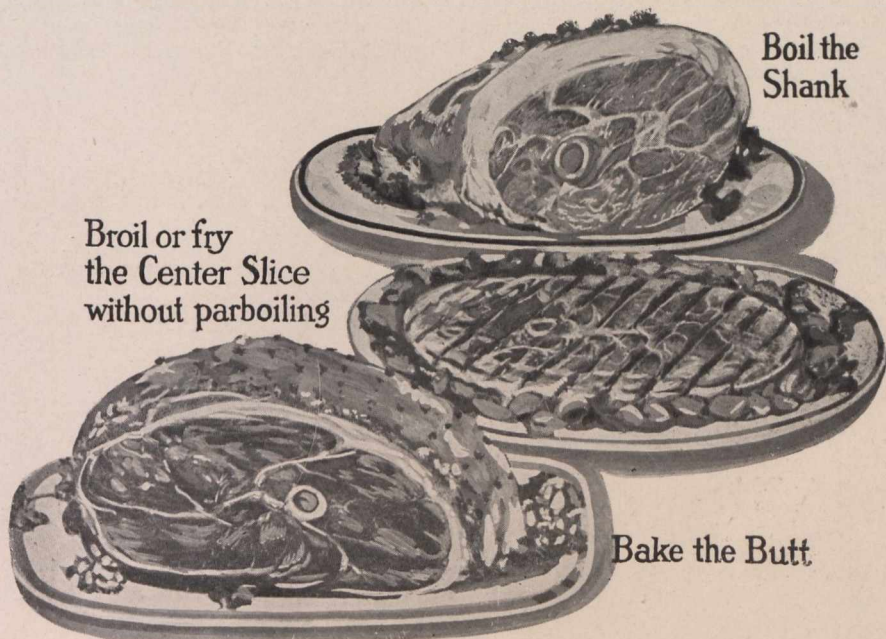
**Swift Canadian Co.**

Limited

Toronto

Winnipeg

Edmonton







*A Relish "De Luxe"*

**The Best "Made in Canada"  
Tomato Ketchup**

and because it is THE BEST, also the  
MOST POPULAR SELLER

**Clark's Pork and Beans**

and "other good things" are "essentials" in all  
good groceries

---

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**W. CLARK, LIMITED**  
MONTREAL