

**PAGES  
MISSING**

# CANADIAN GROCER

Annual Fall Sales Number

OCTOBER 30th, 1914

Vol. 28

PUBLICATION OFFICE, TORONTO

No. 44



CANADIAN GROCER

MADE-IN-CANADA



There's an addition to  
the *Sterling* family  
of *Sterling* high-grade  
**PICKLES**

A new and important member has joined the Sterling household which will doubtless be as popular as any of the other Sterling lines.

This new member is the high-grade bulk line, put up in 10-gallon Polished Oak Kegs — the finest grade of pickles ever offered in Canada.

This new line is composed of the choicest and most uniform

cucumbers and onions and the finest cauliflowers, first quality vinegar and spices.

**High - Grade Sour Mixed,  
High - Grade Sweet Mixed,  
Sweet Gherkins (Uniformly  
Sized), and Sour Gherkins  
(Uniformly Sized).**

Don't overlook this Canadian-made line, put up by Canadian people.

**PUT UP IN TEN-GALLON  
POLISHED OAK KEGS**

Let us send you a trial shipment. Write for prices.

**The T. A. Lytle Co., Limited**  
STERLING ROAD, TORONTO



### Recognized

instantly by the famous red, white and blue checker-board box that immediately calls to mind innumerable delicious creations.

### Preferred

for over seventy years for its quality, its purity, its wonderful possibilities for making appetizing and delicious desserts, savories, salads, creams, jellies, cold meats and attractive garnishes.

### Acknowledged

by thousands of grocers as an every-day commodity of universal demand that makes sales easy, draws new and desirable trade, builds up increasing profits.

# COX'S

Instant Powdered

# GELATINE

Write for

### *Cox's New Manual of Gelatine Cookery*

It is full of good things. Nearly 200 easily prepared recipes—something new for every day, almost every meal. Compiled by the well-known head of the Philadelphia School of Cookery—Miss Marion Harris Neil.

With this book and Cox's Gelatine, you can make many delightful treats you thought were only possible to a French chef.

ARTHUR P. TIPPET & CO.  
AGENTS                      ∴                      MONTREAL

"MADE IN CANADA"



# Canadians must eat, that's certain

*but many, of necessity, will economize*



It is just as certain that your customers are going to buy more Jam this Winter. Butter will be dear and Jams are cheap. Naturally they will buy Jam. It goes further and is most palatable.

## Banner Brand Jams Jellies, Marmalades

Combine the purity of goods, economy of price and usefulness of container. They are made from the finest fruits procurable, to which is added pure, fresh apple jelly and cane sugar. The flavor has a tease that brings repeat orders, and gives you a satisfied customer.

Banner Brand jams, jellies and marmalades are absolutely pure, containing no foreign substance—nothing but pure, fresh, ripe fruits and sugar.



Banner Brand products are put up in various sizes of packages. The new vacuum cap tumbler—the popular and original Lindner package—and the new 4-lb. pail are winners which appeal to the housewife for their handiness and usefulness when empty.



## Lindners Limited

WINNIPEG  
306 Ross Ave.

TORONTO  
340 Dufferin St.

REPRESENTATIVES:

H. Whissell, 2328 Drolet St., Montreal; H. D. Marshall, Ottawa, Ont.; W. L. McKenzie & Co., Edmonton and Regina; Jacksons, Ltd., Calgary; R. S. McIndoe, Toronto.

BY CANADIAN WORKMEN

"MADE IN CANADA"

# Rally 'round the L. & B. Banner



*Help your customers to battle the attacking forces of the high cost of living*

Your customers have not "put down" the usual amount of fruit this year owing to the high cost of sugar. This gives you a bigger market than ever. There's an ever increasing demand for

## Banner Brand Jams Jellies, Marmalades

Fortunately the excellent small fruit crop this year puts us in a position to meet this demand, although we are compelled to run night and day. We are putting out now the best Jams, Jellies and Marmalades we ever put out. Everything is being done to assist you to make sales. We supply you with attractive window cards that are real salesmen.



Now is the time to put in a window display. It will increase your sales. Did you read what W. R. MacDonald said on page 53 of the Oct. 9th issue of Canadian Grocer? Get a display in your store now. Get right after the Fall and Xmas trade. Get the lion's share of this business by hustling early and late.

Just write our Service Department to-day for plans or arrangements for effective window displays, window cards and posters.



## Lindners Limited

WINNIPEG  
306 Ross Ave.

TORONTO  
340 Dufferin St.

REPRESENTATIVES:

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

BY CANADIAN WORKMEN

CANADIAN GROCER

"Made in Canada"

## How Will You Meet This Big Demand?

**P**RESENT conditions have made carefulness compulsory. But Canadian housewives will meet these conditions with quiet resolve to eliminate all unnecessary expenditure. The ease and convenience of sending out the washing and buying cakes and confectionery will be quickly curtailed. These duties will now be performed in the home. And there is at present an unexampled demand for Wash Boards, Tubs, Pails, Mops, Bake Boards, etc. Far-seeing grocers, with a nose for good profits, are stocking up with all the paraphernalia incident to wash-day and bake-day. But how will you meet this enormous demand? Will you wait until this trade is diverted into more progressive stores? Or will you get these goods on display in your store NOW?

### Let Cane's Reputation Win You Good Profits

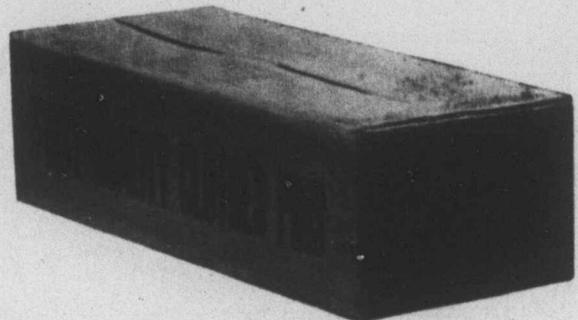
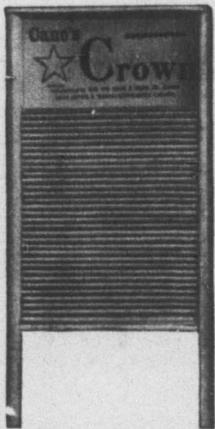
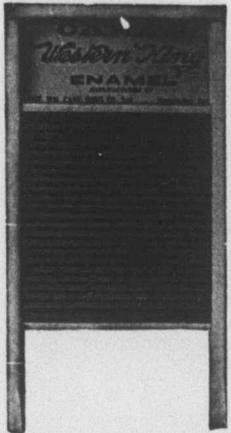
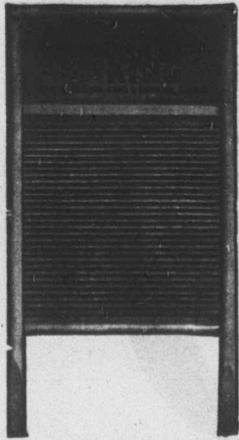
Housewives will be unusually selective in purchasing these necessities. Proven durability and long service will be their points of judgment. Cane's reputation for dependability, for strength, for acknowledged supremacy will bring you easy sales, good profits and customer satisfaction. You'll find it requires no effort to sell the Cane Line, for "Cane's" has been a household word in Canadian homes for over twenty-five years.

Our unconditional guarantee protects both you and your customer from any possible defect. If any goods in the Cane Line prove unsatisfactory in any degree, we stand back of you to replace it without charge or refund the amount.

Wouldn't you like to get the most out of the present enormous demand for wash-day and bake-day woodenware? Wouldn't you like to meet this demand with goods whose long service, whose wear-and-tear resisting qualities, whose dependability you can recommend with full confidence? Then why not get the Cane Line on display in your store NOW? Our beautiful catalogue, illustrated in colors, will show you the complete line and prove handy for ready reference. Ask us to send you your copy without obligation. Write us to-day.

**The WM. CANE & SONS COMPANY, Limited**  
Newmarket, Ont.

**Our Washboards are made from British Glass, Belgian  
Zinc, Canadian Wood, by Canadian Labor**



"Made in Canada"

## A Few of the Cane Lines You Will Find Quick Sellers

**T**HE Cane Line is so varied and broad in its scope you'll find it an easy matter to pick out just the right style, size and price to suit varied tastes and requirements. Cane's Wash Boards, under the different well-known brands, come in glass, enamel, zinc or brass, to suit either a varied or specific trade. "Cane's Ware" Tubs are made from specially selected pine, bound together with hoops of steel and stapled to the tubs—thus precluding all possibility of coming apart. The "Cane" Bake Boards, Pails, Clothes Pins, etc., you'll find of the same good quality and careful workmanship that characterizes all of the "Cane's Ware." Why trifle with your customers? Why take chances on missing your share of the woodenware trade?

### Get the Cane Line on Display in Your Store NOW

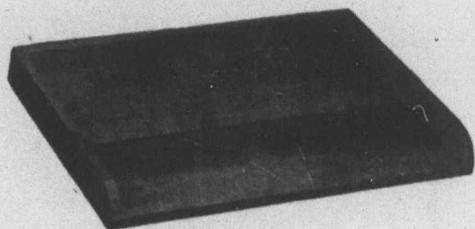
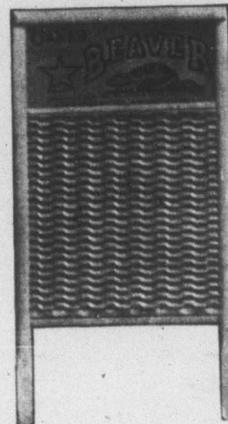
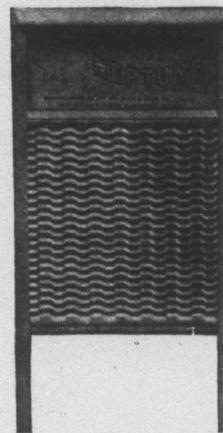
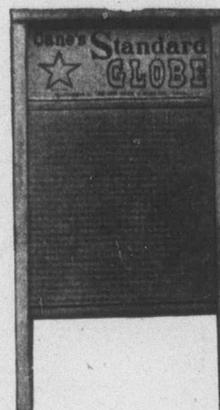
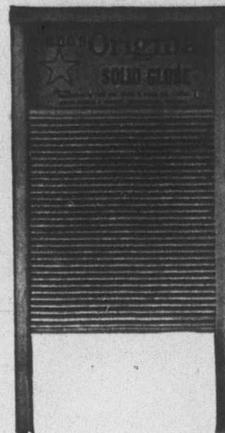
Just think of the large community out there like a network around your store. Looking to you to get them all manner of household woodenware. Depending on you to give them good, honest quality. Whose wagging tongue to praise is an undeniable influence in the community. Whose entire satisfaction means more and continued custom.

Think of the "Cane" quality, that stands for the "Highest" in woodenware. Think of the "Cane" reputation, extending over twenty-five years of acknowledged supremacy. Think of the "Cane" guarantee that protects both you and your customer absolutely. Get the most there is in the woodenware trade. Make sure of the easiest and largest profits. Clinch the continued satisfaction of your customers by getting the Cane Line on display in your store.

Send for the beautiful catalogue illustrated in colors, which fully describes the Cane Lines and will help you select just the right lines to suit your particular trade. Your copy only awaits your request for it, and will be sent free of charge and without obligation. Write for it to-day—sure.

**The WM. CANE & SONS COMPANY, Limited**  
Newmarket, Ont.

Our Washboards are made from British Glass, Belgian Zinc, Canadian Wood, by Canadian Labor



*For convenient handling and larger profit, sell Canned Fish—*



## Brunswick Brand

In all seasons you will find a ready demand for Connors Bros.' Fish Goods. They are as easy to handle in Summer as in Winter, and with each sale comes a good profit for the dealer.

Located, as we are, right on the coast of the Atlantic—we get the choice of the fishermen's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions.



Brunswick Brand Fish Foods have a coast to coast reputation, both with the consuming public and the retail trade—a reputation for honest stock well packed, and at a fair price with a good profit for the retailer.



Look over your stock, Mr. Grocer, and see what "Connors" lines you are short. Then order, of the following list:  $\frac{1}{4}$  Oil Sardines,  $\frac{3}{4}$  Mustard Sardines, Kippered Herring, Herring in Tomato Sauce, Finnan Haddies (oval and round tins), Clams, Scallops.



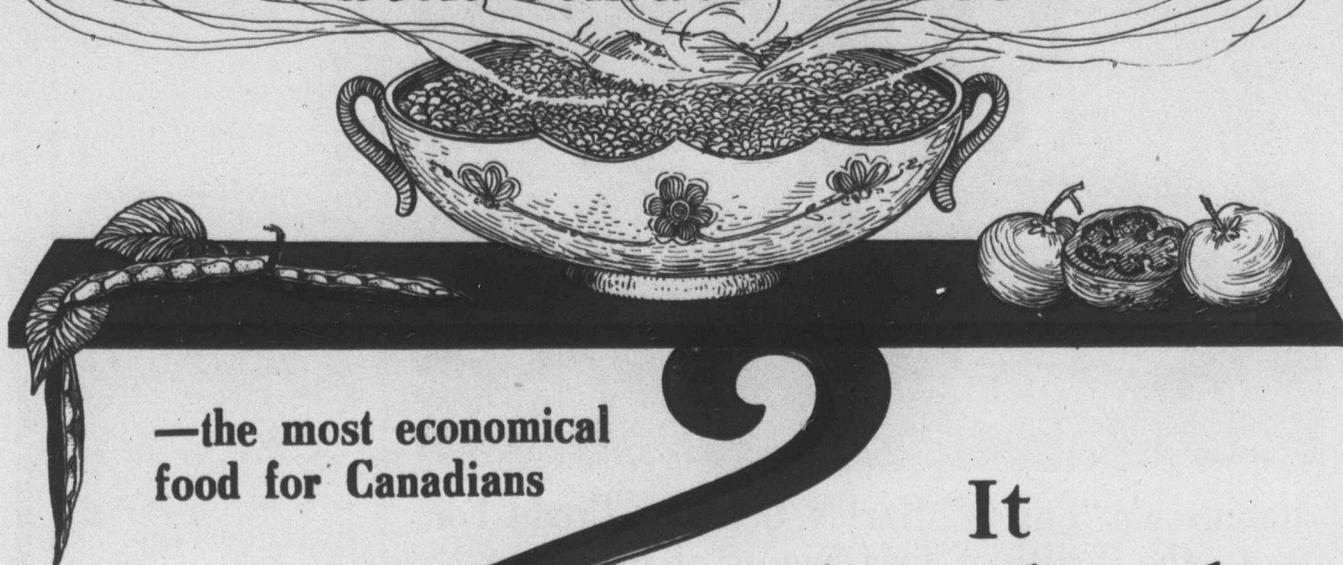
## Connors Bros., Limited

Black's Harbor, N.B.

CANADIAN GROCER

# SIMCOE BAKED BEANS

*with tomato sauce*



—the most economical  
food for Canadians

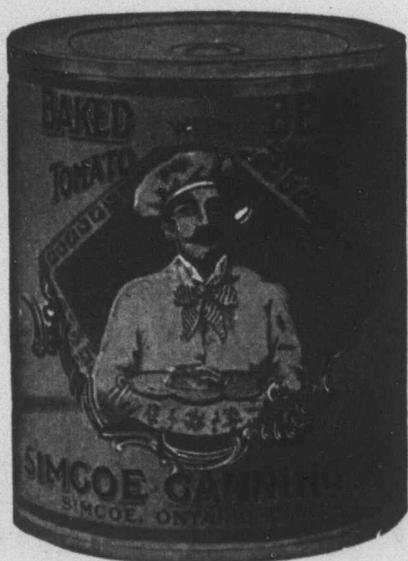
It  
takes the place  
of meat

To-day the password into the Canadian home is "economy," and anything that you can offer your patrons, rich or poor, that will lighten the present high cost of living is going to meet with public favor.

SIMCOE BAKED BEANS is not only economical from the standpoint of dollars and cents, but it is a wholesome substitute for high-priced meats.

This is your opportunity to increase your revenue by pushing SIMCOE BAKED BEANS (put up in all styles with or without pork).

Keep this popular brand right to the fore in your counter and window displays.



**Dominion Cannery, Limited**  
HAMILTON, CANADA



**Robinson's "Patent" Barley Gets the Credit For  
the Health of This Family of Eleven**

You cannot go wrong in carrying a stock of Robinson's "Patent" Barley and Robinson's "Patent" Groats. Order them from the wholesale Grocery or Drug Trade.

**MAGOR, SON & CO., LIMITED**

403 ST. PAUL St., MONTREAL

30 CHURCH ST., TORONTO

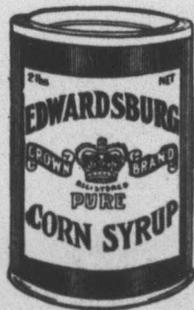
AGENTS FOR THE DOMINION OF CANADA

**Read What  
This Mother Says:**

"I am the mother of eleven children, and have brought them all up on Robinson's "Patent" Barley, since they were a fortnight old; they were all fine, healthy babies. My baby is now just seven weeks old, and improves daily. A friend of mine had a very delicate baby which was gradually wasting away, and she tried several kinds of food, and when I saw her I recommended her the "Patent" Barley, and it is almost wonderful how the child has improved since taking it. I have recommended it to several people, as I think it is a splendid food for babies, and I advise every mother that has to bring up her baby by hand to use Robinson's "Patent" Barley, as it is unequalled."

Mrs. A. C. GOODALL,  
12 Mount Ash Road,  
Sydenham Hill, S.E.,  
London, England.

**The Grocer and  
"Made in Canada"**



"Made in Canada" is not mere talk.

The "Made in Canada" Movement has a definite object — Canadian business for Canadians.

Get your share of the business this "Made in Canada" Campaign is sending to Grocery Stores.

You will surely be asked for CROWN BRAND CORN SYRUP — a pure food that is Made in Canada and well advertised.

**CROWN BRAND CORN SYRUP**

makes many delicious desserts and is much favored because of its low cost.

Stock it—Push it—Sell it.

**The Canada Starch Company, Limited**

Makers of the Famous Edwardsburg Brands

Benson's Prepared Corn, Silver Gloss Starch, Lily White Syrup, Etc.

**Montreal, Cardinal  
Toronto, Brantford  
Fort William, Vancouver**



Fruit dealers, any of them, will tell you that there was very little fruit put down by the housewife this year in comparison with last.

This means that the shortage will have to be supplied by you and with a brand that will live up to the housewife's ideas as to quality and purity.

As a result of our extensive consumer-advertising, your patrons know of the famous E.D.S. Jams and of their truly superior qualities.

They're made in Canada from Canada's finest fruits and with Canadian labor. There is little or no advance in E.D.S. prices. *Order your stock now*

**E. D. SMITH & SON, LIMITED**  
WINONA, ONTARIO

AGENTS:

Newton A. Hill, Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg;  
R. B. Colwell, Halifax, N.S.; A. P. Armstrong, Sydney, N.S.





*“So Mason & Co. are coming back to us”*

“How did you come to get them back?”

“They opened up a case of biscuits from the ‘Regal’ people when I was there and five out of six of the boxes had the glass fronts broken and the biscuits were all smashed up; the case must have had a good jolt, for the whole end was split. I at once pointed out to them the advisability of giving us their business and having their goods sent in T & N Cellular Freight Boxes, which we guaranteed to deliver their biscuits in first-class shape. They fell for the idea, and I have no doubt we can hold them, for it was a damaged shipment that lost them in the first place.”

Mr. Grocer, insist on having your perishable goods shipped in T & N Corrugated and Cellular Freight and Express Boxes.

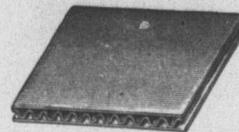
**The Thompson & Norris Co.  
of Canada, Limited**  
NIAGARA FALLS, Ont.

Brooklyn, N.Y.      Boston, Mass.      Brookville, Ind.  
London, Eng.      Jülich, Germany

The THOMPSON & NORRIS Co. of Canada, Limited, Niagara Falls, Ont.  
Send particulars.

Name .....

C.G. Address .....



Cellular Board double-faced corrugated. Made by T. & N. special process.

T. & N. Cellular Board Freight Boxes ensure the delivery of goods in A. 1. shape.

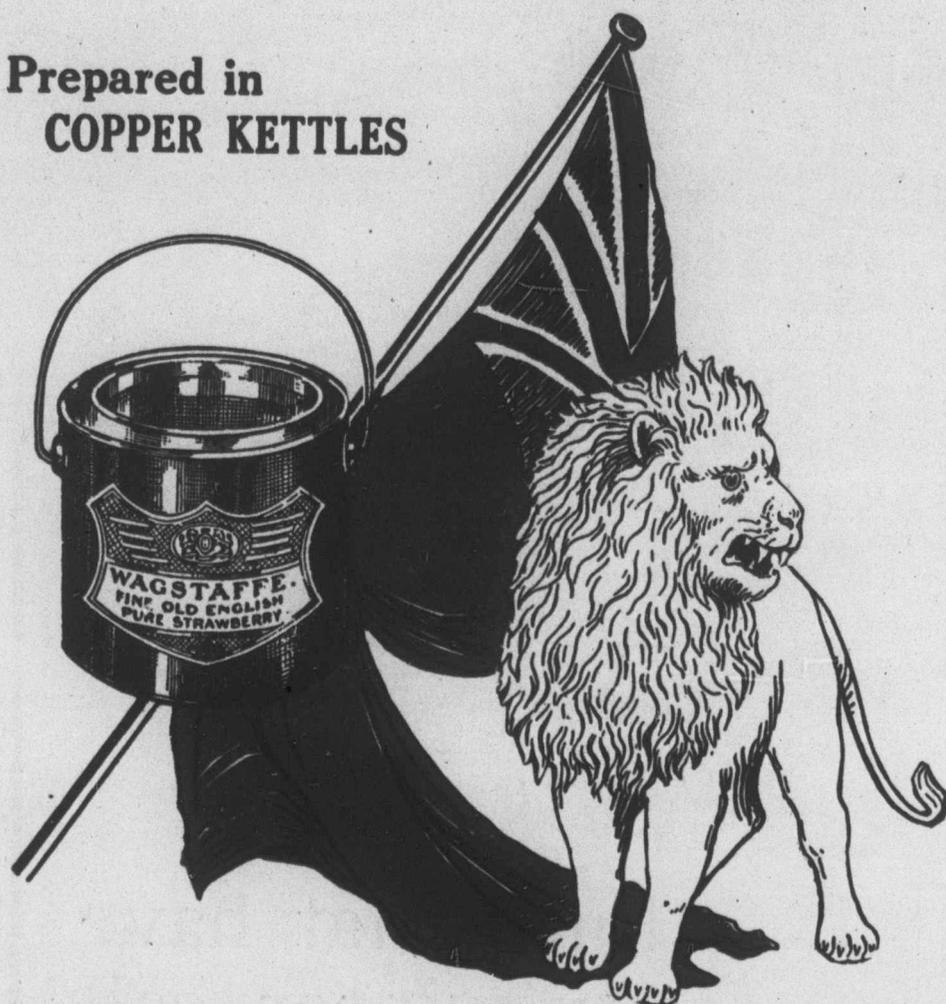


They're made to suit every requirement

CANADIAN GROCER

Prepared in  
COPPER KETTLES

Boiled in  
SILVER PANS



Packed in  
GOLD-LINED  
PAILS and  
GLASS

*Protectors of Canada's Health  
and Liberty—*

**Wagstaffe's Jam Purity Britain's Power**

A soldier fights on his stomach. This is the reason the Dominion Government has supplied her soldiers, who have gone to fight for Canada and the Empire, with the purest and most nourishing of pure fruit Jams—*WAGSTAFFE'S*.

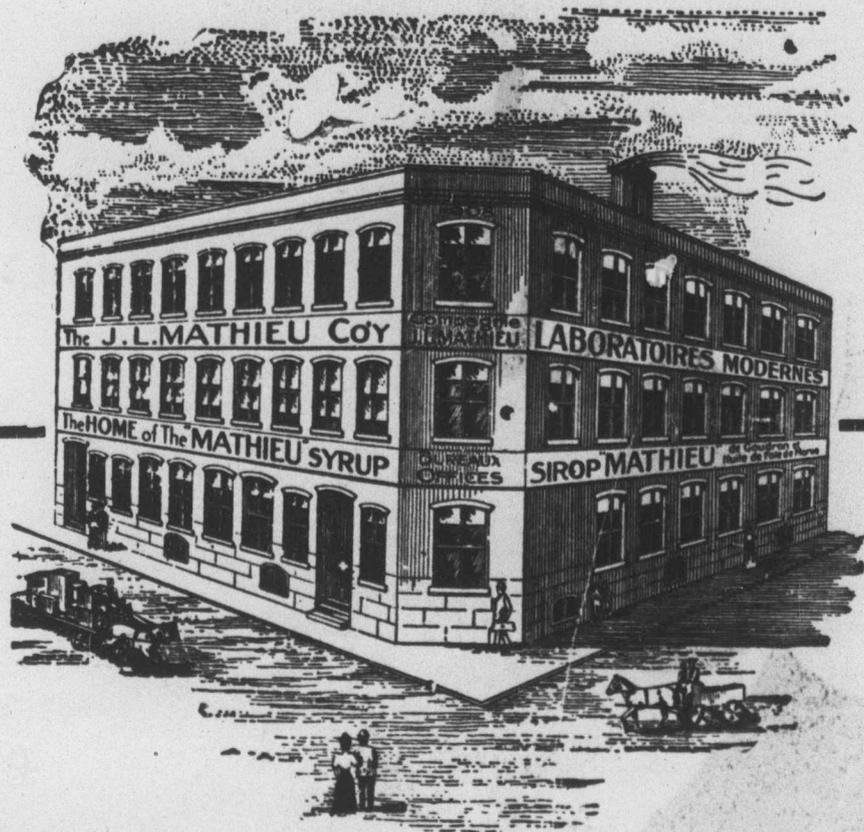
**Wagstaffes Limited**

PURE FRUIT PRESERVERS

Hamilton

Canada

CANADIAN GROCER



Two lines that have a steady winter call

*Specialties from the J. L. Mathieu Co.'s laboratories at Sherbrooke, Que.*

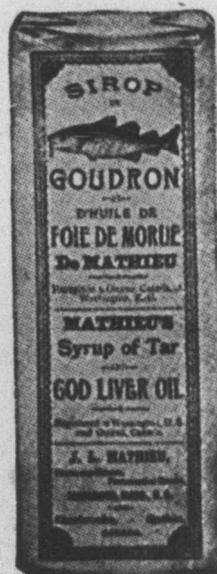
## MATHIEU'S SYRUP *of Tar and Cod Liver Oil*

No grocery store should be without this famous and dependable cure for La Grippe, Pneumonia, Colds and Coughs. Don't hesitate to put in a supply and to recommend it to your best customers. It has a record hard to beat.

### Mathieu's Nervine Powders

The "magic wand" that quickly cures headaches, nerve pains, neuralgia, etc., without the use of opium, morphine, chloral or any other dangerous narcotic or poison. It's the safe family remedy for common ailments. It relieves insomnia and gives refreshing, restful sleep.

Stock up now—If you have never sold these remedies, send for a trial order to-day.



**J.L. Mathieu & Co.,** Proprietors, Sherbrooke, Que.

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



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

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

Have you a copy of Catalogue 913C?

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

**COLES MANUFACTURING CO.**

1615 North 23rd St.

PHILA., PA

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

"SOVEREIGN"  
**SALMON**



**FINEST  
BRITISH  
COLUMBIA  
SOCKEYE**

**QUALITY  
IS OUR FIRST  
CONSIDERATION**

PACKED BY

**THE ANGLO BRITISH COLUMBIA PACKING CO.  
LIMITED**

VANCOUVER, B.C.

**Canadian Grown Grapes Processed in Canada  
The Juice of the Finest Grapes Grown in Canada**

will soon be sold under the famous Welch Grape Juice label. Our new St. Catharines plant is now in operation and the storage cellars are filled with the juice of the choicest Concord Grapes.

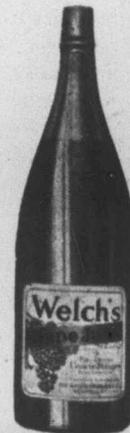
**Welch's**  
Grape Juice

has become so popular in the Dominion through our extensive consumer advertising campaign, backed by the superior quality of the grape juice itself that a Canadian plant became necessary to keep pace with the growing demand.

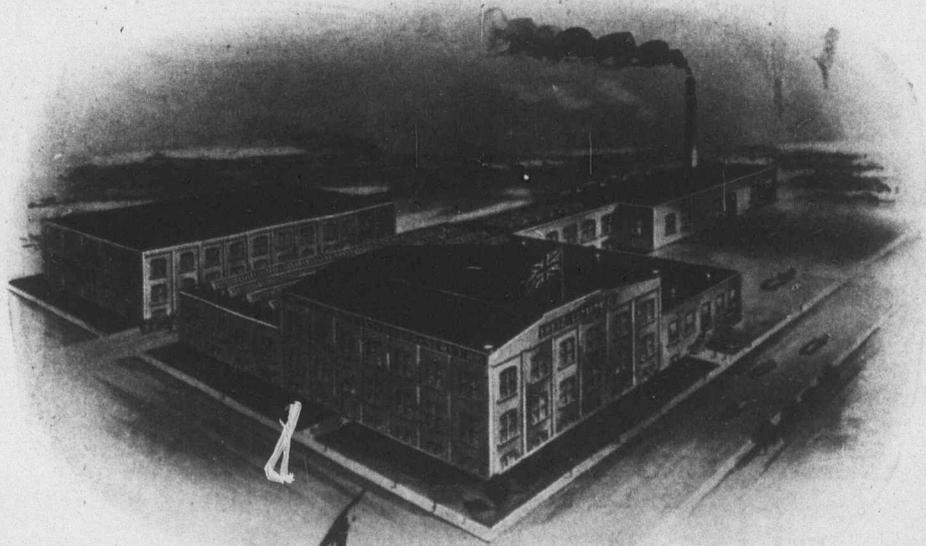
The Welch process of selecting only the choicest Concord, pressing, sterilizing, and hermetically sealing the juice at the time of highest perfection ensures unfailing purity, uniform high quality, delicious flavor, and rich aroma.

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

**The Welch Grape Juice Company**  
WESTFIELD, N.Y.



# “Fretz” Brand PURE JAMS



THE SPACIOUS AND CLEANLY FACTORY AT HAMILTON

*One of Canada's sources of  
supply that will make up  
for the import deficiency*

The cutting off of a very large portion of the \$700,000 worth of imported jams, etc., means that Canadian preservers must supply this deficiency as well as the deficiency in the home production resultant on the high price of sugar. We have got to run night and day now to supply this demand.

Fretz Brand jams are as fine as the finest. They are made from freshly picked, sun-ripened fruits, canned right, no fillers or coloring, absolutely pure. No left-overs from last year. They are put up under the most rigid, sanitary conditions that ensure absolute cleanliness.

Orders placed now will receive prompt attention.

Fretz goods are “Made in Canada.” We employ only Canadian labor.

## Fretz, Limited

HAMILTON, CAN.

AMOS B. GORDON CO.

Toronto

*General Sales Agents*

A. A. ADAMS

Hamilton

*Agent for Hamilton*

H. GODARD, Montreal

Multiply the flavor of freshly-picked fruits of finest quality by speedy and sanitary handling with automatic machinery and add proper proportions of best grade of other ingredients

*the result—*

## FRETZ and ROSE BRANDS

### Jams and Catsups



Our factory is situated right in the heart of well-cultivated orchards and is equipped so well that handling of the fruit is scarcely necessary at any time from the moment it leaves the hands of the pickers until it is ready for the table. This means absolute purity. It means products with the true, fresh picked flavor and the continued satisfaction of your most critical customers.

With the best possible shipping facilities along with prompt action and careful attention the Fretz service is without a peer. The increasing demand for jams, etc., must even now be apparent, so why



not place your order right away and entrench yourself behind a strong money-making line? We can give you the grade that will suit all classes of trade.

*Write for prices.*



Push Made-in-Canada Goods.



**FRETZ LIMITED**  
Hamilton, Ont.

Amos B. Gordon Co.  
Toronto, Ontario  
*General Sales Agents*



# The BIGGEST VALUE In Chocolates Ever Offered

**H**ERE is a set that costs you \$21.00 net, delivered, and sells for \$30.00, making you a profit of \$9.00, and by using our Unique Selling Plan, which we furnish free with each set, the whole lot can be sold in a surprisingly short time.

Some of our customers using these sets tell us that they have **SOLD OUT THE ENTIRE LOT IN ONE EVENING.**

Our object is to supply you with goods so reliable and of such exceptional value that both you and we will receive a large repeat business.

Our Selling Plan will make the goods go so fast that you will hardly have time to gather in the dimes. The wonderful value and quality of the goods in this set will ensure complete satisfaction on the part of your customers.

The **SET OF CHOCOLATES** comprises the following handsome and daintily-packed boxes:

- 1 Special Japanese Lacquered Box, with Lock and Key.
- 3 2-lb. Fancy Boxes, Glove and Handkerchief shape.
- 14 1-lb. Boxes.
- 15 ½-lb. Boxes.
- 43 15c. Boxes.
- 224 10c. Boxes. Being 300 Boxes in all.

The Selling Plan is so arranged that each customer pays only 10c., whether it is a 10c. value or a \$2.00 value.

**ORDER A SET  
AND SEE HOW  
FAST GOOD  
CHOCOLATE  
CAN BE SOLD**

**SUGARS & CANNERS, Limited  
MONTREAL**

Please ship, freight prepaid, 1 Set and Unique Selling Plan as advertised in "Canadian Grocer," October 22, 1914, \$21.00 net.

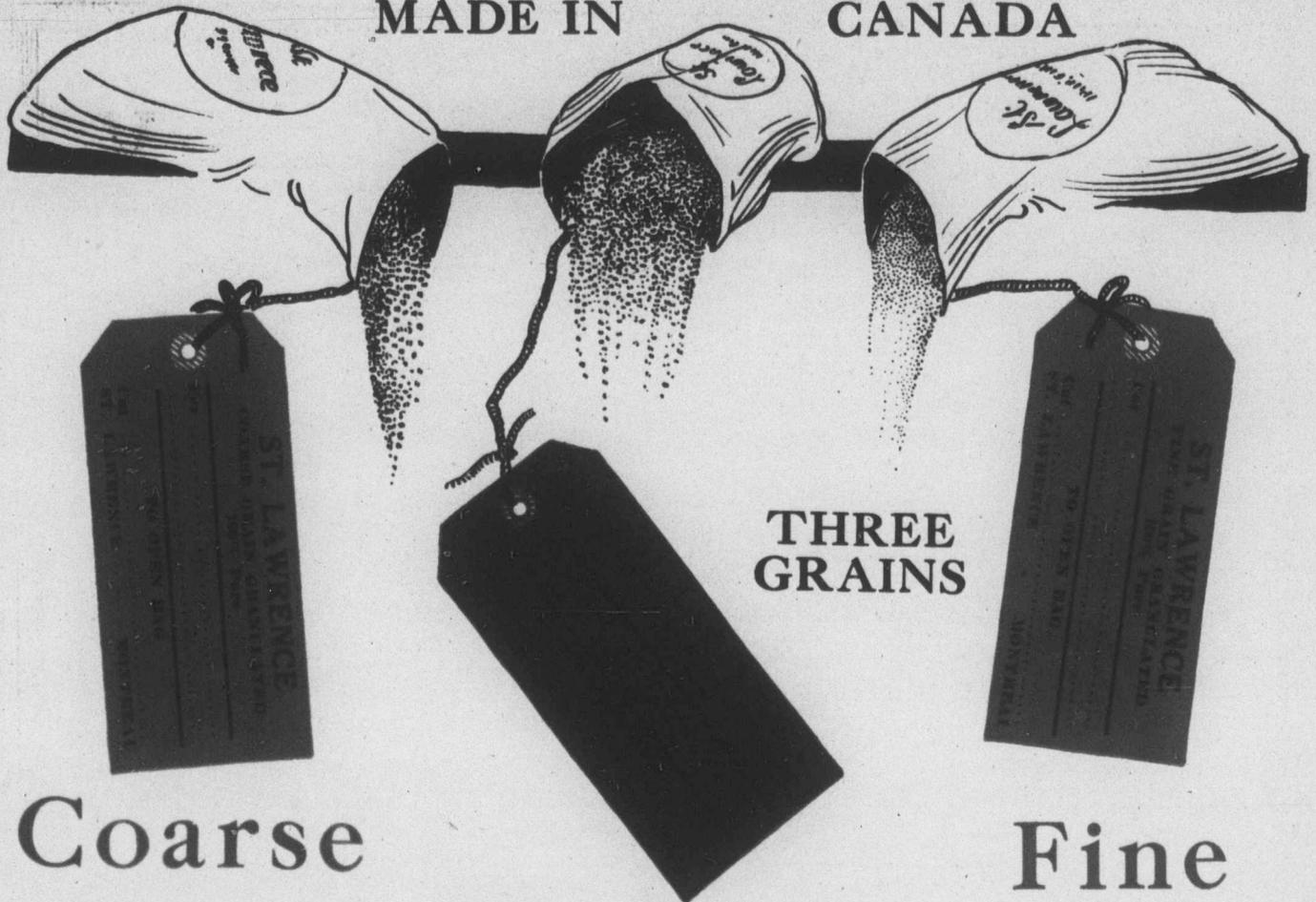
Name .....

Address .....

**SUGARS & CANNERS, Limited  
MONTREAL**

CANADIAN GROCER

MADE IN CANADA



Coarse

WITH GREEN TAG

Medium

WITH BLUE TAG

Fine

WITH RED TAG

THREE  
GRAINS

All tastes or requirements do not call for the same grain of sugar, so why not carry what your customers prefer? Three distinct sized grains—Coarse, medium and fine. “St. Lawrence” Granulated—Canadian Standard of Quality.

Specialize on the grain your customers prefer—it costs no more.

*St. Lawrence*  
PURE CANE

Extra Granulated Sugar

# Mason & Hickey

Manufacturers' Agents

Head Office - - WINNIPEG, MAN.

BRANCHES

Regina      Saskatoon      Calgary      Edmonton

*Representing the following:—*

THE BORDEN MILK CO., Montreal . . . . .	Evaporated and Condensed Milk
CANADA STARCH CO., Montreal, Brantford and Fort William . . . . .	Starch, Syrup and Glucose
GRIFFIN & SKELLEY, San Francisco . . . . .	Dried Fruits and Canned Goods
E. D. SMITH & SON, Winona . . . . .	Jams, Jellies & Marmalade
PROCTER & GAMBLE, Cincinnati . . . . .	Crisco and Ivory Soap, Pearline and Sopade
J. H. WETHEY, LTD., St. Catharines . . . . .	Mince Meat
INGERSOLL PACKING CO., Ingersoll . . . . .	Cheese and Smoked Meats
GORMAN, ECKERT & CO., London . . . . .	Olives, Spices and Extracts
THE DOMINION SUGAR CO., Wallaceburg . . . . .	Sugar
FOSTER & HOLTERMANN, Brantford . . . . .	Honey
HARPER-PRESNAIL CIGAR CO., Hamilton . . . . .	Cigars
CRESCENT MFG. CO., Seattle . . . . .	Mapleine
MAPLES, LTD., Toronto . . . . .	Maple Syrup and Maple Butter
GEO. T. MICKLE, Ridgetown . . . . .	Beans
WILLIAM H. DUNN, Montreal . . . . .	Pyramid Fly Catchers
NICHOLSON & BROCK, Toronto . . . . .	Bird Seed and Bird Gravel
NATIONAL LICORICE CO., Montreal . . . . .	Licorice and Gums
W. A. TAYLOR & CO., Winnipeg . . . . .	Horse Radish and Relishes
WM. ROGERS & CO., Denia, Spain . . . . .	Valencia Raisins
ROBIN HOOD MILLS, LTD., Moose Jaw . . . . .	Cereals and Flour
THORNTON & CO., Malaga . . . . .	Blue Fruits and Almonds
WM. MEYER & CO., Patras . . . . .	Currants
MANFORD SCHIER, Dunnville . . . . .	Evaporated Apples
SLEEPY EYE MILLING CO. . . . .	Koffio
DESEGAULX & CO., Bordeaux, France . . . . .	French Goods

British Jam stands pre-eminent, but the Best  
British Jam is

# DUERR'S JAM

"The Pure Jam with the Fresh Fruit Flavour"

In the London trade paper "The Grocer," we  
twice published a £250 Challenge that our Jams  
"will surpass in excellence of quality and flavour  
any Jams made by any other firm in the United  
Kingdom."

No one took it up.

Every expert knows the unrivalled quality of  
Duerr's Jam. It is Britain's Best.

Stocks held by:—

A. & W. Smith & Co., Halifax, N.S.  
A. & W. Smith & Co., Sydney, C.B.  
Percy B. Evans, St. John, N.B.  
Watson & Truesdale, Winnipeg, Man.  
A. Macdonald Co., Saskatoon, Sask.  
Louis Petrie, Ltd., Calgary, Alta.  
Revillon Wholesale Co., Ltd., Edmonton, Alta.  
Leeson, Dickie, Gross & Co., Ltd., Vancouver, B.C.

Also by Sole Canadian Agents:—

The MacLaren Imperial Cheese Co., Ltd., Toronto

## F. DUERR & SONS

FIRST BRITISH VACUUM JAM FACTORY

Manchester, England

*Will You Let Your Wife  
Test Shirriff's True Vanilla  
if We Send You a Bottle  
Free?*

Send for your bottle to-day, without obligation. Let her try it for flavoring cakes, puddings, sauces, ices — or anything with which she wishes to secure an unusually rich and pleasing flavor.

# Shirriff's

## True Vanilla

is 50% above  
Government  
Standard



Consequently only a trifling amount is required to flavor a cake or pudding.

Surely these are points of vital concern to your customers? Surely these are points that will help you win customer satisfaction and large and continued sales? If you want to make sure Shirriff's is the best extract for your customers and your sales, just send for your free bottle and let your wife try this famous flavor on her next cooking. You could let it rest safely with her opinion, couldn't you? Write for your bottle to-day.

## Imperial Extract Co.

Steiner and Matilda Streets  
Toronto

## Economy Demands

goods that meet a large and continual need, that cut down your selling cost, that will not spoil on your shelves, that reduce your overhead expense. The convenience and saving of

# Borden's

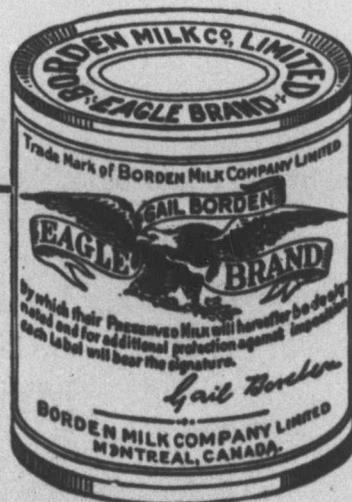
Condensed Milk, Coffee and Cocoa is deeply rooted in the minds of prudent housewives. Other grocers are making easy and extensive profits with the Borden Brands and find they help to promote economy in the conduct of their stores. If economy and good profits are factors in the conduct of your store, why not get the Borden Brands on display NOW? Your trial order of a few cases is ready to ship. Write us to-day how many.

### Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

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



*Established 1890*

# Wm. H. Dunn Limited

BROKERS AND SELLING SPECIALISTS

396 St. Paul Street, - Montreal

*24 years at the same address.*

**W**HAT better references as to our reliability and capacity for marketing your goods than the following list of manufacturers whose goods we have successfully handled in Canada, many for nearly twenty-five years:

With the Canadian market growing naturally in importance, and with the extremely bright outlook for the near future of this wealthy Dominion as a result of the European war, you should not hesitate to get your line on the Canadian market.

<b>Borden's</b> Condensed Milk	<b>John Gray's</b> Peels and Confectionery
<b>Borden's</b> Malted Milk	<b>National Licorice Co.'s</b> Licorice and Gum
<b>Bensdorp's</b> Royal Dutch Cocoa	<b>Knex's</b> Sparkling Gelatine
<b>Carr's</b> English Biscuits	<b>Roger's</b> Valencia Raisins
<b>E. D. Smith's</b> Jams and Preserves	<b>Thornton</b> Malaga Raisins
<b>Pure Gold</b> Jellies, Spices, etc.	<b>Cottam's</b> Bird Seed
<b>Melrose's</b> Famous Teas	<b>Babbitt's</b> "1776" Soap Powder
<b>Edwards'</b> Desiccated Soups	<b>Royal Crown</b> Toilet Soaps
<b>Postum</b> Cereal Foods, etc.	<b>Pyramid</b> Fly Catchers

Consult Dun's, Bradstreet's, any Bank or any of our clients in reference to our standing. Get in touch with us and learn the truth about our facilities for handling your goods.

# Wm. H. Dunn Limited

Associated with

Dunn-Hortop, Limited, Board of Trade Building, Toronto.

*Selling Representatives for*  
**BORDEN MILK CO., LIMITED**

---

## Nearly 50% of the Canadian Pack is Put Up in Essex County

"Essex Brand" Canned Fruits and Vegetables, for a live selling line, cannot be beaten.

Situated as we are, right in the most fertile fruit and vegetable belt of Canada, our pack is enormous and our prices are right.

"Essex Brand" Corn, Tomatoes and Pumpkins are always rapid sellers.

*Mail a trial order to-day and get our prices.*

**Essex Canning & Preserving Co., Limited**  
ESSEX, ONTARIO

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# LOOK

Some of your best customers are going to buy either or both Richards Pure or Quick-Naptha somewhere as a result of our extensive advertising campaign.

You can't afford to be without at least a case of both.

Order to-day through your wholesaler.



## Made In Canada

In these troublous times, when the valor and brawn of Canada are springing to the defence of the mother country, it is a good time for loyal Canadians to stand by the industries from which come the health and prosperity of the Dominion.

## Shredded Wheat

is made in Canada of choicest Canadian wheat. It is premier among all Wheat foods—a real Empire builder because it makes sturdy, robust men and women. It is ready-cooked and ready-to-serve—always the same quality—always the same price.

For breakfast heat the Biscuit in oven to restore crispness and then pour hot milk over it, adding a little cream. Salt or sweeten to suit the taste. Better than mushy porridges that are bolted down without chewing. A hot, nourishing breakfast for a chilly day. Deliciously nourishing for any meal with sliced bananas, baked apples or preserved fruits of any kind.

**The Canadian Shredded Wheat Company, Limited**

Niagara Falls, Ontario

Toronto Office: 49 Wellington St. East.

## Warehousing Facilities in Ottawa



For the safe storage of General Merchandise and Household Furniture as offered by the Dominion Warehousing Company are the best procurable. Direct connection to all railways, with tracks at the door, convenient to steamers, fire-proof buildings, low insurance—in short, modern in every particular.

Centrally located and doing the largest business in Ottawa valley.

Excise—Bond—Free.

Write for low rates.

**Dominion Warehousing  
Co., Limited**

46-56 Nicholas St. OTTAWA

J. R. ROUTH, Manager

# WINDSOR SALT

IS "MADE IN CANADA"

WINDSOR TABLE SALT is one of Canada's most famous products. For purity and quality, it stands in a class by itself. It is an important part of the daily diet of millions of our people. In fact, practically everybody in Canada uses WINDSOR Table Salt—just as practically every Grocer sells it. Don't you?

**CANADIAN SALT CO., LIMITED, Windsor, Ont.**

To the Wholesale Trade Only

**WEST INDIA COMPANY**  
LIMITED

**St. Nicholas Building, MONTREAL**

The Canadian House of  
Sandbach, Tinne & Co., 3 Cook Street, Liverpool  
(Established 1803)  
Sandbach, Parker & Co., Demerara, British Guiana  
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Grenada and other West India Islands.

We solicit orders and enquiries for all descriptions of West India produce:

**Sugars                  Molasses                  Molascuit (Cattle Food)**  
**Pimento                  Ginger                  Nutmegs**  
**Cocoa                  Coffee                  Cocoanuts, etc.**

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

**Rice, Sago, Tapioca, Salt (Table or Coarse), Peas, Beans, Pepper, Cinnamon** and other Spices, **Walnuts, Peanuts**, and all nuts for Confectionery and Grocery purposes, and Grocery Specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Established in 1870—forty-four years' experience in extract making. Customers *then* are customers *now*.

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**W**ITH the passing of nearly half a century there has been no variation in the quality of these well-known Canadian Extracts—Jonas'. The quality, high as it was in the seventies, is still the same; advanced prices of raw materials have been met with better facilities and greater output, but the quality has remained the standard.



Customers of forty-four years ago are still customers, which is in itself a proof of our claim.

**JONAS' EXTRACTS STILL LEAD**

Place your order for the Fall  
and Holiday Season now

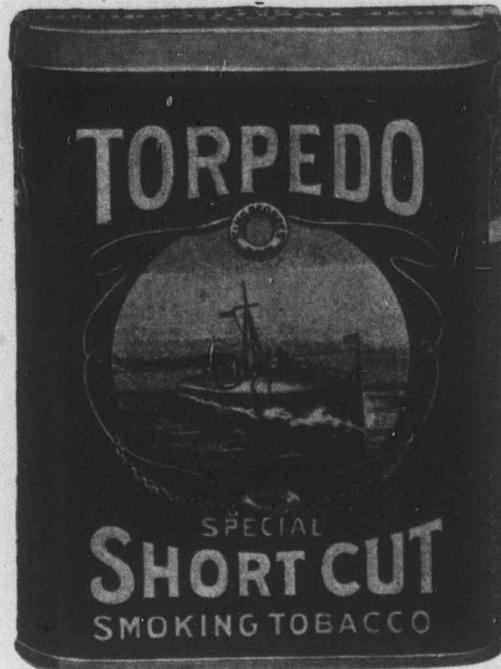
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**Henri Jonas *and* Company**

MANUFACTURERS OF FINEST EXTRACTS  
MONTREAL

It's new



It's good

*The green 10c. tin*

# Torpedo Tobacco

*Short-cut for pipe and cigarette*

With the cigar tabooed from many of your customers' daily pleasures, the "old jimmy pipe" will have a call more than ever, and with him will come the search for a satisfying tobacco.

This new brand, the TORPEDO, has been produced to meet the demand for a superior, yet popular-priced smoke. It is equally good for pipe or cigarette. The tin is neat and attractive, fits the pocket nicely, and the quality of the tobacco appeals to smokers of the class of cigar—a cool, delightful, refreshing smoke.

Now is your chance to make your tobacco department pay. Get the men coming to you by introducing Torpedo Tobacco.

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

**Three Tobaccos  
that are Rapid  
Sellers—*Favorites*  
*with Thousands of*  
*Tobacco Users***

*All three have an enviable quality record*

**“MASTER MASON”**

*(Cut Plug Smoking)*

is cut from our original “American Navy Plug”  
—a cool and most refreshing smoke.

**“ROSE QUESNEL”**

*(Smoking Tobacco)*

A Canadian Tobacco, a really good tobacco  
—sweet, fragrant and pure.

**“KING GEORGE”**

*(Navy Plug Chewing)*

is in a class distinctly by itself, delicious,  
non-irritating.

Dealers handling these “Leaders” are not left to move the goods from their shelves by their own efforts.

These lines are extensively advertised—customers come in CONVINCED—selling is easy work for yourself and clerks.

QUALITY backed up with ADVERTISING is the combination that makes these lines profitable to carry.

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

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The most extensive and liberally managed  
firm in Eastern Ontario

ESTABLISHED

IN 1879



The most modern wholesale  
warehouse in Eastern Canada

## A Few of Our Leaders

“Reina” Brand Spices, Baking Powders, Salmon and Imported Macaroni and Vermicelli are repeaters. Prices are low for the quality.

“Parliament” and “British-Canadian” Brands of canned fruits and vegetables have won the confidence of our numerous customers.

Hunt’s selected California canned fruits are of unsurpassed quality. Our stock is complete and prices attractive.

Our shipments of the 1914 crop of dried and evaporated fruits are arriving. We only stock the best quality obtainable. Enquire for prices.

Our stock of wines, liquors, smallwares and cigars is well assorted.

*Prompt attention given to mail orders. Telephone or wire your requirements at our expense.*

### S. J. MAJOR, LIMITED

Wholesale Grocers and Importers of Wines and Liquors.

Ottawa

Canada

# What Have You Thought *About the* “Made in Canada” Campaign?

Do YOU interpret it as applying to everything? If so, a little reflection on your part would be of benefit, as imports are necessary to commercial progress. Canada cannot afford to experiment, but must produce and manufacture the different lines for which she is most adapted.

We are wasting our energies in attempting to manufacture goods that we can buy from our Mother Country and her allies at a lower price.

Those who take a too literal interpretation of this Made in Canada Campaign, and attempt to shut out Great Britain and her Allies, take both an unpractical and unpatriotic view.

We import goods from Great Britain, France and Belgium, and now when all foodstuffs are at a premium, prices count.

If you are in need of any of our well-known lines, drop us a card or call and see us and we will try and make quotations that will prove very advantageous to you.

**W. G. Patrick & Company, Limited**

*Wholesale Importers and Distributors*

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

Things Seldom just “Happen”

THERE ARE SOUND REASONS IF  
YOU LOOK FOR THEM.

RED ROSE TEA is as distinctive in cup quality as it is in name. This didn't just “happen.” The reason is that in RED ROSE TEA we use a large proportion of the rich, strong teas of Northern India—teas grown in the district of Assam, where the tea bush is said to have had its origin, and where it grows so luxuriantly that the bush in its wild state sometimes reaches a height of 25 feet or more.

These teas, when blended with the finer sorts of Ceylon teas, give that rich strength and pleasing flavor which are the distinctive characteristics of RED ROSE TEA.

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**T. H. Estabrooks Co. Limited**  
**Toronto, Ont.**

MONTREAL.

ST. JOHN.

WINNIPEG.

CALGARY.

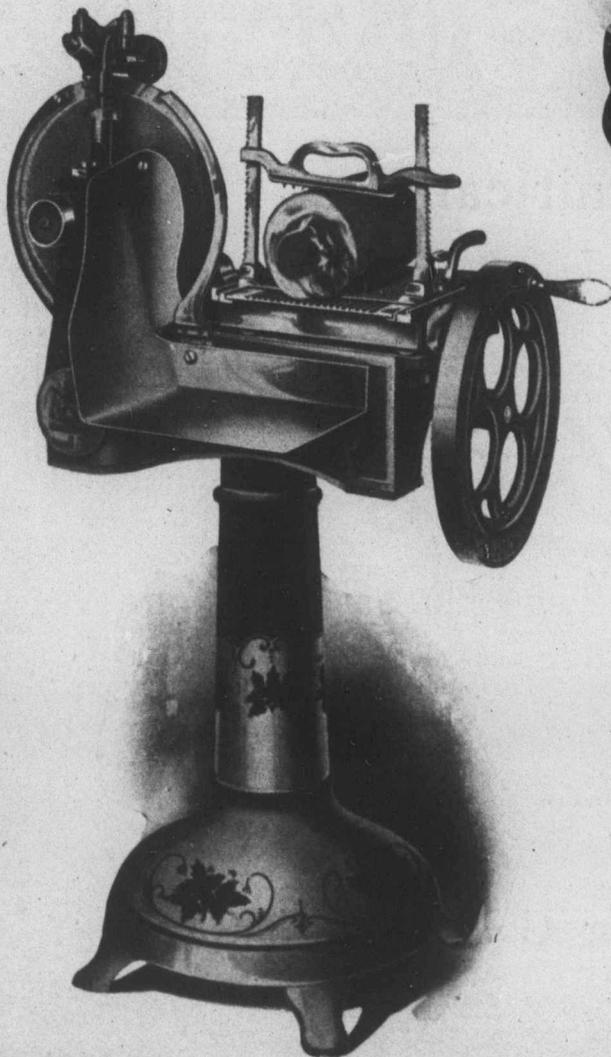
## BUY CANADIAN MADE GOODS

When you buy "Foreign Made Scales," they get the MONEY and you get the SCALES.

When you buy "Canadian Made Scales," both the MONEY and the SCALES remain in CANADA.

BRANTFORD SCALES ARE GOOD SCALES, "THERE ARE NONE BETTER." All we ask is the privilege to demonstrate.

Made in all sizes from 2 to 40 lb.



### THE NEW BRANTFORD SLICER

We believe there is a big market for a high-class meat slicer. WE HAVE IT with many new improvements: ball bearing, quick change system, automatic sharpening device, and our new patent attachment which will cut to the last slice.

Write us for Catalogue and Terms.

---

**Brantford Computing Scale Co., Ltd.**  
Brantford, Ont.



# *Redpath* **PACKAGE SUGAR**

## **2 & 5 lb. CARTONS**

### **It is Significant**

that the finest Grocery Stores in Canada — those that serve the best trade and make the most money—are the ones that handle the highest proportion of **Package goods**, such as

# *Redpath*

### **Extra Granulated Sugar in 2 and 5 lb. Sealed Cartons**

Compared with bulk sugar, the REDPATH Cartons give effective display while bags and barrels give none at all. They keep the store tidier and the sugar cleaner—save much time in serving—and please customers better.

Consequently, though, they have been on sale but a short time, Redpath Cartons are rapidly superseding the old-fashioned paper bags, just as packages are doing in breakfast foods, biscuits, spices, tea and most of the other lines you sell.

Don't trail the procession! Be among the first to push the up-to-date REDPATH Cartons!

**Canada Sugar Refining Co., Ltd., Montreal**

# Merchants Installing McCaskey Account System

*The following Canadian merchants have purchased and installed the McCaskey Account System within the last thirty days, to reduce work, increase efficiency, improve collections and put their business on an up-to-date system:*

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- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <p>W. E. Outhouse, Tiverton, N.S.<br/>                 Nap. Gendeon, Verdun, Que<br/>                 E. A. Brais, Montreal, Que.<br/>                 A. Bonneau, Iberville, Que.<br/>                 Baulet &amp; Savoie, Quebec, Que.<br/>                 Kezar Bros., North Hatley, Que. (Increase)<br/>                 E. Droinville, Valcourt, Que.<br/>                 A. Houle, Henryville, Que.<br/>                 Swift's Provision Stores, Montreal, Que.<br/>                 (Main Store)</p> <p>G. MacGillvays, Halifax, N.S.<br/>                 Geo. L. Hobbs, Longwood, Ont.<br/>                 E. Belair, Valleyfield, Que.<br/>                 S. Burton, Lansing, Ont.<br/>                 V. Gingras, Mont Laurier, Que.<br/>                 S. Desmarteau, Montreal, Que.<br/>                 LeBlanc &amp; Gaudet, Memramcook, N.B.<br/>                 R. P. Harvie, Centre Burlington, N.S.<br/>                 W. Drouin, Lake Megantic, Que.<br/>                 J. A. Poulin, St. Theopile, Que.<br/>                 A. Henri, St. Lin des Laurentides, Que.<br/>                 G. Fournier &amp; Cie, Megantic, Que.<br/>                 Emile Cloutier, Trois Saumons, Que.<br/>                 B. A. Lutz, Moncton, N.B.<br/>                 J. Cronk, South Wellington, B.C.<br/>                 Nap. Roy, St. Hubert, Que.<br/>                 M. J. Bain, Elderbank, N.S.<br/>                 G. S. Dickey, Middle Stewiacke, N.S.<br/>                 F. E. Hendershot, Mount Forest, Ont.<br/>                 A. Foreman, Toronto, Ont.<br/>                 Thos. Wran, Campbellton, N.B.<br/>                 Come Langelier, St. Barnabe, Que.<br/>                 R. J. Buckle, Sutton, Que.<br/>                 Shaw &amp; Ellis, Pocologan, N.B.<br/>                 W. R. McClosky, Boiestown, N.B.<br/>                 W. Lintell, Ottawa, Ont.<br/>                 J. E. Cuthbertson, Toronto.<br/>                 H. J. Elliot, South Durham, Que.<br/>                 P. Chicoine, Acton-Vale.<br/>                 P. Bourdayes, Bonaventure, P.Q.<br/>                 D. P. Burke, Joggins Mines, N.S.<br/>                 H. E. &amp; E. J. Grant, Spencer's Island, N.S.</p> | <p>Mr. Scott Fulton, Bass River, N.S.<br/>                 Thos. Hill, Joggins Mines, N.S.<br/>                 City Towel &amp; Apron Supply Co., Toronto. (Increase)<br/>                 L. G. Tufts, Chippewa, Ont. (Increase)<br/>                 L. G. Tufts, Chippewa, Ont. (Increase)<br/>                 John Fell, Toronto, Ont.<br/>                 Ferguson &amp; Lassen, Halifax, N.S.<br/>                 Hotel Dieu du Sacre Cour, P.Q.<br/>                 Geo. Begin, St. Ephrem, P.Q.<br/>                 James Holiday &amp; Son, Dewittville, Que.<br/>                 A. Lapierre, Joliette, Que.<br/>                 J. A. Caron, Montmagny, Que<br/>                 D. Grenier, Ancienne Lorette, Que.<br/>                 Jos. Angers, Quebec, Que.<br/>                 H. A. Gilman, Mansonville, Que.<br/>                 H. D. Radcliff, Port Hope, Ont.<br/>                 E. Miron, Ottawa, Ont.<br/>                 L. Sinclair, Grand Valley, Ont.<br/>                 Jos. Picard, St. Guillaume d'Upton, Que.<br/>                 E. Conley, Sherbrooke, Que.<br/>                 J. B. Laroche, Ste. Foy, Que.<br/>                 P. Ouellete, Quebec, Que.<br/>                 Thos. K. T. Stone, Montreal, Que.<br/>                 W. P. McCormick &amp; Co., Winnipeg, Man.<br/>                 W. J. Philpott, Toronto, Ont.<br/>                 M. A. Nickerson, Clarke's Harbor, N.S.<br/>                 Mrs. Ida Harlow, Sable River, N.S.<br/>                 A. Irish, Grandvital, Man.<br/>                 J. Pothier, Wedgeport, N.S.<br/>                 Thos. Watson, Grand Valley, Ont.<br/>                 H. Coppin, London Jct., Ont.<br/>                 Reliable Feed &amp; Pet Stock Co., Toronto, Ont.<br/>                 J. J. Reith, Grand Valley, Ont.<br/>                 J. A. Honan, Benson, Sask.<br/>                 J. B. Limoges, Ste. Anne Des Plaines, Que.<br/>                 J. Beausoleil &amp; Cie, Montreal, Que.<br/>                 Ed. Harvey, Hebertville, Que.<br/>                 H. Frere Cie, Alma, Que.<br/>                 Joseph Girard, St. Gedeon Stn., Que.<br/>                 R. Westlake, Ottawa, Ont.<br/>                 M. J. Crocker, Freeport, N.S.</p> |
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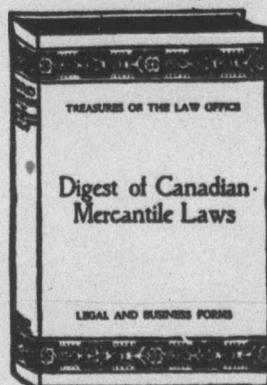
*The McCaskey Account System is made in Toronto by*

## The Dominion Register Co., Limited

# A BOOK THAT SAVES MONEY

## "Digest of the Mercantile Laws of Canada"

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Forwarded direct post free on receipt of price.

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

## THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave.,

TORONTO

# RIDEAU HALL

the coffee with the quality in the cup, perfectly balanced in every detail and kept uniform by frequent cup tests. Buy Rideau Hall Coffee in small lots. Order often and keep your stock up to original cup test.



Your wholesaler will supply you.

**GORMAN, ECKERT & CO., Ltd.**

LONDON

ONTARIO

Western Selling Agents

**MASON & HICKEY, WINNIPEG**

## ARCTIC

### Fish Display Case



The Arctic fish display case shows your stock to advantage, keeps it in good condition, is easily cleaned, a neat and attractive fixture.

Perhaps the butcher is your best friend. He is one of ours.

He is a daily satisfied user of the Arctic Refrigerator, yet if people are unable to buy his meats because the prices are getting beyond them, it is not his or your fault, but it is your opportunity to take advantage of the ill-wind and cash in on it.

Put in fish and breach the gap between the people and high-priced meats. Fish to-day is the lowest-priced meat you can buy, and the price is not advancing. A Fish Department fitted with an Arctic Display Case need not be large and can be kept clean and sanitary. It's a money-maker. Write for catalogue showing our refrigerators and fish case.

**John Hillock & Co., Limited**  
TORONTO

Agents:—Western Ontario: J.H. Galloway & Co., Hamilton. Saskatchewan: Western Butchers' Supply Co., Regina. Sask. Montreal: W. S. Silcock.

# McCORMICK'S

NEW, SNOW-WHITE, SUNSHINE BISCUIT AND CANDY FACTORY

Now in Full Swing

Ready to Fill Your Christmas Candy Orders  
1,000 Varieties of Candy

besides an endless variety of fancy candy boxes, baskets, novelties, etc.

## Don't Forget!

When you buy Candy from McCormick's, you are getting an article that is made in a factory where purity is the motto. The largest, most modern and sanitary biscuit and candy factory in America. Pure white, both inside and out; operated entirely by electricity; abundance of light; Employees' sunshine dining rooms, rest rooms, reading rooms, red cross department, gymnasium, smoking rooms, lawn tennis court, baseball diamond; all employees in spotless, clean, white uniforms.

**The McCormick Mfg. Co., Limited, London, Canada**

Branches: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, St. John, N.B., Port Arthur



TRADE MARK  
REGISTERED



Trade-Mark of Quality

## “SWEETHEART” and “LOYAL” BRANDS

*of Spices, Coffees, Mustards, Flavoring Extracts, Jelly Powders,  
Baking Powders, etc., are sold by the best stores in the country*

These two brands represent the first quality goods procurable, the purest ingredients, put up most scientifically and under the best possible conditions.

“Sweetheart” Baking Powder is the ultimate result of twenty years of experimenting—the most efficient, result-producing baking powder in the trade.

“Sweetheart” Jelly Powder is guaranteed

absolutely pure and wholesome, making a jelly that is firm in texture and perfect in color.

“Loyal Blend” Coffee is the last word in coffee perfection—the top notch in coffee blending.

It will pay you, as it has others, to handle these Canadian brands. Send for recipe and cook books for distribution.

*Take advantage of our consumer advertising—Order now!*

**IXL Spice and Coffee Mills, Limited**  
LONDON, ONTARIO



# Home Doctor TONIC HEALTH SALT

is an article that is used in the Home, almost every day in the Year, therefore a **STAPLE LINE**. **PERSONALLY**, you should have a package of H.D. in your own Home, and take a spoonful in the Morning in half a glass of water (before breakfast), and we can safely assure you that it will make you feel like a live wire in place of a dead one. It is the one article (if frequently used) —that will brighten up your ideas and fit you in correct form for your daily duties.

Retails at 10c per tin. (Every package guaranteed). No advance in the wholesale price.

Made in England by Foster, Clark & Co., of Maidstone.

The **HARRY HORNE CO.**, 309-311 King St. W., Toronto  
MANUFACTURERS' AGENTS AND IMPORTERS



After the snowshoe tramp, hunting trip or skating party

nothing is more invigorating than a cup of wholesome, nourishing

## “DISTIL” COFFEE

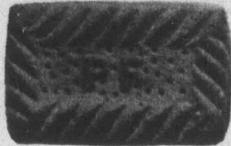
**A**NY kind of fall or winter sport creates a desire for a cup of something hot. With “Distil” Coffee Essence in the home, a little hot water, cream and sugar, the most delicious cup of coffee in the world can be made in a twinkling. The quality of “Distil” never varies. The true coffee flavor is always pronounced. Winter time is the “Distil” Coffee time.

“Distil” Coffee Extract makes an attractive and seasonable window display. It will attract the free-spending athletic trade. Pays you handsome profits and widens your connection.



**THE HARRY HORNE CO., TORONTO**  
THE DISTIL MFG. CO. OF LONDON, ENG., Sole Manufacturers

# P.F. SHORTCAKE



IN A CLASS BY ITSELF



**T**HE many imitations of this Biscuit will never satisfy you half so well as the genuine, and original, bearing the letters P. F.

**I**N every part of Canada this Biscuit has proved a huge success. Ask any of our agents for a sample and quotation of this line.

They will gladly supply you with illustrated price list of the many other biscuits which are selling fast at all points in Canada.

Here are two very popular P.F. Biscuits. Extremely Dainty. The Flavors That Win



The Connaught.

Originated and Designed specially for Canada. A Crisp, Shortcake Biscuit, Slightly Sweet. 48 to the lb.

A Delicate, Puff Paste Biscuit, Sandwiched with Lemon. 52 pieces to the lb.



Royal Lemon Sandwich.

Ask our agents about Russet Sandwich, Criss-Cross, Currant Puff, Old England, Chocolate Puff Cream, and Panama.

## PEEK FREAN & CO., LTD.

Manufacturers of High-Class Biscuits

London, England

**NOTICE.**—Each week our agents are receiving fresh shipments of our new introductions. They will gladly ship you (direct) a trial order at any moment. A postal card to the nearest agent will bring you our illustrated price list.

**AGENTS:**

THE W. H. MALKIN CO., LTD., of Vancouver, for British Columbia.  
Ruttan & Chipman, of Winnipeg, for Manitoba, Alberta and Saskatchewan.  
The Harry Horne Co., of Toronto, for Ontario.  
F. L. Benedict & Co., of Montreal, for Ottawa and Eastern Canada.



**LEAD-ME-TO-IT**



**EVERYBODY WANTS IT**

*NEWEST, PUREST, & BEST OF ALL.*



**Sharp's  
Kreemy  
Toffee**



Every Grocery Store in the Dominion of Canada can make good profit on the sales of Sharp's Kreemy Toffee. It don't require a salesman to Sell it. Simply Buy it, display it on your counter; let your customers know you have it, and the result is—*MORE BUSINESS.*

Packed in 4-lb. Boxes of about 12 Cakes at 90c. Box.

**A SPECIAL DISCOUNT IN 100-LB. LOTS.**

Made in England by

**EDWARD SHARP & COMPANY**

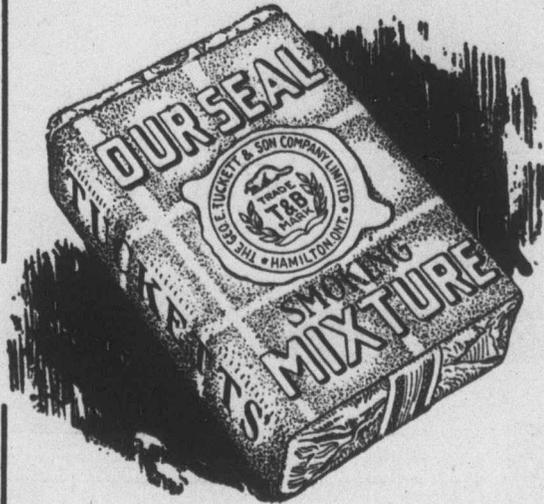
**Kreemy Works, Maidstone**

Order at once from your wholesaler or any of our agents.

**AGENTS :**

The HARRY HORNE CO., of Toronto—For Ontario. Howe, McIntyre & Co., of Montreal—For Quebec. Geo. S. De Forest & Sons, of St. John—For New Brunswick. J. S. Creed, of Halifax—For Nova Scotia. Leadlay, Ltd., of Winnipeg—For Manitoba and Saskatchewan. Hamblin & Brereton, of Vancouver—For British Columbia and Alberta.

# *Our Seal* TUCKETT'S SMOKING *Tobacco*



If fond of a good pipe yourself  
smoke "OUR SEAL" Tobacco

This is the supreme result of six years' experimenting in the blending of tobacco leaves to produce an article that is both mild and satisfying—a rich, mellow tobacco, with a pleasing delicate flavor and fragrance, made from the properly grown and ripened leaves of the finest Virginia plants.

Try it yourself and stock it for your best trade. Smokers all appreciate "Our Seal."

*Get it from your wholesaler.*

**TUCKETT LIMITED, Hamilton, Ontario**

## Sell Canadian Blended Tea "MELAGAMA"

Your Customers will be delighted with its full, rich  
flavor. As for

## "Melagama" Coffee

Our trade is doubling every year, which is evidence of its superiority.

We have innumerable comments, unsolicited, especially on our 40c lines.

Sale guaranteed and freight prepaid on all package goods. See price list back of this issue.

Bulk Teas and Coffees:—Our stock is complete; quotations and samples cheerfully mailed on application.

**MINTO BROS., LIMITED**

**Toronto**

# "ATORA" Beef Suet

In Blocks and Tins for Frying, Cooking, and all Purposes

For frying your fish use "ATORA" in Blocks. It will be a revelation to you how sweet and crisp your fish will be. It does not soak into the article fried, and does not repeat or cause heart-burn like the common and harmful cottonseed oil preparations.

ALSO ready SHREDDED in Cartons



No Chopping. No Waste  
 Ready to Mix with the Flour  
 Delicious for Puddings  
 Excellent for Pie-crust  
 Unexcelled for Mince Meat  
 Absolutely Pure and Wholesome

15 Prize Medals Awarded

"ATORA" Beef Suet has been a general household commodity in Great Britain and Ireland for over 20 years, and during that time has been supplied to the Royal (British) Navy, and all the Polar Expeditions. Its chief claims for popular favour are:—

- (1) It contains no skins, moisture, or impurities.
- (2) You should use one-third to one-half less in weight than you would of raw suet.
- (3) It melts readily in Puddings or Mince Meat, and enriches the other ingredients thoroughly and uniformly, instead of remaining in small separate lumps, like the raw suet does.
- (4) Our Suet is more digestible and wholesome, as it is sold thoroughly cooked, sterilized and refined before you put it into the Pudding or Mince Meat.
- (5) During the cold season, you can buy it ready shredded, or if you buy the blocks it flakes easily with a knife. It dissolves thoroughly as soon as heat is applied. During hot weather it is sold in airtight tins, weighing 1-lb., 2-lb. or more.
- (6) It makes the best flavoured Pie Crust and Cakes.
- (7) It is the best and most economical fat for frying, as it can be used over and over again, and remains sweet longer than any other fat or oil. (For frying use ATORA in Blocks or in Tins.)
- (8) It is rendered at the Manchester Works, from prime Fresh Beef Suet only; no preservatives are used, and it is guaranteed absolutely pure.



For Prices, Samples and all Particulars, ask Your Wholesaler, or

Rose & Laflamme, Ltd. ....	Montreal.	C. G. Walker & Co. ....	Hamilton
Smith Brokerage Co., Ltd. ....	St. John, N.B.	Nicholson & Bain, Winnipeg, Regina, Edmonton, Calgary and Saskatoon.	
J. W. Gorham & Co. ....	Halifax, N.S.	A. W. Huband .....	Ottawa
O. N. Mann .....	Sydney, N.S.	C. E. Disher & Co. ....	Vancouver, B.C.
Mitchell & Whitehead .....	Quebec	F. C. Nivin .....	Victoria, B.C.
The Lind Brokerage Co. ....	Toronto		

MANUFACTURED BY

HUGON & CO., Limited, Manchester, England

## A tip on the side, Mr. Grocer

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

**PRICES:**

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

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

**Malcolm's Condensing Co.**

ST. GEORGE, ONTARIO



**LARGEST MAKERS IN THE WORLD**

**TIN FOIL, ALL DESCRIPTIONS**  
**TEA LEAD, ALL GAUGES and SIZES**  
**METAL BOTTLE CAPSULES**  
 ANY SIZE, COLOR or STAMPING  
**COLLAPSIBLE TUBES, Plain or Colored**

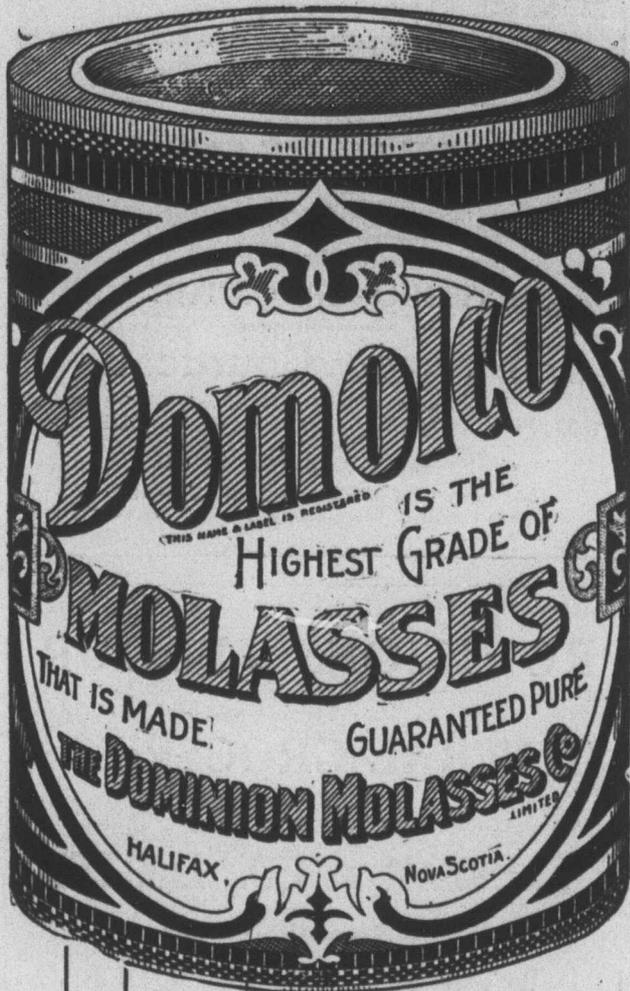
**ALL BRITISH MADE**

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

**BETTS & COMPANY, LIMITED**

Chief Office:—1 Wharf Road

LONDON N., ENGLAND



Every package of molasses bearing this registered label must contain

**The Best**

**Domolco  
Molasses**

is superior for table use to any molasses in the Dominion

### **GUARANTEED PURE**

Domolco is the registered name of a pure, refined product of British West India Sugar Cane — the delicious refined molasses that is far superior to Glucose Syrups for table use and has no equal for all kinds of cooking purposes.

This molasses is put up in sanitary Lever Top Tins attractively labelled—all sizes.

Your wholesaler can supply you.

**The Dominion Molasses Co., Ltd.**

HALIFAX, N.S.

Distributors for Manitoba and Saskatchewan: Messrs. The W. H. Escott Co., Ltd., Winnipeg

**Aints To Buyers and Sellers** *from Quebec City & Province*

I. Montreuil, President. Jos. Simard, Vice-President  
J. N. Beaumont, Sec.-Treas.

**Dominion Fish & Fruit, Limited**  
QUEBEC

Proprietors of the Dominion Cold Storage Plant. We are open to the trade for safe and economical storage.

**Fish, Fruits, Vegetables**  
of all kinds and in large quantities.  
We can fill all orders.

**Butter, Eggs and Cheese**  
— Wholesale only —

**OATS, PEAS, BEANS, Etc.**

handled in any quantities to best advantage  
by the

**LARGEST BROKERS ON THE SPOT**

**Turgeon & Gourdeau**

Grain and Provision Brokers  
61 ST. PETER STREET, QUEBEC

Selling Agents for  
The Maple Leaf Milling Co., Ltd., Toronto  
Gunns Limited, West Toronto

**PROVISIONS, FLOUR**  
AND  
**GENERAL GROCERIES**

**R. F. CREAM & CO., LIMITED**

Brokers and Commission Merchants  
83 Dalhousie St. - QUEBEC

**Quebec's Responsible Brokers**

Our present excellent trade connection is the result of

**25 YEARS OF EXPERIENCE**

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

*Manufacturers—if not represented here, please write to us—*

**Alfred T. Tanguay & Company**

Commission Merchants and Brokers

91 DALHOUSIE STREET

QUEBEC CITY

**Aints To Buyers and Sellers from Quebec City & Province**

**EUGENE PICHER**

Commission Merchant

**GRAIN, PROVISIONS AND GROCERIES**

Agencies Solicited. Your Business will receive the Best of Attention by the Man on the Spot.

91 Dalhousie Street, - QUEBEC

**Sherbrooke Fruit Company**

Wholesale Dealers in

**FOREIGN AND DOMESTIC FRUITS AND PRODUCE**

N. D. CASCADDEN, PROP.

32 King St.

Sherbrooke, P.Q.

Let the Mild, Mellow Blend of

**7-20-4 CIGARS**

bring you quick returns. Nothing quite so works upon the smoke appetite of a man as the fragrant aroma of 7-20-4 Cigars. You'll find that one sale is but the forerunner of more and larger sales, and each new customer invariably becomes a 7-20-4 enthusiast. Shall we send you a box for trial order? Write NOW.

**Sherbrooke Cigar Co., Limited**  
Sherbrooke, Que.

A deliciously wholesome and economical confection that will delight all of your customers.



**Chocolate Turkish Delight**

No better side-line for quick returns. No better specialty for easy profits.

Chocolate Turkish Delight is irresistible to young and old. Write us to-day for sample and prices.

Oriental Produce Co., Montreal

Below are the prices fixed by the

**British Columbia Packers Association VANCOUVER, B.C.**

for **Maple and Clover Leaf Canned Salmon**, which came into force on **Monday, Sept. 21st last.**

LESS THAN 5 CASES.		5 CASES OR MORE.	
Doz.		All One Brand. Doz.	
1 lb. talls, cases each		1 lb. talls, cases each	
4 doz. ....	\$2.52 1/4	4 doz. ....	\$2.50
1 lb. flats, cases each		1 lb. flats, cases each	
4 doz. ....	2.72 1/4	4 doz. ....	2.70
1/2 lb. flats, cases each		1/2 lb. flats, cases each	
8 doz. ....	1.57 1/4	8 doz. ....	1.55

TERMS: Net, 30 days time, no discount for prepayment.

**BLACK JACK**

**QUICK  
CLEAN  
HANDY**

1/2-lb. tin—  
3 doz. in case



**TRY IT**

**SOLD BY ALL JOBBERS**

**Cash In on the "Made-in-Canada"**

**MOVEMENT**

by handling one of the most popular and profitable cleaners on the market, made right here in Canada—

**DIAMOND CLEANSER**

Has never been equalled as a quick, economical cleaner at a popular price. Perfectly odorless and will not hurt the hands.

Costs \$3 a case of forty-eight cans

Sells at 3 for 25c. or 10c a can

A single case thus affords you an excellent profit. But most grocers prefer it in five-case lots at \$2.85, thus ensuring a still larger profit. Your jobber is ready to supply you.

**STEPHENS, WELCH & CO.**

7 Ossington Ave.

Toronto



**BUY**

**STARBRAND**

**Cotton Clothes Lines and Cotton Twine**

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

FOR SALE BY ALL WHOLESALE DEALERS

See that you get them

# Manufacturers' Agents and Brokers' Directory

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

**ONTARIO.**

Established 1859.  
**GEO. STANWAY & CO.**  
 TORONTO  
 Agents for Furuya & Nishimura, Japan Teas. Alexander Molasses Company, Cincinnati, for best grade Molasses in tins. Phoenix Packing Co., Dried Fruits.

Two Good Agencies Wanted for  
**CITY OF OTTAWA**  
 (best of references.)  
**Martin M. Walsh**  
 Care Canadian Grocer

A want ad. in this paper will bring replies from all parts of Canada.

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

We are large buyers of  
**Evaporated Apples and White Beans**  
 Wire or write us.  
**W. H. Millman & Sons**  
 Grocery Brokers  
 TORONTO

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

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

**ONTARIO—Continued.**

**HENRI DE LEEUW**  
 28 Front Street E. TORONTO  
 I solicit Agencies of large Canadian Packers, Evaporators, Flour Mills, either for Canada or abroad. Submit me prices and samples. I have large foreign enquiries.

**WESTERN PROVINCES.**  
**GEORGE E. MEASAM**  
 Wholesale Grocery Broker and Manufacturers' Agent.  
 Splendid warehouse space. Cold Storage in connection.  
 P. O. BOX 1721,  
 Edmonton - - - Alberta.

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

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

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

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

**COCKBURN-NOLAN CO.**  
 Limited  
 Importers, Brokers and Commission Merchants  
 Representing Pugsley-Dingman Co., Limited. Canned Foods, Limited.  
 315-314 Ross Avenue, Winnipeg.

**WESTERN PROVINCES—Continued.**

**H. G. SPURGEON**  
 WINNIPEG  
 Wholesale Broker and Manufacturers' Agent  
 Canadian, British and Foreign Agencies Solicited.  
 230 Chambers of Commerce.  
 P.O. Box 1812.

**FRANK H. WILEY**  
 IMPORTER & BROKER  
 Specials just landed:—  
**CITRIC ACID TARTARIC ACID**  
**OIL OF LEMON SALT PETRE**  
 757-759 Henry Ave. WINNIPEG

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

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

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

**QUEBEC.**  
**SPLENDID CONNECTION**  
 Amongst the Jobbers and Retailers. I am open for a few more agencies, and can handle them to advantage.  
 Have You a Line of Candy Gross Goods?  
 The **CLAUDE BEAUCHAMP** Imports Limited.  
 223 Commissioners St., Montreal.

**Agencies Solicited**  
 For many years have had first-class connection with both retail and wholesale grocery trade.  
**J. W. Lapointe**  
 458 St. Antoine St. Montreal

When writing advertisers kindly mention having seen the ad. in this paper.

"We're fishing for your Trade" in

# OYSTERS AND FISH

BULK, IN SHELL FRESH AND SMOKED

*Fish is the great 1914-15 remedy  
for the high cost of living*

WE handle in our large cold storage plant a full line of fresh and smoked fish, including **Haddies, Fillets, Kippers, Bloaters, Boneless and Prepared Fish** of all kinds.

Send us your name for our regular mailing list.

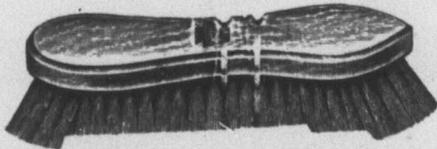
You should keep in touch with us at all times. Give us your name. Write to-day.

OUR service is unparalleled. We receive daily shipments from our own fisheries, and handle all stock in our splendidly equipped cold storage plant.

Five long distance telephones are at your service. All goods are carefully inspected before shipment.

**LEONARD BROS.** 20, 22, 24, 26 YOUVILLE SQUARE,  
MONTREAL

Branches: St. John, N.B. West Port, N.S. Grand River Gaspé, P.Q.



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

## Scrubbing Brushes

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

**Stevens-Hepner Company**  
Limited

PORT ELGIN, ONTARIO



## Furnivall's Fine Fruit Jams

Why miss the most select, the most profitable trade of your locality by failing to include FURNIVALL'S PURE JAMS on your list? The woman who buys FURNIVALL'S is accustomed to buy the best in everything else. Open up your relations with FURNIVALL'S and you're sure of her continued custom. Ask your nearest jobber to send you a trial assortment. Write him to-day.

**FURNIVALL-NEW Limited**  
HAMILTON

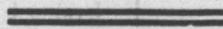
AGENTS:—B. C. WOODWORTH, 533 Robie St., Halifax, N.S.; W. W. CHASE, 79 Paradise Row, St. John, N.B.; JACKSON'S LIMITED, Calgary, Alberta; W. S. SILCOCK, Montreal; A. E. SHEPHERD, Sydney, N.S.; J. A. COLE, Ottawa; DUNN-HORTON, LTD., Toronto; T. E. CHAREST, Quebec, P.Q.; W. F. ELLIOT, Fort William; H. P. PENNOCK & CO., LTD., Winnipeg; GEO. C. BENJAMIN, 629 4th St., Edmonton, Alta.

Only the very best and the very  
choicest is put up  
under

## GAZELLE BRAND



The most fastidious pronounce  
it to be the acme of excellence



**Hudon, Hebert & Co., Limited**  
MONTREAL

The most liberally managed firm in Canada

# “Kitchener” brand of canned goods

Guaranteed A1 Quality



Kitchener Brand canned goods—fruits and vegetables—have the delicious fresh-picked flavor and the quality of the home-made article as a result of careful processing in our factory and the careful selection of the materials used.

## Our Extra Selected Asparagus Tips

Packed in sanitary cans is acknowledged by the best judges to be the equal of, if not better than, any imported article. Contents of each tin guaranteed tender and appetizing. **An exceptionally good Christmas line.**



Grown and packed by Canadians.

If you have not stocked the Kitchener line, we would advise you to do so at once, as the quantity to offer is being quickly diminished.

**Oshawa Canning Co., Limited**  
**OSHAWA, ONT.**

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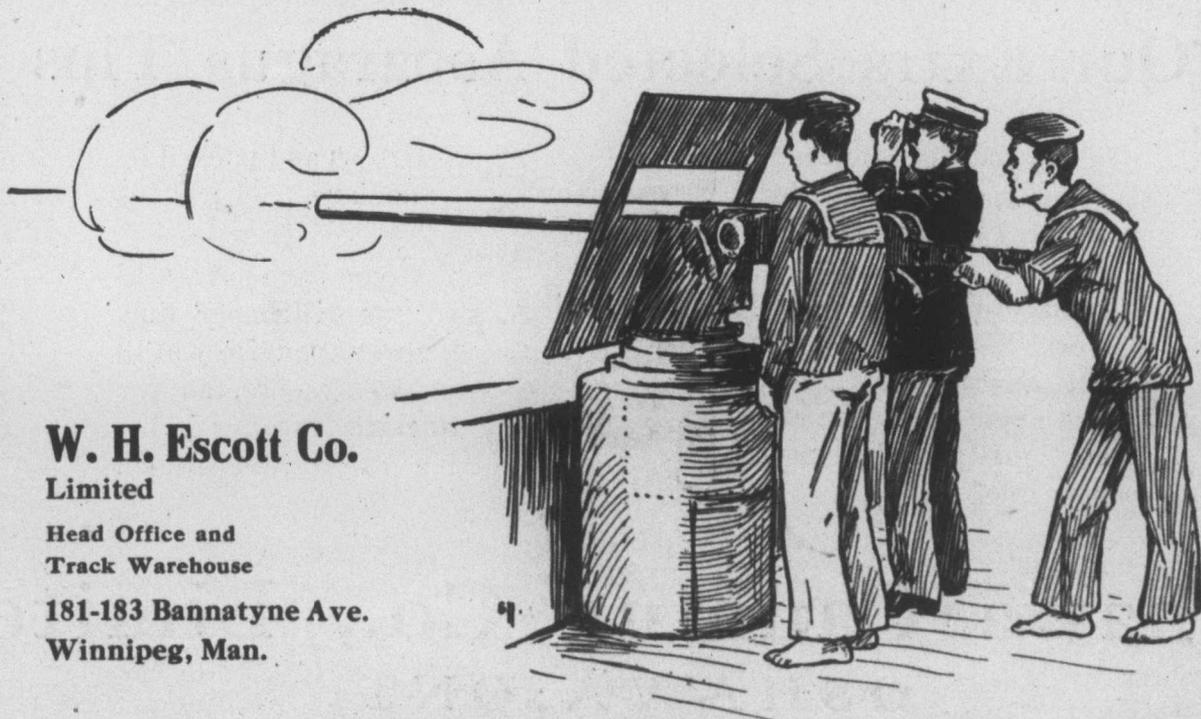
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# WAR IS HELL

*But the People Must Eat*

## ECONOMY is the WATCHWORD

You need our grain and we need your goods. Our distributing facilities are unexcelled. We have detail salesmen covering MANITOBA, SASKATCHEWAN and ALBERTA and brokerage offices at WINNIPEG, REGINA, CALGARY and EDMONTON, our POOLED CAR SHIPMENTS enabling both the buyer and the shipper to get the MAXIMUM results at a MINIMUM cost. Write for references



**W. H. Escott Co.**  
Limited

Head Office and  
Track Warehouse

181-183 Bannatyne Ave.  
Winnipeg, Man.

Sealed with  
the Anchor  
*and it's there to stay*

Upside Down or Any  
Other Way

*The Anchor Cap*

Never Comes Off

until the housewife removes it. Anchor Sealing is the solution to the problem confronting packers and canners for years—the satisfactory sealing of glass containers.

Glass containers are fast jumping into popularity because of this unique method of sealing—they give the contents a most attractive appearance and promote greater sales.

The Anchor Cap, either with an air-tight seal or a vacuum seal, keeps your goods just as they leave the factory and eliminates leakers and returns, which with the speed and ease of operation, makes the method one of economy rather than added expense.

Anchor Caps are the only caps that give an air-tight mechanical seal together with the vacuum, so that should the latter be lost for any reason the package is still securely sealed.

WE have proved our claims to many of the largest Canadian packers. Let us prove it to you in your own factory.

Write for catalog and price list.

**Anchor Cap and Closure  
Corporation of Canada, Ltd.**

Sudbury St. West, Foot of Dovercourt Road  
TORONTO, ONT.



“BUSINESS AS USUAL”  
“NUGGET”

WATERPROOF SHOE POLISH  
IS SELLING  
BETTER THAN USUAL



IT IS EMPIRE-MADE

HOW IS YOUR STOCK?

*The Nugget Polish Co. Limited*

9-11-13 Davenport Road

TORONTO, ONT.

CANADIAN GROCER

# RICE

As an economical food of excelling worth, urge the use of

## MOUNT ROYAL RICE MILLS

What cheaper or better food could you offer a customer?

Our 12½ and 25-lb. bags  
are just right for the  
average family

**Mount Royal Milling & Mfg. Co.**

D. W. ROSS COMPANY, Agents

**MONTREAL**

**Why Risk  
Disappointing  
Your  
Customers**

With a household soap anyway, where dainty linens and fragile lace are at stake? Don't risk disappointing your customer with soap of questionable quality. Once your suggestion has been misplaced your customers are prejudiced against future recommendations. You take no risk in recommending Wonderful Soap, for it has been the choice of thousands of housewives for years—lightening household labors and cleansing the sheerest linens with entire satisfaction. Make sure of large and future sales by handling a soap you can back conscientiously.

Ask us to send you a few cases of Wonderful Soap to start your soap sales going.

Write to-day.



**GUELPH SOAP CO.**

Guelph, Ont.



# Sanitary Cans

*"The Can of Quality"*

---

Baked Beans,  
Soups,  
Meats and Milk.

---

**Sanitary Can Company**

LIMITED

NIAGARA FALLS, ONTARIO

---

# Keep your name above inferior goods

## QUALITY MEANS FUTURE BUSINESS

Let the name of your store drag to the level of inferior, unreliable goods and you will find it a hard matter to raise it again. Your quality trade cannot be held with such goods.

In handling our

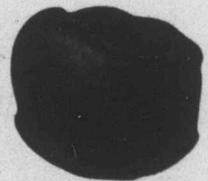
## Biscuits *and* Candies "Bordo" Chocolates



"Bordo"  
Chocolate

you will satisfy the most discriminating of your customers.

"Bordo" is one of our many high-grade chocolates, the chocolate with the distinctive flavor, a big repeater. Every piece bears the name "Bordo," which is a guarantee of quality business.



"Bordo"  
Chocolate

We have a fine range of **Christmas Stockings, Fancy Boxes and Baskets, and a large range of Christmas Mixtures, High-Class Bon Bons, artistically packed in the latest style.**

Place your order now to make sure of early delivery.

# The Montreal Biscuit Co.

BISCUITS AND CONFECTIONERY

Montreal

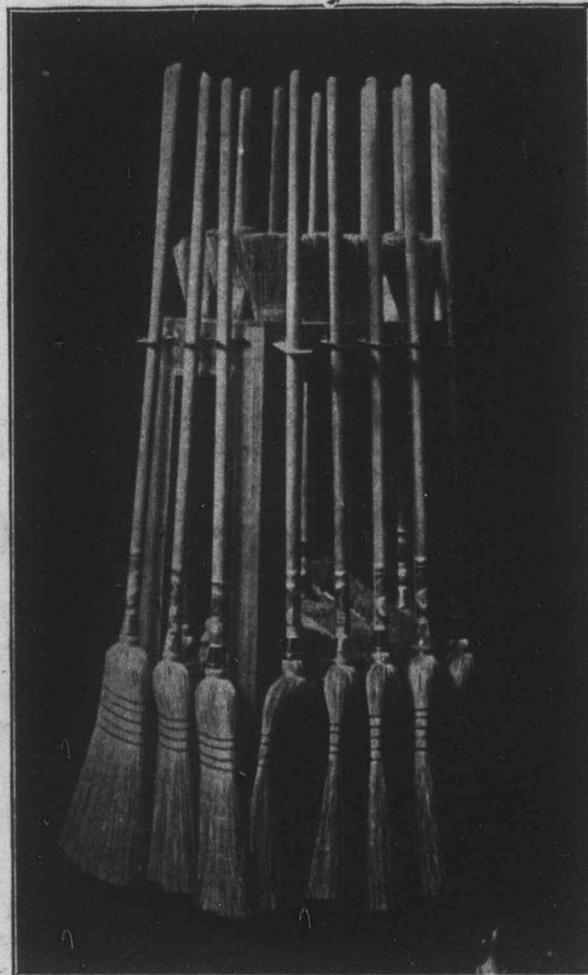
## Handy Broom and Mop Holder

Will advertise your business. Goes to the spot where your name and business is right before a consumer many times a day. One or two in every home, office or barn will be appreciated, as brooms are expensive now and worth saving. Will also drain the mop and keep it clean. Get control of your town. Write for terms, which are in reach of every merchant.

Made with any wording you want with gold letters on enameled steel. Will last a lifetime.



**Broom,  
Brush  
and  
Whisk  
Silent  
Salesman**



Every broom protected; all hanging by the handles; impossible to break the straw. You take a broom down or hang it up as easy as you can your hat. Holds 16 brooms, 3 dozen large scrub brushes, 2 dozen small scrub brushes, 1 dozen clothes and shoe brushes, 1 dozen whisks—and only takes up two feet square floor space, and you can roll it in and out of your store with one finger.

It has always been hard to show the above goods to advantage in a neat way. This is a real silent salesman that shows the goods (that means you sell them), besides an ornament to any store, and should last a lifetime.

If you cannot secure the above silent salesman from your wholesale house, we will ship direct from the factory the next 30 days to any place in Ontario, freight paid your R. R. Station, for \$3.50.

**Alby Robinson, Woodstock, Ont.**



## THE TEST OF TIME

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

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



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

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

# EFFICIENCY —PLUS

Feeling as you do about your own safety and protection, why let those ordinary paper pails rob you of half your oyster, molasses or vinegar profits?

Ordinary paper pails are rarely made exact measure. The tendency to use them for measuring the amount results in over-measure—and continual dwindling of profits.

Even though you do use the exact measure, the housewife is skeptical when she sees the pail not completely filled. Naturally the distrust affects all her purchases.

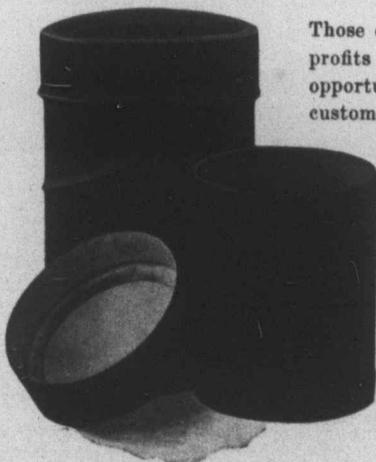
And then the discomfort of the ordinary pail. Must be carried so carefully, so watchfully, for fear the slightest jar will spill part of the contents—mayhap over your customer's clothes.

## The Empire Container is Made Exact Measure

The "Empire" container checks waste in over-measure, eliminates loss from spilling of contents, and spoilage of other goods. It prevents embarrassment of having liquids spilled on the clothing of your patrons. You can wrap it up like a can of salmon.

The "Empire" Container cannot spill or leak, no matter at what angle it is carried, or what jolting it goes through.

There is a distinct feeling of satisfaction and consciousness of fair treatment when your customer opens the "Empire" Container and finds her purchase filled to the brim.

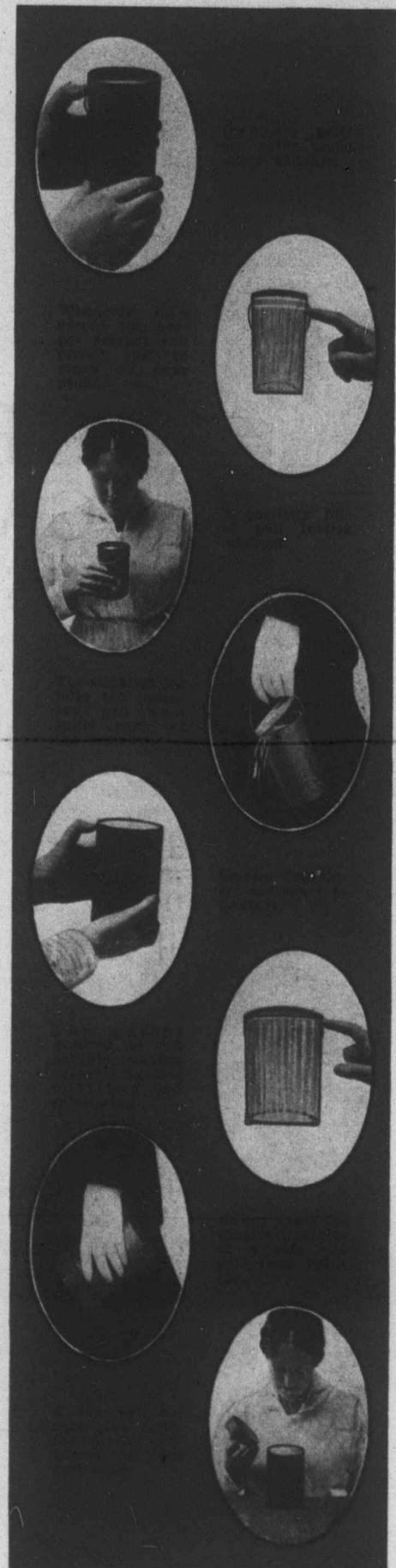


Those out-of-date pails are dwindling your profits every day. You wouldn't miss an opportunity to instil confidence in your customers—but think of the number who misunderstand your fairness every time they open a pail that is only partially filled!

The "Empire" Container comes in three sizes: half-pints, pints, and quarts, at \$12, \$14 and \$16 respectively, per thousand, F.O.B. factory, Sombra, Ont.

**CONNECTICUT OYSTER CO.**

Exclusive Selling Agents  
50 Jarvis Street · TORONTO





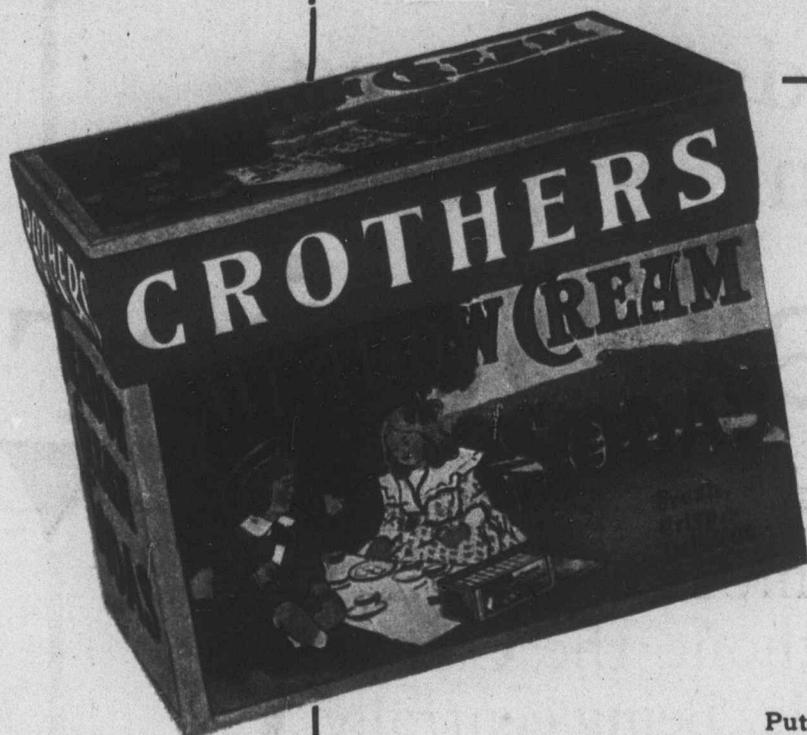
## GRIFFIN'S CALIFORNIA ASPARAGUS



### A Food, Not a Luxury

Griffin's California Asparagus packed in the can the same day as cut, with all its freshness and flavor.

Are your customers looking for something new in Canned Vegetables? If so, recommend Griffin's Asparagus for a change.



—the largest pack-  
age for the price

Our large pail has been a huge success, because it is so light and crispy. Put up in 5, 10, 25, 30 and 35c packages. We manufacture a large variety of Fancy Biscuits. All made from the best material money can buy. If not in stock try a sample order — it will mean "Repeats" every time.

Put up by

**W. J. Crothers & Co.**  
KINGSTON, ONT.



**No Advance  
in Price—No  
Alteration  
in Quality.**

Retail Selling Prices:

GREEN LABEL	30c.	Per lb.
BLUE	35c.	"
RED	40c.	"
GOLD	50c.	"

**Dickeson's Tea is the  
BEST Tea.**

**YES!** Still selling at exactly the same price as before the war broke out—and no reduction in the standard of quality, either! Here is a tea which is meeting with an enthusiastic reception everywhere—*first* because of its unrivalled strength and purity, *second* because of its rare flavor and quality, and *third* because it has not advanced in price since the war broke out. Hundreds of housewives all over Canada are showing their appreciation of Dickeson's patriotic attitude by buying this fine Old Country Favorite. The demand is growing—*growing—growing!* The tea that's *easy* to sell these days is—

**DICKESON'S TEA**  
"The Beverage of the Old Country."

Write to any of the following Dickeson's Agents:—

**TORONTO**  
Frederick E. Robson Co.  
**HAMILTON**  
C. G. Walker & Co.  
**OTTAWA**  
H. N. Bate & Sons, Ltd.  
**WINDSOR**  
G. Clair Bliss, Detroit, Mich.

**ST. JOHN, N.B.**  
E. T. Sturdee.  
**QUEBEC**  
A. Francois Turcotte.  
**WINNIPEG**  
W. Lloyd Lock & Co.  
**AMHERST, N.S.**  
Morrison's, Ltd.

**RICHARD DICKESON & CO., Limited, London, Eng. (Established 1649)**

Canada's Finest  
Cane Sugar

# Crystal Sugar

—is fast making  
a name for itself  
throughout the Cana-  
dian trade. Being centrally  
located (factories at Wallace-  
burg and Berlin, Ont.) with  
splendid transportation  
facilities, we can give quick  
delivery on all orders, large  
or small. For a really  
satisfying all-year-round  
sugar you cannot equal  
Crystal Brand. It is  
absolutely pure.

**Dominion Sugar Company, Limited**

WALLACEBURG AND BERLIN, ONT.

# Quality tells

AT THE END OF SEPTEMBER, 1914, we found that in CANADA ALONE, 177,422 MORE people were regularly using "SALADA" than were using it at the end of September, 1913.

*We arrive at the above figure by taking the consumption of tea in Canada at 4½ lbs. per head per annum.*



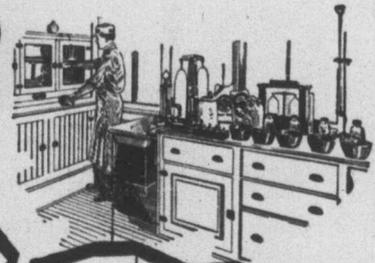
**177,422 MORE WON TO THE BANNER OF QUALITY.**

Your finest tea-salesman is a pile of "SALADA."  
The public need no explanations, they recognize Quality—the sales prove it.

*"Bought on merit—absolutely."*

# PURITY FLOUR

More Bread and Better Bread



FLOUR TESTING-LABORATORY

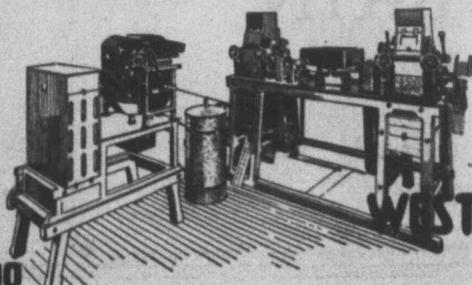
PURITY FLOUR Talk No. 1  
To the Proprietor and his Assistants.

## AN ADVERTISED PRODUCT

PURITY FLOUR is the most widely advertised flour on the Canadian market. This point should be a deciding factor when you replenish your flour stock.

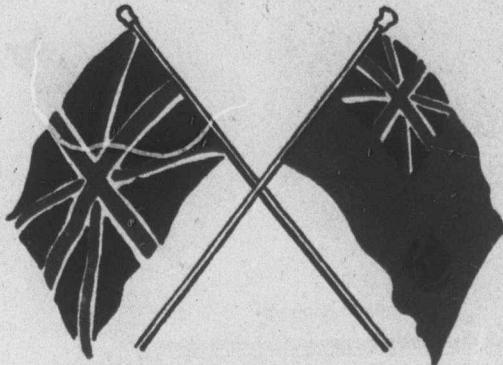
Quality alone will sell goods, but it will not sell them as quickly as quality, plus ADVERTISING. You undoubtedly want a quick turnover. How much cheaper and easier it is to market a well-known brand of goods SELECTED by the housewife than it is to sell a less popular brand? The time taken up by your assistants in talking goods not widely advertised INCREASES YOUR SELLING COSTS. Cut down your "overhead" by selling PURITY, the guaranteed flour.

EXPERIMENTAL MILL



Main Offices: WINNIPEG, TORONTO, VICTORIA

**WESTERN CANADA FLOUR MILLS CO., LTD.**  
**MILLERS TO THE PEOPLE**



Be of Good Cheer! Victory follows the Flag!  
BUSINESS AS USUAL

MR. MANUFACTURER:—

**We can do our part.  
Will you do yours?**

Read our Proposition Carefully!

*Grasp* the opportunity now—as the Western market is readjusting itself. Manufacturers and Shippers can place their lines before the trade to most excellent advantage.

We offer you an unexcelled service for the handling and disposing of your lines. Our thorough knowledge of Western trade conditions, gained through years of experience, enables us to give you a superior service at lowest cost.

Our large staff of travellers are on the job daily—they sell your goods.

Six large track warehouses offer ample storage and shipping facilities. Let us tell you more about our service.

**NICHOLSON & BAIN**

Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

Branches: Regina    Saskatoon    Edmonton    Calgary    Vancouver

# CANADIAN GROCER

VOL. XXVIII

OCTOBER 30, 1914

No. 44

## Pushing the Business Beyond the Dead Line

Is There a Limit to the Amount of Business a Merchant Can Do?  
—Are There Any Methods to be Used Whereby Trade Can be  
Increased in Spite of a Stationary Population?—Two Views of  
the Problem.

An Inspirational Message.

**T**O remain stagnant is not the desire of any retail dealer. The true business man who, when he discovers he has run to the end of the tether through following the lines of least resistance, will "find a way or make it" to branch off on new and profitable lines. There is an admonition expressed in the old adage that "far off fields look green," but it does not follow that under no circumstances should those fields remain unexplored.

To-day there are men in the trade, and particularly in the smaller centres where population changes but little, who will tell you that the summit has been attained, that there is no possible chance in such a limited community to push the business beyond the present height. It is argued that people can only consume a definite quantity of foodstuffs, that it is impossible to sell them more and that competition is so keen that it is not possible for any one member of the trade, no matter how efficient he may be, to capture all the business.

The "Dead-Line" as it were, has been reached.

"What can, we possibly do," said the head of a firm in a country town the other day, "to increase our business. We have been here for more than fifty years. We believe we have kept up with the march of progress and prosperity and are giving a service unsurpassed in our community. We know that our business methods are of the present day, and all our goods are selected with especial care. We have always made money and are making money to-day, but we have reached the point beyond which the turnover can't go—there is no more business to be secured."

Is it not possible to get beyond that "dead-line"? Cannot a crossing be discovered somewhere in the rocky line? Is it worth while making the attempt?

The entire case resolves itself into the survival of the fittest. There are men who make bold the claim that there is no "dead-line" except in one's thoughts—to them there is always a higher goal to be reached.

And what of the way? What are the methods to be employed?

Ten days ago the writer talked to a merchant who realized that this stationary point had once existed in his mind.

"For years," he said, "the turnover varied but little one way or another. I could see that the population had pretty nearly reached a standstill and considered myself lucky to have worked up a fairly profitable trade. Occasionally a customer would

drop off and deal with someone else, but on the other hand I could not complain for I occasionally gained a few. Then it dawned upon me that this might not last forever and that should a time of depression arrive, I might not fare so well, so I began to look out for pastures new...."

To obtain this gradual increase, and to convince himself there was no "dead-line" he kept in mind two things:

**First**—The opening of new departments or sidelines from time to time, that are closely allied to the grocery trade.

**Second**—To scour the market for new goods that appeared to have merit in them, and to be the first to feature and introduce them in his town.

The result of the first has been that shoppers in addition to the regular clientele have been drawn into his store to purchase from these sidelines. Many of them have later on become daily customers. Another result has been that without extra expense on his part his regular customers have patronized these departments and thus his profits and turnover have been increased. There was where he scored.

His second method has proven to be the best from an advertising point of view. It has become a common expression among the folks of his town when anything out of the ordinary is wanted to say: "You can get it at——if anywhere." This man has goods in his store that could scarcely be found any place but in the very high class establishments of the large cities. He has goods that they even haven't in stock. So closely has he followed up this desire to know about the new goods that when a line is asked for and not in stock, his sources of information are such that the place of purchase is soon ferreted out. While in individual instances he may not sell much of any one line, in the aggregate the turnover is large and profits good.

At a time like the present the value of this man's course is highly apparent. The supplies of many lines have been cut off or considerably curtailed, but with so many others to fill up that deficiency, the prospects for maintaining sales above normal are particularly bright.

In the pages following are many other inspirational messages for the man who is not content with a bare existence, and whose ambitions extend out from the beaten path.

To such men as that, this, the Fall Sales Number of Canadian Grocer is dedicated.



Exterior view of the handsome new grocery store of Walter Paul, Montreal. This denotes cleanliness at first sight. The auto delivery is shown on the left.

## The Handsome New Store of a Montreal Dealer

Both Outside and Inside Walter Paul Has Created an Impression  
Space a Special Feature—Tasteful Displays on Attractive Silent  
Deliveries Made From Under Cover — Stables Located Above

Written from a special visit to this store

**I**F Walter Paul were to make the boast that his new grocery store at the corner of University and Burnside streets, Montreal, was one of the finest establishments of the kind in America, many would be inclined to believe that he would be fully justified. For thirty-five years and more he has been catering to the best class of trade in the largest city of the Dominion and now he has completed his new premises which have been built and equipped to give the best possible service to that

trade. Space and expense have not been stinted to gain the desired ends—handling of general groceries, provisions fruits, vegetables, etc.

To enter the store is to get an impression of ample space. The main department is about seventy-five square without partitions of any kind, and while the arrangement of the counters and the handsome silent salesmen is to waste as little space as possible, there is no crowding. In the large windows with their big fronts of plate glass giving unusual brightness for such a large store are tempting displays of canned and bottled goods, fruits, vegetables, biscuits, etc., and those portions of the floor immediately inside the windows are also devoted to these departments.

### Specialist on Fruits.

It is for fruits and vegetables that the Paul store has built up a special reputation. Throughout his career of many years in Montreal catering to the best trade in the city, this experienced grocer has devoted his personal attention particularly to these lines, which require such careful attention if they are to be handled in a manner to give all-the-year-round satisfaction to particular

people, and at the same time are to bring a profit to the store. Despite his many years of active service in the trade, Mr. Paul still does all the buying on the market personally and daily he may be seen selecting his purchases. It is not claimed that the service in fruits and vegetables which this store has given to some of the best people in Montreal has been responsible for the fine establishment which we find to-day—but there is room to draw conclusions.

Grouped in the centre of the store we find a number of handsome silent salesmen with their tasteful displays of various lines. To one side is the provision counter with its up-to-date equipment, and backed by a modern refrigerator equipped with ice machinery and fronted with plate glass and attractive glass-covered compartments for the display of butter; at the other side and near the side entrance are displays of fancy biscuits, while at the back are two long service counters. This is what is revealed to the public. Everywhere there is brightness; everywhere there is cleanliness; everywhere there is the equipment for service; everywhere there is that something which in a grocery

### FEATURES OF THIS STORE.

- The inviting front.*
- Ample floor space for customers.*
- Many silent salesmen for displaying goods.*
- Specialty made of fruits and vegetables.*
- Seventy-five per cent of trade done by telephone.*
- One automobile delivery used.*



The interior of the new Walter Paul grocery, in Montreal. One of the features is the many individual silent salesmen about the store.

## Of More Than Thirty-Five Years' Standing

of Refinement in its Erection and Finish—The Ample Floor Salesmen — Arrangement of the Reserve Supply of Goods — Warehouse.

by a Canadian Grocer Representative.

store is pretty sure to bring customers again.

### Seven Telephones Installed.

That last remark about bringing customers back requires further comment. It is not by bringing customers back to the store in person that Mr. Paul depends on doing his business. When we say that seventy-five per cent. of the trade of this store is done by telephone orders, one might say that there would hardly be need for such handsome equipment. But it should be remembered that even when a person cannot see the store it is very likely to be in their mind's eye when they are giving an order by phone; phone business means confidence, and a visit to Paul's store will establish confidence in the goods which are sold—a good impression goes a long way.

To handle the phone orders is a feature of the business which has had special consideration. There are seven telephones installed in the store throughout the different departments and quick service is given; every order can go direct to the head of the department where it will be filled, and the customer can discuss purchases just as intelligently as though present in the store.

### Behind the Scenes.

But it is not alone the layout and equipment which make such a favorable impression upon the customer that the new store of Walter Paul is placed among the front ranks of grocery establishments; it is behind the scenes. Behind the main counters is a background against which bottled and packaged goods are tastefully displayed and behind this is the parcelling counter and a supply of goods which come in first demand. Here not only is the wrapping done, but in the slack hours staple commodities are weighed and bagged in preparation for busier times.

Behind this again is another section devoted to the storage of heavier goods and above this is the general office. At the street end of this portion of the store is an elevator which connects the cellar and up-stairs with the ground floor. This elevator also has a door on the street and goods can thus rapidly be placed in storage.

The whole rear portion of the building is divided into two coach houses in which the seven delivery wagons and automobile are stored. A convenient arrangement also is that the wagons can

be loaded without going outside and this is a great advantage in wet weather.

And here is another unusual feature. Above the space devoted to the storing of the wagons is the stable where half a dozen or so horses are kept. This is right under the same roof with this elaborate grocery, but it only needs a visit to the stable to convince one that there is not the least danger of anything like contamination, for the home of the horses is kept as clean as modern meth-

(Continued on page 104.)

### THE WAREHOUSE AND STABLES.

*Parcelling counter at rear of store where wrapping is done.*

*Elevator connecting cellar and upstairs.*

*Two coach houses for seven wagons and auto.*

*Goods can be sent out under cover from the warehouse.*

*Horse stables high and dry above the warehouse.*

# CANADIAN GROCER

ESTABLISHED 1886

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY  
LIMITED

JOHN BAYNE MACLEAN, President.

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

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

## OFFICES:

### CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-149 University Ave.; Telephone Main 7324. Winnipeg—34 Royal Bank Building; Phone Garry 2313.

### UNITED STATES—

New York—R. H. Huestis, 115 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, 6074 Stony Island Ave.; Phone Midway. Boston—C. L. Merton, Room 733, Old South Bldg.; Phone Main 1024.

### GREAT BRITAIN—

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

Subscription: Canada, \$2.00; United States, \$2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

FALL SALES NUMBER

TORONTO, OCTOBER 30, 1914

## The Fall Sales Number

EVERY effort has been made in the collection of articles for this the Fall Sales Number of *Canadian Grocer* to present an array that will be of practical benefit to the retail trade. The methods of men and their aims and objects in conducting selling campaigns along various lines constitute the feature. Particular attention is given in the window and ad.-writing departments to the selling of Christmas goods in view of the proximity of the great festive season.

For a good many years we have been issuing this Fall Number. It has become a feature just as regular to every reader as any other issue of the year. We believe the trade will find this particular number the most practical that has ever been placed before them. The facilities of the editorial staff for securing first hand information from good Canadian dealers are increased from year to year and this year we have been particularly fortunate in getting some of the best available interior and window displays and system forms. There are, too, scores of other bright, practical, selling ideas from men in harness, many of which will be found valuable.

The suggestion is offered that each reader allot a certain amount of time to the study of both the ideas of their fellow merchants and the advertisements of the many lines they stock on their shelves. It will be worth while.

## A Case of Business Suicide

SUBSTITUTION that doesn't pay is business suicide. And every dealer who substitutes a particular brand of goods for the one asked for without advising the customer of what he is doing, is surely not building for the future.

An incident has come to our attention which shows how a merchant lost a good customer in this very manner. She had phoned for her groceries one morning, and included in the order was a can of a certain cleaning powder. When the goods arrived it was found that another line had been sent, but there was no mention as to why the kind specified in the order was missing. As this had occurred more

than once, the customer lost confidence in her grocer and the grocer lost a customer.

It is quite legitimate business to sell a customer something other than the thing requested when she is advised that this is being done. If that can be called substitution it is most fair, because it gives the customer an opportunity to decline it if the selling arguments are not sufficiently strong to impress her.

But in doing this the careful dealer knows that it would be most unwise to attempt to sell another line which was inferior in quality to the one requested. Quality must not be sacrificed for margin. Confidence will then be lost in the ability of the merchant to judge such things. Other things being equal, however, it is the duty of every merchant to sell the lines of goods that bear the best margins.

## Cutting Delivery Expenses

MERCHANTS who are interested in cutting down expenses should look carefully into the problem of a general delivery system. Canadian Grocer recently spent a day in the town of Simcoe, Norfolk County, Ontario, where such a system is in vogue and heard many complimentary remarks about its efficiency and the way in which it is solving to a large extent the delivery problem.

In Simcoe the system is operated entirely by an outsider who has nothing to do with the grocery business. He bases his charges on the amount of business the various merchants in the plan have for him during the week. Six deliveries are made every week day, with two extra on Saturday nights, and all are made at stipulated periods. In the morning goods must be ready for delivery at nine, ten-fifteen and eleven-thirty o'clock, and in the afternoon at two-fifteen, four-fifteen, and five-forty-five o'clock, while the extra Saturday deliveries are made at eight and nine-thirty p.m.

While every system is more or less imperfect, this one in Simcoe seems to give reasonable satisfaction to all making use of it. All the merchants talked with are of one accord in recommending the economy of it. "It costs less and takes a load off our shoulders," was the laconic way in which one grocer described the plan.

Canadian Grocer is in a position to give the names of dealers who are in the system to interested readers. In towns where there is a merchants' association, or where the merchants are on friendly terms with one another, it is worth while considering.

### Study the Advertising

**T**HIS issue of Canadian Grocer contains many pages of advertising matter in which the careful grocery buyer will be interested. Several hundreds of lines are represented—many of the lines are entirely new. Among the array of merchandise here shown there may be several lines which would fit in nicely with the lines you are now selling, and which would prove good profit-makers. Many of our largest wholesale and retail grocery firms readily admit they have secured many of their best selling and most profitable lines through the medium of their trade journals. On the other hand there are many manufacturers who say that they have secured many of their largest and best customers through trade paper advertising.

It is hardly necessary for us to urge our readers to thoroughly investigate the advertising pages of this number. Grocers have made money out of previous issues of Canadian Grocer and many will make money out of this issue. See that you get your share of the excellent opportunities presented to you in this our Annual Fall Number.

### Ignoring the Retailer

**E**XTENSIVE advertising has created an inquiry for Canadian apples but the sales have been severely handicapped because the retail trades were not consulted or advised as to the scheme. The advertising led the public to expect every retailer to be stocked with finest apples at \$1 or at most \$1.50 a barrel. When their grocer refused to sell at less than \$2 to \$5 they were indignant and went away satisfied that the retailers were robbers and responsible for the high cost of living. Would-be buyers have written the Government and the press complaining of the exorbitant profits enacted by the retailers.

This causes irritation and loss of confidence for which there is no possible need. It is most unfair to the retail trade. In all selling campaigns the retail merchant is the great factor. Sir George Foster who is responsible for the campaign is an excellent man, and long may he occupy a place in our national life, but Sir George though Minister of Trade and Commerce, has not had selling experience which, doubtless accounts for his ignoring the retail trade. We wish to again impress on him that in all selling campaigns such as this, the retail merchant is the great factor. The most satisfactory way to get at the public is through him. If he makes up his mind that he will not push an article all the advertising in the world will not force him to do so. Sir George would be well advised in future where the interests of the retail trade are affected to consult those familiar with the situation, such as retail organizations and editors of the trade press.

Perhaps Sir George himself may have his suspicions of the exorbitant profits of the retail trade. If he had not before no doubt he has now from his experience in this apple business, but here is an actual occurrence of a few days ago which will show him why good apples cannot be sold cheap. D. W. Clark, former president of the Ontario Retail Gro-

cers' Association was offered by a farmer apples at \$1.25 a barrel but he refused them. Later a lot came before him for which \$3 was asked, when he instantly bought all he could get. In the matter of value the \$3 apples were the cheaper. Sir George's advertising campaign should have put this matter right. It would have saved the retail trade in the big centres a lot of unjust criticism.

### The Front Cover

**R**EADERS of Canadian Grocer will remember the many excellent front covers which have appeared on the Annual Spring and Fall Number of this paper. With the present number we have added another worthy addition to the series and it is without doubt the best of all. The task of painting the front cover was allotted to C. W. Jeffreys, one of Canada's most prominent artists, who has been painting covers for Canadian Grocer for the past four years, and during that time has prepared many which might be termed masterpieces. In preparing the cover "Bringing in the Sheaves," for this issue, Mr. Jeffreys has excelled all previous records. This remarkable realistic cover symbolizes in the most direct way harvesting in the great "Canadian West" and is true to life.

The picture is particularly appropriate for the autumn season of the year when the farmers harvest their crops. The scene which Mr. Jeffreys has so graphically depicted is a familiar one to the Canadian retail grocery trade.

### Editorial Notes

AND NOW FOR a brisk year-end business.

THERE IS NO limit to the turnover of the aggressive merchant.

IF TIME IS money, how much money does your staff waste every day?

THE MERCHANT WHO would prosper is the man who has an eye out for something new.

ONE OF THE best methods of making business as usual is to pay the bills when they fall due.

ZEAL IN SELLING goods, without a knowledge of the goods themselves, is seriously handicapped.

WITH THE COLD weather with us again, now is the time to feature goods appropriate to the season.

"USE SOFT WORDS and hard arguments," is good advice for any merchant or clerk who is out to increase the business.

RETAIL ORGANIZATION in Canada will soon be completed. New Brunswick has entered the fold and Nova Scotia will be next.

IT NEVER RAINS but it pours—judging from the number of so-called co-operative concerns that have been springing up among us lately.

THE HOUSEHOLDER'S Co-operative Stores of Toronto have been forced to change their tactics. There will be no more \$5 a year entrance fee.

# Selling New Lines to the Every-day Customer

Methods of a Simcoe, Ont., Dealer in Increasing the Turnover Still Further When it Looks as if the Limit Had Been Reached — Many Exclusive Lines Carried and New Department Opened to Bring About the Desired Results.

From an interview with George O. Werrett, Simcoe, Ont.

**A** MERCHANT progresses as his turnover and net profits increase—providing, of course, that he does not allow the petty leaks to sap the life out of the business.

The aim of every true merchant should then be to so conduct his business that it will bring about that desired advance in turnover.

“That is quite true,” many can be heard saying, “but how is such a good fortune to be brought about, particularly at a time like the present, when so many goods are difficult to obtain and when the average housewife is looking for the cheapest market in which to purchase her staples?”

The question is not an easy one to answer. No two merchants are situated alike, and no two, perhaps, have exactly the same class of customer to deal with. But let us consider the average grocer who draws his trade from a community composed of what is commonly termed the middle classes. Can he get any more than the usual business that his customers are disposed to give him? If so, must he condescend to cut his prices and thereby weaken his profits?

To the first question George O. Werrett, a Simcoe, Ont., dealer, says “Yes,” and to the second, “No.”

## Grocer of Long Standing.

Mr. Werrett, it should be known in the first place, has spent some 24 years in the grocery business. When he makes such direct statements as the above he naturally must have some evidence to back them up. And he has. A visit to the Werrett store in the thriving town of Simcoe will soon convince one that here is a man who does more than hand groceries over the counter. He thinks. He studies. To-day he is more a student of grocery lines and methods than he was in the by-gone days when perhaps he needed the knowledge most. Mr. Werrett has made some mistakes, like everybody else, and he admits it. But a few minutes personal contact with the

man shows that any errors that may have been committed have been more than balanced by the experience he has gained in making them.

But to get down to brass tacks—how does this man, you ask, increase his business, apart from the occasional gaining of a new customer?

## Student of Human Nature.

In short, he does it by studying human nature. His one great card is—Sell New Goods. He has almost a passion for new goods and has a score and one ways of introducing them to the public. If you asked him for caviare from the Caspian Sea he would have it on the counter instantly. He sells a canning

has purchased goods of every description—goods that have helped a great deal in raising the turnover from year to year, and the net profits.

In the cellar of the Werrett store are many lines of new goods that he has ordered in this way. By the way, this is a model cellar from the standpoint of keeping goods in the best of condition. The floor is of concrete and part way up the stone wall is also lined with concrete to keep the rats from finding a home. Upright shelving has been installed, the rows being far enough apart to allow a person to walk between them. This allows at all times a free circulation of air between the canned and other goods on the shelves and thus keeps them in good condition.

In neat displays on the counter and on special display stands are to be found samples of the goods this merchant and his salesmen are most anxious to sell. At the same time he uses the columns of the Simcoe papers to tell about the new goods that arrive from time to time. Manufacturers are asked to cooperate in helping to get a footing in Simcoe for their goods. In some cases he sends these manufacturers a list of his customers and each receives a sample of the goods with literature describing them. This co-operation between dealer and manufacturer, Mr. Werrett says, brings him in many an extra dollar.

## Clerks That Are Salesmen.

Here is the stamp of salesman this merchant employs:

He stocks three brands of corn starch. “Which of those brands do you make the most profit on, Mr. Werrett, and which is the best,” was a question one of them asked him on one occasion.

“I know the one that bears the highest margin,” he replied, “but I cannot tell for a certainty which produces the best results on the table. But I tell you what you do — take a sample of each  
(Continued on page 104.)



Last year Mr. Werrett got out an attractive booklet and price list with several informative and carefully written pages like the above three samples.

compound secured from a foreign country. He has a new breakfast food called corn-puffs; a tapioca from the New England States; a cake flour from Indiana; a certain housecleaning line from Ohio; a new powdered coffee that could scarcely be found anywhere else in Canada, and a dozen and one other exclusive lines with which some of us have never yet made acquaintance.

It is pleasing to state that Mr. Werrett has found the sources of many of the profitable lines he carries from the advertising pages of Canadian Grocer. “In fact,” he said to the writer during the conversation, “one of the first things I do when the paper comes in is to read the advertisements”—which was score “one” for the advertising department. From the pages of this paper he

# Developing Clerks' Interest by Co-operation

Proprietor of Western Store Encourages the Staff to Discuss Matters at Any Time—Going After Business by Installing Equipment That Attracts and Sells the Goods—Conducts Bright, Roomy and Attractive Store.

“ALWAYS accessible to members of the staff!” Doesn't that denote co-operation between the proprietor and his clerks?

The phrase was used by a man who has visited more than once the fine grocery store of the Burrridge Mercantile Company, of Victoria, B.C. “He has a pleasing personality and is always accessible to the members of his staff,” are his words in reference to the proprietor, Mr. Burrridge, who has been identified with the grocery business in Victoria for the past six years.

The success of many a merchant and indeed of many in other walks of life, can be attributed to that spirit of friendly co-operation between the head and the staff to whose energy and ambitions are due the safe and sound conduct of the buying, selling and business affairs. That is one of the strong foundations of the business of the Burrridge Mercantile Co.

## From Nova Scotia.

The store of the company, as the accompanying general illustration indicates is roomy, bright and cheerful and so arranged to display the goods

to the best advantage to the people who enter it. Mr. Burrridge was formerly in business at the other side of the continent—in Nova Scotia. He came out to Victoria about six years ago and purchased the long-established business of Johns Bros. After being in the old store about three years he built the block in which his store is now located.

About the same time he purchased the Paterson Mercantile Business in Victoria West, and has been operating it since as a branch store. Mr. Burrridge is a Shelton graduate. He is a student of business life, and is always on the look-out for new ideas to further develop his business.

The building was erected for Mr. Burr-

ridge three years ago and the main floor was specially designed for his grocery, meat and provision business. Window space in any grocery store is a valuable asset and in planning the store Mr. Burrridge kept this well in mind for the windows, which front on two streets, are always attractive and in themselves present a pressing invitation to passers-by to “come inside.”

## For Rapid Work.

A survey of this attractive store interior further demonstrates the trend of the grocery trade in so far as neat arrangement is concerned in the selling of goods. Not only do the fixtures and equipment increase the sales but as a convenience in rapid merchandising they play their part, and an important part too.



Neat display of jams and bottle goods on counters and stands is one of the features of this attractive store of the Burrridge Mercantile Co., of Victoria, B.C.

# Refrigerator and Slicer Treble Meat Business

Former Was of Display Style and Was Placed in Prominent Position—New Bin Fixtures Add to Store Appearance—A Firm That Pins Great Faith to Newspaper Advertising.

Written Especially for Canadian Grocer.

**T**HERE are two outstanding features to the Climax Grocery, Fort William, Ont.—one is that its advertisements in the local papers are among the best arranged and most effective in Canada; and, secondly, there have recently been installed new dust-proof counters and refrigerator, which have added 50 per cent. to the appearance of the store.

The most remarkable improvement effected was in the meat department. Besides the display refrigerator seen in the centre of the picture, a meat slicer was installed. Prior to this time, the Climax Grocery did not go in much for sliced meat business. With the arrival of the new machine and the refrigerator, this section of the business was advertised extensively in the local newspapers, and inside of five weeks the sliced meat business had trebled. At present the machine is being worked full time on Saturdays, and meat cannot be cut fast enough to supply the demand. This remarkable fillip to the meat end of the business was secured by installing the

new refrigerator and slicer, aided by effective advertising.

Results from the counters with their display fronts cannot, of course, be pointed to so easily. They have created a new atmosphere in the store, and are handier for carrying goods, as well as being sanitary.

Readers of Canadian Grocer are familiar with the name of J. J. Freed, who at various times has won prizes offered by this paper for best newspaper ads. He is in charge of this work for the Climax Grocery, as well as being head clerk. His most effective ads. are three columns wide, 8 inches deep, enclosed in a panel, and invariably begin with a three-column heading in large lower case type. Below that, the matter is set one column wide, the two outside columns being reserved for a series of articles, the name of the article being in larger type than the price. The centre column is reserved for specials—usually three.

The question is often asked, Does advertising pay? Mr. Freed says he has

**Sweet Oranges, per doz., 20c**

Fifty cases Sweet Jersey California Oranges on sale Saturday. This size sells regularly at 20c dozen. The Climax price tomorrow will be, per dozen, 20c.

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**Choice Dairy Butter, per lb., 25c**

<p><b>Cooked Meats</b></p> <p>Spiced Ham—Per lb. . . . . 25c</p> <p>Spiced Ham—Per lb. . . . . 25c</p> <p>Spiced Ham—Per lb. . . . . 25c</p>	<p><b>Greens</b></p> <p>Crisp Lettuce—Per bunch . . . . . 25c</p> <p>Green Onions—Per bunch . . . . . 25c</p> <p>Round Radishes—Per bunch . . . . . 25c</p> <p>Carrots—Per bunch . . . . . 25c</p> <p>Choice Egg Tomatoes—Per lb. . . . . 25c</p> <p>New Potatoes—Per lb. . . . . 25c</p>	<p><b>Fruits</b></p> <p>Ripe Bananas—Per dozen . . . . . 25c</p> <p>Cantaloupes—Each . . . . . 25c</p> <p>Grapes—Per bunch . . . . . 25c</p> <p>Juicy Lemons—Per dozen . . . . . 25c</p> <p>Apples—Per basket . . . . . 25c</p> <p>California Pines—Basket . . . . . 25c</p>
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**Cereals**

<p>Puffed Rice—Per pkg. . . . . 25c</p> <p>Puffed Wheat—Per pkg. . . . . 25c</p> <p>Corn Flakes—Per pkg. . . . . 25c</p> <p>Rolls—Per pkg. . . . . 25c</p> <p>Wheat—Per pkg. . . . . 25c</p> <p>Wheat—Per pkg. . . . . 25c</p> <p>Wheat—Per pkg. . . . . 25c</p>	<p>Wheat—Per pkg. . . . . 25c</p>
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W. G. L. EVANS, PROPRIETOR

Sample of the neatly written ads. of the Climax Grocery, Fort William, Ont.

never known an advertisement not to bring results, and there is always an unusual demand for every item advertised. W. G. L. Evans, proprietor of the store, has implicit faith in this kind of advertising. Circulars have never been used, although they have often been considered as a means of helping the newspaper advertising.

The Climax Grocery ad. became so much in demand, there were people coming to the store who had seen certain items, but had forgotten them. It became necessary to have the ad. framed each day. A neat glass frame was secured and placed on the counter so that customers could see it easily. This system has been followed out in other stores, and there are many who could copy it to advantage.



Interior view of the Climax Grocery, Fort William, Ont. On left centre is handsome refrigerator counter and meat slicer, which are responsible for greatly increasing meat sales.

# Using Daylight to Display and Sell Goods

"The Daylight Store" is the Slogan of W. B. McKay Co., Sussex, N.B., Proprietors of a General Store Which is Outgrowing the Term—Modern Fixtures and Equipment Installed to Follow up Idea of Letting People See Merchandise for Themselves.

Prepared for Canadian Grocer by Staff Correspondent.

**T**O visit the establishment of W. B. McKay Co., Limited, is to get a good impression of Sussex, N.B. Not that it is necessary to visit this remarkable store to get a good impression of the prosperous business centre which serves a goodly section of the province, but the town gains considerably in business prestige from the new McKay establishment, with its splendid equipment and efficient methods.

In fact there are many larger places which would find such an establishment an asset—the population of Sussex is but a little more than 2,000. This is the way in which such a visit appealed to a representative of this publication on a recent trip through the Maritime Provinces.

The "Daylight Store" is the name which has been given to the establishment—a pretentious name somewhat in these days when there are few stores which do not accept the principle that there cannot be too much light—but one which is not misplaced. In fact, the slogan is not the boast of the firm, but rather the acceptance of a compliment which has been passed by many visitors to the town, including commercial men who have travelled through many sections of the Dominion.

That there cannot be too much light in modern business is the idea upon which the new store building was constructed — and this is applied in a large degree to the methods of conducting the business as well. Fronted by large plate glass windows on both floors and with large windows at rear and on the sides, the interior color scheme is entirely in white, which gives the best possible reflection, and at night there are tungsten electric lamps, and many of them.

**Sussex Pioneers.**

Dating back before the year

1850, this concern under different firm names has built up a reputation for service, and to-day in new premises the firm has the reputation of conducting one of the best general stores in the province—and it is almost outgrowing the term "general store" from the manner in which the different departments are handled. Their business system is explained fully in the next article.

The present establishment has a fifty-foot front and a depth of one hundred and ten feet and the whole lay-out and arrangement of the different departments is with a well-planned idea of securing the highest efficiency in service. On the ground floor are sold dry goods and boots and shoes, men's furnishings and clothing on one side, and on the other is located the hardware and grocery and crockery departments.

This ground floor is divided into two sections with two entrances and three display windows, the one in the centre being unusually large. While there is a partition running down the centre it does not go the whole way and there is an open section about fifty feet from the front by which there is easy access from one side to the other and a convenient way to the stairway. At the front there is also a narrow connecting doorway for the convenience of the employees of the store.

## Selling On Sight.

The whole layout of the ground floor is with the idea of expediting business and the public is given every opportunity to buy goods on sight, there being an extensive use of modern fixtures which show to good advantage with the splendid lighting facilities. It is the idea to place every possible article in a position where it can be seen by the customers—full credit is given to the power of suggestion in making sales and at the same time there is a great saving of trouble in not having to bring out all the goods which a customer may wish to see.

## Modern Grocery Equipment.

In the grocery department, particularly, the effective lighting system gives an advantage which is followed up by an installation of modern fixtures and equipment. There are sanitary dust-proof receptacles for dried fruits, spices and all bulk goods which are stored in bins rather than the unsightly barrels which have been a time-honored feature of the general store. The management also recognizes the advantage of modern inventions to facilitate service to the public and the computing scales have been installed in addition to a modern cheese-cutter and meat slicing machine.

Opposite the grocery department is located the hardware section, also equipped with modern fixtures and with handsome silent salesmen. The idea of handling the different lines so that they can be seen by the customer readily is followed out here by the installation of small drawers for holding different lines and placing samples of the articles on the outside while the stocks are easy of access. There are also glass-fronted wall-cases for showing some of the larger lines.



The grocery and hardware departments of the general store of W. B. McKay Co., Sussex, N.B.

## Educating Customers to Buy on Friday

How Young Grocery Merchant at Oshawa, Ont., Induced Patrons to Phone Usual Saturday Orders the Day Before—Result, Better Service and Decks Cleared for Market Day.

**Dry Goods and Furnishings.**  
Modern equipment is also used in the dry goods, shoe, and men's furnishings departments, which have been installed and arranged with the view to showing the largest possible amount of goods.

### Conveniently Located Office.

The location of the office is a feature of the interior arrangement. Situated about half way back in the store it has been raised sufficiently to allow passage underneath and has a commanding view of the store, as it extends into both of the ground floor sections. It is reached from the stairway leading to the second floor. This stairway offers the greatest possible convenience to the store's patrons, there being steps to both the right and left from both sections of the ground floor.

The lighting features of the ground floor are followed out up stairs, where in addition to the large front and rear windows there are also some side lights. The whole of the second floor is without partitions. From the stair to the front of the building on the right side are shown millinery, ladies' whitewear, corsets and ready-to-wear. On the left side

**T**HERE seems to still live in the minds of a great many people the idea that they must buy their groceries on Saturday. For the average resident of the city or town this Saturday shopping is about as sensible an institution as the Saturday bath. For the farmer Saturday buying is a good arrangement. It is his market day and he naturally buys when he is in town; but it is no further from the average town residence to the corner or the down-town grocery on Friday or any other day than it is on Saturday. There are no better prices prevailing on the Saturday and certainly the service is not likely to be so good.

Then if there are no advantages in Saturday buying—and some disadvantages in fact—why do so many people order their groceries on this day? The answer is HABIT; and the cure is EDUCATION. People send in their orders on Saturday because they have always done so; without thinking they follow in the habit of the old custom of market day buying when the housewife carried her basket on her arm and went down and selected her own supply of butter and eggs.

### BIG BUSINESS ON FRIDAY.

R. R. Beaton, the second of the generation in the retail grocery store of Beaton at Oshawa, Ont., is one of these who has tried the education method to overcome the difficulty, and the result is that to-day in the Beaton store when it comes to Friday it is one of the busy days of the week instead of being the calm before the Saturday storm.

Mr. Beaton decided that there were too many orders coming from the regular customers of the store on Saturday when there was a rush of district business as there always is in a market town. He decided that there was no reason why these orders could not be filled on Friday when there was so little to do in the store and that by this means better service could be given to the town customers, while at the same time the decks would be kept clear for looking after country customers on the Saturday.

That was about eight years ago. To-day there are two telephones in the store and both of them are very busy on Friday. The education process has resulted in seventy to eighty orders being telephoned in on Friday, and it is not necessary to call up with reminders. The customers soon appreciated the fact that they were able to get much better service on Friday than on Saturday and now they get their orders in on that day. The result is that there is a much more satisfactory service and deliveries can be finished in a reasonable time without keeping the drivers out until midnight, which is so often the result of heavy Saturday evening shopping.

### A BIT OF HISTORY.

*The original store of the McKay Co. in Sussex, N.B., was built by James E. White & Co., in 1858, but this firm had been in Sussex for some years, at that time having located in 1848 or 1849. Some years later the name was changed to C. T. White & Co.*

*It was in April, 1872, that W. B. McKay became connected with the establishment. A few years later the firm name became White & McLeod, continuing thus for two years when Mr. White sold his interest to Mr. McKay and the style was then changed to McLeod-McKay Co. Shortly after Mr. McLeod retired from the business and his share was taken over by C. T. White. Again there was a change about two years later, by which Mr. McKay sold his interest to Mr. White, but he remained with the store, the firm being C. T. White Co.*

*In 1881 C. T. White sold the business to Mr. McKay and a company was formed under the style W. B. McKay & Co.*

*In 1910, on the 20th of July, the business was incorporated under the name W. B. McKay Co., Ltd., with \$50,000 capital.*

are carpets, linoleum, oilcloths, blankets, curtains and house furnishings. The entire centre for the full length is taken up with a well displayed stock of furniture.

On the second floor also are the Christmas displays of toys, dolls and novelties and there is plenty of room for the little people to enjoy themselves.

### Four Warehouses Maintained.

In connection with the store the firm uses four large warehouses in which are handled flour and feed, wool, molasses, nails and other lines of heavy goods. The sizes of these warehouses are: 30 x 60 ft., 30 x 40 ft., 25 x 60 ft., and 28 x 65 ft.

Other features are fireproof vaults, cold storage vaults, sanitary refrigerators, convenient lavatories, etc., while aid is given to service by an up-to-date cash carrier system.

One of the foundation stones upon which this business has been built is in giving service to the customers, and this applies to the small things as well as carrying complete stocks. Particular attention is paid to deliveries and goods are sent to all parts of the town, while on Mondays, Wednesdays, Fridays and Saturdays orders are taken. The store is kept open until eight o'clock in the evening on Tuesday and Thursday nights and on Saturday until ten o'clock; other evenings the closing hour is six.

The grocery and crockery departments are in charge of Gordon McKay, who occupies the position of sales manager. J. W. McCash is assistant sales and advertising manager and has charge of the dry goods section, while M. S. Gamblin is manager of the shoe department. A total staff of fifteen is employed.



Elzear Turcotte's two fine motor delivery cars in Quebec City.

## The Place of the Auto in the Delivery Problem

Experiences of Quebec and Ontario Dealers Who Have Installed the New System—"Well Satisfied so Far," Says One—"Just What Was Required," the Way the Other Puts It.

**T**HERE are a great many grocers throughout the country who can lay claim to the first possession in their respective places of business of an automobile delivery. Among these is Elzear Turcotte, epicerie, of Quebec, P.Q. Mr. Turcotte has been a grocer in the ancient and picturesque capital for a good many years, and is a member of the trade who has kept face to face with the new conditions that have from time to time developed.

It was last April that he decided to establish the automobile delivery, and as the picture shows, he has two handsome cars that go about the city carrying not only the goods to be delivered, but a splendid advertisement as well—for every housewife likes to see as neat an outfit as possible stop at her door.

At the time Mr. Turcotte was interviewed regarding the service and cost of delivery he had not had sufficient experience to speak with any degree of accuracy. Nevertheless, he spoke as being highly pleased with the system so far. "Up to the present," he said, "I am satisfied with my experience, as the two

motors take the place of three horses and delivery wagons, and the cost of operation and the service seems to justify the change."

### Oil Tank Under the Auto.

David Le Barre, an Oakville, Ont., grocer, is still another who has taken to the automobile delivery system. A cut of his machine is shown herewith. In referring to the installation of this new car, a correspondent in Oakville says:

"The old order of things is fast passing away in the grocery trade as in all other lines. New ideas are being formu-

lated and put into effect. One of the brightest of the business men of Oakville is 'Davie' Le Barre, the West Side grocer, who has recently put on the road a splendid new auto delivery. The increase in trade made this departure compulsory, so that orders might be filled more promptly. Mr. Le Barre showed himself to be something of an inventive genius by installing under the car two large coal oil tanks, with taps, to offset the necessity for carrying cans and to oblige his customers by saving them the trouble of taking their cans to his store.

"He has disposed of his delivery horse and vehicles, and after several weeks of experience finds the auto delivery is just what he requires. The oil tank idea is one that other owners of auto deliveries might well copy."



Delivery car of an Oakville, Ont., grocer.

H. D. Henry of Henry & Glackin, grocers of St. Catharines, Ont., is in favor of the weekly half-holiday falling on Saturday afternoon. It gives, he points out, a merchant an opportunity to go somewhere and have a reasonable amount of time for a visit.

# G Window Trimming G

*In the following pages are presented the winning Christmas windows that were entered in our contest a year ago. These will be found to be of an especially high order and in them are contained many suggestions that should appeal to the trade, or those members of it, who have the trimming of the windows to look after. Christmas goods are shown exclusively.*

*One window trim of Christmas goods should not suffice the dealer this year. The more real good displays shown the greater will be the sale of Christmas goods.*

**C**ANADIAN GROCER has never had the pleasure of presenting to its readers a finer array of Christmas window displays, than appear in this issue. They are the six winners in our 1913 Christmas window dressing contest. It would, we consider, be a safe statement to make that these displays are the finest half dozen that could be secured on the American continent, if not in the world. It was a good many years ago since Canadian Grocer first established this annual competition and the improvements made in display as shown each year by those displays entered in the contests, has been quite perceptible. It is natural to suppose that when the 1914 results are presented, the array will be even more splendid.

While the winners in last year's contests were announced in January, only two of the pictures were reproduced at that time. All are shown herewith because now is the time they will come in the handiest with suggestions for the Christmas displays of this year. The occasion will soon be around again when the grocer will be launching the biggest holiday campaign of the year. The Great Day is less than three months hence. The displays on the following pages all contain suggestions that could be used with profit in what every dealer must make, the best trim of all the year. We would offer the suggestion that these

## LAST YEAR'S HONOR ROLL.

The winners in Class A (cities over 10,000 population), Canadian Grocer Window Dressing Contest of 1913, were the following:

First Prize—J. D. Jay, manager Dixie H. Ross & Co., Victoria, B.C.

Second Prize—George Arnold, 924 Queen St., East, Toronto, Ont.

Third Prize—E. A. Reed, Dowling & Reed, Brandon, Man.

Winners in Class B (business places under 10,000 population) were:

First Prize—C. B. Hume & Co., Revelstoke, B.C.

Second Prize—The McKenzie Co., Kelowna, B.C.

Third Prize—Ruppel & Co., Elmira, Ont.

The prizes in each class consisted of \$5, \$3, and \$2 respectively, making ten dollars for each class and \$20 altogether. Canadian Grocer will again conduct this Christmas window dressing contest, the prizes and regulations being the same as a year ago. Full particulars are given on another page. There is but one word of warning—see that you get a good picture from your photographer.

illustrations be kept on file so that they can be brought into requisition just as soon as they are required. We ourselves naturally take a great deal of pride in the rapid advance of the art of window dressing in Canada. Ever since the paper was established, 28 years ago, our best endeavors have been concentrated upon successful window dressing. Hundreds of illustrations have been shown, and the annual competitions, in recent years have, we feel sure, done much to encourage the art.

### Others to come later.

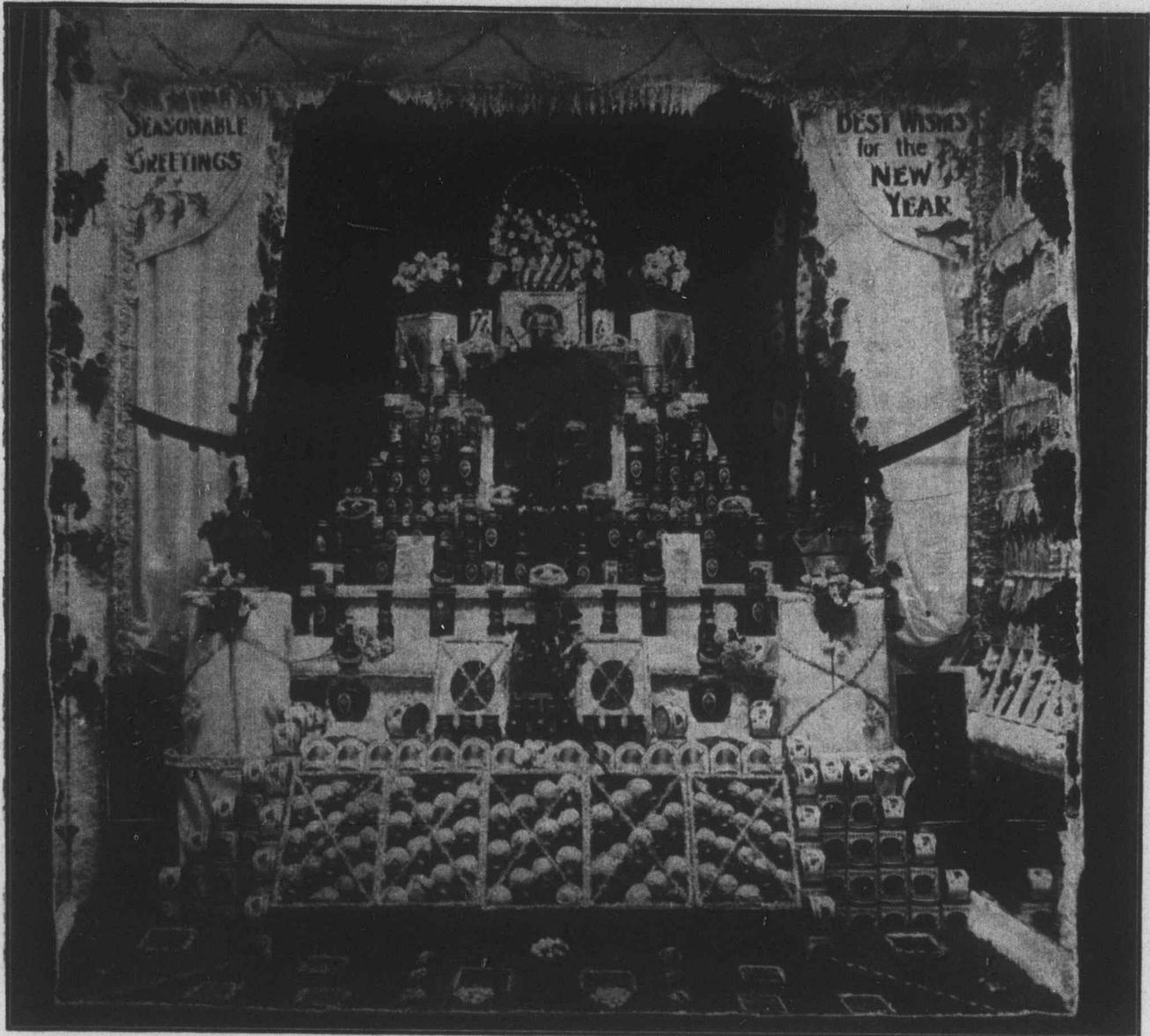
A large number of especially fine windows were submitted for the contest in December a year ago which did not come within the prize range, but many

of these are of such a high calibre that they will be shown in future issues between now and Christmas.

It should not be supposed that because of European disturbances there will be no Christmas trade this year. Of all the seasons of the year, the Yuletide is the one that makes the people open up their purse strings. The farming communities have been blessed with good prices this autumn, and the producers have plenty of money. While there may have been a slackening up in some of the industrial centres, in others the war has been a boon, and on the whole, prospects are good for the

Christmas trade. The fact should not be overlooked that there are plenty of well-to-do people who are curtailing expenses in many ways. Most of them will be susceptible to an enticing window display. This Christmas is the time if ever when the most appealing trims should be undertaken. Canadian Grocer would urge that every grocer begin early with windows of Christmas goods this year. Arrange to have two, three, or even four of them. Begin around the end of November or the first of December the sales of dried fruits, nuts, suet, baking powder, extracts, peels, etc. Show them in the most attractive trim the store is capable of making. Follow this up with a display of fancy Christmas lines such as

(Continued on page 77.)



Window display shown last year by Dixi H. Ross & Co., of Victoria, B.C., which took first prize in Canadian Grocer's Christmas contest.

## A Christmas Window of High Merit

**T**HE above is the first prize winner in cities of more than 10,000 population. This display was presented to the citizens of Victoria, B.C., prior to Christmas last year and it can be easily seen from the illustration why the judges placed it among the successful contestants. It was submitted by J. D. Day, manager of Dixi H. Ross & Co., of Victoria.

The main feature in this is of course the stand in the centre upon which are shown so attractively so many goods. The high tone of the trim is to be seen in fancy baskets and vases of flowers, the abundant use of tinsel paper and the symmetrical arrangement of everything. Many high-class goods are displayed including marrons in brandy and in syrup, brandy peaches, etc. The boxes of red apples at the base could scarcely be more neatly arranged. There are fancy fruits in glass and crystallized fruits and the large fern at the top presents an added refined touch to the entire trim.

On the floor at the front are shown bleached Sultanas, currants, raisins, citron, orange and lemon peel, Valencia almonds, etc., all carefully arranged with insets of confectionery. The "Greetings" on the sides of the curtains and the curtain arrangement itself are to be commended also.

## A First Prize Trim of Christmas Goods

**T**HE population of Revelstoke, B.C., is in the neighborhood of 4,000. This illustrates that in the smaller centres of trade in Canada the art of window display has attained a high standard. In fact this trim would very easily do justice to some of the large cities. The display was made by R. M. Hume and R. M. Blair, for C. B. Hume & Co., of Revelstoke, and it captured first prize in Canadian Grocer's contest for places under 10,000 population.

From the picture it will be seen that this window is on the corner. It has three sides of glass and runs into the door. The picture was taken from one side. The background is composed of cedar boughs with palms and flowers here and there. The central feature is a large imposing semi-circular display of canned fruits that tapers up to a point—a sort of tower with a fort of Xmas goods built around the base. There are handsome boxes of various dried fruits symmetrically arranged with attractive bottles of fruits between them and ferns and cedar boughs that lend so well, to a display, that Christmassy flavor.

From these boxes of dried fruits to the floor, and supporting one end of them, are piles of package raisins. In front are pyramids of oranges, pickles, canned vegetables, cream cheese, meats in glass, fish in tins and various kinds of confectionery, nuts, figs, plum puddings, Christmas cake, etc.



Winning display in Class 2—Centres under 10,000 population. This splendid trim was shown by C. B. Hume & Co., of Revelstoke, B.C., last Christmas.

# A Window Where Attractiveness Predominates

Lattice Work Background That Adds to General Appearance—  
Dried Fruits Shown in Glass Jars—Fancy Baskets Used—One  
of the Prize Winners.

**A**TTRACTIVENESS is assuredly one of the main features of a good Christmas window. Without it the proper attention of the passerby cannot be secured. In the display shown on this page, there is stamped the work of an artist. It should be understood, of course, that the window loses much in the taking of the picture and the picture loses something in the reproduction into an engraving. The original picture, however, presents a most tempting array of good things to eat.

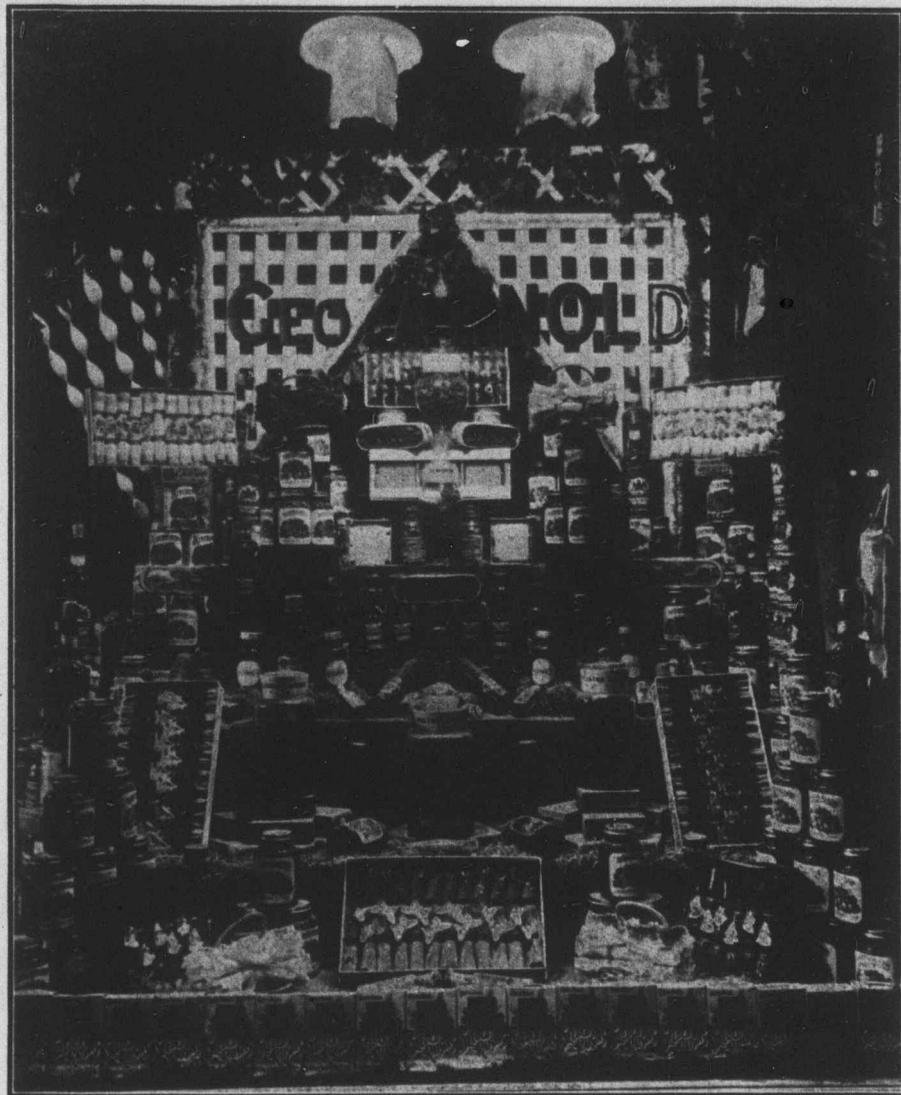
This trim is the work of George Arnold, a grocer at 924 Queen st. East, Toronto. It was given second prize in the competition for cities over 10,000 population.

The lattice work on the top adds to the attractiveness of the display and there is not too much to detract from the goods themselves. The window is bordered with green wreathing with corner winks turned away from the glass a short distance. These wings were made of laths covered with white crepe paper and latticed with tinsel. The edge was trimmed with holly.

The body of the window was built up in the form of steps about 12 or 15 inches high graduating towards the back. The background was made to correspond with the front, only it was made entirely of laths and covered with white crepe paper. These wings were turned towards the glass with an electric light hanging through where the points met the cross piece at the top. The wood was covered with cheesecloth and the lattice made of white tape trimmed with holly.

Among the goods used in the trim were Christmas crackers, fancy cherries, olives, chicken in glass, dates, figs, table raisins, mixed peel, Valencia raisins, currants, Sultanas, shelled nuts, Christmas wines, etc. The display was a thorough Christmas one. The Christmas fruits were all shown in a sanitary manner in glass jars each jar having been labelled with the name of the fruit inside. Mr. Arnold claimed this to be a much better plan than the old one of exposing these goods to the dust and dirt that continually flies about.

There is a general air of refinement



Winner of Second Prize in the Class A Christmas Competition—trimmed by Geo. Arnold, a Toronto grocer.

about the entire display. On the floor of the window may be observed a couple or rich looking fancy baskets containing crackers, while the glass jars artistically placed here and there add to this impression. The symmetrical arrangement of the trim is also a feature.

## WINDOW TRIMMING.

(Continued from page 74.)

fancy biscuits, crackers, wines, nuts, and confectionery. There is also room for a trim of canned vegetables, bottled fruits, oranges, apples, grapefruit, etc., before the crowning effort of the holiday season is attempted in the finest window of all the year.

It is by such methods that the people who have the money will be tempted early. When they have been sold the staple articles for the Christmas baking early in the season, the dealer has a much better opportunity of giving his attention to the late buyers and to other goods as The Day actually draws nearer. While the war may have had some influence on the arrivals of fruits and nuts from the zone of hostilities, yet there will be considerable quantities on hand and business should be keen for what there are.

The time to plan the Christmas window displays is now. Show as many of them as possible. The more the better.

## An Appetite-Creating Window Trim

**I**N DRESSING any Christmas window, the paramount problem is to make a display that will sell the goods. It may be ever so original and yet not create that necessary longing in the heart—or rather in the stomach—that means parting with the money and possession of the goods. That is the one great test of the value of a window.

A glance at the display of the McKenzie Co., Ltd., of Kelowna, B.C., which captured second prize in Class B, in Canadian Grocer's competition, demonstrates immediately that it is one that will sell the goods. It is what might be termed an appetizing window and no doubt this was primarily the reason the judges placed it in the front rank when the entries were closely examined.

This trim is easily described. In the centre foreground is a pyramid of grape fruit backed up by package dates and figs. Behind those are boxes of pulled figs and stockings and boxes of chocolates. Hanging from the top is the name of the company and behind this a large palm that lends an added tone to the entire display. On either side of the centre is a tier of Japanese oranges in boxes topped by Christmas crackers. On either side of the oranges lie boxes of Smyrna figs neatly arranged with a keg of Malaga grapes between. Above the top boxes of the figs are nests of oranges with cocoanuts on either side behind which hang Christmas stockings on a line.

At the extreme outsides are other rows of Japanese oranges surmounted by Christmas crackers. It will be seen that a number of price tickets have been used, which in a town the size of Kelowna should be valuable. Just under the name may be noticed a picture. This is of local boys and was placed in the window with a purpose—that of arousing local interest. The trim was made by Richard S. Johnston.

## Attractive Display of a Manitoba Firm.

**D**OWLING & REED, of Brandon, Man., always have a fine looking Christmas window. Two years ago their entry won first prize in the contest and the display submitted last December again came within the money.

The displays of this firm are good because they are attractive and produce results. Take a general survey of the one shown opposite. Doesn't the illustration itself create an appetite for the goods? When the window is strong enough to do that, it has attained the end desired by every trimmer. And the more goods it sells and the greater the general advertising value it produces, the better the display.

The floor of the Dowling & Reed window nearest the glass is covered with neat little nests of candy imbedded among nuts, cranberries, etc. The show cards strewn among the goods tell interesting stories about them, for instance—Fancy Mixed Nuts (note the word Fancy), Xmas Nuts, Fancy Figs, Choice Mixed, etc. All these terms have a selling value which is positive. Omit the word "Fancy" or "Choice" and considerable of the value in the card is lost.

To the back of the foreground is a row of dates stretching across the window, behind which are arranged from left to right oranges, figs, fancy confectionery in boxes, Japanese oranges, etc. The row of four neat baskets containing apples and oranges, gave a fine color effect which the picture does not show. Between these are Christmas crackers, and boxes of confectionery and behind them again and below the shelf are boxes of fancy biscuits. The pillars at the sides are brought into requisition by using them to list goods such as Fancy Cheese on the left, and Oysters, and Vegetables on the right.

A sort of double display effect is secured by running a shelf across. On this is shown tins of jam, packages of dates, plum puddings, grapes, and tins of mince-meat. The foliage at the top with tinsel decoration adds to the general appearance of the trim. The "Christmas Greetings" are made from batting on a background of evergreen.

CANADIAN GROCER



Last year's Christmas display of the McKenzie Co., Kelowna, B.C., winner of second prize in places under 10,000 population. Described on opposite page.



The attractive window of Dowling & Reed, Brandon, Man., which captured third prize in the large city class. Described on opposite page.

# Possibilities of Display in the Smaller Centres

One of The Prize Winners Who Believes in Methodical Arrangement of The Trim And in Not Putting Too Many Goods In It—An Example for Every Dealer and Clerk in the Towns and Villages.



A prize winning trim from a small town. Dressed by G. P. Ruppel, of Elmira, Ont.

IN a town of some 1,500 population, one does not frequently meet with anything extra in the matter of window dressing. This display of Ruppel & Co. of Elmira, Ont., must be considered as an exception to the rule. Among a large number of small town displays it was given third prize in Canadian Grocer's Christmas contest. One who has ever been associated with life in the smaller centres can easily imagine the attention that such a window would receive from the people. It goes to show what is possible to be accomplished in the window of every store around Christmas time, and what should be done this year to get the Christmas trade.

This window was trimmed by C. Percy Ruppel, and in describing the work put on it he says:

"I built up a large pyramid in the centre, which I covered with bright red and white paper (crepe). The sides and

back of the window are decorated with holly and twisted crepe paper which gives it an attractive appearance. I built up pyramids with fancy bottle goods, fruits, candies, shelled nuts, etc., after which was placed a row of large oranges around the pyramid. To give the sides of background a better appearance I built them up as shown in the photograph, with canned fruits and with two large cones of nuts. The ground floor was filled in with nuts and figs, and several cards printed on pure white paper with jet black lettering were used in several places, only enough of them so as not to crowd the window. On one side of the background was placed a large card, "Our Motto, Quality," and "Merry Christmas to You All," on the other side.

#### Doesn't Crowd His Displays.

My idea in window dressing is that all does not depend on how much you place

in a window just merely to get it filled. There should not be too much in a display, and what there is should be arranged systematically. Many merchants do not see the value of window trimming even in groceries, and I feel confident that in the end it pays to change your windows often in order to keep those who pass by interested in the goods you have to sell.

"As one interested in window dressing, I know much can be done and should be done to improve matters regarding dressing grocery windows, especially in the small towns and villages. We have to thank Canadian Grocer for the deep interest you are taking in improving conditions regarding this important matter, and we trust that much good may come from your efforts."

Mr. Ruppel, as will be seen from his letter, is a faithful student of window trimming.

# Panoramic Picture of Grocers on a Dark Night

Story of a Ride With a Provision Traveller Who Analyzed His Customers—Their Successes and Failures Reviewed—How This One and That Pulled Through Stormy Seas.

Written for Canadian Grocer by John H. Barton

IT was getting towards night. I had been chatting with a grocer in the suburbs, when a provision traveler entered, and, after catching a few sentences of the conversation, commenced to air his views in a most determined manner. He seemed a man who knew the grocer through and through. He admitted himself that he knew more about the average grocer's business than the grocer knew himself, adding that there was no business like provisions for getting a close peep at a man's affairs.

His knowledge along these lines was so profound, I was glad when he offered to drive me back to the city in his buggy. In that short ride he upheld his reputation, for he reviewed the history of a dozen grocers.

Referring to the grocer, whose store we had just left, I said: "He is doing an excellent high class business."

"Yes," he replied, "a very good business. We have no need to be afraid of men doing a high class trade. They've got the money; it's these fellows who are always cutting prices we have to watch."

I reminded him of a young grocer in this suburb who had built up a splendid business in two years, whose success was due to his ability to sell at rock bottom prices.

"Yes," he admitted, "but he's a live one. I've known him since the day he began. He's building on a solid foundation. He knows how to buy, and then you know, he's got his father to help him—a man whom he can trust while he is away from the store."

## An Instance of "Hindsight."

This led him off at a tangent. He started right in to tell me a story about a grocer in the city who used to drive off with the rig early in the morning to buy produce at the market. "He left his store in charge of his clerk, who was robbing him right and left. It would have been far better for him to have let fruit and vegetables alone, and looked after his business. A straighter fellow I never knew, nor one who worked harder to keep his business up; but he was going under. He worked until he had one foot in the grave, and then was compelled to sell out. The man who bought it has made a little fortune already. That's what a dishonest clerk did for him. An honest clerk is a great asset."

*This interesting story from the pen of Mr. Barton gives a little inside history into the ups and downs that encourage and beset the path of the retail grocer who is out to win his spurs. Many are the heart-interest stories that the knight of the grip could tell. Those given here are a sample of the wide knowledge about the men in business to-day, that has been attained by the constant coming and going of the commercial traveler. This story will be found a fascinating one by every member of the trade.—The Editor.*

"It reminds me," I broke in, "of an Ottawa grocer, who was pestered to death for years by dishonest clerks. One day he discovered an honest one who had several brothers. As each clerk left, a brother was bought in, until the whole staff was composed of boys from one family, everyone honest. There was this advantage, too: brothers are very anxious to teach one another, which cannot be said of strangers."

"When there's an honest one in a family," said the provision man, "they are usually all honest, and the reverse is true, too."

## Behind in His Payment.

I held the reins for a minute while he made a last call. When he returned, he said:

"That man owed us over \$200, and could not pay it. You can put a man out of business, you know, if he owes you that amount, and can't pay. I haven't got the heart to do that. One or two of the boys got together, and decided to take what he owed them in small sums. Now he's getting back on to his feet again.

"There was another grocer in C—— who owed me \$200. He was running a C.O.D. business with me, but one day I said, 'What about that back account?' He answered, 'I can't pay it, and that's all there's to it.' 'But,' I said, 'you don't think we are going to throw away \$200.' 'You can do whatever you like about it,' he said. 'Well,' I replied, somewhat staggered, 'if I were to take that message to the office, they'd close you up so quick, you'd be knocked silly.' His face changed, and his tone. 'Well, Mr. J——,' he said, 'it's simply like

this, my customers won't pay me, and I haven't got the money to pay you.' 'But,' I said, 'you can surely pay me five or ten dollars a week.' 'Do you mean to say,' he asked, 'that you would take it like that?' 'I certainly will,' I said; 'that's much better than fifty cents on the dollar.' To-day, he has nearly paid off the whole amount, whereas, if I had taken his message to the firm, he would have been out of business sure."

We were now beginning to enter the city, and the rubber tires of the buggy were bumping over the granite blocks. Now and again we passed a small grocery busy with trade which comes in around supper time.

## Manufacturer Now a Grocer.

"There's a man," said the traveler, pointing to one of these small groceries, 'who used to manage a large manufacturing concern in this city. Somehow he lost his job, and started in there. He has built up quite a nice little trade.

"That man there used to be in another section of the city, but he was indiscreet in giving credit. A move was necessary to save him. He does a cash business now, and is redeeming his past. Surprising what a change a new location will make in a man.

"Now you see that splendid store at the corner. It is one of the most elaborately equipped establishments in the city. Fixtures, lighting, and everything are of the best. He is catering to a high class trade. He made his money in a low class section. It was a good business, but inclined to be messy: the kind of place they wrap bacon in newspapers. When he built this new store I don't think he realized what a different locality he was moving into. Sometimes he gets annoyed at a customer and flares up as he used to in the old store. But it won't do in this locality, and he's beginning to realize it. However, he's got a splendid store, and will do well.

"You see the man behind the counter in this store. He's a young fellow who started up in a small way five years ago. I found him, and took a chance. He's turned out all right, and is doing a nice business."

I asked the provision man regarding a grocer in another suburb whom I had formerly known.

"Yes, poor K——," he replied; "he  
(Continued on page 83.)

# From a Canvas Tent to a Big Department Store

P. C. Duncan Co. Among the Pioneers of a Southern Saskatchewan Town—How the Business Expanded—A Suggestion for the Clerk—Equipment of the Grocery Store.

Written by a Staff Correspondent.

AND then, turning to his clerks, S. E. Turner, manager of the grocery department of the P. C. Duncan Co., Ltd., Estevan, said: "They are good clerks; they have been little gentlemen. It has always been our policy to give good salaries to right men." Mr. Turner had been discussing methods of selling, Saturday specials, doing a little jobbing on the side, and so forth. He thought his clerks were an integral part of the business, so he continued:

"If clerks—good level-headed men—would only interest themselves in public matters, they would help themselves and their employees."

Mr. Turner himself has been chairman of the school board in Estevan for several years. P. C. Duncan, the president of the company, has been mayor, and everything else in the civic honor line. Other members of the firm have held public offices, and Mr. Turner was trying to show Canadian Grocer's representative what opportunities these afforded for helping the business along.

What he really said in a half hour interview covered the history of a large general store in a Saskatchewan town, from its birth under canvas, to its present state as a department store.

It is twenty-three years since P. C. Duncan went to Estevan and started in business. Codville's, Ltd., of Winnipeg, supplied him with his first car of groceries. Estevan was then only a canvas town, the steel having only just arrived. P. C. Duncan is one of the few old-timers left, but despite his long residence in the town, he has modern views, and is one of the leaders in projects for furthering the interests of the town.

## The Growth of Estevan.

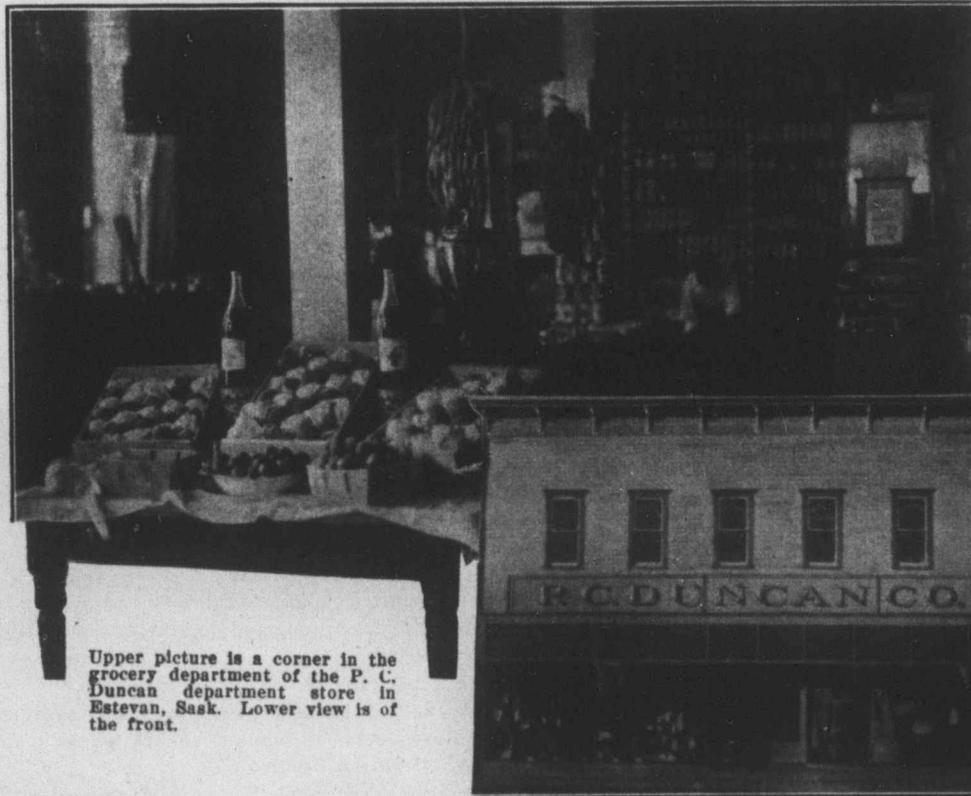
Estevan did not experience much growth twenty-three years ago. Even eight years ago, the population was only 400, whereas to-day it is close on 5,000. The most rapid growth took place four years ago, when the natural resources of coal and clay became known throughout the Dominion. The present Duncan store was erected twelve years ago, the lines

handled then being flour and feed, furniture and hardware, the upper storey being used as the town hall. Five years ago dry goods and groceries were added, when an amalgamation with other Estevan stores took place, forming a limited company.

Saturday and Monday specials is one of the methods of this store. Mr. Turner said he has seen 150 orders laid over Saturday night, unable to be filled. It was necessary to place a man on the phone announcing the fact that owing to pressure on counter trade, orders could not be touched until Monday.

When Estevan began to grow in leaps and bounds, Duncan's soon perceived the necessity of a better delivery system. The town was split into two, and a covered van put on the road, making five deliveries a day to each part of the town. The equipment in the grocery department was brought up to date, two large electric coffee mills being installed, electric computing scales, rotary meat slicers, cash carrier system, and the cash register. No credit is given. The local papers are used for advertising, as well as several small papers in outlying districts. The territory served by Estevan is a large one, being nine miles from the United States border, and the nearest town out of reach.

P. C. Duncan has now practically retired from the business, his son, Stanley Duncan, being in charge.



Upper picture is a corner in the grocery department of the P. C. Duncan department store in Estevan, Sask. Lower view is of the front.

High positions mean work from youth on to the end. This work develops brain power so that when growth has been vigorous the man is equipped for big things. He has learned details from the start, is master of his calling; never dawdles, loves his calling,

# New Equipment is Saving and Making Money

Canadian Dealers Relate Experience With Such Store Assistants as Account Registers, Coffee Grinders, Computing Scales, Self Measuring Oil Pump and Meat Slicer—Selling Aids That Grocers Should Look Into.

FOR the last five years J. A. Tremblay & Co., 75 Victoria avenue, St. Lambert, Que., have been using a system of bookkeeping which, in a way resembles that on which the modern account register works. Two sections of his open fixtures behind the counter were divided into small compartments, each of which contained an account book. The name of each one was written on a gum label, affixed above the compartment. The amount of each sales slip was entered into the customer's book, and from this book accounts were rendered at the end of each month. In case of a dispute, reference could be made to duplicates in the sales books. Besides using the gum labels for customers' names, he also wrote their telephone numbers there, so that he did not require to look in the book whenever he wished to speak to a customer.

Such a system, he explained, while handy in many respects, meant a lot of extra work as compared with an account register. For five years this firm has managed to get along with this system, taking care of over a hundred customers, but with a growing business, they have decided now to install a 200 account register, which they consider will be a considerable saving in time, and will pay for itself in the long run. The business is being run by Joseph Bouchard and M. Martel.

Some time ago J. A. Tremblay & Co., introduced a computing scale and a meat slicer into their store. They claim to have increased their meat sales a third as a result, but also claim another saving. Formerly, when they used a knife, they took care not to cut more than a pound when a pound was ordered. Now they are not so careful, as when the meat is placed on the computing scale, if it is a little over, the scale records a slightly higher price. Nine customers out of ten will pay the difference. With the old scale it would have been necessary either to take part of it back or lose the difference. Thus time is saved, as well as money.

Frank H. Taylor, a Niagara Falls, Ont., grocer, looks after his accounts with a four-hundred account credit register. This is found to be of splendid service as it removes the necessity of late work in posting books and sending out the tiresome monthly itemized accounts

of former days. At the same time it tends to the elimination of errors in accounts as the customer watches the totals closely.

"The only thing to have," is the way a member of the staff expressed himself in reference to a self-measuring oil pump. This is located in the rear of the basement and as there is a back door leading to it there is no trouble experienced in filling orders. "And it keeps the smell of the oil away from everything," he added, and into the bargain there is no waste.

During the year a new coffee grinder has been installed and coffee sales have increased noticeably since. On occasions the store is completely out of coffee on this account and at times it has to be brought in by express.

"Wouldn't be without it," is the way Robert Pierson, a St. Catharines, Ont., grocer refers to his account register.

Scott's, Smith Falls, Ont., recently installed a new meat cutter in their grocery department. Prior to that, meats were slashed up with a knife to any thickness. Mr. Scott says that his business in meats has increased fully 50 per cent. since he installed the cutter. Other Eastern Ontario grocers who have installed these machines report equally gratifying results.

There are two converts to the electric coffee mill idea in Oshawa, Ont., and the fact that the Beaton and the Kyle groceries are in competition would indicate that the grinders are actual business increasers. At both stores there are very satisfactory reports of the greater demand for coffee which has resulted from having these modern machines installed. Mr. Beaton states that the customers of the store displayed a marked interest in this modern equipment and it was easy to turn this interest into sales by talking about the machine, how it is operated, etc.

The business in sliced ham has greatly increased in the store of W. H. Martin of Niagara Falls, (South) Ont., since the installation of a meat slicer.

"We have worked up a considerable trade," stated a member of the staff, "among lodges here simply by being in

a position to slice cooked ham so well with the slicer. They know that we can supply them with any thickness they desire and in a short time. We also do a big business with churches and Sunday schools around their anniversary times.

"It is found too, that to many of those buying the ham, we can also sell other goods such as coffee, sugar, pickles and biscuits."

Here is some strong evidence to show that in many cases the increase in the sale of one line helps the sale of another. This meat slicer must certainly be considered a good investment.

The Martin store is also fitted up with dust-proof bins with glass fronts for the display of goods, and these are considered a splendid asset in the matter of getting business. Other equipment in this store include a coffee mill, account register, computing scales, cheese cutter, and an attractive refrigerator.

## PANORAMIC PICTURE OF GROCERS ON A DARK NIGHT.

(Continued from page 81.)

started in a small way, and in four years had secured a splendid business. Then, one day, he decided to pull down his barns, and build greater; he put up a big block where his old store used to stand. That put him out of business. What money he has, is in that block."

### Two Years to Get an Order.

Having passed a store, the proprietor of whom was a difficult man to do business with, the provision man was led to relate how he secured an order from a prominent grocer, after calling on him for two years without success.

"One day I was driving along, when I saw this man standing at a street corner waiting for a car. He was dressed in an old greasy coat, and looked the very picture of a rag-picker. I stopped the buggy, and offered to drive him to his store. He declined the offer with thanks, but I insisted. So he came along. When we reached the store, he asked me to come in, but I excused myself on the ground of pressing business. Eventually I went in, and he gave me a splendid order for provisions. He has been one of my best customers since."

We had now reached the heart of the city, and so the panoramic picture of Canadian grocers came to an end.



Above illustration is left-hand view of the store of F. H. Taylor, of Niagara Falls, Ont., where so much attention is given to the displaying of goods.

## Pinning One's Faith on Dis

Niagara Falls Dealer Aims to Present as Many Customer—His Many Methods of Accomplish—the People to Buy—Fruit, Vegetable and Fish

Specially Written for

ONE does not have to spend very much of his time in the store of Frank H. Taylor, Niagara Falls, Ont., to observe that his chief selling method is DISPLAY. The commodious store which was not so long ago opened to the public, was built and furnished with that one idea in mind—Display. From one end to the other and up and down the centre, the eye meets nothing but goods on display, on the shelving, on the counters, on stands, in silent salesmen, in cases and on tables, as well as in a large display case at the front of the store and in the extensive windows.

Mr. Taylor or his salesmen could give a lengthy list of actual sales the majority of these mediums have been responsible for in a given time. They are making sales every day and proving their worth.

"Why," remarked E. Pifher, one of the salesmen, "you see that display of sugar in the window?" Canadian Grocer noticed a neat arrangement of cartons and small bags. "Well, in less than ten days we have sold all but 120 of the 500 cartons we put in the display. We started out with about 35 of those 20-lb. sacks, and sold already 25 of them, and we think that is pretty

good for a display of such a staple article as sugar."

On one of the tables in the centre of the store were neat piles of goods such as condensed milk, jam, bottles of vinegar, meats in glass, canned spaghetti, etc., and this table has proven a splendid salesman in itself. Another contained a display of small flour bags.

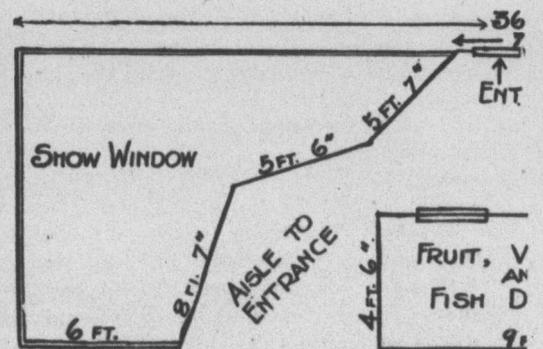
### Special Display Refrigerator.

Almost in the centre of the floor and near to the front is to be found a display refrigerator for cooked meats and butter. There are two compartments for meats, the ice being in the centre and the butter in the compartment on the opposite side. This refrigerator, together with a meat slicer, is rapidly building up a splendid cooked meat business for the Taylor store.

One of the features of the store policy is the way they go after fruit and vegetable trade. Inside is a long table completely covered with vegetables—in season—and the side facing the door is banked from the floor up with more. Not only this, but part of the store front is given over to fruit and vegetables

during the summer and autumn months. These are shown in a handsome large display stand situated in the very centre of the store front, as may be seen from the accompanying drawing, and entirely separated from the remainder of the front. This has two doors in the back and screen ventilators above the doors. This silent salesman, which stands on the edge of the sidewalk, actually reaches out to the passerby to come in and purchase.

During the winter season this silent



Drawing showing ground plan of the windows and in front of



## play in Selling Groceries

Varieties of Goods as Possible to the Eye of the  
ing This—An Unique Store Front That Helps  
Show Case in Centre of Doorway a Feature.

Canadian Grocer.

salesman is devoted to the sale of fish. Samples are shown on platters and just as soon as these displays begin the stock of fish begins to turn over rapidly.

From the photograph it will be observed that the store pillars are also brought into requisition in the carrying out of the display idea. These are built up with canned vegetables and make a fine showing. It is the intention of the Taylor store to vary this arrangement later on by placing shelves around the pillars every three feet or so apart.

### Case Enlarges Biscuit Sales.

One of the most profitable additions to the equipment of this store was a biscuit display case. The end of this may be seen in the cut on the right hand page. This case is just another link in the extensive display campaign that Frank H. Taylor believes in so thoroughly.

The window in this store is of the out-of-the-ordinary character, and is very seldom met with in a grocery store. The drawing below represents the floor. From the street one must not only see the fruit and vegetable display stand already mentioned, but he must pass three distinct expanses of plate glass on entering. There is something upon which to fix the gaze from the sidewalk until the customer passes inside the door. The maximum benefit from the store front is thereby secured. It is only natural for a woman who passes in on one side of the entrance to go out on the other, so that all the goods displayed are observed on every trip to the store. An important advantage in such a store front according to the Taylor staff, is

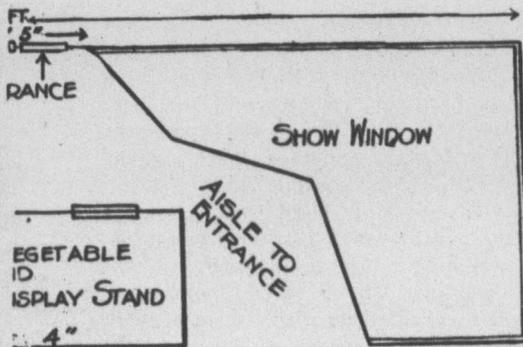
Showing the main counter on the right of the Taylor store and some fine inside pillar, counter and shelf displays.

that the front is large and the customer has ample space in which to move around and view the articles shown.

### Large Mineral Water Trade.

In this store the sale of Christmas goods begins on their arrival. This is usually around the first of November for dried fruits. Displays of them are made at different places throughout the store and little difficulty is experienced in turning over considerable quantities.

Frank H. Taylor has created a big business in a mineral water which he brings in from St. Davids. This is in large glass casks which are delivered regularly to customers contracting for same. A large display of these bottles is always to be seen in a prominent place in the store. This business is looked after by auto truck, while three delivery wagons attend to the remainder of the trade. Mr. Taylor has seen considerable service in the grocery trade, having been connected with it for upwards of 18 years. His head salesman, Wm. Mussel, has been with the Taylor firm ever since the business was started—a record pretty difficult to beat.



front of the Taylor store, with special display stand the doorway.

# The Average Cost of Delivery and Salaries

From Figures Compiled From Statements of 28 Merchants in Different Parts of Canada—An Average of 7.68% is Struck for Salaries and 1.94% for Delivery—Is Your Expense More or Less?

From Replies from Canadian Dealers.

**W**HAT wages are you paying your store staff? Are they getting more than your sales warrant or have you ever figured out what percentage of the total overhead expenses the salaries of your staff and yourself should be? Are you paying too much for delivery by giving service that does not repay you? Or are your delivery costs below the average?

These are all questions that the business man who is anxious to operate his business on business principles should be able to answer. Some time ago a reader of Canadian Grocer asked these very questions. To obtain the answers a number of dealers were written for their figures so that an average wage and delivery expense might be struck with reasonable accuracy. We would liked to have heard from more members of the trade, but at any rate here are the results in a nut shell:

Twenty-eight dealers in different parts of the country were found to have an average expense of 7.68% of the turnover. The highest was 14% and the lowest 3%. The majority, however, were from 5 to 10%.

Twenty-two dealers were found to have an average delivery cost of 1.94%, the highest being 3.5% and the lowest one-half of one per cent.

## Below the Average.

A dealer in a small centre in northern Alberta gives his total sales at \$76,118 during 1913, whereas the salaries of himself and staff amounted to \$3,762. In this case salaries represent 4.94% of the entire business. Up to August 31 this year his sales were \$47,030, and wages \$2,110 representing an expense of almost exactly 4½%. This shows a slightly reduced percentage and also demonstrates that this man is considerably below the average—7.68%. His delivery expense he places at 1.5%, which is also somewhat below the average of the 22 dealers. It looks as if he were playing pretty safely.

A certain merchant in a small town in British Columbia gives his annual sales at between \$30,000 and \$35,000 and his wage expense at \$2,100. Basing his turnover at the middle figure—\$32,500—his wage expense would figure out at 6.05%. This too is below the average.

He does very little delivery, this being only a half of 1%.

## Expenses Are Tabulated.

Some splendid figures are supplied by a Nova Scotia firm. The only drawback is that their invoice cost is given for a year instead of their total sales. This cost is placed at \$50,000. Let us suppose that an advance of 25% is made on this to obtain the turnover. This would make sales of \$62,500. The wage expense is nicely tabulated as follows:—

Head Clerk, 52 weeks at \$12...	\$ 624
Helper behind Counter, at \$9...	468
Lady for office, confectionery, fruit, etc., at \$5 .....	260
Man on order time at \$10.....	520
Boy on delivery at \$4 .....	208
Man for trucking, butchering, etc., at \$10.....	520
Two members of firm \$1,200 each .....	2,400
<b>Total .....</b>	<b>\$5,000</b>

If we have figured out the sales fairly accurately, it will be seen the wages equal exactly 8% of the turnover which is a shade above the average. One good feature is here noticed—the heads of the concern figure into the wage expense their own salaries. This is, of course, to be expected in case of partnership, but it should be made a rule in the case of each merchant who is desirous of knowing what he is doing.

This firm have also given their delivery expenses as follows:—

Two teams, depreciation, \$50 each .....	\$100
Two men on teams at \$7 .....	728
Interest on Investment, horses, wagons, etc. ....	36
<b>Total .....</b>	<b>\$864</b>

It seems, however, that there is something missing in this account as nothing is said of stable expenses such as feed. This firm, however, have calculated their delivery expense at 2% of all business done or 7½% of the goods carried. From this it is to be inferred that the majority of the goods are taken away by the purchasers—a very satisfactory state of affairs.

## Delivery Per Package.

That different merchants are confronted with different situations is evidenced by many of the replies. A firm in Calgary for instance, figures its delivery expense at 2½% but points out that their delivery man puts one-quarter of his time in the store so that the delivery expense is proportionately lower. This same firm is the only one to hazard a statement as to the cost of delivery per package which they place at 12 cents. This, however, would be found, no doubt, to be rather high if a close tab had been placed on everything.

An Ontario merchant located in a village states that he has no figures on cost of wages separately but he places his expenses at about 12½% altogether. He adds, however, that he owns the building and so has no rent to pay and infers that this is not figured in his costs. Should he not, nevertheless, include interest on his investment among his expenses?

One reply from an Ontario merchant doing a small business is interesting enough to be presented here in full even if it does not bear directly on the question:—

“We have no hired help in our business. My wages include manager, clerk and delivery all being done by myself and family, so it would be hard for me to figure out what my delivery is worth. Our business averages about \$5,000 a year, and I clear about \$100 a month.”

In sending in his reply to our letter, a St. Thomas, Ont., grocer points out that the majority of grocers there use parcel delivery and pay so much per week for the service according to the size of the business. Where the grocers of any fair sized town are on particularly friendly terms with one another, a general delivery system might be undertaken with profit. There are some places where delivery expenses are being cut considerably by this method.

A grocer of London, Ont., gives his wage expense as 13%. This is considerably higher than the average.

Canadian Grocer would appreciate hearing from others with the list of their expenses and salaries and turnovers. All names, shall, of course, be kept strictly confidential.

# Increasing the Order by Interior Displays

Does the Average Canadian Dealer go in for Them the Way He Should? Are Neat Inside Displays Confined Principally to High-Class Grocers?—A Selling Method Deserving More Attention.

Specially written for Canadian Grocer by an Old Countryman who has travelled over Canada.

**H**AVE Canadian grocers lost the art of making attractive displays within their stores? They probably lead the world in the matter of window displays. To them it has become a science, and of greater importance to the business. Any grocer will tell you that his window is one of his greatest assets, and some go so far as to place its value as an advertising agent before that of the local newspaper.

The art of making inside displays has, however, been neglected in many stores, and in that respect the grocery establishments of the old world probably lead, on the average, those in this country. As one who has travelled among grocery stores all over Canada, the writer finds that it is the high-class store which goes in more for interior displays. It may be that the class of goods they carry is more adapted to nice arrangement. For instance, nothing could be more compelling than a well-arranged table of Italian goods. Then again, those of the middle classes are probably less susceptible to displays, knowing what they want, and demanding it, whereas the woman with unlimited means can be drawn like a fish with a bait. Show them something nice, and they will want it.

Whatever may be true, it is a fact that the high-class stores, like the Hudson Bay Co.'s of Calgary, Hendry's of Winnipeg, Michie's of Toronto, Fraser Vigers & Paul's of Montreal, and Court-

neys of Halifax, go more in for pretty interior displays than those stores which cater to the less wealthy classes. In such cases it is very probable that an interior display has more intrinsic value than a window display, since it is there while the customer is placing her order, and will certainly have effect on the size of her order.

This tendency is noticed in department stores, both in the East and in the West, but in the West particularly, and is affecting also the type of fixtures used in the grocery store. Take the store of the Hudson's Bay Co. at Calgary, one of the newest and most elaborately furnished grocery departments in America. Here, every available fixture has been pressed into service for the purpose of display. Even the massive pillars, which one would have thought handsome enough as they were, have been covered up with thousands of tins of canned goods. The display tables are of most expensive mahogany, and their surfaces are not left bare. The displays are masterpieces, which are not disturbed, stock being



Counter trim of olives backed up by a neat shelf arrangement.

procured from beneath. Even the counters themselves are turned into display tables, leaving small spaces with just sufficient elbow room for clerks. The tendency among many is to relegate order-taking to separate order rooms, the customer

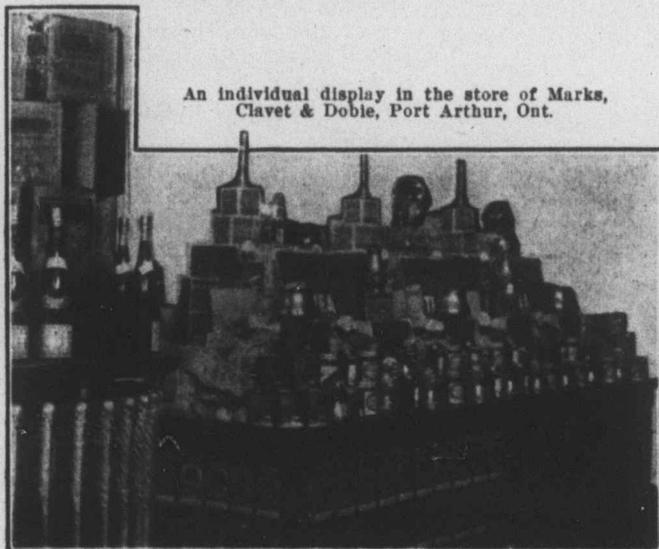
may be seated at a separate table with the clerk, and perchance partake of a light lunch.

## Importance of the Inside Display.

It seems that in this line the department store has stolen a march on the specialized grocer. One of the most striking characteristics of the department store to-day is the importance they are attaching to displays within the store. In most cases the display window is far removed from the department, and the manager is compelled to rely for display mainly on the store interior.

All this seems to indicate that the department stores are making a bid for the better class business. Their method of approaching customers, their elaborate and expensive fixtures and displays point that way; they carry many of the high class lines, and their service is such as to be beyond the pocket of the clientele enjoyed by the corner grocery.

Speaking of a department store in the West a certain grocer said: "I'm not afraid of my customers going there.



An individual display in the store of Marks, Clavet & Dobie, Port Arthur, Ont.

They'd not know how to act. It is far too fancy for them; they like it rough and ready." The manager of the department store said: "We are the better class trade. In my experience I have found that you can't cater to them both at once. It would be disastrous." Thus it seems that the grocery business in large Canadian cities is dividing into two classes—the high class trade and the workingman's trade, and class appears to prevent one from encroaching on the other.

If as some argue the art of interior display is being lost—and it can be successfully used as a business-puller—there is no reason why the average grocer should not practice it again, and reap what benefits he can. Several illustrations are shown in this article.

Two of them are views taken in the store of Marks, Clavett & Dobie, Port Arthur, Ont. They do a mixed business, but have successfully introduced pretty table displays, the color in which unfortunately, cannot be shown in these photographs.

The cut in the lower left hand corner of the page illustrates a tea display near the entrance, running parallel with the counter. It consists of 5 lb. and 1 lb. boxes, open, with pink roses dipped into the tea. These are backed up with various makes of package tea, while in the foreground are glass jars of meats and jam. Hammered brass jardinières and oil stove kettles give the display a very pretty finish, and brass candlestocks also lend an extra touch to the daintiness of the trim.

At the foot of this display was originally a showing of vegetables. These are carried on two low trucks, about five inches high. These are wheeled into the store every morning, and are fresh. These are picked up by customers who are purchasing at the counter, and are usually cleared away by night.

The other pictures illustrates a counter display of bottled goods, such as olives and olive oils, summer drinks, fruits in tins being used as a basis, and the glass for the finishing touch. Notice the traveling ladder, used for serving from fixtures devoted to fancy lines.

This type of display is common throughout the store, and gives it tone. It is a successful attempt to reach both classes of trade.

## Difficulties With Credit Customers Discussed

Understandings Between Merchants Only Way of Defeating Dead Beats, Say Some — Advisability of Canvassing for New Customers—Wholesalers' Credits To-day and Thirty Years Ago.

From Interviews with Eastern Merchants.

OF all subjects relating to the grocery business, the merchant to-day is as eager to talk about credits and ways of handling credit customers as anything. A representative of Canadian Grocer who recently visited Eastern Ontario found those upon whom he called as anxious to hear about as to talk about, this matter. Conversations varied from how to test a new comer to the store, whether it paid to canvass for new customers, and one grocer drew attention to the disparity between the length of credit given by the wholesaler to the grocer, and that allowed by the grocer to the consumer.

P. D. Herbert, Bank street, Ottawa, said he had been experiencing difficulty in getting accurate information about customers coming to his store who wanted credit. He had been so disappointed with the information secured from his fellow-tradesmen, he had decided not to make any more inquiries, but to use his own judgment. He cited a case where he called up a reference given by a customer, and was told that the woman was all right. After she had "done" him for a large amount, he discovered that she owed the grocer who had vouched for her over two hundred dollars.

### Information Readily Given.

In Ottawa, South, the grocers seems to have a better understanding, and are very willing to see that each is protected from unscrupulous people. Conversations run along this line:

"I've had a Mrs. Jones in. What do you think about her? Is she all right?"

"I think it would be a good idea if she came in here and paid me the \$30 she owes me."

R. H. Beck told of a man who came to him for credit after doing up a number of the other grocers in the neighborhood. His references did not help him, so the wily man went to a prominent Ottawan and induced him to go bond for him for a period of one month. Mr. Beck agreed to this, but has determined that at the end of the month to suspend his credit. The man evidently thinks that once he got started, he will be able to continue and treat the last grocer in the place as he has treated all the others; but he will be mistaken in this instance.

Some grocers, according to one dealer, are so jealous of their competitors, they refuse to discuss their customers' merits and demerits. This, he says, is a hindrance to the work of rounding up dead beats. A Notre Dame de Grace, Que., merchant told a representative of this paper of a case of this nature. A certain grocer heard that a woman who owed him considerably over a hundred dollars, was trading with his competitor. He called up his fellow-tradesman on the phone and asked him if it were true. The other, not wishing to have his competitor "nosing" into his affairs, replied in the negative. It was learned later that No. 2 grocer had been done up for over a hundred dollars before he had

discovered his new customer's financial and moral status. By negotiating with his fellow-tradesman in a friendly manner he would have been saved this loss.

### Tendency to Shorter Credits.

Edward Goodall, of Goodall Bros., Wellington street, Ottawa, speaking on the tendency towards doing a cash business, said the short credits allowed by the wholesalers were making it more and more necessary to do a cash or very close credit business. Thirty years ago they got credits for three and four months. Thirty days then was equal to cash, whereas to-day they were allowed only ten days. Mr. Goodall runs 30-day accounts with his customers, and does not take new ones unless they are well known to him.

### Opposed to Canvassing.

H. H. Thomson, of the English Provision Co., Notre Dame de Grace, Que., discussed the pros and cons of canvassing for new business. He was much opposed to it, claiming that he had a better hold on a customer who came to him than one whom he had gone after. It was a serious question, he said, in a growing district like his, where merchants were hungry for trade. Customers coming into the store of their own free will would answer questions such as "Where have you been trading?" without any trouble, whereas those who were drawn into the store were not so easily investigated.

# Claims New Fixtures to be Worth \$650 a Year

Guelph Merchant Places Advertising Value at \$300 Annually, and Time and Labor Saving Value at \$350—Will Save at Least One Saleslady—Contrast Between the Old Store and the New.



Interior of the Morris Grocery in Guelph, Ont., showing patented pivoted bin fixtures, cash register, silent salesman, computing scale, coffee mill, refrigerator, and a neat shelf arrangement.

SOME merchants there are who think that because they have a stock of goods in the store and are able to keep the people coming for their groceries, they are really doing well. It may be true that for a number of years business will run along fairly even on the surface but sooner or later it will be found that store will be shut up like the jury of a millionaire murderer or its threshold will only have a bowing acquaintance with the best of its former customers.

That there is something more to merchandising than a stock somewhere about the premises and a few customers, is the decided opinion of Mr. Morris, a grocer in Guelph, Ont., who until a few years ago was a tiller of the soil. When he first determined to go after business in the grocery line, Mr. Morris was not overly particular on the store or the fixtures and equipment. In his opinion at that time there was not particular reason why one store was not just as good as another and neither did he fully appreciate the why or the wherefore of "expensive" fixtures.

But now all that is changed. He has

long since come to the conclusion that good equipment is not an expense but an investment and a good one at that. His first grocery establishment was not a very commodious one, nor of a very modern character. It was even an oddly shaped building—narrow just inside the door and tapering out to a much wider rear. His newer establishment is across the street on the opposite corner with the entrance on the very corner of the sidewalk. It is not necessary to go into details regarding the interior. It is illustrated herewith. The picture shows a most attractive interior for a store apart from the centre of the city. The fixtures include dust proof receptacles for all kinds of bulk goods, a cash register, computing scale, and a large refrigerator at the rear.

### Makes and Saves Money.

Apart from the appearance of the interior equipment, Mr. Morris places great monetary value on the arrangement and figures out that the bins, counters and shelving alone mean \$650 annually to him.

This is the way he figures it out. These

fixtures so concentrate the stock and dispose of so much waste motion in the store that he is able to do with one less saleslady a year which marks a saving of at least \$350. The advertising value he places at \$300 a year. He maintains that by being in a position to display his stock in so concentrated a manner and at the same time so attractively, he sells his customers more goods. Because the goods can be arranged symmetrically it helps the customer to do her buying more intelligently and much more quickly. In the old store the stock was distributed indiscriminately and not only was there always considerable time lost in finding the goods but purchases were often curtailed because the customer could not see the goods in a rapid glance about the shelving and counters.

Again, Mr. Morris declares that the service he and his staff can now render and hence the satisfaction he is in a position to give his patrons is worth a great deal and gives one more reason why he considers modern equipment a splendid asset in the grocery store. With his present equipment he can give ten-fold  
(Continued on page 90.)

# \$200,000 Business Begun With Only \$75.00

And That Was Only Five Years Ago in Regina, Sask.—Had No Fixtures, No Scales, No Paper Bags and Nothing but a Little Fruit on a Bare Floor—Net Profit of \$700 Made in Five Weeks—A Story Depicting Western Progress.

CONSIDER a store with a bar-like front, having no fixtures, no scales, no paper bags, and no money with which to buy them; place on the bare floor a few crates of fruit; open the door to allow passersby to peep in; put it in charge of a small man with a large moustache, and a distinct south of England accent, and you have the circumstances under which Archibald Pym started business in Regina five years ago. He is to-day part owner of the Colonial Grocery, and his turnover last year was \$200,000.

The fruit was bought for \$75 from an express company. After it was sold, more was secured, and the profits were put into a stock of groceries. Inside of five weeks a net profit was made of \$700, which enabled Archibald Pym to buy some paper bags, a scale and some fixtures. Some people claim that buying is not as important as selling. Anyhow, Mr. Pym is reputed to be one of the best buyers of fruit in Regina, and is credited with doing an extensive volume of business in it.

Here is an account of an unique deal made by Mr. Pym. A car of Ontario tomatoes arrived in the Saskatchewan capital one day. All the grocers heard about them, but Pym heard more—that in transit the car had sustained an extraordinary bump, and the tomatoes had got so mixed up with melons and cucumbers, it was impossible to distinguish them.

After assuring himself that this was correct, he went to the owner of a car of B.C. tomatoes, and asked for a hundred cases at \$1.25, promising in return to supply the wholesaler with valuable information.

After the tomatoes had been handed over, the wholesaler learned that there was not another tomato in town, and that he could dispose of the remainder of his stock for \$1.75. That day saw tomatoes on sale at the Colonial Grocery at \$1.75, for which others were paying the same price to the wholesaler. It was at once assumed that Pym was selling at cost, whereas he sold his 100 cases in two days at a gross margin of \$50. Some he sold at 2 lbs. for a quarter, for which he received \$3 a case.

Fruit seems to be his strong point, and he does an enormous business in it. He takes advantage of times when a particular fruit is plentiful, buys heavily, and pushes sales for preserving.

On the day of Canadian Grocer's visit to Regina he had bought a large quantity of bananas at two-thirds the usual cost, and was able to sell them at 25c per dozen and make a good profit, while the price throughout the city was 30 cents.

On another occasion he bought a half car of plums, and retailed them at 85 cents a case when the wholesale price in Regina was a dollar a case. An outsider had brought a car in, and had sold him half of them at 60c each. This is why he does such a large fruit business, and why he has a reputation for price cutting.

## Staff Pulls Well Together.

One of the features about this business is the co-operation of the clerks. They are loyal young men who know their business, and are well paid for knowing it. Of their own free will they return to the store every Friday night between nine and ten o'clock, rip the lids from stock boxes, and have everything ready for starting business on Saturday morning. Here are some figures given by Mr. Pym on the effect of this Friday night work. He says: "Thus, by being ready to do business immediately the store is opened, we are able to take in \$1,600 to \$1,800 on Saturday, whereas unprepared, on takings would not equal a thousand dollars." The clerks exhibit a spirit of camaraderie in the store, working into each other's hands harmoniously.

Courtesy to customers, and good service are store mottoes. Every clerk in the store understands how important it is to be amiable to people in the store. Perhaps Mr. Pym has introduced an unusual amount of the old-fashioned "how's-the-baby?" tactics into the business. Customers are known, and are treated as acquaintances where possible.

Where amiability is not effective, good service will take its place, and hold the customer. Regina is a widespread city, but it has four deliveries a day from the Colonial. Seventy per cent. is city trade, and the remainder is done with farmers in the surrounding country. No chances are taken with the farmers. Their trade must be held, and it is effected by having the order ready when the farmer draws up at the door, and by taking it out to him. In this way the farmers have come to look upon the store as a good place at which to buy, and they are great friends with the proprietor.

Archibald Pym went to Regina six years ago when the population barely exceeded ten thousand. After working for eighteen months as a clerk, he started business for himself, in the manner described at the beginning of this article. He took D. S. Spittal as partner, who now has charge of the office end of the business. The population in the early days was a transitory one, and considerable money was lost as a result. Nevertheless, Mr. Pym believes that a successful credit business is practicable in Regina to-day.

The store on South Railway street has stock can also be carried, he says.

## CLAIMS NEW FIXTURES TO BE WORTH \$650 A YEAR.

(Continued from page 89.)

better service and at less expense than in a store of the same size with inferior equipment where the stock would be arranged in haphazard fashion. In fact, he declares that the average merchant who is indifferent to the arrangement of his store interior and stock, never really knows how much money he is making. Things keep on accumulating, new goods are bought before the old are disposed of, dead stocks result from time to time and eventually they have to be discarded or disposed of at a loss—and inferior goods even at a sacrifice tends to the loss of custom and cheapens the store in the eyes of the customer.

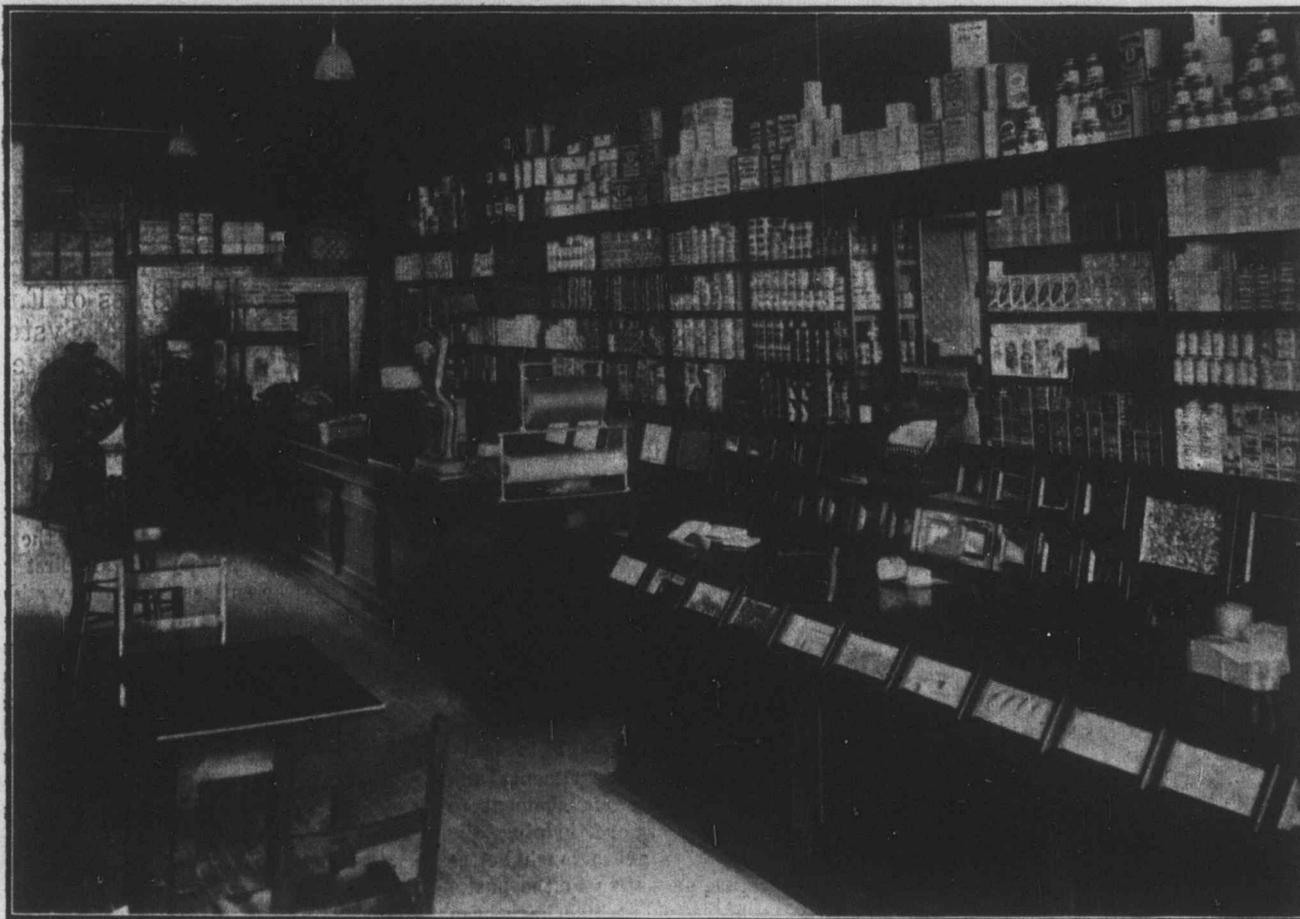
Mr. Morris holds the opinion that with good fixtures and equipment a dealer can carry a smaller stock and at the same time sell more goods than in a store where arrangement and equipment are given no attention. A better assorted stock can also be carried, he says.

## WHEN SUGAR WAS \$10 CWT.

James Duncan, 453 Joseph street, Lachine, Que., discussing the sugar situation, said he would not be surprised to see the price as high as \$10. When he started business twenty-seven years ago, the price was 10 lbs. for a dollar. He only sold one or two barrels at that price, for it suddenly dropped to between 5 and 6 cents. Asked what the consumer was saying about these frequent advances which are taking place to-day, he said the consumer grumbled no matter what the price was.

# "No Flies Allowed"--Motto of Cobourg Grocery

Winged Pest is Chased If He Manages to Get Past Obstructions Prepared For Him—E. Guillet Has \$1700 Worth of Modern Fixtures—This Equipment Only Costs Him Ten Per Cent. Annually on Ten Year Lease.



The interior of the new Guillet store in Cobourg, Ont., showing some attractive fixtures. The order table in the centre of the floor is a somewhat new idea for a small town.

**T**HE grocer who has never stopped to chase flies will not quite appreciate the significance of the motto which rules the establishment of E. Guillet, at Cobourg, Ont. The motto of this store is—"No flies allowed!" and it is really more than a motto for it is a working policy. The Guillet store is specially equipped to guard against the fly invasions, and if there are any of the scouts which get through the barricades they are immediately attacked by the swatter brigade. Sometimes, it takes time and always it requires patience to get rid of these rare intruders, but it is worth while, thinks Mr. Guillet, for he is able to make the boast that he has a grocery store without a fly.

The Guillet store represents many of the developments of the modern grocery. Prohibiting the fly is just as much in keeping with the equipment of the establishment and the class of business done as it would be ridiculous in the old-fashioned grocery; can you see the pic-

ture of the clerks of the average store of twenty years ago endeavoring to rid the place of flies and can you imagine any grocer of that time who would think of turning his energies to such a futile occupation?

With the fly outside there are many things inside the Guillet grocery to command attention. Without seeing all the town grocery stores in the provinces it would be unfair to say that it is the best fitted—but for its size it is questionable if there are any that can surpass it for completeness of equipment, tasteful decoration and general impression of wholesome cleanliness. Modern sanitary counters and bins are complete and combine with the shelving and the woodwork to complete a pleasing scheme.

Here are some of the things to which Mr. Guillet would draw your attention:—There is nothing ever allowed to be placed on the floor; there is nothing ever placed outside the store; there are nothing but pure jams and syrups on the

shelves; there are over fifty lines of domestic and imported biscuits in his cases; there are cases in which all bulk goods are kept under glass; there are tables at which customers can do their shopping; there is a telephone for the use of patrons, and there is a rest room for the accommodation of the women shoppers.

#### Fixtures at Ten Per Cent.

A few months ago this handsome grocery was a very different appearing place. Mr. Guillet had an idea. He approached the owner and made a proposition that he would pay the same rent as then being paid and would take a lease for ten years on condition that the store be properly fitted up and on this expense he agreed to pay ten per cent. The owner was impressed and accepted.

To-day the store has a new front and a new side window; it has a hardwood floor and hardwood ceiling; it has seven-

(Continued on page 93.)



On this page the illustrations demonstrate how the McKay Co. keep tab on the sales, cash and credit, of each of the 15 salesmen. The lower cut shows that the sales of each clerk are known up to date, for the day and the total. At the end of each day the grand totals, both cash and credit, are available.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

## General Store are Kept Separate

sex, Have Departmentalized Their of Twelve Lines—They Also Know rk for Each Day, Totals up to Date dom Met With in the General Store as Large City Departmental Estab-

aid of a loose-leaf system with sheets exactly the same as those for recording sales. The ruled side of the sheet is divided into fifteen columns—one for each clerk—and the sales are recorded from the numbers of the counter check duplicates which are sent to the office. On the front of this sheet also there is a summary where the previous total of the cash and credit sales are recorded and the figures of the day added in. Thus there is immediately available a record of the sales of each clerk in the store.

The value of such a system is self-evident to the man who is desirous of increasing the efficiency of the staff. By it the McKay people know each year what each clerk has sold. The totals are there in a few minutes after the curtain is rung down on the business on December thirty-first. The salesmen are easily picked out from the order-takers. The figures are a basis for promotions if any are to be made, and a basis for increases in salaries. Frequently the merchant with a large staff is asked by each at the end of the year for an increase. If there is no record of this character showing just what the value of each of the clerks has been to him, he is apt to advance each the same proportion. A clerk who can sell and who is placed in this position is not likely to remain long in a place where his services are not appreciated more than those of the order-taker.

This Sussex store overcomes this feature. The management knows at any time just what the selling capacity of each of the selling staff is. It enables the firm to gauge the advancement of the salesmen and to know when to "hang on to" a man who "has decided to accept a position elsewhere." if an increase in salary will keep him.

There are certain merchants who post up in the office this record of the clerks,

or at least a part of it. The daily sales are given and the sales up to date for the year. This, these merchants claim, encourages the salesmen to make a strong endeavor to surpass one another in sales, without, of course, making themselves offensive. But apart from this the plan of keeping a record of sales of each salesman gives detailed information that must be most valuable to the management, as above referred to, in a more intelligent supervision of promotions and salary changes.

There are other methods by which the general merchant can improve his knowledge of his business but these will be found amongst the most simple and practical for a business which has attained to substantial proportions.

### "NO FLIES ALLOWED"—MOTTO OF COBOURG GROCERY.

(Continued from page 91.)

teen hundred dollars worth of modern grocery fixtures including a handsome refrigerator—and it is costing Mr. Guillet just \$170 a year or about \$14 a month more than the rent which was being paid by the old client.

Mr. Guillet believes that the fixtures which have been installed and the other improvements are worth five dollars a day in business. This means \$1,500 a year for what costs him an annual expenditure of ten per cent. of the cost, amounting to \$170 annually.

He did not believe that house flies would help the appearance of the interior of his store—so he decided to keep them out. To do this he worked in two directions. In the first place he re-

duced so far as possible the attractions to the fly on the inside and then he made it as nearly impossible as he could for them to get in.

A feature of this fly campaign is the screens at the front entrance. Usually the grocer is satisfied to put on a screen door. Mr. Guillet went further. He screened the entrance flush with the windows and the front and then through this large screen he made his door. The result is that instead of there being a nice quiet nook for the flies to gather to await the opening of the door they are forced to battle with any breezes which may be blowing and the result is that there are very few which get through.

Mr. Guillet is a great believer in service, and he states that people soon begin to appreciate this. He has two small tables on the floor of the store where women shoppers can give their orders in comfort and there is a convenient telephone should they desire to use it. This can also be used for phoning in orders at a busy time. Then there is the rest room at the back which is tastefully furnished with skins on the floor in front of an old-fashioned fire-place.

There are a large number of wealthy visitors in Cobourg for the summer months and he caters to this trade especially and the American visitors, he states, were among the first to appreciate what he was doing for them.

## CLERKS CASH AND CREDIT SALES

Oct 17<sup>th</sup> 1914

CLERK NO.	SALES TO DATE		TODAY'S SALES		TOTAL SALES	
	CASH	CREDIT	CASH	CREDIT	CASH	CREDIT
1	\$985.00	650.07	75.20	82.50	1060.40	732.57
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
	650.00	350.00	210.00	200.00	681.00	570.00

# Devoted Increased Space to Parcelling

Oshawa Grocer Extended Premises by Moving all Bins and Wrapping Counters to Rear of Store Partially Cut off from Public Section—Convenient Storage Space with “in” and “out” Doors.

**T**HERE is something about the establishment of J. E. Beaton at Oshawa, Ont., that is different. This difference is impressive from the four front entrances to the two large doors at the back. There is nothing unique about the building itself; it is in the arrangement of the departments and fixtures that there is an individuality which reveals an eye to efficiency in facilitating the handling of goods—and this has been attained at comparatively small expense.

From the street there is the distinct appearance of two separate stores. There are twin fronts and two entrances to each, with a doorway between leading upstairs. Evidently there is a grocery store and a china shop side by side. The connection is revealed inside as the accompanying plan shows.

The division only runs back a portion of the length of the building and the rear of the section devoted to serving the public extends across the full width. At the end of the dividing wall there is a cross section in a T shape which has the effect of shutting off a big section of floor space from the view of the public. This works out splendidly, for it leaves a portion of the store where parcelling can be facilitated; at the same time it might be mentioned that it was about the only way that the store could be extended for the reason that the cross section is necessary for supporting the upper portion of the building and it formerly ran the full width.

Thus there is right on the main floor, and yet separated from the public section, convenient accommodation for storing bulk goods right behind the counter where the parcelling is done.

## Doors In and Out for Goods.

About one-third of the whole ground floor is devoted to storage space—and this storage space adjoins the parcelling counters and bins which hold bulk goods. There are two store-rooms connected by a wide door and there is a wide entrance to each from the rear. All goods entering the store come in through one of these doors and all deliveries are made through the other.

## China to Fill Space.

The china department of the Beaton store was launched under rather unusual circumstances. A number of years ago—in 1896—this section of the building was occupied by a tailor shop. There was a fire which wiped out the grocery stock as well as the belongings of the tailor. Mr. Beaton decided that for the future there would be no fires in the building that he would not feel responsible for himself, and so he rented the whole. There was too much space for groceries alone and he put in a stock of china.

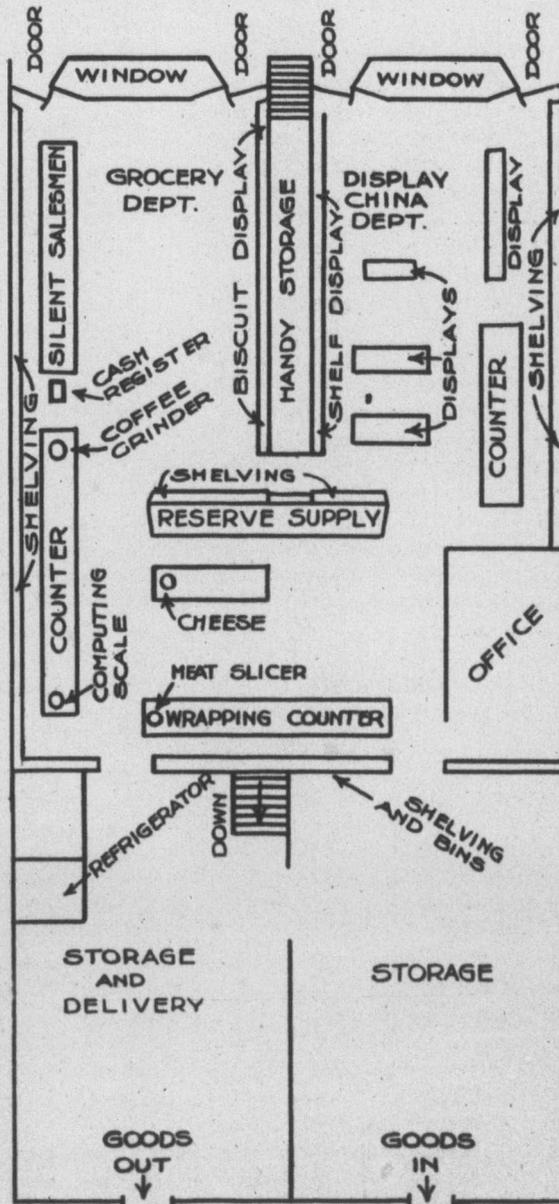
The Beaton china store carries the only big stock of this kind in the town. The stock is about \$3,000. This department, according to Mr. Beaton, shows a good margin of profit, but the turnover is small in proportion to the stock which must be carried. He makes a specialty of stock patterns and it requires considerable capital to handle these.

## Making Use of Partition.

It will be noted from the sketch that there is evidently a certain portion of waste space on account of the partitions between the two stores and the stairway leading upstairs. But this is not the case and the narrow strip under the stairs has been put to good use. There is a narrow entrance through this wall, which permits the public to pass from one store to the other without going round the end of the partition and from this passage there is access to the space between the walls and here is a handy store room for goods which it is desirable to handle readily.

Mr. Beaton has been almost thirty years in business in Oshawa, and he has seen some big changes in the town as well as in the trade which he follows. Today competition has cut the old time profits, but there is a much bigger volume of trade and a greater variety of goods to be sold. Development of transportation facilities, too, has reduced the territory which the town used to serve to the north. Where formerly practically the whole business was in bulk goods, now there are many lines which come in packages. They are easier to handle, and although the profit may be less on equal quantities, more are undoubtedly sold. This is one of the changes that time has brought forth, he points out, in the grocery trade.

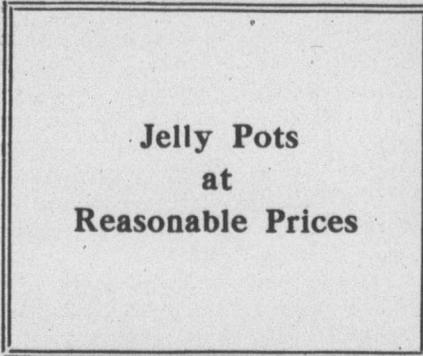
The policy of the establishment has been quality and service which will bring the prices—and to this R. R. Beaton, the junior of the firm, is supplementing the “out for business” motto, and getting business in the grocery line in Oshawa means going out for it literally, for the leading stores employ solicitors extensively in booking their orders.



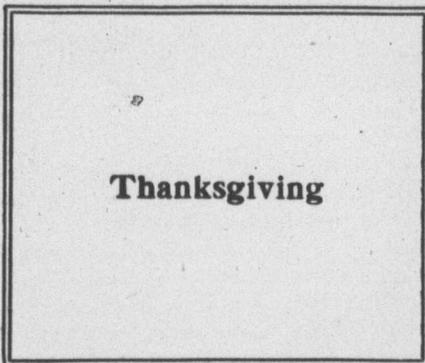
Ground floor plan of the Beaton store in Oshawa, Ont. Note the separate wrapping counter and separate doors for goods coming in and going out.

# Making the Display Card Do Selling Work

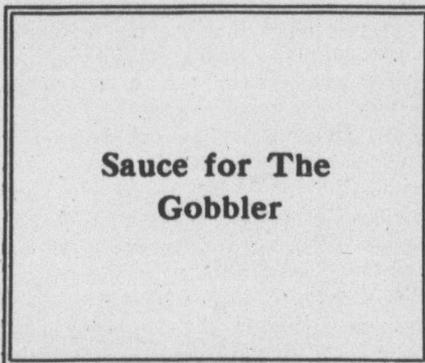
It is Put to Good Use in a Simcoe Store—Used on Inside and Window Displays — Catchy Cards That Tender Suggestions Approved.



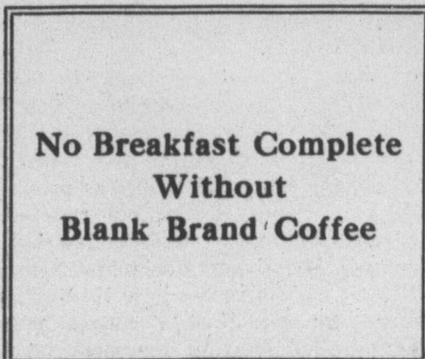
On a counter display of jelly tumblers.



Card with this one word appeared on Thanksgiving window display.



A suggestion that appeared on a box of cranberries.



This card was on a display of coffee in tins.

**D**EALERS and their salesmen who have ever used to any extent show cards in the store are usually loud in their praise. And yet there are many who have never given this phase of selling help any careful consideration. That the properly written display card is an aid to selling will be readily admitted by those who have tested them out. There may be as some claim a danger of displaying too many cards about the store so that customers' attention wanders from one to another and does not concentrate on any particular.

Be that as it may, the show card if attractively written and worded in catchy phraseology plays undoubtedly its positive part in the selling of goods. This does not of course necessarily mean that the card should be a price ticket as well. Many grocers are so situated that price tickets would not help them, yet in other districts they may be pretty nearly essential.

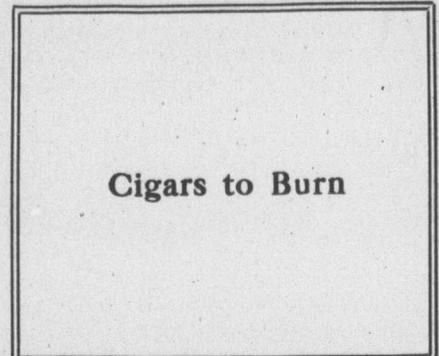
#### Make Use of Cards Here.

In the store of G. A. Curtis, Simcoe, Ont., the show card is made to play its part. On goods in various parts of the establishment is to be seen the show card with its message or suggestion. Mr. Curtis' sons, L. S. and G. S. are great believers in the card and they see that there are always a few of them where they should do the most good. Mr. Curtis himself is a strong advocate of the window as a sales producer so that every encouragement is given to make the best selling trims possible.

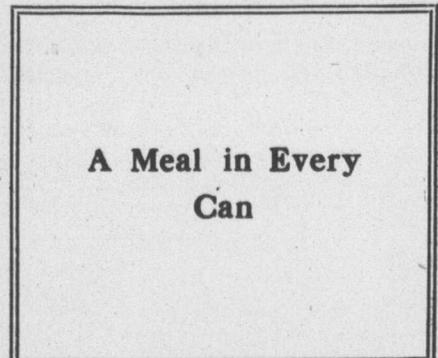
To give the reader an idea of the class of card used in the Curtis store, the wording on a number of them is reproduced herewith. While it may require a few minutes to think out catchy phrases for the cards, yet after all if they tender a suggestion to the customer and bring her closer to the point of buying, they are well worth the trouble.

#### Desire to Know More.

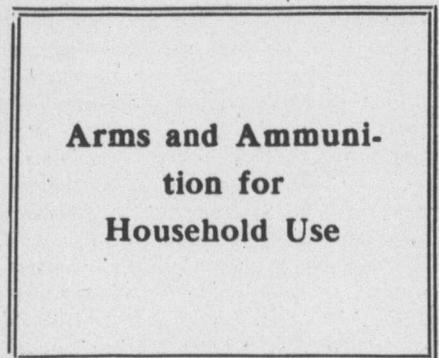
Many show card writers make the claim that a card should not in itself supply the whole store. Rather should it create in the prospective purchaser a desire to know more about the goods. When the inquiry for further information is made, then the card has completed its mission and it remains for the salesman to finish the work.



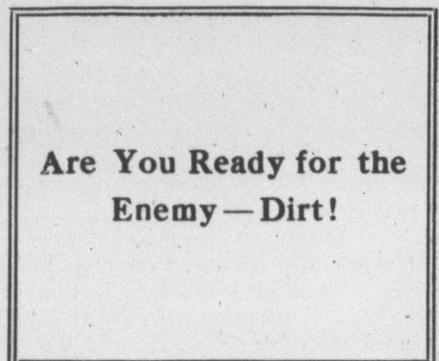
Used in the cigar show case near the door.



Show card used for canned spaghetti.



This card was used on a housecleaning window trim.



Another housecleaning window card.

# Strong Evidence of the Dealer's Selling Power

Trade for Certain Goods Built up to Show that the Retail Grocer is no Mere Automaton—Different Selling Methods a St. Catharines Merchant Uses to Dispose of Goods Over and Above the Ordinary Demand.

A RETAIL dealer once said to the writer: "Oh, I never attempt to force people to take anything they do not ask for—I don't believe in specializing on any particular line; I just sell the goods that customers request."

That was his business creed. His mission in the grocery business as he saw it was a sort of automaton or slot-machine that handed out the goods requested with probably some courtesy and delivery service thrown in.

What a creed!

One does not have to travel far afield to find scores of merchants who will refute it. That does not mean they will try to force people to purchase goods against their will, but it does mean they will sell goods they are desirous of selling, because it is in their interests to do so. It also means that they will sell goods that customers do not happen to ask for or that were unthought of when the "necessaries" list was made up in the home. This is accomplished in many different ways but the one word that will cover the method, generally speaking, is SUGGESTION.

Now for concrete examples. Henry & Glackin are retail grocers in St. Catharines, Ont., and have worked up quite a trade in groceries and meats and side lines such as cigars and tobaccos, toilet soaps, etc. A few minutes conversation with Mr. Henry, who by the way has spent eighteen years in the grocery business, demonstrates the power the suggestions of the dealer have towards making sales. These suggestions are not always included in word-of-mouth conversation, but they are contained in out of the ordinary displays on the counters, special display stands, or in the windows. They are contained often in old goods done up in a new way and in the careful arrangement of departments so that the full benefit of location is secured.

## Sold Cocoa in Glass Jars.

On a neat little display stand in the form of a shelf which stood between the meat and grocery departments where it must always be observed, were noticed a number of glass jars of a certain brand of cocoa. It is not of course often that cocoa is sold in this way.

"We bought that cocoa last summer," explained Mr. Henry, "because I do not like carrying loose cocoa in the hot weather. This appealed to me as being a good substitute, so we tried it out. A few jars were placed on the counter

where everyone ordering groceries could see it, and this started the inquiries. We pointed out that the fruit jar in which the cocoa was put up would cost them 84 cents a dozen, which meant that the jar itself, when the cocoa was used would be worth 7 cents to them.

"We had no trouble working up a good trade during the summer months, and now that the line has been introduced it is bringing in repeat orders. I do not think that our customers would go back to the loose cocoa again—it is so handy."

Some time ago Henry & Glackin installed a handsome new biscuit case. This stands in a commanding position inside the corner door, so that a customer coming in or going out must run her eye over the samples displayed. Here again this firm scores by the power of

## CUTTING OUT BAD BUTTER.

*Selling good or bad butter means considerable to the prestige of any grocery store. If a grocer is buying butter from farmers who can not all be depended upon, it is a question to him whether it is more profitable to take all the butter that comes along and pay the market price for it, or take a chance on losing the trade of the farmers by insisting that all city customers are supplied with No. 1 butter.*

*Henry & Glackin answered this question a long time ago by testing all butter that comes from the farmers and cutting out everything that is not first class. "If," said a member of the firm, "You buy say five pounds of poor butter from one farmer and send to each of five city customers a pound, you take a chance in displeasing or losing those five for the sake of the one farmer. Some years ago we decided not to buy any poor butter even in some farmer customers were to be lost and we find the step to have been a profitable one. We now sell little else but the creamery and we are holding our city customers.*

proper suggestion. While this case has only been in the store a short time it has greatly increased sales of biscuits, probably doubled them. Customers are not at all forced to buy biscuits, but simply because they are displayed attractively and continually suggest themselves on account of the diplomatic location of the large case, they purchase them.

## Good Trade in Toilet Soaps.

For a long time, Henry & Glackin have sold toilet soaps, but it was not really until they installed a small showcase in which to display them that they sold with any degree of rapidity. A better price, according to Mr. Henry, can be got for them when in the case. "If we displayed that cake of soap," he said, pointing to one in the case, "in a basket on the counter at three for ten cents we would not sell as many as in this case at 5 cents each. The customer thinks that because it is shown in the basket it is a cheap article and particularly when the price is marked three for ten, but when it is in the case in more refined surroundings, she does not hesitate to pay the bigger price.

"That little case has easily doubled the sales of toilet soaps with us," he said.

In this store is also a confectionery silent salesman which sells the goods that otherwise would remain in the store if they were not displayed.

Mr. Henry is a thorough believer in the selling power of the dealer. Occasionally, he stated, a traveller will tell me that I must handle a certain line as his house is going to sample the city and that I must prepare for the demand. When anyone tells me I MUST do this or that I simply say I won't, and I have no difficulty whatever in selling other goods if I should be asked for that one, which is never very often. There is little or no difficulty whatever in selling the brands of jam we stock from time to time so long as we are satisfied that they are good lines. In fact, this is done from one year to another."

The sale of Christmas goods in this store is begun early in the season. Around the first of December as soon as all the Christmas baking materials are in, small displays are made on the counter, and Mr. Henry states that nearly all their customers purchase then. This gives them more time later on to push the sales of some of the more fancy Christmas lines.

# Fire Rangers Bring Business to This Store

Example of What Sort of Business Grocers in Northern Ontario Do—Sudbury Men Who Sold Goods to Prospectors at Time of Gowganda Gold Rush—Testing the "Line Busy" Phone Calls.

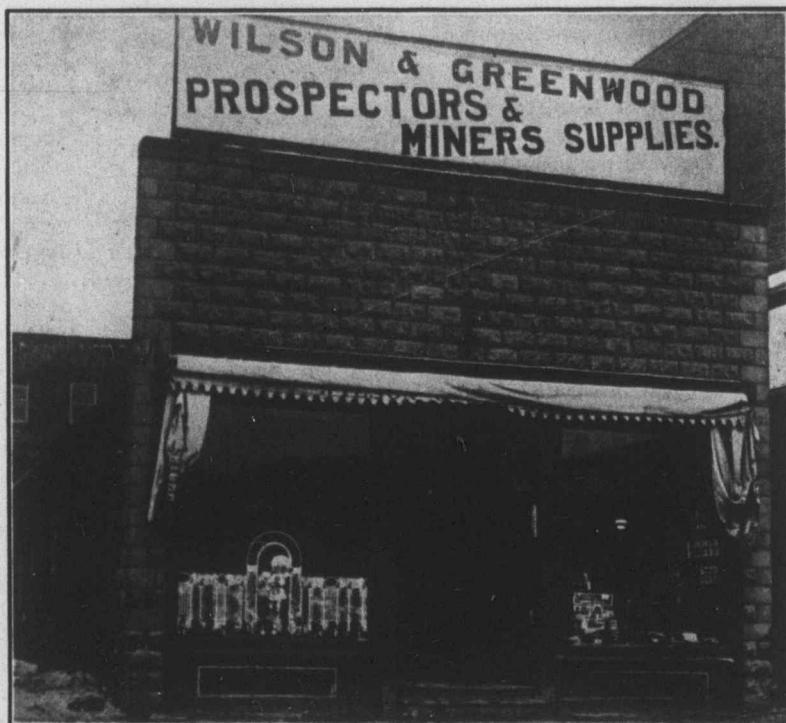
Written for Canadian Grocer by Staff Correspondent.

**F**EW men ever started in business with less capital than Wilson and Greenwood, Sudbury, Ont. and few men ever had such a long line of credit with so little to back it up. They were formerly with G. H. Lennon, Sudbury, and when the business changed hands, these two joined hands and hearts, and started out to build up a business of their own. When Canadian Grocer's representative called, they were in a small "shack," shown herewith, their own store having been demolished to make way for the new store. To him, the interior just looked like an ant hill, so many people were going in and coming out.

After being in business five years, they have found sufficient money to erect a three-storey concrete fireproof building, with strong windows — windows with copper frames, and no obstructions. At the time they set out in business, all they could find was an old cottage, which they papered over to cover the cracks. The wholesalers provided them with sufficient stock, and before long it was necessary to enlarge the rear, and add stables. Now they have built a handsome new building.

## Gold Seekers as Customers

At the time they began, the gold rush to Gowganda was on, which accounts for the immense sign seen in the picture. This sign was erected specially to attract their attention, and it brought in a lot of business. Prospectors were very particular about their supplies, and it was necessary to check them over three times before handing them over, for a prospector who found himself at the end of his journey without his supply of matches, say, might say things that would not be good for future business.



Temporary premises of Wilson & Greenwood while new store is being erected. Note the sign. Much business is secured from fire-rangers and prospectors.

All supplies were carried in cotton bags, bearing the firm's name in large letters. Prospectors, when they were through with these, used to hang them on trees, making a good ad for the firm. They came in handy also, for carrying ore samples, and in this way have travelled all over the world. In those days they earned a splendid reputation for their bacon, with the result that orders came in years afterwards from out of the way places like Cochrane and Cobalt, from ex-prospectors who insisted on having the same brand. This caused the packers down in Ontario considerable amusement, as the same bacon was being sold in Cochrane and Cobalt. Little business is done nowadays with prospectors in Sudbury.

## Fire Rangers Buy Heavily

A new and very similar trade has taken its place, however—that of provisioning fire rangers, five hundred of whom leave Sudbury every season, spending five months in the woods, and carrying their supplies on their backs. Last season, Wilson & Greenwood secured orders for thirty outfits, one to

every two men, all of which were taken and supplied inside of one week. This kept the store on the qui vive together with their regular business.

The writer made a note of several items in one order, which amounted to \$67, and was carried by two men. The items were: — 125 lbs. of flour, 35 lbs. bacon, a ham, 3 tins desiccated potatoes, 30 lbs. white sugar, 4 lbs. coffee, 2 lbs. tea, 6 packets cream cheese, matches, candles, beans, split peas, soap, rolled oats, cooked ham and sardines, canned butter, pain killer, liniment and honey. Some of them took seeds

with them and grew what vegetables they required. Dried fruits were a big item in many orders.

Much of the business in town is done over the telephone, for which special clerks are employed. Here is an interesting point. Having a suspicion that they were losing business through one phone being busy, they requested the telephone company to test their phone during one morning. It was shown that thirty calls were made and the line reported busy. Immediately another phone was installed.

Their other equipment includes an electric coffee grinder, computing scales, a meat cutting machine, a computing scale for sliced meats, a large refrigerator, a computing scale for cheese, and a cash register. Fifteen men are employed, and deliveries are made with four single rigs and a team.

William Greenwood worked for a while in a store at Kenora, Ont., later being employed by J. A. McKerchar, Winnipeg. This is his first venture in a business of his own. William Wilson was with G. H. Lennon before joining Mr. Greenwood in this business.

# Building Up Business in Provision Department

Methods of Various Dealers Who Are Making a Success of Cooked Meats, Bacon, Sausage, etc.—Getting Trade by Watching the Quality of the Butter and Eggs—Part Played by The Meat Slicer In Increasing Meat Sales.

**B**EFORE launching into the grocery business in Niagara Falls (South) Ont., J. S. Baxter with his son was in the meat business exclusively. When they opened the grocery store some six years ago, they made it a firm rule that no one could purchase meats unless they also bought their groceries from them, too.

From what the average person knows about human nature, he would say that such a hard and fast regulation would not last very long—that the customers who had been dealing with them would be liable to kick over the traces. This has, however, not been the case and today Mr. Baxter enjoys a nice trade in both groceries and meats. Of course some customers were lost but the gain in grocery turnover, has more than balanced that loss.

## Eight-Year Slicer Good as New.

The meat department of the Baxter store is just inside the door where a special counter is devoted to both fresh, cured and cooked meats. For slicing cooked meats and bacon a large meat slicing machine is used which was purchased eight years ago. "It is just as good to-day as it was then," said Mr. Baxter, "and the only expense it has been since then was a new knife which cost \$3. A machine like that makes a man strive hard to push the sale of bacon but when the old knife system was used, it was too much like hard work and no one was very anxious to make a sale."

The meat trade represents 40 per cent. of the entire business and by operating the two departments delivery costs are lessened. A large refrigerator stands back of the meat department to prevent losses through spoilage. A sausage grinder is part of the equipment. The top of this is taken off the machine when not in use and kept cool in the refrigerator. A computing scale is also used which assists in eliminating the leaks.

The delivery outfits of the Baxter store are a credit to it. The proprietor is careful that his horses are not overworked. He has two delivery rigs going throughout the week and three horses to run them so that there is always a horse in the stable resting. Before entering on his retail career, Mr. Baxter was a farmer and it may have been this early training that has taught

him the value of the preservation of horse flesh.

The motto of this store is "Good Things to Eat." This can be seen not only inside the store but it goes all over the town on the delivery wagons.

## Provision Trade Increased Fourfold.

There is usually no better recommendation for the meat slicer than to talk to the grocer who has installed one—and the better the machine usually the better the opinion of it and what it has done to increase the turnover in the provision department. And it is not necessary that there should be a big business in sliced meats to warrant the installation of one of these machines even though the original investment looks high. The point to be considered is not what business is being done without the slicer but rather what could be done with it.

At the store of J. E. Beaton, Oshawa, Ont., there was a fair business being done in sliced meats; then a modern slicer was installed and the effect was remarkable.

"We were cutting six backs a week before we put in the mechanical butcher," said Mr. Beaton enthusiastically. "and now we are cutting twenty-five." Thus the volume of business was increased four times; that is something for the grocer to think over.

In another grocery in this town, that of J. S. Kyle, there is also a modern meat slicer. Mr. Kyle did not go into particulars as to the operation of the machine but he did make the significant statement that it had "made a lot of money for him." From Mr. Kyle this is a lot, for he is known as a shrewd and energetic business man.

## Money in Sausages.

There are many grocers with a provision department who are overlooking an item which would bring them some money when they do not handle sausages. Where there is a department there is very little trouble to carry them especially in the cold weather when they command the best attention—demand is comparatively light in the summer and in some stores would not be worth attention.

W. V. Webster started into the grocery business in Trenton, Ont., last November. He opened a provision depart-

ment which has done well. He put in ten pounds of sausage as an experiment. He sold them and increased his order the next week. The business continued to grow and through the winter he was handling as much as 100 lbs. of sausage a week—and his is not a large store.

Mr. Webster got his sausage at 9c to 10c a lb., and sold them at 15c. He made a nice profit on it and by giving it a little attention there was no loss sustained.

## Butter and Eggs Get Trade.

That there is a lot of business which can be brought to the retail grocery store by giving the people dependable butter and strictly fresh eggs, is one of the conclusions which H. A. Ross, of Oshawa, Ont., has arrived at after spending twenty years behind the counter and serving the needs of the people of more than one community.

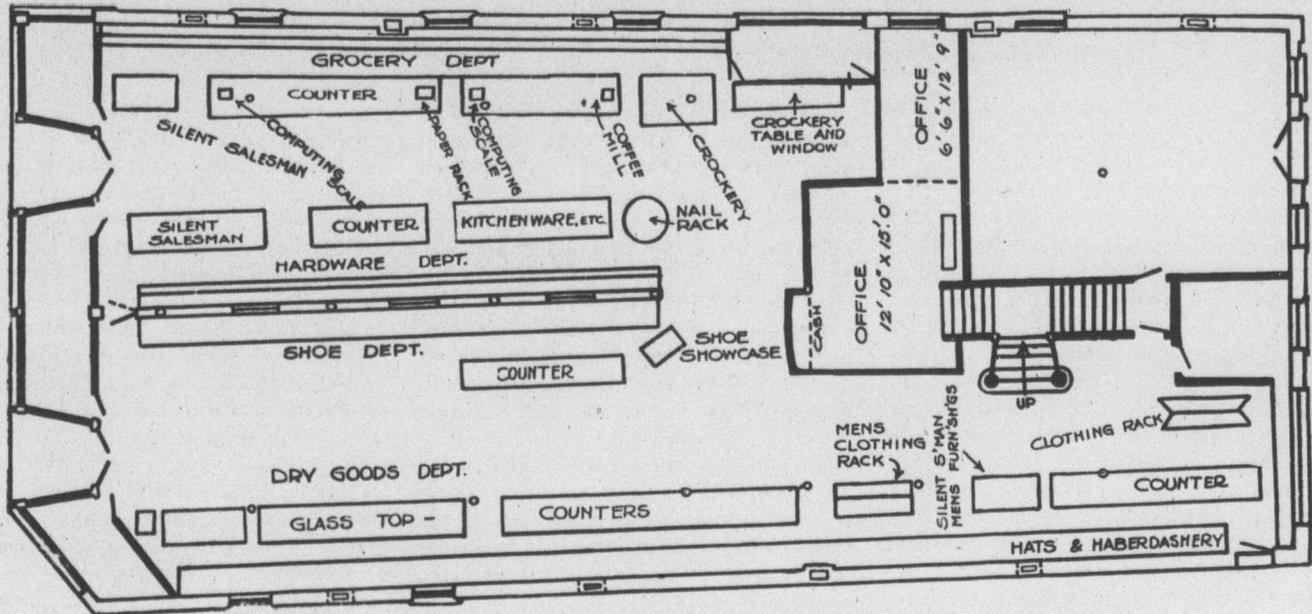
Mr. Ross in his Oshawa grocery makes a specialty of butter and eggs. He says that it brings him business. He does not figure that in making three to four cents a dozen on eggs or the same on a pound of butter that he is much money ahead—and nearly every grocer will agree that he is not at present prices. At the same time Mr. Ross considers that he does make money from the fact that he has been able to increase his circle of customers thereby—he has patrons who are among his best who were brought to the store (and retained) by being able to get dependable butter and eggs.

Creamery butter is handled by Mr. Ross but he states that he prefers to get good dairy products when he can, and he has a number of farmers who bring him their yield and upon whose make he can depend. He is thus able to give dairy butter which he feels he can guarantee. He also makes certain of the freshness of his eggs by knowing from whom he gets his supply and in this his wide knowledge of the district is very helpful.

In Oshawa it is very difficult for the grocer to make anything out of butter or eggs. This is due to the fact that many of the farmers prefer to peddle their wares around the streets for the three or four cents extra profit and for this reason the grocer cannot charge more. But as stated before, with Mr. Ross it is a question of policy rather than profit.

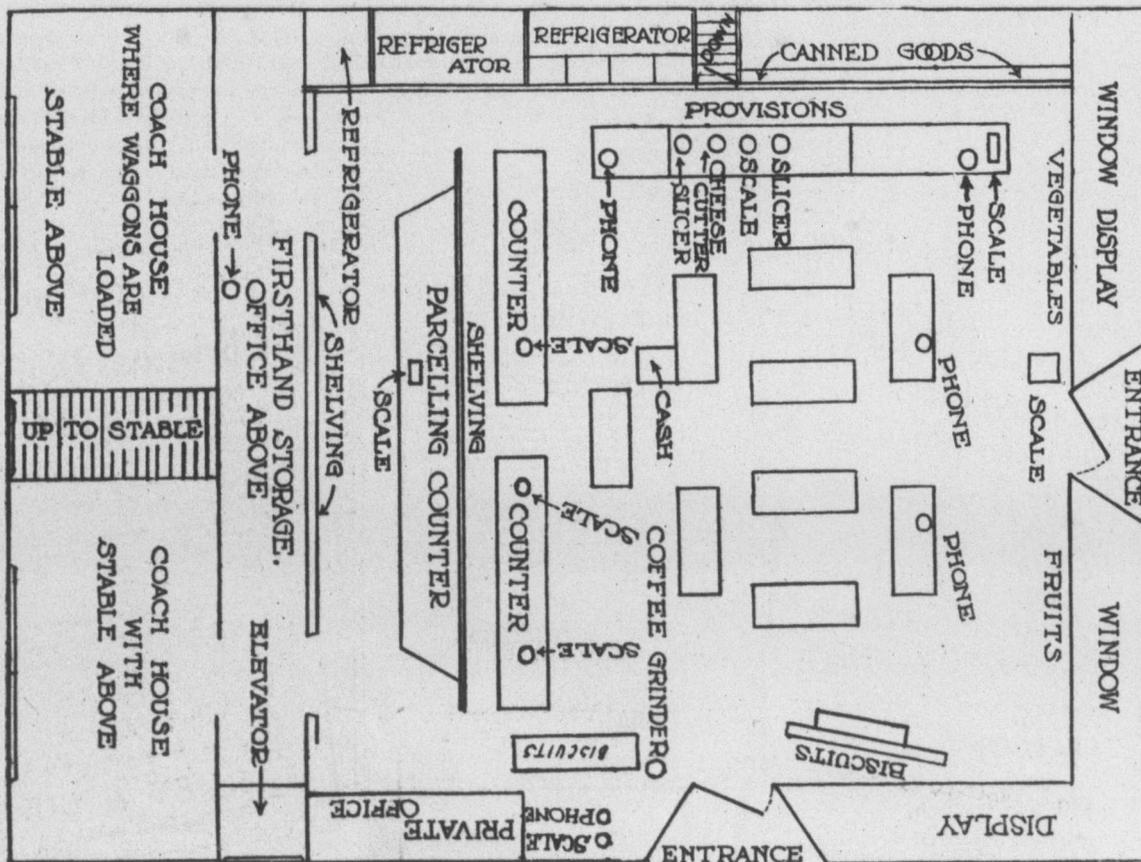
# CANADIAN GROCER

## PLAN OF A LARGE NEW BRUNSWICK GENERAL STORE



Plan of the store of the W. B. McKay Co., Sussex, N.B. Note prominence given to groceries.

## AN EXCLUSIVE MONTREAL GROCERY STORE LAYOUT



How the ground floor of the new Walter Paul grocery in Montreal was planned.

# The Christmas Ad from the Printer's Standpoint

Winners in an Ad-setting Contest Conducted by the Trade Paper of the Newspaper Publisher—Suggestions That Will Aid the Merchant in Making His Copy in the Newspaper More Readable and More Productive.

SOME weeks ago Canadian Grocer announced an advertising competition being conducted by Printer and Publisher—the organ of the printing and publishing business in Canada—which would be of considerable interest and advantage to the grocery trade. The contest has been completed, and the judges have given the awards, resulting in the advertisements reproduced herewith getting first, second and third prize respectively.

The competition was conducted in this manner: The editor of Printer and Publisher submitted a piece of copy to be set up by Canadian printers in what they considered would be an ideal newspaper advertisement for a retailer. Each contestant, therefore, had the same piece of copy to work from, his task being the setting of it in a style that would appeal to the majority of the judges. It was a contest chiefly from a typographical standpoint—that is, in so far as the typographical arrangement and lay-out would improve the selling characteristics of the advertisement.

## Will Improve Ad. Setting.

Thirty-six different settings of the one advertisement were received, and, as already stated, the first three winners are reproduced here. That this competition will mean a good deal to the merchants who are regular advertisers in the news-

papers is readily seen. The trouble with a great many of the retail advertisements that appear is that they have been poorly set and arranged by the compositor to whom the foreman of the printing office entrusted the copy. If every piece of copy entered in the contest could have been shown here, this would have been made plain. A few of the entries were not much more or less than jumbled up bunches of type, and with too many series of type in the one ad. This is something the merchant should avoid if at all possible. The trouble is that when the advertisement has been set up, there is usually little time to make changes before the forms go to press. It would be far better if the ad. were set up correctly in the first place.

A glance at the first prize setting shows a neat arrangement of the copy. Remember that there was in the first place no arrangement whatever to work upon. The copy as submitted was all in the regular type of the paper mentioned. This printer separated it into parts, and of his own accord inserted a neat illustration. He came to the conclusion that the important announcement—and the others did the same—was that the Christmas dinner must be made a success. These were the words that were

featured, therefore, in the heading. As another feature of the copy he picked out the part about "the fresh shipment of Delicious Fruits that had just been opened." The words Delicious Fruits appeared in a little large type than the rest of the ad., except the heading and the signature.

## A Word About Illustrations.

There is an air of refinement about the winner of the second prize. This is attributable no doubt to the simple, but dignified illustration at the very top of the page. Unless something of this character can be secured it is better to omit illustrations altogether. At the same time it is appropriate for a Christmas advertisement. The type this printer picked upon and the general arrangement is pleasing to the eye, and it was from these two characteristics that this particular piece of copy was placed among the early winners in the contest. It is well balanced, and an ad. that would draw the eye of the average housewife looking over the newspaper.

While prize-winner No. 3 may not be quite so attractively set as the others, yet as a selling advertisement it ranks high, because it is so easily read. One of the important parts of the copy is the list of Christmas dried fruits and other goods. The printer who set this did not overlook that point, as did the others to a large extent.

Second Prize

Make Your Christmas Dinner an Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that ever-so-rosy roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of abundant good cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, navel oranges, grape fruit, bananas. Fresh currants, raisins, peaches, four kinds apples and every material to help you make the table a rosy success.

—and then there are the many other accessories to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, wine, etc., and lolly and nutmeg for decoration.

Come in and see this new supply of Christmas goodies. You'll be pleased with their freshness and quality, and surprised at the handsome prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

**HARVEY & COMPANY**  
445 KING STREET SOUTH

Here is a fresh shipment of delicious fruits just opened for the Christmas season

Large, firm, juicy oranges, grape fruit, navel oranges, bananas. Fresh currants, raisins, peaches, four kinds apples and every material to help you make the table a rosy success.

—and then there are the many other accessories to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, wine, etc., and lolly and nutmeg for decoration.

Come in and see this new supply of Christmas goodies. You'll be pleased with their freshness and quality, and surprised at the handsome prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

**HARVEY & CO.**  
445 King St. South

Third Prize

Your Christmas Dinner

MAKE it an enjoyable surprise. How the Home Folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that ever-so-rosy roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of abundant Good-Cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—

Large, firm, juicy Oranges	Fresh Currants
Crate Fruit	Raisins
Melange Oranges	Peas
Apples	Peas
Spices	Flour
	Nuts

and every material to help you make the table a rosy success.

—and then there are the many other accessories to help make the dinner a real delight—

Canned Goods	Cranberries for the Pie
Soups	Clustered Raisins
Peas	Biscuits of all desirable kinds
Corn, etc.	Wine, etc.
and Lolly and Nutmeg for decoration.	

Come in and see this new supply of Christmas goodies. You'll be pleased with their freshness and quality, and surprised at the handsome prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

**HARVEY & CO.**  
445 King Street South

Second Prize

Make Your Christmas Dinner an Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that ever-so-rosy roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of abundant good cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—

Large, firm, juicy Oranges	Fresh Currants
Crate Fruit	Raisins
Melange Oranges	Peas
Apples	Peas
Spices	Flour
	Nuts

and every material to help you make the table a rosy success.

—and then there are the many other accessories to help make the dinner a real delight—

Canned Goods	Cranberries for the Pie
Soups	Clustered Raisins
Peas	Biscuits of all desirable kinds
Corn, etc.	Wine, etc.
and Lolly and Nutmeg for decoration.	

Come in and see this new supply of Christmas goodies. You'll be pleased with their freshness and quality, and surprised at the handsome prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

**HARVEY & COMPANY**  
445 KING STREET SOUTH

In a contest for the best set newspaper advertisement using supplied copy the above three arrangements won the prizes.

**Christmas Christmas Christmas Christmas Christmas**

Necessities      Notions      Dainties      Fruits      Confectionery

We have what you need in all of these, great, cheap, wholesome and dainty. Make this Christmas the best and brightest yet.

---

**For Cake & Plum Pudding**

Baking Powder, two packages for ..... 25c.  
 The Best Raisins, one package for ..... 25c.  
 Currants, one package for ..... 25c.  
 Raisins, one package for ..... 25c.  
 Sugar, one package for ..... 25c.  
 Eggs, one package for ..... 25c.

**Table Figs and Dates**

Table Figs, per pound ..... 25c.  
 Dates, per pound ..... 25c.  
 Raisins, per pound ..... 25c.  
 Currants, per pound ..... 25c.

**Confectionery**

We have a variety of this that it is hard to have  
 words to describe.  
 Candy, per pound ..... 25c.  
 Chocolate, per pound ..... 25c.  
 Licorice, per pound ..... 25c.  
 Peppermint, per pound ..... 25c.

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**Cluster Raisins**

One pound ..... 25c.  
 Two pounds ..... 50c.  
 Three pounds ..... 75c.

**Fresh Fruits**

Oranges, per dozen ..... 25c.  
 Apples, per dozen ..... 25c.  
 Grapes, per dozen ..... 25c.  
 Peaches, per dozen ..... 25c.

**Nuts**

Almonds, per pound ..... 25c.  
 Walnuts, per pound ..... 25c.  
 Pecans, per pound ..... 25c.  
 Cashews, per pound ..... 25c.

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**Olives**      **Stockings and Crackers**

Sweet Potatoes, 5c. per pound.      Holly, 75c. per pound.      Spanish Onions, 3 pounds for 25c.      Celery.

And anything else you may need for Xmas Day or for Xmas preparation.

**A Successful Xmas Dinner**

Molly      Mistieco

Fresh Vegetables      Sauce for Turkey      Pickles and Sauces

Confectionery

**The Climax Grocery**

W. & L. BYARS

115 South May Street

**Xmas Groceries**

SHOP EARLY AT MURPHY'S

A Few Items Worth Your Special Attention

**MURPHY BROTHERS, GROCERS**

222 St. Catherine Street West

809 St. James Street

MONTREAL

**VULETIDE DAINTIES THAT WILL GRACE EVERY HOUSEHOLD TABLE**

Turkey	Vegetables	Pickles and Sauces
10 lbs. Turkey ..... 2.00	10 lbs. Potatoes ..... 1.00	10 lbs. Pickles ..... 1.00
5 lbs. Turkey ..... 1.00	5 lbs. Potatoes ..... 0.50	5 lbs. Pickles ..... 0.50
2 lbs. Turkey ..... 0.50	2 lbs. Potatoes ..... 0.25	2 lbs. Pickles ..... 0.25

**Christmas Cakes and Pudding**

10 lbs. ..... 2.00

**Confectionery**

10 lbs. ..... 1.00

**Fresh Fruit**

10 lbs. ..... 1.00

**Christmas Stockings**

10 pairs ..... 1.00

**YUILL BROS.**

Fourth and Verillon.      Phone 1218.

## Four Competition Ads Submitted by Retailers

Compare the Setting of These With Those on Opposite Page—Types of Newspaper Ads That Get Reader's Attention—Value of Descriptive Matter.

**I**N Canadian Grocer's Christmas advertising competition of last year the advertisement in the upper right hand corner of the above cut carried off the prize. Together with it, are reproduced three other good newspaper advertisements submitted for the same contest and a careful inspection of them all will present some good pointers to those who have Christmas advertisements to write this year.

The advertisement of a retail grocer should be judged from its power to attract the attention of the reader, to hold that attention until the entire ad. has been read, to create a desire for the possession of some at least of the goods advertised, and finally to turn that desire into a buying action.

How well do the above ads succeed in these respects?

The advertisement of the Climax Grocery, of Fort William, Ont., it will be seen, has an appropriate heading cut, and while cuts like this do not always add much to the appearance, nevertheless these are to be commended unless they become too prominent and attract from the remainder of the copy. This cut does not do that. The heading: "A Successful Xmas Dinner," is one that should get the attention of the woman who is at all anxious to excel her past efforts at this the greatest meal of the year. This is followed up with a few lines tending to denote confidence in the goods and service supplied by the Climax Grocery. The small cut of the tur-

key in the centre balances nicely the one at the top and the list of goods at either side.

### Descriptions are Effective.

The advertisement of the McKenzie Co., Kelowna, B.C., originally covered about half a page. The only criticism the judges had to make re this was the repetition of the word "Christmas" in the heading. At first glance one reads right along this row of words and it is not until he gets to the end of the line that the words "necessities, notions, dainties, etc." are seen to have been omitted. The remainder of this advertisement is to be highly commended. The sub-heads such as: "For Cake and Plum Pudding" are sure to catch the eye and the goods listed under, or at least many of them, are described in a way that creates desire on the part of the reader to possess some of them. Raisins for instance are described as "fancy seeded" and "big juicy ones." This is the kind of copy that gets the attention of the reader interested in the purchase of Christmas baking materials.

The advertisement of Murphy Bros., Montreal, Que., is attractive, the bell border being not too large to detract from the reading matter and being appropriate for Christmas at the same time. The headline of this might have been stronger such as "Dainty Xmas Groceries." The next three paragraphs successfully point out that the stock of Christmas goods is complete and

of a high quality and the listing of the items in the panel in the centre is neatly done. The little panel around the words "Shop Early at Murphy's" could possibly have been done without as the tendency to-day is for plain unvarnished copy—and of course copy that will grip the attention.

### Should Create Desire.

The heading and introduction of the Yuill Bros. ad. are particularly good. The housewife will feel keenly interested in any news that will help her grace the Christmas dinner table and will be tempted to get further information that will assist her in this operation. The talks about the various lines are conducive too, to the creation of a desire to purchase some of the goods so appetisingly described. This latter feature is one every ad-writer should carefully study because it means so much to the effectiveness of the advertisement. The day has gone by when the advertiser can obtain results that will pay him by simply running a bare statement and the name. People have been trained to look for something attractive. Flatter their judgment and attention is soon secured.

D. W. Clark, an Avenue road, Toronto grocer, has been invited to give an address before the annual convention of the Ontario Fruit and Vegetable Growers' Association week after next, on the retailers part in the marketing of fruit and vegetables.

# How Other Grocers Do Things



## A Front Door Sign

ON THE front door of the grocery of J. S. Kyle at Oshawa, is the sign:—

KYLE LEADS,  
OTHERS WORRY.

The point of the statement is one which is likely to give rise to some thought on the part of the store's customers.

## Convenience to Customers

ALTHOUGH Field & Brother at Cobourg, Ont., conduct a dry goods establishment and have done so for the past eighty-two years, a visitor will find that behind one of the counters is a limited stock of canned goods and other staple grocery lines of canned and packaged goods. The firm does not make any pretensions to conducting a grocery department in the store. It was explained to a representative of Canadian Grocer that it had been found that it was a matter of convenience to some of the patrons of the store to be able to get

their groceries without leaving the establishment.

## Eliminating Leaks

AN INVARIABLE rule in the grocery store of F. H. Taylor, Niagara Falls, Ont., is that all jugs sent out to customers containing vinegar or other liquid are charged up at the rate of 25 cents each. When the jug is returned the customer gets credit for it. This is one of the ways in which the leaks in this store are stopped up.

This merchant does a large trade in finnan haddies. The boxes in which they come are carefully opened so that when empty they are available for selling. Five cents each are secured for each box which means a nice little extra revenue during the year.

## On the Alert

A MAN walked into the store of R. H. Beck, Ottawa South, the other day, and asked for permission to use the phone. From what he said over

the phone, Mr. Beck gathered that he was a new-comer.

"Are you going into that new house?" he asked when the man had finished.

On receiving a reply in the affirmative, he handed him his card, and asked him to draw his wife's attention to the store. He secured a new customer.

## Cash Carrier, Cash Register

IN THE store of W. H. Scott, Bank St., Ottawa, there is a cash carrier system in use, and a cash register is also employed. The two are operated in conjunction. The latter is used simply to print checks, which are then sent with cash to cashier via the cash carrier system. On checking up at night, the detail slip in the register must correspond with the cash in office. If an error has occurred, it is discovered by comparing checking slip with checks received by cashier and the counter book. The cashier also makes an entry of each check as received. To keep check of pay-outs for sundries, a small check book with stub is used, the duplicate being sent by clerk to cashier, who thereupon returns cash, and retains the slip.

## Going After Christmas Business

By J. B. Kemp, Pembroke, Ont.

I begin going after Christmas business in October by using locals in the newspaper drawing attention to the quality and freshness of the goods. During the Yuletide season when friends gather at home the best obtainable cooking materials are always wanted, and I point out this in the locals.

One of the best selling assistants in disposing of Christmas goods is undoubtedly the window. By arranging the goods neatly in a clean window with price tickets, and by connecting this up with displays of samples on the counter where they can be conveniently examined, I find that splendid sales are always made.

To eliminate the little leaks around the Christmas season goods such as sugar, raisins, currants, peels, etc., are parcelled up in spare time so that the clerks on a busy day can give their entire time to the work of selling. Everything too is arranged as conveniently as possible so that all unnecessary waste motion is cut out. So that mistakes in delivery may be reduced to a minimum, the clerks are always impressed with the importance of keeping all orders separate, and completing one order before another is begun.

Among the fixtures and equipment that help us handle our trade in busy times expeditiously are an account register, cash register, computing scales and platform scales, meat slicer, electric coffee mill, large refrigerator, biscuit racks, and silent salesmen. These are all indispensable now—so necessary in fact that I could scarcely tell which I could best do without.

I try to arrange a window that will invite the customers into the store and once in he is a poor salesman who cannot sell them goods.

## Every Customer Satisfied

CLERKS in the grocery section of the A. E. Rea department store, Ottawa, have received instructions never to lose an order because goods asked for are not kept in stock, but to take the order, and see that the goods are delivered. This is in accordance with the policy of this house to please their customers at almost any cost.

## No More Itemizing

J. S. PIPER, West Fort William, when sending out monthly statements, used to itemize all their accounts, which occupied considerable time of the bookkeeper. Now, each bill given to a customer is numbered, and statements at the end of the month instead of being itemized, simply bear these numbers. Duplicates of original itemized slips are filed and bound in volumes by the bookkeeper in his spare time. In

case of a dispute, these are easily referred to.

**Special Duties of Clerks**

IN THE grocery section of Hudson's Bay Store, Edmonton, Alta., each clerk has his own allotted section of the store, which he must keep clean, stock in good condition, and all goods marked distinctly. The last is a new departure in the Hudson's Bay store within the past year. Clerks must place all daily wants on an order slip, which must be on the manager's desk not later than 5.30 p.m. It is their duty also to take a note of goods wanted from the basement each afternoon. These are brought up by elevator, and clerks put them in stock.

**Premiums Were Eliminated**

DOES the giving of premiums increase the trade of the retail grocer? While this, no doubt, depends on the location of the store and the class of trade catered to, the answer of Henry & Glackin, of St. Catharines, Ont., is in the negative. This firm is located in a residential district but not very far from the centre of the city. "We used to give premiums," said Mr. Henry, "but four years ago we decided to discard them after much consideration. The first year the business increased \$7,000, the next \$7,000 and last year \$5,000—so you see the move was a profitable one for us. When a customer has confidence in you and knows that you are only charging her a fair price, there is in my opinion no necessity for premiums, price cutting or discounts. Most people nowadays think they have to pay for everything they get and I do not believe they are very far wrong."

**Cleaned Up on Bankrupt Stocks**

THIS is the incident of one grocer who bought a bankrupt stock and made some money out of it. It was, he claims, a good stroke of business. The idea is not that we are recommending grocers generally to go into the bankrupt stock business. The success of such a venture depends upon the nature of the proposition and the man who may desire to take it up. It would not be possible to lay down a set of rules. The store which failed had been carrying a stock estimated at between \$500 and \$600. The merchant went to the sale and bought the lot at \$260. He did not move to his own store but put on a sacrifice sale in the stand where the stock was located. And to this stock he did add a lot of stuff from his own store which he had found difficult to sell while maintaining a first-class front.

The result was that the sale was a big success and on his investment of \$260 he cleared \$180 and at the same time he disposed of a lot of stuff which he had had in his own stock and which he had considered as being practically dead. This grocer is looking for more bankrupt stocks.

**Picking up Summer Business**

NEAR Trenton, Ont., is a small summer resort known as Twelve O'clock Point, where there is a hot-weather hotel and a number of cottages, where fresh-air lovers live in the dog days. This past season was the first that W. V. Webster had spent in the town, having opened a retail grocery there last fall. Mr. Webster joined the little circle of residents at the resort, and, although he did not seek business, he had no objection to taking what came his way, with the result that he secured eight or nine good accounts, which promise to stay with him all the year round.

**An Admirer of Fancy Baskets**

IN many of Canada's finest grocery stores the fancy basket for display purposes, both in the window and in the interior of the store, has gained much favor in recent years. Harry Lea, of Simcoe, Ont., believes in the fancy

basket, because he says it gives a refined touch to the store and creates an air of cleanliness and class. For this reason he makes it a point to pick up an occasional basket here and there, and now has a very nice collection of them. In the window when filled with excelsior and trimmed with apples, nuts, cranberries, and other fruits, they make a nice showing.

**What a Little Stand Did**

IT was just a small revolving stand on the counter. Probably it wouldn't cover more than a square foot of space at the most. With a brush of the finger it would go spinning around. It was an octagon-shaped stand, not more than a foot and a half high. But it sold some goods nevertheless. There were little grooves in each of the eight slides, into which small bars of chocolate could be placed with the attractive part of the label facing outwards. There was room for 32 bars of the chocolate altogether, and each was priced at five cents. The first week this was installed in the store of W. H. Martin, Niagara Falls (South), Ont., it sold itself out. That meant a turnover of \$1.60 extra, with practically no additional bother. In itself that may not be considered a great deal, but for a square foot of space that would be otherwise non-productive it did exceedingly

**Cultivating Beans Too Hard Work**

The high price of beans back in the eighties was responsible for a merchant in Delhi, Ont., going into the retail business. This may seem strange on the surface, but nevertheless it is true. J. W. Bannister of that town is the man. At that time, war was in the fashion too. It sent the price of beans a-soaring, just as the war of the present day has done. Mr. Bannister was on the farm then with his father not far from Delhi, and with beans on the ascendancy in price, every farmer was anxious to grow as many as he could handle. In those days too we had not all the facilities for planting, hoeing, pulling and threshing as exist to-day and everything had to be done by hand.

The first year Mr. Bannister's father planted some 8 acres of beans. The work of taking off the crop was long and arduous. It meant a sore back every night, as any one will appreciate who has ever harvested beans or picked potatoes. The youth found it a most toilsome and trying job and told his father that if he ever planted that many beans again, he would have to leave the farm.

The next year still saw the price of beans high, and Mr. Bannister, Sr., probably forgetting the intimation served upon him the year previous, again planted the same acreage of beans. The son, upon whom devolved the largest amount of work in the cultivation and harvesting of the crop, was none too well pleased. He stayed until the crop had been successfully taken off and then made good his threat to quit the agricultural life.

For a year or so he worked with a merchant as clerk in a nearby centre. Later the railroad had attractions for him, and as that section of the country was noted for many railways he had little difficulty in securing a position as telegraph operator. This work took him before he finally relinquished it, to many Canadian and United States cities. Later on he decided to have a business of his own and opened up a general store in Delhi.

This little story too, tells of an actual instance of why boys leave the farm.

well. Several of them would mean much in a year.

This same little revolving stand is still getting the business.

**Oyster Trade Worked Up**

**T**HAT trade in almost any line can be considerably increased by attention and proper display is the contention of Harry Lea, a Simcoe, Ont., grocer. An example of this is given in the extent to which his oyster business has grown. At the entrance to the store during the oyster season is an oyster case which displays the goods and keeps them in a sanitary condition. This reminder, together with the stocking of good goods only, has resulted in an oyster trade of more than 300 gallons in a season. At a time like the present when business in some lines is curtailed through difficulties in getting stocks, a line like oysters will bring in some extra business.

**Two Tons of Sugar Sold**

**A** COUPLE of weeks ago there was a window display of that staple of staples—sugar—in the store of J. S. Baxter, Niagara Falls, Ont. This was neatly arranged with cartons of sugar and small sacks, while in the centre was a large glass candy jar filled with the white crystals. There was also an interior display on a table inside the door. Mr. Baxter stated that in two weeks—the length of time the displays were in—they sold no less than two tons of sugar, and at a good margin.

**A Prize-Winning Delivery Horse**

It is pleasing to note the pride so many grocers and their drivers take in their delivery outfits. Apart from this pride, it is good business to turn out a nice outfit, which, as it stops from door to door, will always be a credit to the owner.

The illustration herewith shows the delivery horse of James Crawford, Kingston, Ont., which, by the way, is a recent prize winner. At the "Work-Horse Parade" there not long ago this horse captured first prize in the Merchants' Delivery, single class. It was driven by George Bryant, who is just as keen on maintaining the appearance of the horse as the proprietor himself.

The judging did not take place only on the day of the parade but during the three months prior to it.

"To my mind," stated J. S. Crawford, the manager of the Crawford store in referring to good delivery outfits, "this work-horse parade should be en-



A Kingston, Ont., prize winner in Work-Horse Parade.

couraged in every town. This one is only our second, but there has been a hundred per cent. improvement in the outfits, generally speaking, over last year, and no doubt next year we will see more than a hundred horses instead of sixty-three."

**HANDSOME NEW STORE.**

(Continued from page 65.)

ods and equipment will permit—and when a stable is properly looked after there is no reason for a nuisance.

An ice machine has been installed for the cooling of the refrigerators and when the equipment is complete there will be one of the latest cash-carrying systems to facilitate the work of the clerks. This machinery is in the basement.

A large portion of the second floor is used for the storage of additional stock and the elevator gives ready access to it at all times. In addition there is a big storage space in the cellar which is also reached by the elevator and it is proposed later to have a refrigerator installed here for keeping fruits and vegetables in the best of condition.

**Dodging the High Rents.**

The Walter Paul grocery is not on what is called a down-town street. For thirty-five years he conducted his business on St. Catherine street, which is the main retail business thoroughfare in the city. The new store is located a block off the main street—and the immediate advantage is seen in the size of the splendid two-storey building, which covers a lot 75 by 100 feet.

High rents are responsible for a number of vacant stores on St. Catherine street, in the opinion of Mr. Paul. "They are so high as to be beyond the earning capacity for the location," he stated, and continuing, he said: "Towards the end of my tenancy of the St. Catherine street store my rent was put up to \$13,000 a year, so I decided to move and I am well satisfied with the change. A store such as I have now would mean a rental of about \$50,000 a year on the other street, and as about seventy-five per cent. of my business is done by tele-

phone, I consider that I am better off here, especially as I have a store in which there is plenty of room both for displaying the goods and for the accommodation and convenience of my customers."

**SELLING NEW LINES TO THE EVERY-DAY CUSTOMER**

(Continued from page 68.)

home to your landlady and ask her to cook them all up and decide on which you think is the best."

In relating the incident to Canadian Grocer Mr. Werret said: "In order to make the test as impartial as possible. I took samples from each of the cartons, numbered the samples 1, 2 and 3, and numbered the broken cartons the same. She decided after a fair trial that while there was not a great deal of difference among the three, sample No. 2 was the best if any, with No. 1 a close second. It transpired that we were making a cent a pound more profit on No. 2, so this was the one we got behind. Sample 3 was really cheaper than either of the others, but we never sacrifice quality for price or margin. The only good business course open to us was to sell for all we were worth starch No. 2.

"The clerk should know that as he helps to promote the interests of his employer, he is promoting his own interests as well," he declared.

Mr. Werrett maintains that the newspapers should do more to educate the public to the realization that when a reputable merchant advertises his goods in their pages he has every confidence in them. "Goods that have merit in them," he added, "will stand the light of publicity," and he had made actual instances to prove his contention.

He has worked up a fine and profitable trade on a certain cleaning powder which through his newspaper advertising and personal conversations he introduced to his trade. He has stocked a jam that was advertised in Canadian Grocer and has successfully introduced it. He has found this line to be a particularly good one from a quality standpoint, and recommends it whenever just "jam" is requested.

**Added Provision Department.**

Another way by which this dealer has increased his turnover is by opening up new departments which are being carried along at little further expense. "I noticed," he said, "that some time ago you were recommending in Canadian Grocer the installation of a separate provision counter. We took your advice, installed the counter and a meat-slicing machine. I find that this counter is not only increasing the turnover, but it is bringing in business for groceries."

# Opportunity for Fish as Popular Cheap Food

Grocers Can Aid the Head of the Family in Dealing With the Problem of the High Cost of Living—Food Value Almost as High as Meat and Price 20 Per Cent. to 50 Per Cent. Less—Government Leading a Campaign to Increase Consumption.

**S**UBSTANTIAL staples at moderate prices will find a popular reception with the great majority of families during the coming winter. Without commenting upon the particular factors which have brought home more than ever recently the problems of the housewife in relation to the high cost of living, let us suggest a food that can be made to assist the family exchequer considerably without reducing the sustaining value to its members. This reference is to Fish. Under the circumstances it would appear that the time is ripe for Canadian people to turn their attention to fish as a food to a greater extent than ever before. The point is that if there is going to be more fish consumed then it is time for the grocer to consider methods for getting a share of that business.

The significance of the desirability of turning the public appetite to fish is to be gathered from the fact that the Department of Naval Service of the Dominion Government has been waging a special campaign in this direction for the improvement of marketing facilities and for the education of the public. Recently a handsome and attractive booklet has been issued which says by way of introduction:—

“In these days when the cost of living has become such an important factor, it is necessary for the average housewife to give careful thought to providing for her table. The articles secured must not only be reasonably cheap, but they must be palatable and nourishing. Fish meets these requirements; attention is called to it as one of the articles that should daily have an important place on each bill of fare.”

The booklet has been issued “in the hope that it will come into the hands of many in whose homes fish has not yet become an important part of the diet of the household, and who will, by a perusal of its pages, be led to see the wisdom

from the standpoints of both economy and health, of giving fish as an article of food a prominent place.” It contains, in addition to elaborate tables which illustrate the food values of fish, descriptions of the various Canadian fish and a large number of recipes for both frying and boiling fish as well as executed illustrations of the different species.

## Fish as a Food.

Sir James Crichton Browne, M.D., D. Sc., Lord Chancellor's Visitor, etc., in an article “Value of Fish as a Food,” states that it cannot be too strongly insisted on that for working people of all classes—those who work with their heads as well as those who work with their hands—fish is an economical source of energy necessary to enable them to carry on their work, and that for children and young persons it furnishes the very materials that are needed to enable them to grow healthy and strong.

## Sound Talking Points.

The grocer who is selling fish should be able to make good use of information of this kind in making converts to the fish diet. The same authority states that another very important reason why fish should be generally used is its easy digestibility. The rapidity with which any kind of meat flesh dissolves in the stomach depends largely on the fineness of the fibre. Thus beef is less digestible than mutton, because the fibres are longer and harder, and again mutton is less easily digested than the breast of a fowl.

In fish the muscle fibres are very short and are arranged in flaky masses, which are easily separated from one another. Hence fish lends itself to comparatively easy digestion; fresh fish is more readily digested than salt or cured.

As explained in Recipes for Sea Foods, published by the New England

Fish Exchange, of Boston, although foods are so different in appearance and taste, analysis shows that they are made up of a comparative small number of compounds. These are water and so-called nutrients—protein or nitrogenous materials, fat, carbohydrates and ash or mineral matter. Familiar examples of protein are the lean of fish and meat, white of egg, casein of milk and gluten of wheat. Fat is found in the fat of fish and meat, in milk (butter) and oils. Starches, sugars and woody fibre or cellulose, form the bulk of carbohydrates.

The value of a food depends upon the amount of digestible nutrients it contains and the cheapest food is that which supplies nutriment at the lowest cost. Analysis show that fish like meat is a nitrogenous food. For instance:

Market cod at 8c. per lb. contains 11.1 per cent. protein, so that one pound of protein purchased there, in the way of codfish, would cost slightly more than 72c. Beefsteak contains nearly 15 per cent. protein and at the price of 20c lb. would represent a cost of \$1.33 for a pound of protein. Haddock contains 8 per cent. protein and sells about the same price. Halibut at say 16c lb. would represent \$1.04½ per pound of protein, and mutton chops at 20c. lb. \$1.54.

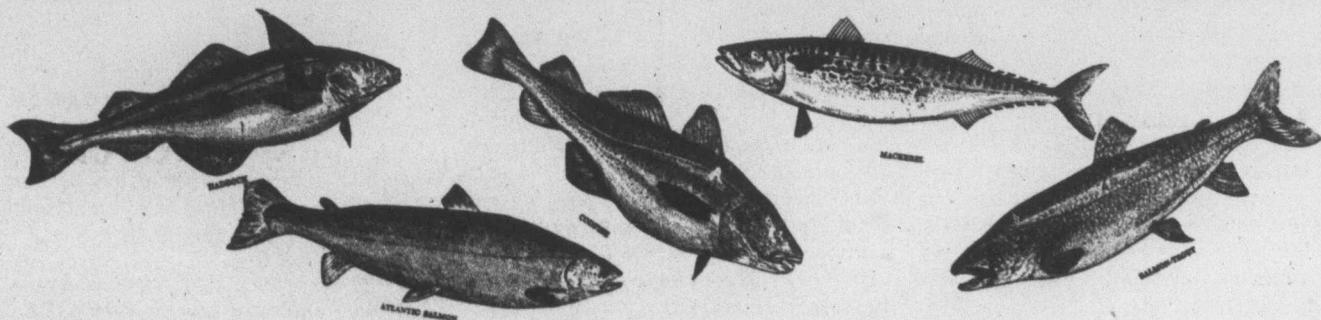
Many other examples could be given but generally speaking it may be said that while fish is 20 per cent. to 50 per cent. cheaper than meat it is only 2 per cent. to 4 per cent poorer in nutritive nitrogenous ingredients.

## Up to the Grocer.

In the Government booklet referred to it is inferred that the grocer could be a big factor increasing the consumption of fish. We quote:—

“Fish is now largely handled in meat shops which is not a desirable condition.”

Comment is also made on the fact that the retailers often do not present  
(Continued on page 106.)



# Selling Fruits and Vegetables on Appearance

Condition and Manner of Display Big Factors in Creating Volume  
And Volume Means Elimination of Loss—Spray Stands Sell Vegetables—Much Depends on Careful Buying.

**T**HERE is probably no department in the grocery store which presents the same possibilities to make or lose money as that of fresh fruits or vegetables—this is not an opinion of the writer necessarily, but is the consensus of views expressed by several retailers who have studied the problem. It is not so much the question of the margin of profit—that is usually satisfactory and if it is not the department should never be started—it is rather a question of volume of business and even more particularly the elimination of loss through stocks going to waste.

There must always be a certain margin of waste in this department. Fresh fruits and vegetables are in a perishable commodity and there will be some portion of the stock that the grocer will have to lose while it is in his hands. But this margin bears a direct relation to the volume of goods handled—it is here that the secret of the successful operation of the department largely lies for the waste on a big turnover is not likely to be any larger than on a small business.

The point then which the grocer must most seriously consider is in getting this volume of business. The great factor will be found to be in service. If there is anything in particular that the people like fresh and clean, it is fruit or vegetables. The grocer who can work up a reputation in this respect will soon find that he is attracting a large circle of business. If it be found that in a town or city district there is no other store which is giving this special service then there is a great opportunity.

Tasteful display of goods is of first importance. People buy fruits and vegetables on appearance—the question of price is a secondary consideration with the high class trade in buying food stuffs of this class. Consider the difference of two stores in a small western town. At one there were bunches of celery hanging out in the sun, the tops were wilted and the stalks looked as tender and toothsome as strips of buckskin—other garden products were laid out in the same way a prey to the sun and the flies. A few doors away was a window display of fruits and vegetables—fresh looking and well arranged—there was nothing outside the store. Backing the window display was a spray fountain for vegetables and the whole effect was fresh and tempting.

A grocer in an Ontario town was asked as to his methods of selling fruit in quantities. He said that he had made a special effort to serve the needs of the high class trade with fresh fruits and vegetables because other stores did not. His stock was never put outside the store; it was never allowed to sit on the floor. Tasty and fresh window displays were arranged daily and the spray machine set off the vegetables. It was not long before people began to appreciate the difference. For a while there was not much profit and then the trade grew in volume until there was a very nice balance to the good; it was in the volume of business that he found success.

This man was enthusiastic about his vegetable fountain. To quote him he had made the price of it hundreds of times in profits during a single season—but perhaps this was a little exaggerated.

An Oshawa, Ont. grocer, J. E. Beaton, has a spray stand which has paid for itself many times. Here also there is a fruit and vegetable window throughout the season—and the season starts early for there are hothouse supplies to be had from February on until the garden stuffs are ripe.

## Careful Buying.

The grocer who has made a success of vegetables will refer to one feature of the business that is almost as important as handling—and that is buying. The greatest care must be taken to get good fresh sound goods; this may take time and the cost may be a little more but this is made up in the better price which people will be found willing to pay and in the reduction of loss through waste. Also there is a great danger of over-buying. This is where judgment must be used and it is for the grocer to gauge the demand—over-buying means waste and waste means loss.

In reference to this policy of buying, reference might be made to Walter Paul, Montreal, who has one of the finest grocery stores in the Dominion. For thirty-five years he has been catering to the high class trade of Canada's largest city and the fruit and vegetable department has always had his special personal attention. Despite advancing years he still does all the buying personally—he is a well-known figure on the Bonsecours market.

## OPPORTUNITY FOR FISH AS POPULAR CHEAP FOOD.

(Continued from page 105.)

their wares in such a manner as to attract trade for the condition in which fish is kept is very important.

### Cheap Fish are Good.

There have been great improvements made in the transportation facilities in connection with the fish trade and these have been a great factor in developing the fish trade. Cold storage fast freight services have been arranged by a government guarantee and concessions have been made in transportation charges on fish to Ontario and Quebec on the east and inland to Manitoba on the west.

But it might be pointed out that the fishing industry would be made more important to Canada and at the same time the price to the consumer might even be reduced were the people educated to the fact that there are certain species of fish which are usually ignored by the public but which are of excellent food value. For instance there are considerable numbers caught of skate, silver hake and dog fish, which are caught by the fisherman but for which he has no market, and he therefore must get more for the species which do find sale. A large wholesale fish merchant ventures the opinion that about 30 per cent. of the fishermen's catches are being thrown away. But there is evidence of a changing condition as instanced by the popularity and price value of the sturgeon which had a very poor demand a few years ago.

The booklet of the Department of Naval Service at Ottawa on fish and how to cook it, should be perused by every fish dealer in the country. Grocers can secure it on request and the department would probably be willing to send on some copies for distribution if assurance were given that they would be placed in the hands of patrons of the store who would make good use of them. In addition to a lot of general information of interest regarding fish and fisheries there are considerably over one hundred valuable recipes for the preparation of different dishes of fish, oysters, clams, etc.

From November 2 to 7 will be British Columbia apple week in Calgary, Alta.

## Place Your Christmas Window in the Contest

This year *Canadian Grocer* will have as usual a Christmas window competition open to grocers and their clerks. When you have your best window in shape, have it photographed and entered in the race. It may be in the money.

### Selling Power, Attractiveness and Originality

will be the basis of judgment. Windows must be trimmed with Christmas goods.

Photographs must be mailed before December 31. See that photographer gets good picture and give description of the window.

### The Prizes

Towns and Cities over 10,000 Population				Centres under 10,000 Population			
1st Prize	-	-	\$5.00	1st Prize	-	-	\$5.00
2nd "	-	-	3.00	2nd "	-	-	3.00
3rd "	-	-	2.00	3rd "	-	-	2.00

### The Christmas Ad. Writing Contest

For the best Christmas newspaper advertisement submitted by end of year *Canadian Grocer* will give a prize of \$3; to the second best, \$2. Clip it from the newspaper and briefly outline your ideas concerning advertising and its selling advantages.

Address:

**THE EDITOR, CANADIAN GROCER**

143-153 University Avenue

TORONTO



## Current News



### Quebec and Manitoba Provinces.

M. Swan has opened a new store 1311 Wellington street, Montreal.

Mr. Atwood, of J. C. Whitney Co., Chicago, tea dealers, was in Montreal this week.

W. Desrosiers has opened a store at the corner of Messier and Mount Royal avenue, Montreal.

L. P. Corbeau was recently appointed to take charge of the sales and advertising departments of the C. H. Catelli Co., Montreal.

F. H. Delaney, one of the oldest merchants in Etang-du-Nord, Magdalen Islands, died in Halifax Infirmary last week, aged 60.

There was a fire at the Ogilvie Flour Co.'s mill, on Mill street, Montreal last Wednesday, Oct. 21, which destroyed 8,000 bags of flour.

J. H. Leclerc is building a creamery and store on Central street, Granby, Que., where he will make butter, and carry on a retail trade.

D. Morris Skinner, of Manning & Co., Ltd., sugar and molasses exporters, Barbadoes, was in Montreal this week. He has now returned home.

J. F. Desmarais, manager of C. H. Catelli Co., macaroni manufacturers, Montreal, has been confined to the house with a slight illness for several days.

The grocery store of L. Herman & Co., corner of St. Catharine street and Fort street, Montreal, was broken into last Thursday night, and a quantity of liquor stolen.

Dupuis Freres, 447 St. Catharine St., east, Montreal, have opened a new meat market adjacent to the grocery section. The latter has been moved to the basement, and is now equipped with modern fixtures.

Ocean Mills, Montreal, of which E. Lefebvre is manager, are installing a complete equipment of new machinery at a cost of \$8,000, which will enable them to increase their output at least 100 per cent.

Camille Richer has sold his business at 252 St. Joseph street, Lachine, Que., to A. Parr & Co., who were formerly in business on the same street. Mr. Richer

has opened up a new store in the north end, Montreal.

Dr. John Hjoft, director of the administration of fisheries of Norway, and Mrs. Hjoft visited Halifax last week. Dr. Hjoft is recognized as the foremost expert on fish in the world and is visiting Canada to look into the herring trade in the interest of his government.

The note in last week's issue to the effect that Forbes & Nadeau, Montreal, had been appointed Quebec agents for the Kellogg Toasted Corn Flake Co. should have read Kellogg Wheat Flake and Wheat Biscuit Co. They have also been appointed agents for Pyle's Pearl-line.

The regular monthly meeting of the Grocers' Section, Montreal Branch of the Retail Merchants' Association of Canada, Inc., took place on Tuesday. The meeting considered what steps should be taken for the enforcement of the by-law regarding peddling in the streets; the opportunity of subscribing for a bed at the Canadian Hospital of Paris; the annual subscription for hospitals; the election of the officers for the ensuing year, and other questions in the interest of the grocery trade.

### Ontario.

R. S. Johnston, grocer, Toronto, is succeeded by Johnston & Weir.

G. N. Totten, grocer, Toronto, has disposed of his business to P. L. Facell.

Fred Gill, of Gill Bros., grocers, Strathroy, Ont., was recently married.

J. W. Showler, grocer, of 874 Dundas street, London, Ont., has sold out to J. E. Scott.

Ed. Hazell, a Hamilton, Ont., grocer, has arrived home after a trip through the Eastern States.

Wilfred Clauss has joined the traveling staff of the I. X. L. Spice and Coffee Mills Co., London, Ont.

Charles Shields, a general merchant for more than fifty years in Tamworth, Ont., died last week at the age of 75.

Ira Storcks, general merchant in Mono Mills, Ont., for ten years, died recently. He was operated on in the general hospital, Toronto, but died later.

Arthur Buckle, a Toronto traveler for Armstrong & Pafford, wholesale grocers, was killed by an automobile last week.

T. H. Knight, proprietor of the Model Grocery in Bowmanville, Ont., has disposed of his business to James Owens, of Belleville.

C. A. Elsley, Campbellville, Ont., has installed a ribbon show case, hosiery rack and revolving floor fixture in his general store there. Business, he says, is good.

D. E. McLeod, grocer, of 505 Darwin street, Stratford, Ont., has sold to Mr. Barton, who was formerly in the grocery business at 109 Down street, Stratford, Ont.

T. W. Scott, who was in the general store business at Blythe, Ont., has bought the grocery stock of the late John Proctor, corner Wellington and Grey streets, London, Ont.

S. Brickell, a St. Thomas, Ont., grocer was given a special prize for a window display trimmed with nationally advertised goods in a contest conducted by one of the papers there.

R. E. Blinn, grocer, of Dundas street, London, Ont., intends to move his stock and fixtures to the corner of Waterloo and Hill streets, where he is going to continue in business.

Fred Hartley, of Brantford, Ont., is confined to the hospital, having undergone a serious operation for appendicitis. He is out of danger and hopes to be around again in a few weeks.

Mr. Turnbull, of Edward Adams & Co., addressed the London Grocers' Association on Tuesday night on Profits. Mr. Carrothers, of South London, gave a talk on eliminating bad debts.

W. C. Miller, who is out organizing for the Retail Merchants' Association, has succeeded in working up a strong organization in Bracebridge, Ont. Some 29 members have already been enrolled. Peter Hutchison, grocer, being president of the branch, and Geo. Fenn of Ecclestone & Bates, the secretary.

At an executive meeting of the Retail Grocers' Association, London, Ont., last week. E. J. Ryan was presented with a large group photo of the executive.

handsomely framed. President Palmer spoke of the good work done by Mr. Ryan as chairman of the Sports Committee at the picnic held at Springbank Park recently. Thos. Shaw made the presentation. Mr. Ryan, who is a life member of the association, made a suitable reply.

Cohoon & Patterson, London, Ont., have just finished extensive alterations to their store on Central avenue. They built a new up-to-date butcher shop, and increased the size of their grocery store to double its capacity. They have one of the finest store fronts in the city. They have three large plate glass windows 9 X 6 feet on Central avenue, and one plate glass 9 x 5 feet on Maitland, a large verandah goes all around the store, which gives them ample room for displaying goods outside. This firm recently bought the building they are now occupying.

**Western Canada.**

B. Anderson & Son, grocers, Winnipeg, Man., have sold to A. Fienstein.

F. X. Brunnell, general merchant, La Fleche, Sask., has sold to Krocker & Co.

Buck & Howson, general merchants, High River, Alta., have completed alterations to their store.

Macdonald's Consolidated, wholesale grocers, have opened a branch in Saskatoon, Sask. John Crawford will supervise the business.

Merchants of Grandview, Man., have protested against the banks refusing to cash grain cheques unless presented by the person to whom they are made payable.

Contracts for the 50,000 bags of flour which the Province of Manitoba, is giving to the motherland as a war gift, have been awarded as follows:—Western Canada Flour, Winnipeg and Brandon; Ogilvie Flour Mills, Winnipeg; Lake of the Woods Milling Company, Winnipeg; G. McCulloch & Sons, Souris; Leitch Bros., Oay Lake; Hodgson & Gardner, Swan Lake; Melita Roller Mills, Melita, and Deloraine Milling Company, Deloraine. The lowest tender accepted was \$2.90 per bag of 98 pounds; the highest received \$3.20.

George C. Measam has opened an office in Edmonton, Alta., as a wholesale grocery broker and manufacturers' agent. Mr. Measam is a native of Windsor, Ont., and was connected with the grocery business there in early manhood. In 1898 he engaged with Phelps, Brace & Co., wholesale grocers, Detroit, in the city order department as clerk. In 1902 he went with Libby, McNeill & Libby of Chicago as traveling salesman. In 1904 he became connected with Codville &

Co., of Winnipeg, as traveler in Saskatchewan and Alberta. The firm was afterwards known as Codville, Georgeson & Co. In 1907 Mr. Georgeson severed his connection with the Winnipeg firm and opened a wholesale grocery warehouse in Calgary. Mr. Measam went to work for him in Calgary in 1908 as salesman in the northern part of Alberta. In 1910 Georgeson & Co. opened a branch house at Camrose, Alta., which town was located in his territory, and he received the position as manager. On March 1st this year Mr. Georgeson disposed of the grocery section of his business in both Calgary and Camrose, retaining the factory at Calgary. On April 1 Mr. Georgeson opened a branch at Edmonton, of which Mr. Measam took charge, and on October 1st he started in business for himself.

**PRACTICES WHAT HE READS.**

*Peter Hutchison, a grocer in Bracebridge, Ont., who has been elected president of the new R.M.A. branch in that town is one of the oldest subscribers to Canadian Grocer. A gentleman who called on him recently sends us the following:*

*"Mr. Hutchison is an ardent reader of Canadian Grocer and reads it every week from cover to cover. He compliments the management of your market reports, which he claims have been the means of his making good money on judicious buying. He adopts methods in his business which he reads from the columns of the Grocer, together with any "catchy" advertisements which may appeal to him. He is the oldest established grocer in Bracebridge, and is an ex-mayor of the town, is quite up-to-date, and has an extremely large store. He has had installed 7 silent salesmen, 3 long show tables, running down the centre of the store; cooked meat slicer, cheese cutter, electric coffee mill, computing scales, etc. His counter tops are finished off in white enamel and, elevated in the rear of his store is his office all furnished with the latest filing cabinets, etc. He is a strong believer in advertising and does a large summer trade with the summer tourists in the Muskoka Lakes. He claims to be one of your oldest subscribers."*

**NOT IN MACLEAN'S EMPLOY.**

We are informed that some hotel-keepers and others have been victimized—and have cashed drafts—by a man giving the name "Thomas Lumsden, of Victoria Hotel, Box 220, Olds, Alta.," who claimed to be the traveling representative of the MacLean publications. There is no such man in the employ of the MacLean Publishing Company, Limited, but a man of that name applied—as do hundreds of others—for permission to solicit subscriptions for The Farmers' Magazine on commission. He gave good references, and he was allowed to do so. Since then we have heard nothing from him directly.

The only general subscription representative we have in Alberta is David Williams, who has been with us in our exclusive employ for many years, and there are few business men in the West to whom he is not known. As a matter of fact, he has never had to draw on us in all the years he has been with us. There are many local agents who solicit new subscriptions on commission, but these should be known to those they call on, or they can be easily identified. Last year a man went so far as to have printed a lot of blank forms in our name, but the police got after him. Lumsden had no authority whatever for soliciting or collecting subscriptions for The Canadian Grocer.

**ADVERTISES EVERY DAY.**

In a conversation with the manager of Dupuis Freres' grocery department, Montreal, he made the following statement:—

"I hear travelers talking about business being bad; we haven't noticed it. Our business is showing a very satisfactory increase. And why? Because we have gone after it. While other firms have cut down their advertising, we have increased ours; where we used to advertise three days a week, now we advertise every day. Business will never come to you, especially in war time."

**BUSINESS AS USUAL.**

O. Lacroix, Quebec, P.Q., writes:—"Business as usual and more has been my policy since war broke out, and today I am in position to say that my trade has increased in a great proportion. Old collections are rather hard and regular running accounts have to be paid regularly or dropped: around here the retail trade seems very safe. But the export trade should be helped by the government. Now is the time for our trade and commerce minister to make good use of all his trips to foreign countries. He should tell the export trade what to do and help them to export."



# Fruit and Vegetables



## Cheap Apples Having Effect on Other Fruits

Oranges and Bananas Are Not Selling So Freely—Former Are Dearer for Good Quality—Cooler Weather Cuts Off Tomatoes and The Warm Weather Demand in Many Departments — Heavier Importations Noted.

### MONTREAL.

FRUIT.—Demand for apples has had a marked effect on the sale of oranges, bananas, and other fruits. Spies have not yet arrived. Still an exceptional demand for McIntosh and Fameuse, the market for which is firm. The next ten days will see a big influx of apples from Ontario, which will be shipped in large quantities in order to take advantage of low freight rates by water. One firm reports that lemons have moved exceptionally well this week, although they think this due to the fact that their holdings are bigger than those of other firms, and that a scarcity exists rather than an unusual demand. New Messinas will not arrive until towards the end of November, and prices will not be much lower than those existing at present. Sale of bananas limited. With Thanksgiving Day approaching in the United States, the market for cranberries has firmed, especially for Cape Cods, which are now quoted at \$7. The cold weather, which makes storage of cranberries easier, is also having a good effect on demand. Californian Tokays are arriving in drums. Niagara grapes still arrive, quality fair, selling around 18 cents.

Apples—	
Starks, No. 1, bbl.	2 75
Colverts, No. 1	2 50
Baldwins, No. 1, bbl.	3 00
Spys, No. 1, bbl.	3 25
Russets, No. 1, bbl.	3 00
Greenings, No. 1, bbl.	2 75
Alexanders, No. 1, bbl.	2 75
Fameuse, No. 1, bbl.	3 50
McIntosh Reds, No. 1, bbl.	3 50
No. 2, all varieties, 50c less per barrel.	
Bananas, crate	2 25
Cranberries, bbl.	5 00
Grapefruit, Jamaica, case	7 00
Grapes, Cal., box	3 50
Grapes, Can., small basket	0 17
Lemons, Messinas—	
Extra fancy, 300 size	3 50
Limes, small boxes	1 25
Oranges—	
Cal. late Valencia, 150-175-200-216	3 50
Cal., 100-125-150-200 size box	3 50

VEGETABLES.—Business continues quiet, demand being for a little of everything, and little of anything. Artichokes are slow, and still bring 1.50, American beans are down to \$2.25 to 2.50, only fair demand. Plenty of cabbage on the mar-

ket, bringing 25 to 50 cents per dozen. Cauliflowers are getting a bit scarcer, but sufficient to supply demand, bringing 50c to 1.00 per doz. Hothouse cucumbers are worth \$1.50 doz., but only a few coming in. Egg plants are slow, and local supplies are done. Americans are being brought in to sell 1.75 to 2.00 doz. Celery will be dearer from now on, New York celery coming here, bringing 5.00 per crate, averaging seven dozen to crate. Lettuce is being brought from Boston, but more local supplies will come in if the weather keeps cooler. Sweet potatoes remain at 1.50, and are likely to be 1.75 before long. Lots of Spinach on the market, bringing 25 to 50c per box.

Artichokes, bag	1 50
Beans, American, basket	2 25
Beets, bag	0 50
Cabbage, per dozen	0 25
Carrots, bag	0 50
Cauliflower, dozen	0 50
Cucumbers, basket	0 40
Celery, bunch	0 25
Egg plant, per dozen	1 75
Lettuce, head, per box	1 00
Curly lettuce, per box	1 25
Onions—	
Spanish, per case	3 00
Spanish, per 1/2 case	1 75
Native, per doz. bunches	0 30
Red, 100 lb. bags	1 50
Parsnips, bag	0 75
Parsley, doz. bunches	0 10
Peppers, green, 3/4 qt. basket	0 60
Potatoes—	
Montreal, bag	0 65
Potatoes, sweet, Jersey, hpr.	1 50
Spinach, Montreal, in boxes	0 25
Turnips, bag	0 50
Tomatoes, Montreal, box	0 50
Tomatoes, hothouse, lb.	0 15
Watercress, doz.	0 40

### TORONTO.

FRUITS.—The cold weather has dropped on the market with a sudden and rather heavy hand. With fine weather the dealers had started on another week at the summer headquarters but before the end they were wishing for the warmer quarters up town. The weather also affected business to a certain extent although the fruit business is not very heavy at this time of the year. A good business is being done in apples and the prospects are that the consumption will be heavy, although the trade in oranges is likely to suffer in

consequence. McIntosh Reds, Canada Reds and Seeks are added to the list of arrivals. Grapes continue to come plentifully and the frost as yet has not likely done any serious harm; in fact frost helps the flavor. Malaga grapes are now due and are quoted by the barrel at 4.50 to 5.50; Tokay grapes are held at the same figure. Grapefruits are coming in heavy consignments and there is any quantity available at \$3.50. California celery is coming in car lots and selling at 3.50 the crate. Oranges are somewhat firmer — particularly fancy Valencias.

Apples—	
Greenings	2 25
Kings	2 50
Baldwins	2 50
Spies	2 75
Seeks	2 25
Canada Reds	2 25
McIntosh Reds	2 25
No. 2s, 40-50c less	
Bananas, per bunch	1 00
Cantaloupes—	
Canadian, basket	0 40
Colorado, crate	1 75
Cocoanuts, sack	3 75
Cranberries	6 50
Elderberries	0 20
Grapes—	
Canadian, 6-qt. bbls.	0 16
Tokays	1 50
Malaga, barrel	4 50
Oranges—	
California, late Valencias	3 00
Lemons, Verdilla	4 00
Limes, per 100	1 25
Pears—	
California, box	3 25
Canadian, late varieties	0 40
Pineapples, Porto Rico, case 10	4 50
Quinces	0 60
Grape fruit	3 00

VEGETABLES.—Vegetables are still plentiful although the cooler weather is likely to interfere with the demand to some extent. Prices are a shade lower as noted in a reduction of 5c on beets, parsnips and carrots in large orders. California celery is now arriving and selling at 3.50 the case. There is no change in the potato situation and prices seem likely to hold their present level for the time being. Sweet potatoes are 15c to 25c the hamper dearer. Pomegranates are cheaper by 25c the dozen. Corn is practically done. Heavy frosts will have the effect of cutting off the toma-

(Continued on page 124.)

# The British Embargo and the Sugar Situation

Action of Great Britain Forces German Sugar Into Other Markets at a Time When Prices Are Easing—European Supply Will Have to be at Very Low Figures to Compete with Cane Stocks in United States, for United Kingdom Was Expected to Maintain This Market—Canadian Prices May Hold Until Stocks of High-Price Raws Are Used Up.

**A** WEEK ago, with the market for cane sugars getting weaker, as indicated by the declining prices in New York, the attitude of Great Britain with regard to the new Cuban crop was looked for as the next important influence; the United Kingdom has for some time been largely depending upon supplies from the Indies and Java following the heavy buying of Cubans, which had the effect of taking the market to a phenomenally high figure. Great Britain has acted, but in a manner that was unlooked for.

The British Government, after making an unusually strong demand for sugars with the opening of the war, has now decided to prohibit the importation of supplies into the United Kingdom. This reaction of sentiment with regard to sugar is only another indication of the uncertainty of trade conditions in war times. Great Britain pressed to buy sugar from several sources, and with a good supply on hand, has decided to cease importations for the time being at least. This is announced as a blow aimed at German finance with the idea of handicapping the enemy in turning the sugar crop now being harvested into money.

The move is one which indicates that the British Government is alive to every phase of the campaign. With the United Kingdom's market cut off at a time like this, Germany must seek other outlets. She must in the natural course turn to the American market, and the result will be that prices, already on the decline, will go down still lower, until there will remain small profit on sugar sent across the ocean. The embargo applies to all classes of sugar, and not to beet sugar alone, and it is evident that it was realized that merely shutting off beet sugar would result in America using German beet sugar, while the cane sugar was sent to England.

The action of Great Britain in this instance is only one indication of the uncertainties which at all times prevail with regard to sugar futures. So far as definite predictions are concerned one might as well figure on the trend of the wheat market—many people do, but not more than half of them are correct, and usually not that many. The sugar market is about as certain as a horse race, and yet there is some interest in looking

the situation over, just as the horseman will study his form sheet.

## Lower Canadian Prices—When?

The action of Great Britain will undoubtedly have the effect of weakening the sugar market. There is indicated a confidence that she will be able to take care of herself for some time at least; also it is indicated that consumption is falling off, and this must be even more pronounced in other European countries, with the result that values should come down, for there is no indication that European countries, even those engaged in the great war, are not going to make their harvest. It would appear that consumption will fall off to a greater extent than the yield.

The situation in Canada is an unusual one. To many it will appear inexplicable that, while values have been declining in New York, they have been advancing on this side of the line, until there is over

1c a pound spread. The attitude of the Canadian refiners is that they have followed the trend of the raw market, and have changed their prices to accord with the cost of the raws being refined. Thus, while the first demand of Great Britain forced the prices up in New York, in Canada there was a very gradual advance, and now with the price above 7c the figure is based upon raws, which had to be bought at the top of the market when the refiners were robbed of preferential considerations under the tariff.

It is pointed out, for example, that on the 20th of October—nearly three months after the declaration of war—New York prices were about 7½c, as compared with 4½c in Canada. Quotations, refiners say, will depend upon the cost of raws entirely.

Lower prices are the logical development of the present situation, but when the reduction will be made would be hard to say. Asked on this point, the representative of one of the big Canadian plants replied: "Tell me how much raw sugar there is on hand and I think I could tell you when prices will go down." In other words, he intimated that prices would hold until cheaper raws were delivered.

In this connection the trade should also make note of the fact that whereas price changes came rapidly on the upgrade, they are likely to be slower now, for the reason that little sugar is being taken by buyers, and it would not require a very great stock of raw to keep the refiners going until the end of the year.

## Great Britain's Position.

How long Great Britain will hold the embargo against importations is, of course, problematical, but there are certain phases of the situation which may be considered. For example, her receipts of raw and refined at all ports from the 1st of January were at October 3rd, according to the Daily Commercial Report, 1,254,373 tons, a decrease of 209,179 tons, as compared with 1913. Thus, it will be seen that Great Britain evidently has made no special imports to meet the present situation, but on the other hand, there was a falling off in consumption during the month of August of 40,000 tons, about 25 per cent.

It would appear probable that the action of Great Britain may be intended

## WHY THE BRITISH EMBARGO?

*The action of the British Government in placing an embargo against sugar importations is the subject of wide conjecture in the sugar market. The question is: Why? Here are two answers:*

*The announced reason is that the idea is to injure German financial interests. Germany naturally will seek the American market which is already weak and with Great Britain out will be still weaker with the new Cuban cane crop coming on. With the price of sugar down at her marketing season, Germany will suffer financially and Great Britain could undoubtedly return on a weak market.*

*Here is another explanation. The British Government at the opening of the war is reported to have taken a hand in the sugar proposition and bought heavily at 3.8c to 4c the lb. To-day the price for raws is 3.38c. At this figure the Government stands to lose on the proposition. With an embargo on the price can be held up.*

## CANADIAN GROCER

to drive prices down during the stage when Germany will naturally be marketing her crop, and she could then come back into the market again at a time when prices will be driven down to a low point.

Another point appears in that this embargo will have the effect of maintaining prices in England in comparison with world markets, and it may be remembered in this connection that Great Britain bought heavily at higher prices than those now generally prevailing.

### The Future Situation.

At this time it is interesting to look to the future and the indications which are to be noted as to what the market may do. Willett & Grey, of New York, have just prepared an estimate of the world crop for 1914-15, which gives a figure of 15,961,000 tons, as compared with 18,628,062 tons in 1913-14. To a large extent this must be guesswork, but it is significant that the world production has been decreased by not more than 3,000,000 tons, which is between 15 per cent. and 20 per cent., and is not likely to be more than the reduction in the world consumption, which will be comparatively small in those countries which are engaged in war.

### Germany's Problem.

The problem of Germany in finding a market for her sugar after the action taken by Great Britain may be judged to some extent by the attitude of the United States, as this would be one of the markets to which she would look. When the German embargo was lifted, it was reported that there were some 200,000 tons of sugar ready for shipment. This came at a time when the stocks in Atlantic ports of the United States were greatly in excess of a year ago.

The American market, as well as being crowded with cane sugars, now has to consider that the new Cuban crop is near at hand, and that it will be marketed as fast as it is made to meet financial obligations of planters.

All these conditions tend to indicate cheap sugar for some time at least—but after all they do little more than indicate. There may be developments at any moment in times such as now prevail, which may alter the whole situation, just as did the action of Great Britain a few days ago.

### Crop Conditions in Europe.

It is interesting to note that at this time, with Europe devastated by the war to an apparently large extent, a great effort is being made to maintain the agricultural industries of the country. From reports from Paris and Berlin published in the Willett & Grey Weekly, we quote:—

“In some districts in the vicinity of Paris, pullings have commenced. One

factory has already started, and others are ready to start. Regarding factories in Northern France, the information is confusing, but some advices state that recently some factories have been destroyed by the belligerents. Factories in Norte de Paris will not be ready to start manufacturing until they can ascertain the result of the phenomenal battle now taking place, the lines of which continue to extend, and are now carried into more important beet root sections than formerly. A sugar factory near Soissons, in the midst of considerable heavy fighting, is reported to be undamaged and actually working.”

Germany.—“The difficulties in securing raw materials, sacks and storage space, are now everywhere, but one fears the lack of cars will be severely felt before long. As the harvest progresses the quality will again improve, and may average better than last year if the present good fall weather continues for some time. From the few factories which have already started the harvest reports received are of full stands and good yields; in only isolated cases are there complaints of lack of weight.”

These reports were made about the 1st of October.

### CIGAR CASE ALWAYS IN WINDOW.

Henry & Glackin, grocers of St. Catharines, Ont., feature cigars, tobaccos, etc., in their store and make these goods a paying investment. They do not go about in any half-hearted way, but actually push the sales as if this line was one of the most important among their stock.

In the window is always to be seen an attractive show case nicely dressed with cigars, cut tobaccos and pipes. It has been there for three years. The aim of the firm is to present a good assortment of various priced cigars, so that the passerby, who is a smoker, knows that he cannot do better in any up-town exclusive cigar store. The store is located in a residential district on a corner on a direct route to the centre of the city, so many people pass it every day. This alone would ensure a certain cigar trade, but when Henry & Glackin show the goods themselves right in the window at all times, the trade is easily extended.

The plug tobacco business in this store is also looked after with care. At the end of the shelving near one of the doors is located a tobacco case with glass doors on the front. Mr. Henry points out that not only can the tobaccos be kept away from all other goods in the store, but they are easily kept moist. Being up above the counter and just back of the cigar show window, the dis-

play always catches the eye so that no one is apt to forget the tobacco order.

By these two devices the cigar and tobacco trade of this store has been worked up to a profitable point.

### TRUCK GARDENING IN THE WEST.

There have not been many flower gardens in Western Canada but it is not because flowers will not grow for with a little attention they bloom in a prolific manner. Likewise there have been few truck gardens, not because vegetables will not grow but because the people have given their attention to other things.

The result has been that vegetables in Western Canada have been generally very high in price and the volume of trade in the products of the truck garden has been comparatively small. But now there is a change coming. People are giving their attention to the smaller things; there is a need for cheaper vegetables and there is a good opportunity for the truck gardener and the vegetable dealer in meeting this demand. The mixed farming movement has many branches.

It remained for Regina to start a civic movement in this direction. There is a proposition on foot in that city to plow up fifty acres of property belonging to the corporation and let it next spring for truck gardens in plots of one to five acres. There are two benefits at least to be considered—the increased production of vegetables and small fruits and the means of employment for a number of men—and there should be a good object lesson also in showing the people what can be done in this way. The retailer should here have an opportunity to extend his turnover by handling this garden stuff.

### N. B. MERCHANTS ORGANIZED.

A provincial branch of the Retail Merchants' Association of Canada has been formed in New Brunswick, with headquarters in St. John, and a good start towards a well-established membership has been made. A. O. Skinner, a carpet and oilcloth merchant in King street, who has been actively connected with the Ontario Provincial Board, and who is also a member of the Dominion Board, has been made secretary. He came here about a fortnight ago from Peterborough, Ont., for the purpose of organizing a branch in New Brunswick and Nova Scotia; he has accomplished his object in the first-named province, and there is strong reason to believe that he will meet with similar success in Nova Scotia. Committees on membership have been appointed.

## Price Comparison Table Back to 1890--Montreal Basis

	1914	1913	1912	1911	1910	1909	1908	1905	1900	1895	1890
Sugar, extra gran., bags.....	\$6.25	\$4.40	\$4.95	\$5.85	\$5.05	\$4.70	\$4.70	\$4.60	\$5.20	\$4.12½	\$6.62¼
Butter, creamery prints .....	28-29	.30½	.30	.26½	.25½	.25½	.25½	.23½	.22	.17½	.20
Eggs, selects .....	.30	.31	.29	.28	.27	.24	19-20	.22	.17	.12¼	..
Cheese, large .....	16-16½	.14	.14¾	.15½	.12	.10¾	.12¼	.11¾	.10½	.07¼	.10
Hogs, live, f.o.b. ....	8.75-9.00	8.75	8.60	6.75	9.15	8.40	*9.25	*8.50	*8.00	*5.75	*5.75
Hams, light .....	19-20	.20	.16½	.16½	.16½	.15½	.14½	.13½	.12½	.10	.11
Bacon, breakfast .....	19-20	.20	.18	.18	.21	.18	.15	.14	.14	.11	.10
Ham, boiled .....	.29	.30	.26	.25	.27						
Lard, pure, tierces, 375 lbs. net....	.13¾	.14½	.14	.11⅞	.15	.16¼	.12½	.10¾	.10½	.10	.09
Lard, comp., ditto .....	.10¾	.10½	.10¼	.09¼	.13½	.10½	.08½	.06⅞	.07½	.07½	..
Rd. Oats, s'l lots, 90 lbs. in jute..	3.12-3.50	2.22½	2.50	2.60	2.20	2.50	2.55	2.40	1.90	1.95	..
Potatoes, 90 lbs. bag .....	65-75	.85	2.00	1.15	1.00	.75	.90	.75	.75	.40	.60
Oranges, Valencias .....	3.50	7.00	4.50	4.50	4.00	3.75	3.75	5.00	4.50	4.00	5.50
Lemons, Verdelli .....	3.00-4.00	3.50	4.25	4.25	4.50	4.00	2.75	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush. ....	3.60	1.80	3.10	2.55	2.10	1.75	1.85	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine....	1.40	1.27½	1.75	1.77½	1.75	1.60	1.42½	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz..	2.52½	1.95	2.87½	2.45	2.05	1.87½	1.80	1.55	1.75	1.35	1.45
Raspberries, 2's, red, H.S., doz....	1.97½	1.92½	2.15	2.02½	1.77½	1.75	1.95	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb. ....	.50	27-30	25-32	25-32	23-32	25-30	25-32	25-30	.28	.22½	..
Rice, Rangoon B, bags, per cwt. ....	3.75	3.15	3.90	3.40	3.00	2.95	3.15	3.25	3.20	..	..
Manitoba Flour, first patent .....	6.70	5.40	5.80	5.40	5.80	5.70	6.00	4.75	4.70	4.60	6.30
Winter wheat flour, fancy pat...6.25-6.50	5.00	4.50	4.80	5.45	5.45	5.50	4.10	4.25	4.20	5.65	
Raisins, Valencias, lb. ....	.06-06½	.07½	.07½	.07½	.07	.06¼	.08	.06½	.08¾	.06½	.07½
Currants, fine filiatras .....	.07½	.06½	.07½	.07¼	.07½	.05¾	.07¼	.05¾	.12	.06½	.06½

\*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 24 years back. These quotations have been taken from the files of Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A study of prices on butter, eggs, cheese, hogs, rolled oats, potatoes, etc., show how the producer has gradually been getting more for what he has to sell since twenty years ago. The fact is well known that on such staple articles as these where competition is so keen, retailers can only secure a certain advance over first cost no matter how high in price they become. This means that percentages of profits decline as price goes up.

Had it not been for the war, sugar to-day would, no doubt have been as low, if not lower, with the exception of 1895, than at any time in the 24 years on October 1. Lemons are lower and omitting last year which was an exception due to frosts, oranges have risen and fallen with the production from year to year. It cannot be said that canned goods have advanced greatly. This year they are, some higher, and others about the same as during the other years mentioned. Rice is somewhat higher this year, but raisins and currants have varied but little.

The table shows that practically all articles produced by the Canadian farmer—and their products—have advanced in recent years whereas imports have remained about the same or have declined. This year, of course, on account of disturbing influences a number of the latter class of goods are higher than usual.

# Talk of Dear Sugar Until the End of the Year

Declaration of England as to Embargo Has Further Weakened World Situation, but Opinion is that Canadian Refiners Will Hold Price on High Raws Now Being Ground—Teas Still Higher—Unsettled Dried Fruit Market—Beans Take an Advance.

Office of Publication, Toronto, October 29.

**T**HE sugar embargo put on by the British Government is the important event of the week in the eyes of the trade. Coming as it did at a time when the United Kingdom was expected to be a big factor in the market for Cubans puts an entirely new complexion on the situation, for German sugar may be expected to put the price down in the States. The figure for refined has now eased to \$5.60 and \$5.75 at New York. Canadian refiners continue at the same figure and are now about 1¼c above American level—but ¾c of this is made up by the war tax. Future is uncertain but refiners claim to be working on deliveries of high-priced raws and that prices will hold until this stock is exhausted about the end of the year; it would require a spread of almost 2c to make it profitable to bring in American sugar and pay duties.

The announced reason for the embargo, that it would drive down the price of the German product, is only accepted generally as a half explanation. It is known that the British Government bought heavily at about 6c on the high market and also bought heavily of futures at prices which would encourage under-selling at present. The embargo protects the market and prevents what would undoubtedly have been considered losses.

Indian and Ceylon teas are still dearer and may go even higher until new arrivals come about two weeks hence. Shipments were cut off for some five weeks by the activities of German cruisers and at the same time Europe has been calling for big orders. Canadian dealers prefer to buy spots at comparatively high figures than to take afloats with the prospect of a war tax being imposed between time of purchase and landing.

Market for imported fruits is in a chaotic state to some extent, owing to arrival of new goods at prices somewhat higher than a year ago, but lower than old stocks have been held at. Houses with tag ends are making prices to suit their own position. Demand generally for fruits is heavy and lower prices are looked for on futures as well as on nuts of which there will be new arrivals from Europe in the course of a week. Dried apples, peaches, apricots and peels are all lower.

There is a strong export demand for beans in Ontario, twenty-one cars having already been bought. The price is up 20c to 25c. Farmers are getting \$2.50, and in some cases better. Peas are also dearer by about 15c.

During the week 20,000 cases of eggs have gone from Ontario for the English market. This has taken the price up and cleared the egg situation when it looked very heavy. Butter and cheese are easy. Hogs are down another 50c, making about 2c since the opening of the war. Provisions have not changed this week.

Millers will evidently have to either cut off grindings in the near future or get in line for export business with lower prices. At present the situation favors Minneapolis, but the change in price in any event is not likely to affect domestic trade so long as wheat keeps as high as at present. That the big people are prepared to go slower is indicated by the fact that they have held mill feeds at the top figure when there were sales going at \$2.00 to \$3.00 under.

Cereals are generally dearer and there is an advance of 20c on rolled oats to the wholesaler. Deliveries have been slow, owing to the fact that some mills have been working on American oats, although things have improved in this respect during the present week.

## QUEBEC MARKETS.

Montreal, Oct. 29.—This has been a quiet week as regards prices, no changes of any note having taken place. As regards business, the Province of Quebec is probably in as good a position as any part of Canada. The country remains good, where they have plenty of money, and the retailers have to buy to do the

business. People will find out before long that the rural districts want the goods, and have the money to pay for them; and this will help the cities out.

A further decline has taken place in the price of live hogs, and abattoir fresh-killed stock is now quoted at \$11.75 to \$12. drop has taken place in the price of all pork products, and compound

## Markets in Brief

### QUEBEC MARKETS.

#### FLOUR AND CEREALS—

Flour business slightly better.  
Feeds being quoted lower.  
Rolled oat market firmer.

#### FISH AND OYSTERS—

Hallbut fairly plentiful.  
Haddock scarcer.  
Dore up 1c per lb.  
New turbot arrives.  
Smelts are in.

#### FRUITS AND VEGETABLES—

Cheaper apples expected.  
New lemons no cheaper.  
Oranges quiet.  
Cranberries slightly firmer.  
Egg plants much dearer.

#### PRODUCE AND PROVISIONS—

Pork and pork products down.  
Fresh killed hogs \$11.75 to \$12.00.  
Butter, cheese, and eggs firmer.

#### GENERAL GROCERIES—

No further change in sugar.  
Cream of tartar quoted 45c.  
Teas scarce and quiet.  
Coffee prices a little easier.  
Good new peas hard to procure.

### ONTARIO MARKETS.

#### FRUITS AND VEGETABLES—

Cold weather affects business.  
Oranges higher; grape fruit lower.  
Last of tomatoes and some other lines.  
Vegetables generally cheaper.

#### PRODUCE AND PROVISIONS—

Heavy shipments of eggs to England.  
Butter and cheese easier.  
Hogs down another ½c.

#### FISH AND OYSTERS—

Frozen hallbut next week.  
Better demand with cold weather.  
Lower temperatures help oysters.

#### FLOUR AND CEREALS—

Export bids are out of line.  
Firmer prices for mill feeds.  
Difficulty with rolled oats deliveries.

#### GENERAL GROCERIES—

Sugar market firm and quiet.  
Ceylon and Indian teas still higher.  
New fruits generally lower.  
Dried apples still cheaper.  
Beans take an advance.

lard is quoted considerably cheaper. Flour and feed prices quoted by the large millers are the same, but lower prices are being accepted by smaller men, but even at these figures little business is being done. Dried beans continue quiet, the farmers not yet being ready to thresh their crops. Teas are scarce, but are not in big demand. Good supplies of dried fruits are now coming in. The cheese, butter and egg markets are all much firmer.

**SUGAR.**—The market remains the same as last week. Considerable interest is evidenced in the despatch from London to the effect that the British Government has prohibited the importation of sugar into the United Kingdom with

## CANADIAN GROCER

the object of preventing German or Austrian sugar from reaching England from neutral countries. It is a well-known fact that the British Government at the outbreak of the war laid hands on about a million dollars' worth of raws, which they are now supplying to British retailers at a price which allows sugar to be sold in Britain at a reasonable price. Being in such a favorable position, it was only natural that they should exert every effort to keep out German beet sugar, which is at present being harvested. It does not prevent the importation of sugar into Canada, although it is very likely that if the Germans were, by a round about method, sending sugar to Canada, the traffic would be stopped. The only effect this move by Great Britain would have on Canada, would be in the effect it had on the markets of the world. Thus it is difficult to say what the effect would be. This big German crop has been hanging over the market for some time with a depressing effect. It has not been coming here, and Americans have had difficulty in financing this business, being afraid to buy ahead for fear the Germans would not be able to deliver at the time it was required.

An unsupported rumor has been in circulation for some time here, and has been given credence, that an Eastern refinery had approached the British Government with a view to securing a supply of raws now under Government control, and to ship their output of refined to Great Britain. It was stated this week that arrangements had been consummated whereby the whole output of this refinery would be taken over by the British Government. Montreal sugar refiners treated the report with scepticism, saying it would be more sensible for the British Government to give their work to British refineries, and that it did not seem logical to ship raw sugars up here, and then to ship the refined to England. Those who have heard this rumor will be interested to learn that it has been denied by the refinery concerned.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	7 05
20 lb. bags	7 15
2 and 5-lb. cartons	7 35
Yellow Sugars—	
No. 3	6 90
No. 1	6 95
Extra Ground Sugars—	
Barrels	7 45
50 lb. boxes	7 55
25 lb. boxes	7 85
Powdered Sugars—	
Barrels	7 25
50 lb. boxes	7 45
25 lb. boxes	7 65
Paris Lump—	
100 lb. boxes	7 50
50 lb. boxes	7 60
25 lb. boxes	7 80
Crystal Diamonds—	
Barrels	7 75
100 lb. boxes	7 80
50 lb. boxes	7 90
25 lb. boxes	8 10
Cartons and half cartons	9 05
Crystal Dominoes, cartons	9 15

**TEAS.**—London market for Ceylon and Indias remains very strong, there

being an advance of ¼d. on low grades and 1½d. on high grades, the latter being very scarce. Locally, stocks are small, but things continue quiet. Prices are high, and buyers are holding off. It is believed wholesalers' and retailers' stocks are low, and that as soon as a demand arises, a scarcity will be felt.

A Japan cable states that the market there is closed, that little is coming through; and very little has come through, comparatively. Japans are scarce, but as in the case of other teas, demand has fallen off.

The private opinion of a broker here is that quite a reaction in black teas will take place before long, owing to the accumulation of stocks in Colombo and Calcutta, which have to be sent somewhere; that as soon as the trade routes are clear, there will be a change.

A few China blacks are coming in, but prices asked are high. Lower grades are not due until November, but will be higher. Nothing is likely to come in under 13 to 14c, the cost price for laying down in Montreal.

China greens are so far comparatively moderate in price. Quite a few are coming in at reasonable prices.

Mr. Atwood, vice-president of J. C. Whitney Co., Chicago, who was in the city this week, reports that low grade Congos are in good demand, with very limited quantities in first hands, and as the crop is now about exhausted, higher prices are looked for in near future.

**RICE.**—No change in rice prices. Tapioca is a little firmer.

Rangoon Rices—	Per cwt:
Rangoon "B"	3 50
"C.C."	3 40
India bright	3 65
Lustre	3 75
Polished	5 25
Pearl	5 35
Fancy Rices—	Per cwt:
Imperial Glace	5 65
Sparkle	5 85
Crystal	5 85
Ice drips	6 20
Snow	6 05
Carolina head	7 85
Prices are per 100 lbs., packed in bags (250 lbs.), half-bags (100 lbs.), and quarter-bags (50 lbs.); add 10c per 100 lbs. for pockets (25 lbs.), and 20c for half-pockets (12½ lbs.).	
Imported Patna—	Per lb.
Bag, 22½ lbs.	0 05 0 05½
Half bag, 112 lbs.	0 05½ 0 06
Quarter bag, 55 lbs.	0 05½ 0 05½
Velvet head Carolina	0 09½ 0 10½
Sago, brown	0 06 0 05½
Tapioca—	
Pearl, lb.	0 05½ 0 06
Seed, lb.	0 05½ 0 06

**DRIED FRUITS.**—New California fruits are now beginning to come in, more particularly raisins, apricots, canned fruits, etc. The S.S. Jacona, from Spain, will arrive at Halifax within ten days, and carries a big cargo of European fruits. New figs arrived in Montreal this week. Prices are a little firmer than they were a year ago, but dealers declare there will be no hold-up. One broker states that buying in Spain has not really been large, most Canadians preferring to wait. Prices, however, show no inclination to come down. Quite

a number of orders are expected to be placed early in the new year.

<b>EVAPORATED FRUITS.</b>		Per lb.
Apples, 50-lb. boxes	0 08	
Nectarines, choice	0 11	
Peaches, choice	0 08	
Pears, choice	0 13	
Apricots	0 14	
<b>DRIED FRUITS.</b>		
<b>Candied Peels—</b>		
Citron	0 18	
Lemon	0 12	
Orange	0 13	
<b>Currants—</b>		
Amalias, loose	0 07½	0 09
Amalias, 1-lb. pkgs.	0 08	0 08½
Filiatras, fine, loose, new	0 08	0 08½
Filiatras, packages, new	0 08	0 08
<b>Dates—</b>		
Dromedary, package stock, per pkg.	0 10	0 13½
Fards, choicest	0 11	0 14½
Hallowee, loose	0 06	0 08
Hallowee, 1-lb. pkgs.	0 07½	0 08
<b>Prunes—</b>		
40 to 50, in 25-lb. boxes, faced	0 12½	0 12
50 to 60, in 25-lb. boxes, faced	0 10½	0 11
60 to 70, in 25-lb. boxes, faced	0 10½	0 11
70 to 80, in 25-lb. boxes, faced	0 09	0 09½
80 to 90, in 25-lb. boxes, faced	0 09	0 09
90 to 100, in 25-lb. boxes, faced	0 08½	0 08½
<b>Raisins—</b>		
Malaga table, box of 22 lbs., according to quality	5 00	6 60
Muscatales, loose, 3 crown, lb.	0 08½	0 08½
Sultana, loose	0 12	0 12½
Lower grades Sultana, 1 lb. pkgs.	0 15	0 18
Valencia, new	0 06½	0 07½
Seeded, fancy	0 10	0 10
Seeded, choice	0 09	0 09
Prices quoted on all lines of fruits are liable to be shaded for quantities, according to the state of market.		

**MOLASSES.**—Moving slowly, but still firm. Lots of inquiries coming in, but few are willing to pay the high prices being demanded. Since summer, the trade has been supplied with molasses in ear lots, which will be finished by January. When these buyers come into the market again, prices will be higher. D. Morris Skinner, of Manning & Co., sugar and molasses exporters, Barbadoes, who was in the city this week, stated that the market will depend quite a lot on raw sugars. He believed that raws had touched bottom, and Barbadoes looked for a recovery and higher prices. Crop prospects, he said, are not as good as they were last year.

Barbadoes Molasses—	Prices for	
	Island of Montreal.	
	Fancy.	Choice.
Punchons	.38	.38
Barrels	.41	.39
Half barrels	.43	.43
For outside territories prices range about 3c lower per gallon than for delivery, Island of Montreal.		
Carload lots of 25 punchons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.		
<b>Corn Syrups—</b>		
Barrels, per lb., 3½c; ¼ bbls., 4c; ¼ bbls.	0 06½	
Pails, 38½ lbs., \$1.05; 25 lbs.	1 65	
Cases, 2 lb. tins, 2 doz. in case	2 65	
Cases, 5 lb. tins, 1 doz. in case	3 00	
Cases, 10 lb. tins, ¼ doz. in case	2 90	
Cases, 20 lb. tins, ¼ doz. in case	2 85	
<b>Maple Syrups—</b>		
Pure, per 5½ lb. tin	0 75	
Pure, in 15 gal. kegs, 8c per lb., or per gal.	1 00	
Maple sugar, pure, per lb.	0 10	0 11

**COFFEE.**—The Rio market is slightly easier, but business remains very quiet. Rios, which sold as high as 26c, are now bringing 19c. Chicory can now be quoted 10-12c. No big shipments are arriving, but they are expected, when prices should be considerably easier. Mochas are strong.

<b>Coffee, Roasted—</b>		
Bogetas	0 26	0 30
Jamaica	0 23	0 25
Java	0 33	0 35
Marticaibo	0 23	0 27
Mexican	0 27	0 30
Mocha	0 30	0 33
Rio	0 19	0 22
Santos	0 21	0 22
Chicory, per lb.	0 10	0 12

**NUTS.**—The S.S. Jacona from Spain is due in Halifax inside of ten days, and

## CANADIAN GROCER

has a large cargo of nuts on board. Brokers state this week that there will be a good supply of all kinds of nuts this year. Walnuts are expected at the end of November. Buyers seem to be interested in shipments coming along now, and very few are ordering new supplies.

Shelled walnuts, per lb.	0 50	....
Shelled almonds, 25-lb. boxes, per lb.	0 16	....
Sicily filberts	0 16	....
Pecans—		
Large	0 18	....
Almonds	0 21	....
Walnuts, Grenoble	0 21	....
Brazils, new	0 15	....
Peanuts, No. 1, 12½c; No. 2	0 08¾	....
Peanuts, No. 3	0 08¾	....
Canadian chestnuts	0 12	....

**SPICES.**—Reported new supplies of cheam of tartar have not yet arrived, but are expected this week. The price will drop to 4c when these stocks arrive. This price is now being offered for stocks on arrival. All other spices are nominal, strong, but nothing to warrant raising the price to consumer. Peppers are very firm, but on advance to speak of.

	5 and 10-lb. boxes.	¼-lb. pgs. dozen.	¼-lb. tins. dozen.
Allspice	0 14-0 18	0 60-0 70	0 70-0 80
Casia	0 22-0 25	0 72-0 80	0 80-0 90
Cayenne pepper	0 30-0 35	1 02-1 15	1 10-1 25
Cloves	0 35-0 40	1 15-1 30	1 25-1 40
Cream tartar—50c.			
Ginger, Cochin	0 18-0 23	—	—
Ginger, Jamaica	0 20-0 25	0 90-1 05	0 95-1 10
Mace	0 85-1 10	—	—
Nutmegs	0 30-0 35	1 02-1 20	1 10-1 25
Pepper, black	0 20-0 25	0 80-0 90	0 90-1 00
Pepper, white	0 22-0 32	1 05-1 10	1 10-1 20
Pastry spice	0 25-0 32	0 85-1 10	0 95-1 15
Pickling spice	0 20-0 25	0 75-0 90	0 80-0 95
Turmeric	0 20-0 22	—	—

Lower prices for pails, boxes or ballers when delivery can be secured.

Cardamom seed, per lb. bulk	2 00	2 50
Caraway—		
Canadian	0 12	0 20
Dutch	0 20	0 30
Cinnamon, Ceylon, lb.	0 60	0 60
Mustard seed, bulk	0 18	0 22
Celery seed, bulk	0 35	0 45
Cayenne chillies	0 25	0 30
Shredded cocconut, in pails	0 20	0 25

**DRIED VEGETABLES.**—Market for beans is about the same, farmers holding off, as they are busy ploughing, and have not time for threshing. Same applies to peas. Some stocks are moving, but not sufficient to bring any pressure on the market. Values for beans to-day are \$2.50 to \$2.75. Peas can now be bought for \$2.50-\$2.60 by the retailer, but good soup peas and split peas are hard to procure.

Beans—		
Hand picked, per bushel	3 60	3 60
Canadian, white, per bushel	3 25	3 25
Yellow, per bushel	3 25	3 25
Yellow eyes, per bushel	3 25	3 25
Lima, per lb.	0 08½	0 08½
Peas, Imperial green, per bushel	2 50	2 50
Peas, white soup, per bushel	2 60	2 60
Barley, pot, per abg	3 50	3 50
Barley, pearl	4 50	4 50

### ONTARIO MARKETS.

Toronto, Oct. 29.—Business through the week has continued quiet. In fact, although wholesalers see no reason to complain in view of general conditions and the good business of a few weeks ago, things have been perhaps a little more quiet recently than at any period since the war broke out. Buying is being done on a close basis.

The developments in the sugar market have created a great deal of interest, but there is not much buying, and the feeling

seems to be that there will be lower prices before a great period—although authorities on the subject refer to the turn of the year as the time for a change. The market in dried fruits is in a chaotic state on account of new arrivals and dealers cleaning up odd ends; this has led to a considerable range of prices.

Tea is still firmer in London, and beans have advanced about 25c on export business.

**SUGAR.**—The situation permits of a great deal of speculation, but opinions of representatives of refiners place the time for cheaper prices as the first of the year. However, no one ever knows definitely what is likely to turn up in this market. The interesting development of the week is, of course, the action of Great Britain in putting an embargo against importations into the United Kingdom. This has created an unusual situation, which is made the subject of a special article elsewhere in this issue. New York is down to \$5.60 to \$5.75, as compared with \$7.11 Toronto—¾c of this spread is made up by the special war tax.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 11
25 lb. bags	7 21
10 lb. bags	7 25
2 and 5-lb. cartons	7 40
Nova Scotia refined, 100-lb. bags	7 01
Extra Ground Sugars—	
Barrels	7 51
50 lb. boxes	7 71
25 lb. boxes	7 91
Powdered Sugars—	
Barrels	7 51
50 lb. boxes	7 61
25 lb. boxes	7 71
Crystal Diamonds—	
Barrels	7 86
100 lb. boxes	7 86
50 lb. boxes	7 96
Paris Lump—	
100 lb. boxes	7 86
50 lb. boxes	7 96
25 lb. boxes	8 16
Cartons (20 to case)	8 41
Cartons (50 to case)	8 91
Crystal Dominoes, cartons	9 01
Yellow Sugars—	
No. 1	6 71
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

**TEA.**—The London situation shows that prices for Ceylons and Indians delivered has advanced still further than a week ago. This has been expected owing to the fact that through the activities of the German cruisers shipments were cut off for some five weeks. In fact, the cheaper teas will not be available for a couple of weeks yet, and there is a feeling that in the meantime the heavy demand which is being made in London by old as well as new markets will drive the figures still higher. Volume moving in the domestic trade at present is not heavy.

Local dealers display more interest in spots than afloats, and for this the apprehension as to a war tax is no doubt due. Should such a course be decided upon, and there are many who predict it, the dealer who had bought stocks afloat would be in the position of facing a tax of, say, 10c lb., as compared with buying spots.

**DRIED FRUITS.**—Where the new fruits are coming into the market there

is an easing of prices. This applies to figs, some currants, and Valencia raisins. Quotations open somewhat higher than a year ago for first shipments, but are down in comparison with old prices, which advanced with the war and the uncertainty of receipts. New peels are also in, and are about 2c cheaper. The feeling is that imported fruits will be much lower with future arrivals, owing to the limited demand throughout the world. The situation at present covers a considerable range of prices, as there are so many tag ends that quotations depend to a large extent upon the policy of the individual house. For instance, some firms are running specials, such as apricots at 11½c. So far as dried apples are concerned prices are a shade lower still, and there is a heavy market for California stuffs. Stocks which have been bought are going slow, and there is little demand for replenishment.

Apples, evaporated, per lb.	0 06	0 06½
Apricots—		
Standard, 25 lb. boxes	0 11½	0 14
Choice, 25 lb. boxes	0 14	0 15½
Candied Peels—		
Lemon	0 12	0 14
Orange	0 12	0 14
Citron	0 19	0 22
Currants—		
Filiatras, per lb.	0 07½	0 08
Amalas, choicest, per lb.	0 07½	0 08
Patras, per lb.	0 06	0 08½
Vostizzas, choice	0 09½	0 10
Cleaned, ½ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 09	0 09½
Fards, choicest, 60-lb. boxes	0 09½	0 09
Package dates	0 07½	0 09
Hallowees	0 06	0 08½
Prunes—		
30-40s, California, 25 lb. boxes	0 13½	0 14½
40-50s, 25 lb. boxes	0 12½	0 13½
50-60s, 25 lb. boxes	0 12	0 13½
60-70s, 50 lb. boxes	0 10	0 10½
70-80s, 50 lb. boxes	0 09½	0 10
80-90s, 50 lb. boxes	0 09	0 09½
90-100s, 50 lb. boxes	0 07½	0 08
25-lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	0 07	0 07½
25-lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 10	0 11
Sultana, fancy, new	0 12	0 14
Valencia	0 07½	0 08
Seeded, fancy, 1 lb. packets	0 10	0 10½
Seeded, choice, 1 lb. packets	0 09½	0 10
Seeded, choice, 12 oz.	0 09½	0 09½
Seedless, 16 oz. packets	0 11	0 11½
Seedless, 12 oz. packets	0 10	0 10

**NUTS.**—Market is awaiting new arrivals, which will probably be here next week. Prices should then ease, as stocks have been held comparatively firm until situation is relieved. Later arrivals are expected to be still cheaper.

In Shell—		Per lb.
Almonds, Tarragona	0 17½	0 20
Brazils, medium, new	0 11	0 12
Brazils, large, washed, new	0 12	0 14
Chestnuts, peck	1 75	2 00
Filberts, Sicily, new	0 15	0 17
Peanuts, Jumbos, roasted	0 12½	0 13½
Peanuts, hand-picked, roasted	0 10½	0 11
Peanuts, fancy, roasted	0 09	0 10
Pecans	0 17	0 18
Walnuts, Grenoble	0 17½	0 18
Walnuts, Bordeaux	0 14	0 15
Walnuts, Marbots	0 15	0 16
Shelled—		
Almonds	0 55	0 55
Filberts	0 35	0 35
Peanuts	0 10½	0 10½
Pecans	0 55	0 60
Walnuts	0 55	0 60

**BEANS.**—There is a demand for beans for export, and the price has tightened. Twenty-one cars have already been secured for foreign markets. Bids at delivery points are \$2.50 and above. The advance is about 25c a bushel in the trade, with the situation firm. Deliveries of peas are also slow, and the bottom figures have been advanced 15c to \$2.90.

# CANADIAN GROCER

Beans—	
Canadian, hand picked	Per bushel. 3 00 3 25
Canadian primes	2 90 3 15
Lima, per lb.	0 08% 0 09
Peas, blue, Canadian, per bush.	2 90 3 00
Peas, whole, white, per bush.	2 90 3 00

**COFFEE.**—There is not much change in the coffee situation. Brazilians continue easy, but Mochas are higher. Consumption is not heavy.

Coffee—	
Standard Old Govt. Java	0 36 0 28
Plantation Ceylon	0 32 0 24
Java	0 32 0 24
Arabian Mocha	0 33 0 26
Guatemala	0 30 0 22
Bucaramanga	0 30 0 22
Mexican	0 30 0 22
Maracaibo	0 28 0 20
Jamaica	0 28 0 20
Santos	0 24 0 16
Rio	0 18 0 10
Chicory	0 14

**RICE.**—Demand for rice continues fair; it is a good staple and comparatively cheap as a food. Heavy stocks were, however, generally secured in the after-war buying. Prices are without change.

Rice—	
Rangoon, per lb.	0 03% 0 04
Rangoon, fancy, per lb.	0 04% 0 05
Patna, per lb.	0 06% 0 08
Japan, per lb.	0 06% 0 08
Java, per lb.	0 08 0 08% 0 09
Carolina, per lb.	0 09 0 10

**SPICES.**—There is practically no change in the spice situation. Prices are about the same, with the exception of cream of tartar, where there is an easier tendency on account of shipments from France. Herbs from the continent are still at high prices. With the pickling season through the demand is light.

Spices—		
	Compound, per lb.	Pure, per lb.
Allspices, ground	0 18	0 18
Allspices, whole	0 17	0 17
Cassia, whole	0 21-0 26	0 21-0 26
Cassia, ground	0 18-0 19	0 21-0 26
Cinnamon, Batavia	0 36-0 49	0 36-0 49
Cloves, whole	0 28-0 33	0 28-0 33
Cloves, ground	0 21-0 26	0 31-0 35
Cream of tartar	0 25-0 35	0 40
Curry powder	0 25-0 35	0 25-0 35
Ginger, Cochin	0 14-0 17	0 28-0 33
Ginger, Jamaica	0 17-0 20	0 24-0 27
Ginger, Jamaica, whole	0 24-0 27	0 24-0 27
Ginger, African, ground	0 18	0 18
Mace	0 80-1 05	0 80-1 05
Nutmegs, brown, 64s, 62s; 80s, 62s; 100s	0 27	0 27
Nutmegs, ground, bulk, 45c; 1 lb. tins	0 27-0 30	0 27-0 30
Pastry spice	0 27-0 30	0 27-0 30
Peppers, black, ground	0 18-0 22	0 18-0 22
Peppers, black, whole	0 20-0 22	0 20-0 22
Peppers, white, ground	0 18-0 22	0 23-0 27
Peppers, white, whole	0 31-0 33	0 31-0 33
Pickling spice	0 17	0 17
Turmeric	0 18-0 20	0 18-0 20

**SYRUPS.**—Market is inclined to be a little quieter than a few weeks ago. The fact that there were heavy purchases after the war and that the weather has been unusually warm for the time of year are the main factors in the situation.

Syrups—	
	Per case.
2 lb. tins, 2 doz. in case	2 65
5 lb. tins, 1 doz. in case	3 00
10 lb. tins, 1/2 doz. in case	2 90
20 lb. tins, 1/4 doz. in case	2 85
Barrels, per lb.	0 05%
Half barrels, lb.	0 04%
Quarter barrels, lb.	1 85
Falls, 3 1/2 lbs. each	1 40
Falls, 2 1/2 lbs. each	1 40
Molasses, per gallon—	
New Orleans, barrels	0 25 0 20
New Orleans, half-barrels	0 25 0 20
West Indies, barrels	0 24 0 20
West Indies, half barrels	0 24 0 20
Barbadoes, fancy, barrels	0 45 0 40
Barbadoes, fancy, half barrels	0 47 0 41
Maple Syrup—Compound—	
Gallons, 5 to case	4 40 4 80
1/2 gal., 12 to case	4 70 5 00
1/4 gal., 24 to case	4 70 5 00
Pints, 24 to case	3 80 4 00

Maple Syrup—Pure—	
5 gallon, 1 to case	6 45 6 60
Gallons, 5 to case	6 00 6 20
1/2 gallons, 12 to case	6 05 7 25
Quarts, 24 to case, in glass	7 00 7 25
Pints, 24 to case	4 00 5 00
Maple Sugar—	
Pure, per lb.	0 12%
Maple Cream Sugar—	
24 twin bars	1 80
40 and 68 twin bars	3 60 4 85
Maple butter, lb. tin, dozen	1 80

**WOODENWARE.**—Situation quiet, with little volume of business. Prices remain without change, although there are some lines of German importations which cannot be replaced, and these would advance if there were a normal demand.

## CANNED GOODS.

**MONTREAL.**—Demand is slow, tomatoes and corn, the biggest sellers in Quebec Province, going the quickest. Peas are moving well because they cannot be imported. Grocers are getting their orders filled just now, and there will be little activity in this market probably before winter sets in.

**TORONTO.**—Demand continues slow and grocers are quite evidently following the safe policy of buying from hand to mouth. It is expected that there should be somewhat improved business with the colder weather as the open autumn has resulted in especially low prices for late fruits and garden vegetables.

## ONTARIO AND QUEBEC PRICES 1914 PACK.

VEGETABLES.		Group A.
2's Asparagus tips	.....	\$2 32%
2's Asparagus butts	.....	1 47%
2's Beans, crystal wax	.....	1 05
2's Beans, golden wax, midget	.....	1 25
2's Beans, golden wax	.....	0 85
3's Beans, golden wax	.....	3 77%
Gals. Beans, golden wax	.....	1 22%
2's Beans, Lima	.....	1 00
2's Beans, red kidney	.....	0 95
2's Beans, Refuge or Valentine green	.....	1 32%
2's Beans, Refuge (green)	.....	1 25
2's Beans, Refuge, midget	.....	3 77%
Gals. Beans, Refuge	.....	1 00
2's Beets, sliced blood red, Simcoe	.....	1 00
2's Beets, whole, blood red, Simcoe	.....	1 30
2's Beets, whole, blood red, Rosebud	.....	1 35
3's Beets, sliced, blood red, Simcoe	.....	1 40
3's Beets, whole, blood red, Simcoe	.....	1 45
3's Beets, whole, blood red, Rosebud	.....	0 97%
Gals. Cabbage	.....	2 77%
2's Carrots	.....	0 97%
3's Carrots	.....	1 27%
2's Cauliflower	.....	1 37%
3's Cauliflower	.....	1 05
2's Corn	.....	0 85
2's Corn, Fancy	.....	1 17%
Gals. Corn on Cob	.....	4 62%
2's Parsnips	.....	0 97%
3's Parsnips	.....	1 17%
2's Peas, standard, size 4	.....	0 85
2's Peas, early June, size 3	.....	0 97%
2's Peas, sweet wrinkles, size 2	.....	1 00
2's Peas, extra fine sifted, size 1	.....	1 40
Gals. Peas, standards	.....	4 97%
Gals. Peas, Early June	.....	4 17%
Gals. Peas, sweet wrinkles	.....	4 33%
2 1/2's Sauer Kraut, Simcoe	.....	0 25%
3's Sauer Kraut, Simcoe	.....	0 97%
Gals. Sauer Kraut, Simcoe	.....	2 77%
2's Spinach	.....	1 15
3's Spinach	.....	1 80
Gals. Spinach	.....	4 85
3's Squash	.....	0 97%
Gals. Squash	.....	2 77%
2's Sunchokes	.....	0 97%
2's Tomatoes	.....	0 87%
2 1/2's Tomatoes	.....	0 95
3's Tomatoes	.....	1 00
Gals. Tomatoes	.....	2 92%
3's Turnips	.....	0 97%

2's Cherries, white, not ptd. H.S.	1 80%
2's Black currants, H.S.	1 47%
2's Preserved black currants	1 77%
Gals. black currants, std. pack	8 27%
Gals. black currants, solid pack	1 47%
2's Red currants, H.S.	1 77%
2's Red preserved currants	5 27%
Gals. red currants, standard	8 27%
Gals. red currants, solid pack	1 47%
2's Gooseberries, H.S.	1 77%
2's Gooseberries, preserved	7 09%
Gals. gooseberries, standard	8 77%
Gals. grapes, white, Niagara, preserved	3 32%
Gals. Grapes, white, Niagara, standard	1 97%
2's Lawtonberries, heavy syrup	1 45
2's Lawtonberries, L.S. (group B)	2 17%
Gals. Lawtonberries, std.	7 07%
2's Peaches, white, heavy syrup	1 77%
2 1/2's Peaches, white, heavy syrup	2 02%
1 1/2's Peaches, yellow, flat, heavy syrup	1 77%
1 1/2's Peaches, yellow, heavy syrup	2 02%
2 1/2's Peaches, yellow, heavy syrup	2 12%
3's Peaches, yellow, heavy syrup	2 12%
3's Peaches, yellow, whole, heavy syrup	1 17%
3's Peaches, pie, not peeled	1 62%
3's Peaches, pie, peeled	3 02%
Gals. Peaches, pie, not peeled	4 77%
Gals. Pears, pie, peeled	1 82%
2's Pears, Bartlett, heavy syrup	2 02%
2 1/2's Pears, Bartlett, heavy syrup	2 02%
2's Pears, Flemish Beauty, heavy syrup	1 52%
2 1/2's Pears, Flemish Beauty, heavy syrup	1 77%
3's Pears, Flemish Beauty, heavy syrup	2 02%
2's Pears, Keiffers, heavy syrup	1 27%
2 1/2's Pears, Keiffers, heavy syrup	1 52%
3's Pears, light syrup, Globe	1 12%
2's Pears, light syrup, Globe	1 42%
3's Pears, pie, not peeled	1 12%
3's Pears, pie, peeled	1 42%
Gals. Pears, pie, peeled	3 77%
Gals. Pear, pie, not peeled	2 77%
2's Pineapple, sliced, heavy syrup	1 92%
2's Pineapple, shredded, heavy syrup	1 47%
2's Pineapple, whole, heavy syrup	1 92%
3's Pineapple, whole, heavy syrup	2 47%
2's Pineapple, sliced, Hygeian brand	2 00
2's Plums, Damson, light syrup	0 97%
3's Plums, Damson, light syrup	1 37%
2's Plums, Damson, heavy syrup	1 07%
3's Plums, Damson, heavy syrup	1 42%
Gals. Plums, Damson, standard	2 77%
2's Plums, Egg, heavy syrup	1 12%
2 1/2's Plums, Egg, heavy syrup	1 37%
3's Plums, Egg, heavy syrup	1 47%
2's Plums, Green Gage, light syrup	1 12%
2's Plums, Green Gage, heavy syrup	1 12%
3's Plums, Green Gage, light syrup	1 37%
3's Plums, Green Gage, heavy syrup	1 47%
Gals. Plums, Green Gage, standard	3 12%
2's Plums, Lombard, light syrup	0 97%
2 1/2's Plums, Lombard, light syrup	1 27%
3's Plums, Lombard, light syrup	1 37%
2's Plums, Lombard, heavy syrup	1 07%
2 1/2's Plums, Lombard, heavy syrup	1 27%
3's Plums, Lombard, heavy syrup	1 42%
Gals. Plums, Lombard, standard	2 77%
2's Raspberries, black, H.S.	1 97%
2's Raspberries, black, L.S. (group B)	1 45
2's Raspberries, black, preserved	2 17%
Gals. Raspberries, black, std.	7 07%
Gals. Raspberries, black, solid pack	9 32%
2's Raspberries, red, H.S.	1 97%
2's Raspberries, red, L.S. (group B)	1 45
2's Raspberries, red, preserved	2 17%
Gals. Raspberries, red, std.	7 32%
Gals. Raspberries, red, solid pack	9 32%
2's Rhubarb, preserved	1 87%
3's Rhubarb, preserved	2 32%
Gals. Rhubarb, standard	3 57%
2's Strawberries, H.S.	2 17%
2's Strawberries, preserved	2 32%
Gals. Strawberries, standard	7 67%
Gals. Strawberries, solid pack	9 82%

## MANITOBA MARKETS.

Winnipeg, Oct. 29.—Some unlooked-for changes have come during the week, perhaps the most notable being a further advance in sugar. Generally business is reported as good, and it is expected that with November will come a general improvement. The good weather has made it possible for farmers to keep on the land unusually late. As a result they have not been to town so much, nor have they marketed their grain, and, therefore, are without the means to settle their accounts. The grain has been unusually late in coming in this fall, but it seems very likely there will be a tremendous rush of this in November.

New California figs are on the market this week—reasonably low in price and unfortunately not of particularly good quality. Turkish figs are now held up in New York, pending the arrival of

# CANADIAN GROCER

Customs documents which will allow their unloading. It is not expected that they will be forwarded to Canada before the second week in November.

There has been a decline in one particular line of condensed milk. This market as a whole, however, is firm.

**SUGAR.**—A further advance of 30c, making the price for extra standard \$7.50, was set during the week. It was expected, however, that the last advance to \$7.20 would be sufficient to cover conditions for some time. In view of the further rise it is risky work predicting what may happen with this product.

	Per cwt. in sacks.
<b>Sugar, Eastern—</b>	
Extra standard granulated	7 50
Extra ground or icing	7 50
Powdered	7 30
Lump, hard	7 95
Montreal yellow	6 60
<b>Sugar, Western Ontario—</b>	
Sacks, per 100 lbs.	7 10
Barrels, per cwt.	6 05
Halves, 50 lbs., per cwt.	6 10
Bales, 20 lbs., per cwt.	6 15
Powdered, barrels	6 40
Powdered, 50s	5 75
Powdered, 25s	7 05
Icing, barrels	6 70
Icing, 50s	6 95
Icing, 25s	7 10
Icing, balls	7 00
Cut loaf, barrels	6 80
Cut loaf, 50s	7 05
Cut loaf, 25s	7 30
<b>B. C. Cane Syrups—</b>	
2-lb. tins, 2 doz. to case, per case	3 60
5-lb. tins, 1 doz. to case, per case	4 00
10-lb. tins, 1/2 doz. to case, per case	3 75
20-lb. tins, 3 tins to case, per case	3 70
(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)	
<b>Molasses—</b>	Per gal.
Barbadoes	0 63
New Orleans	0 34
<b>Maple Syrups—</b>	Per case.
Imperial quarts, case, 2 doz.	5 40
Imperial 1/2 gals., 1 doz.	5 55
New, pure, 1/2 gal., case	9 00
New, pure, 1/4 gal., quarts, case 2 doz.	9 70
New, pure, quart bottles, case 2 doz.	9 75

**DRIED FRUITS.**—Apples apricots, dates and peaches remain at the prices quoted last week. A good supply of all these lines is on hand, and no great variation is likely for some little time. Current prices are expected to hold firm until after Christmas. Dates, on the other hand, are almost certain to advance. New Valencia raisins are expected to arrive next week. The prices for these will be considerably higher than asked in previous years. California raisins may also be expected to advance in the near future.

Apples, evaporated, new, 25s	0 06 1/2
Apricots, choice, 25's	0 12
Apricots, choice, 10's	0 13
Apricots, standard, 25's	0 11 1/2
<b>Currants—</b>	
Dry clean	0 09 1/2
Washed	0 09 1/2
1 lb. package	0 09 1/2
2 lb. package	0 19
Vostizias, 1 lb.	0 12 1/2
<b>Dates—</b>	
Hallowi, loose, per lb.	0 06 1/2
Hallowi, 1 lb. pags.	0 07 1/2
Fard dates, 12-lb. boxes	1 10
<b>Peaches—</b>	
Standard, 25-lb. boxes	0 06 1/2
Choice, 25-lb. boxes	0 07 1/2
Choice, 10-lb. boxes	0 08 1/2
Extra choice, 25-lb. boxes	0 08 1/2
60 to 70	0 10
50 to 60	0 10 1/2
40 to 50	0 11 1/2
<b>Raisins, Valencias—</b>	
Extra select Valencias, 25's, box	2 15
<b>Raisins, Sultanas—</b>	
California	0 09 1/2
Smyrnas	0 12 1/2
<b>Raisins, Muscatels—</b>	
3 crown loose, 50's	0 06 1/2
3 crown loose, 25's	0 07 1/2
Choice, seeded, lb.	0 09 1/2
Extra fancy seeded, lb.	0 09 1/2
12-oz. packages, fancy	0 07 1/2
12-oz. packages, choice	0 07 1/2

<b>Raisins, Australians—</b>	
Lexias, 55-lb. boxes	0 06 1/2
<b>Prunes, in 25-lb. boxes—</b>	
80 to 100	0 07 1/2
80 to 90	0 08 1/2
70 to 80	0 08 1/2

**TEAS AND COFFEES.**—The recent advance in Rios has been offset by a decline of 3/4c, bringing the price per lb. to 13c. This is due to strange conditions on the primary market, the visible sup-

## TWO SUGAR AUTHORITIES.

A prominent authority on the Canadian sugar trade was asked for his opinion of the market following the final rise.

"To express my idea of the situation, but I do not want to be quoted," he replied, "here is a statement which I think covers the main points." He handed over a clipping from the market summary of Oct. 15th as published in Canadian Grocer, which he took from his pocket-book.

This is what Canadian Grocer said of the sugar market which one week later this gentleman submitted as covering the existing conditions:

"The Canadian situation is different. To-day prices are above the American level, but they have not been advanced until the time when orders have been caught up. Raw sugar is being delivered at the moment at prices which almost equal selling price of refined. This is due to the fact that refiners were forced into a bull market to buy. Canada buys largely in preferential markets which were closed for a short time when war was declared by an embargo. Result — United Kingdom bought heavily through arrangement between government and merchants and Canada had to go into open markets and pay higher prices and higher duties. Ordinary duty of 40 3/4 was advanced to 1.37 1/2, which is an advance of 96c, and in itself means an advance of almost 1c per pound."

ply now being more satisfactory. There still is no change in tea on the Winnipeg market.

	Per lb.
<b>Coffee—</b>	
Rio, No. 5, green	0 13
Rio, roasted	0 15
Santos, green, No. 4	0 15
Santos, roasted	0 21 1/2
Chicory, per lb.	0 07 1/2

<b>Teas—</b>	
<b>Japan—</b>	
Choicest basket, fired	0 40
Choicest, pan fired	0 40
Very fine, pan fired	0 35
Medium, pan fired	0 30
Common, pan fired	0 25
<b>India and Ceylon—</b>	
Souchongs	0 30
Pekoe Souchongs	0 25
Pekoe	0 40
Broken orange and orange	0 40
<b>China—</b>	
Fine Keelum	0 50
Good Packum	0 35
Common moning	0 25

**BEANS.**—Here there is every indication of a lower market. In fact, offers are now being made which would result in the Winnipeg prices being set at about \$2.75 for three lb. pickers. Quotations, however, are very erratic, there often being as wide a spread as 25c per bushel between the offerings of the various brokers. The prices at which beans will eventually be sold depends very largely on the export demand. It is understood the American crop is not large, and, as in previous years, there have been large importations of foreign beans into Canada, and as the foreign beans are, of course, not available this year, it is reasonable to expect that prices will be considerably higher than under normal conditions.

<b>Beans—</b>	
Foreign, hand-picked	3 50
Canadian, hand-picked	3 40
3-lb. pickers	3 00
<b>Barley—</b>	
Pot, per sack, 96 lbs.	3 10
Pearl, per sack, 96 lbs.	4 60
<b>Peas—</b>	
Split peas, sack, 96 lbs.	3 30
Whole peas, bushel	2 25

**RICE AND TAPIOCA.**—No change whatever here.

<b>Rice and Tapioca—</b>	
No. 1 Japan, per lb.	0 05 1/2
No. 2 Japan, per lb.	0 05
Siam, per lb.	0 04 1/2
Patna, per lb.	0 06 1/2
Carolina, per lb.	0 08
Sago, pearl, per lb.	0 05 1/2
Tapioca, pearl, per lb.	0 06

## WINNIPEG.

**FISH.**—Continued warm weather has prevented the development in this line, which might have been expected. Nevertheless, there is a good call for fish, and it becomes more than ever apparent that housewives are going to buy this line more largely than ever before during the coming winter. Jack fish has advanced slightly during the week. Halibut is up 1c a lb. Haddies are now being quoted at 9c, fillets at 12c, and are moving well.

<b>Fish—</b>	
Whitefish, per lb.	0 09
Pickrel	0 08
Trout	0 12 1/2
Gold eyes	0 03 1/2
Jackfish	0 04
Halibut	0 12
Salmon	0 15
Fresh sole	0 10
Fresh cod	0 12 1/2
Fresh smelts	0 11
Oysters, per gal.	2 75
Shell oysters, per cwt.	2 00
Shell oysters, per bbl.	17 00
Haddies	0 09
Haddies, fillets	0 12 1/2

## WINNIPEG.

**FRUIT.**—The market is weak. Lemons have declined again, California now being quoted at \$5.50 and Messinas at \$5. As for the rest, no price changes have been struck, although Ontario grapes

## CANADIAN GROCER

sold very cheaply at auction early in the week. The scarcity of these grapes, however, is keeping the price up generally. There will be few more grapes received from Ontario.

Apples—	
Washington	1 25
Apples, bbls.	3 00
B.C. box apples	3 50
Cranberries, bbl.	1 75
Bananas, lb.	7 75
Lemons—	0 04½
California	5 50
Messina	5 00
Oranges, California Valencias	4 00
Pears	3 00
Pears, Michigan, in bbls.	4 50
Grapes—	
Ontario, basket	0 25
California Tokay	2 25

**VEGETABLES.**—Sweet potatoes are strong, being quoted about \$4.50. None are to be had in Minneapolis or in Chicago, and the local dealers have not anything like a large enough supply to meet the demand.

B. C. celery is moving well at \$6.50 a crate.

Celery, B.C.	0 07
Head lettuce, Minnesota; hampers	3 50
Onions—	
California, 100-lb. sacks	2 00
Valencia, per case	4 00
Parley, per doz. bunches	0 40
Sweet potatoes	4 50
B. C. celery, per case	6 50

### SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 28.—Heavy frosts have been felt in this district during past week, but most grains and vegetables have been removed from the ground, so that little actual harm was done. Prairie fires have been general in a number of localities. Business in the district is fair. Rice is ¼c lower. Evaporated apples are quoted at ¾c lower, and eggs are commanding 27c. Otherwise market remains unchanged.

<b>Produce and Provisions—</b>	
Butter, creamery, per lb.	0 29
Butter, dairy, No. 1	0 30
Cheese, per lb.	0 17½
Eggs, fresh, per doz.	0 27
Lard, 3's, per case	7 50
Lard, 5's, per case	7 45
Lard, 10's, per case	7 40
Lard, 20's, each	2 80
<b>General—</b>	
Beans, Ontario, per bushel	3 65
Coffee, whole roasted, Rio	0 22
Cream of tartar, lb.	0 15
Cocunut, lb.	0 20½
Fran. apples, 50's	0 12½
Potatoes, new, per bush., B.C., \$1.25;	
N. B.	1 10
Rollod oats, 20's, 32c; 40's, \$1.00; 80's	3 10
Rollod oats, ball of 80 lbs.	3 10
Flour, 98's	3 45
Rice, per cwt.	4 25
Sugar, standard, gran., per cwt.	7 07
Sugar, yellow, per cwt.	6 57
Walnuts, shelled, 5c; almonds	0 85
<b>Canned Goods—</b>	
Apples, gala, case, \$1.51-\$1.91, doz.	3 82
Broken beans, 2's	2 80
Corn, standard, per 2 dozen	2 21
Peas, standard, per 2 dozen	2 00
Plums, Lombard	2 10
Peaches	4 71
Strawberries and raspberries	3 16
Tomatoes, standard, per dozen	2 65
<b>Salmon—</b>	
Rockeye, 1's, 4 doz. case	9 85
Rockeye, ½'s	12 25
Cohoos, 1's	6 80
Humpbacks, 1's	4 80
<b>Fruits—</b>	
Apples, per bbl., Ontario	4 00
Lemons	10 00
Oranges	4 00
<b>Dried Fruits—</b>	
Apricots, per lb.	0 11½
Apples, per lb.	0 07½
Currants, per lb.	0 11½

### ALBERTA MARKETS.

By Wire.

Edmonton, Oct. 28.—Fine fall weather has stimulated trade in this district, the

country merchants reporting brisk business. Cereals are firm, but sugar is most uncertain. Importations of Eastern potatoes have relieved the situation here, consequently price is lower. Butter (creamery) is now 31c. and cheese 18c. Lards are higher—3's being \$7.95, 5's \$7.90, 10's \$7.80 and 20's \$2.53. Ontario beans are \$2.90 to \$3.25. Sugar (granulated) caused some surprise by a drop from \$8.70 to \$8.30 and \$8.40, and yellow from \$8.05 to \$7.65.

<b>Produce and Provisions—</b>	
Butter, creamery, per lb.	0 31
Butter, dairy, No. 1, 26c; No. 2	0 21
Cheese, per lb.	0 18
Lard, pure, 3's, per case	7 95
Lard, pure, 5's, per case	7 90
Lard, pure, 10's, per case	7 80
Lard, pure, 20's, each	2 53
<b>General—</b>	
Beans, Ontario, per bushel	2 90
Coffee, whole roasted, Rio	0 18½
Evaporated apples, 50's	0 11½
Potatoes, per bush.	0 65
Rollod oats, 20's	0 70
Rollod oats, ball	3 25
Flour, 98's, \$3.55-\$3.65; rolled oats, 80's	2 60
Rice, per cwt.	4 80
Sugar, standard gran., per cwt.	8 30
Sugar, yellow, per cwt.	7 65
<b>Canned Goods—</b>	
Apples, gala, case	1 50
Corn, standard, per two dozen	2 15
Peas, standard, 2 dozen	2 15
Plums, Lombard	2 30
Peaches	3 55
Strawberries, \$1.35; raspberries	4 00
Tomatoes, standard	4 35
Salmon, sockeye, 4 doz. tails, case is	9 80
Cohoos, 1's, \$5.75; humpbacks, 1's	4 35
<b>Fruits—</b>	
Lemons	6 75

### NEW BRUNSWICK MARKETS.

(By wire.)

St. John, Oct. 28.—Business continues good; collections are fair and markets not much changed. Provision market is slow with pork and beef easier. Dealers don't think pork has reached bottom yet. The easier tone in pork is affecting lard downwards. Sugar market is uncertain in view of action of British Government. Supplies of cream tartar are coming from France and have lowered quotations to 50c and 53c. Dealers expect to be able to get more stocks. Currants have dropped 8¼ to 9c. Cornmeal is reported easier. Cheese is a shade higher at 16½ to 17c. Strictly fresh eggs are higher. Butter is firm.

<b>Produce and Provisions—</b>	
Bacon, breakfast, per lb.	0 20
Bacon, roll, per lb.	0 17
Beef, barrel	27 50
Beef, corned, 1 lb.	3 15
Pork, American clear, per bbl.	27 50
Pork, domestic, per bbl.	29 00
Butter, dairy, per lb.	0 22
Butter, creamery, per lb.	0 23
Eggs	0 26
Lard, compound, per lb.	0 10½
Lard, pure, per lb.	0 13½
<b>Flour and Cereals—</b>	
Cornmeal, gran.	6 00
Cornmeal, ordinary	1 80
Flour, Manitoba, per bbl.	7 85
Flour, Ontario	6 85
Rollod oats, per bbl.	6 75
Oatmeal, standard, per bbl.	7 40
<b>Fresh Fruits and Vegetables—</b>	
Lemons, Messina, box	7 00
Oranges, Val., case	5 80
Potatoes, new, bbl.	1 25
<b>Sugar—</b>	
Standard granulated	7 20
United Empire	7 10
Bright yellow	7 00
No. 1 yellow	6 70
Paris lumps	8 25
Beans, white, per bush.	3 15
Beans, yellow eyes, per bush.	3 70
Canned pork and beans, per case	2 80
Molasses, per gal.	0 34½
Cream of tartar, per lb., bulk	0 50
Currants, per lb.	0 08½
Rice per cwt.	4 80
Cheese, per lb.	0 16½

### FROM THE ROAD TO THE COUNTER Grocery Traveller Picked on Trenton, Ont., to Launch Retail Enterprise.

A year ago W. V. Webster was a travelling salesman for a Kingston wholesale house. He had been in the grocery business all his life and was looking for a place to open a retail store. He chose Trenton, Ont.; he believed that there was an opportunity in that town.

Last November the new grocery opened in a new store with a new stock. Then there was something else new about it—Mr. Webster had some new ideas. He believed that the people would appreciate high-class goods handled in a high-class way. There was a grocery near by closing up and that helped.

It took some time to get acquainted, but the people have begun to show their appreciation. Now his business is on a satisfactory basis. With a stock of \$3,000 on the average he expects to be able to make a showing of \$25,000 business for the year.

Mr. Webster believes in watching credits closely, and what few accounts he has are cut close at the end of 30 days; if the people can't pay for one month, he does not see how they are going to pay for two. He has never carried more than \$300 on his books.

### MARKET FOR APPLES IN SCOTLAND.

Andrew Chalmers, of Glasgow, Scotland, an importer of American and Canadian apples, in a letter to the Fruitman's Guide of New York, says: "In spite of the European crisis, the Glasgow market is far from being demoralized. I received my first car of Californian box apples last week, and cleared them at 7 shillings per box, this notwithstanding the fact that our market was heavily stocked with English, Irish and Scotch apples, selling as low as 9 shillings per cwt. For the benefit of your readers and exporters, I think there should be no risk in exporting this season, and although I don't look for high prices, apples having become practically a necessity, they should command a ready sale at a moderate price."

E. Guillet, Cobourg, Ont., has a modern counter account recording system in his grocery. He has thereby eliminated his bookkeeping. The customer gets a duplicate of the purchase check. At the end of the month the original is sent by mail and all that Mr. Guillet bothers about is the total amount. And he makes the statement that in his experience of four years with the system he has never had the least bit of trouble.



# Flour and Cereals



## Mills May Soon Have to Reduce Flour Output

Present Prices in Canada Do Not Warrant Export Business in Competition With Minneapolis But Change May Be Made—Mill Feeds Easier in Montreal and Firm in Toronto—Deliveries of Rolled Oats Have Been Slow.

### MONTREAL.

**FLOUR.**—Things are quiet. Prices are firm, however, and millers state that prices will not be cheaper for some time owing to strength of wheat market. Dealers are anxious to get rid of their stocks, which are of medium size, and much buying is not expected before next month, when business should improve. Few inquiries are coming in. Strong bakers is being quoted at \$5.75. There is a slight improvement in country business.

Manitoba Wheat Flour—		Per bbl.
First patents	.....	\$ 70
Second patents	.....	6 20
Strong bakers'	.....	6 00
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		Car Small lots. lots.
Fancy patents	.....	6 25 6 50
90 per cent., in wood	.....	5 50 6 00
90 per cent., in bags	.....	2 50 2 90
Straight roller	.....	5 70 5 90
Blended flour	.....	5 75 6 25

**CEREALS.**—A fair amount of business is being done, but no change in price, and no weakness expected now that the price of oats has risen. Business from now on should improve, owing to colder weather. Some export business is being done in rolled oats, as a local agent was recently advised by head office that he could not get supplies owing to big demand for export.

Cornmeal—		Per 96-lb. sack.
Kiln dried	.....	2 45 2 50
Softer grades	.....	2 20 2 35
Roller Oats—	90's in jute.	.....
Small lots	.....	3 12½ 3 50
25 bags or more	.....	3 02½
Roller oats in cotton sacks, 5 cents more.	.....	.....
Oatmeal—fine, standard and granulated, 10 per cent. over roller oats in 90s, in jute.	.....	.....
Roller Wheat—	100-lb. bbls.	.....
Small lots	.....	3 90
Hominy, per 96-lb. sack	.....	2 75

**FEEDS.**—Smaller mills brought their prices down last week, bran being quoted as low as \$21.50 to \$22, shorts \$24 to \$25, and ordinary middlings \$26, the demand being small even at these prices. It will be noticed that prices quoted below are considerably higher, these being prices of the large mills, who seem unwilling to make a reduction, preferring to retain their stocks for a time when the demand will be greater and better prices prevail. Some of the millers have

sold at these cut prices, but their quotations remain as below. Supplies of all feeds can be secured at lower prices than these quoted if desired.

Mill Feeds—	Car lots, per ton
Bran	..... 25 00
Shorts	..... 27 00
Middlings	..... 29 00 30 00
Wheat moulee	..... 30 00
Feed flour	..... 35 00 36 00
Mixed chop, ton	..... 38 00
Crushed oats, ton	..... 38 00
Barley, pot, 96 lbs.	..... 3 00 4 00
Oats, chop, ton	..... 38 00
Barley chop, ton	..... 38 00
Feed oats, cleaned, Manitoba, bush.	..... 0 65

### TORONTO.

**FLOUR.**—Business is still quiet, although there have been some inquiries made recently from Ontario dealers and some small orders have been taken, but few car lots. Stocks in hands of consumers must still be comparatively heavy. During the week wheat has only changed fractionally, although at one time it had advanced another 2 cents, and this seemed to have the effect of starting a movement. So far as export business is concerned, Canadian millers are out of line and can hope to do nothing at present prices unless there is a narrowing down as between Canadian points and Minneapolis. Mills must now be storing considerable although they are in a position to do so feasibly, on account of the heavy drain a few weeks ago

Manitoba Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
First patent	.....	\$ 80	6 50
Second patent	.....	6 20	6 10
Strong bakers'	.....	6 10	5 90
Flour in cotton sacks, 10c per bbl. more.			
Winter Wheat Flour—		Small lots, per bbl.	Car lots, per bbl.
Fancy patents	.....	5 90	5 30
90 per cent.	.....	5 10	4 90
Straight roller	.....	5 00	4 80
Blended flour	.....	5 35	4 90

**CEREALS.**—There is little change in the market although the tone is generally firmer. In rolled oats there has been some difficulty in getting orders filled from the fact that some mills have been working on American oats. However, the Canadian oats are now being milled and this difficulty should be overcome.

Barley, pearl, 96 lbs.	.....	6 00
Buckwheat grits, 96 lbs.	.....	5 90 6 00
Corn flour, 96 lbs.	.....	2 90 3 00
Cornmeal, yellow, 96 lbs.	.....	2 05 2 75
Graham flour, 96 lbs.	.....	3 00 3 30
Hominy, granulated, 96 lbs.	.....	3 00
Hominy, pearl, 96 lbs.	.....	3 00
Oatmeal, standard, 96 lbs.	.....	3 00
Oatmeal, granulated, 96 lbs.	.....	3 00
Peas, Canadian, boiling, bush.	.....	2 75 3 00
Peas, split, 96 lbs.	.....	5 00
Roller oats, 90-lb. bags	.....	3 25 3 45
Roller wheat, 100-lb. bbl.	.....	3 75 4 00
Rye flour, 96 lbs.	.....	3 00
Wheatlets, 96 lbs.	.....	3 75 4 00
Whole wheat flour, 96 lbs.	.....	3 75 4 00

**MILL FEEDS.**—Situation in mill feeds is firmer. Nothing is being sold below the \$24 figure for bran. The big mills have held up to the old figure of \$25 as the low point all along, and it seems likely that they will get their price. Ontario millers have been taking quick profits while the big fellows have waited. They have perhaps been figuring that they will not be operating at capacity for long and with the high prices of grain and the winter season coming they will have a good investment in their feeds. The present indications are that they have properly judged the situation. Feed oats are up 3c to 5c the bushel.

Mill Feeds—	Mixed cars, per ton
Bran	..... 24 00 25 00
Shorts	..... 26 00 27 00
Middlings	..... 29 00 31 00
Wheat moulee	..... 30 00
Feed flour, per bag	..... 1 75 1 85
Oats—	.....
No. 3, Ontario, outside points	..... 0 45
No. 3, C.W.	..... 0 55

### WINNIPEG.

**FLOUR AND CEREALS.**—Another week has passed without any change in prices. The big feature in the market is the small quantity of grain that has come through—farmers still either being so busy on the land that they will not take time to market their crops, or else being possessed of the idea that they will get very much larger prices by holding. This delay in forwarding the wheat is not causing any real inconvenience, but it will certainly mean a great rush in November.

Manitoba Wheat Flour—		Per bbl.
First patents	.....	6 40
Second patents	.....	5 80
Strong bakers'	.....	5 10
Cereals—	.....	.....
Roller oats, per 90 lbs.	.....	2 90
Oatmeal, fine, standard and gran'd, 96 lbs.	.....	2 90



# Produce and Provisions



## Heavy Shipments of Eggs Going to England

Ontario Has Sent 20,000 Cases and Price Advances—Butter and Cheese Easier—Hogs Have Declined Another 1/2 Cent, a Total of 2c Since the Outbreak of the War — Farmers Are Shipping Unfinished Poultry and Not Much of That.

### MONTREAL.

**PROVISIONS.**—The downward tendency shown by prices of live hogs during the past two weeks has the effect of weakening pork and pork products. Prices are down to \$12.25 to \$12.50. There has been no actual change in smoked or cured meats, but barrelled pork is quoted lower. The demand all round is very limited. Lard is very quiet, compound being affected most, having declined a cent per lb, within the last two weeks.

	Per lb.
<b>Hams—</b>	
Medium, per lb. ....	0 19
Large, per lb. ....	0 18
<b>Backs—</b>	
Plain, bone in ....	0 24
Light, per lb. ....	0 22
Boneless ....	0 25
Peameal ....	0 27
<b>Bacon—</b>	
Breakfast, per lb. ....	0 19 0 20
Roll, per lb. ....	0 17
Shoulders, bone in ....	0 15
Shoulders, boneless ....	0 15 1/2
<b>Cooked Meats—</b>	
Hams, boiled, per lb. ....	0 28
Hams, roast, per lb. ....	0 29
Shoulders, boiled ....	0 27
Shoulders, roasted ....	0 28
<b>Dry Salt Meats—</b>	
Long clear bacon, 50-70 lbs. ....	0 15 1/2
Long clear bacon, 80-100 lbs. ....	0 14 1/2
Flanks, bone in, not smoked ....	0 15 1/2
<b>Barrelled Pork—</b>	
Heavy short cut mess ....	29 00
Heavy short cut clear ....	28 00
Clear fat pork ....	28 00
Clear pork ....	27 00
<b>Lard, Pure—</b>	
Tierces, 350 lbs., net ....	0 12 1/2
Tubs, 50 lbs., net ....	0 13 1/2
Boxes, 50 lbs., net ....	0 13
Pails, wood, 20 lbs. gross ....	0 13 1/2
Pails, tin, 20 lbs. gross ....	0 12 1/2
Cases, 10-lb. tins, 60 in case ....	0 13 1/2
Cases, 5 and 5-lb. tins, 60 in case ....	0 13 1/2
Bricks, 1 lb., each ....	0 14
<b>Lard, Compound—</b>	
Tierces, 375 lbs., net ....	0 10 1/2
Tubs, 50 lbs., net ....	0 10 1/2
Boxes, 50 lbs., net ....	0 10 1/2
Pails, wood, 20 lbs. gross ....	0 10 1/2
Pails, tin, 20 lbs. gross ....	0 10 1/2
Cases, 10-lb. tins, 60 in case ....	0 11 1/2
Cases, 5 and 5-lb. tins, 60 in case ....	0 11 1/2
Bricks, 1 lb., each ....	0 12 1/2
<b>Hogs—</b>	
Dressed, abattoir killed ....	12 25 12 50

**BUTTER.**—Following an easy feeling early last week, the market firmed again, and prices remain much as they were last week. Receipts are considerably below those of last year, but dealers do not look for the same demand as, in view of business conditions, less butter is being consumed. A steadier market is looked for.

**Butter—**  
Finest creamery, new milk ..... 0 29  
Dairy butter ..... 0 28 0 25  
**CHEESE.**—Cheese was easier last week end, and prices at boards throughout Quebec show a slight decline. Receipts to date have been much lower this year than last, and there is considerable demand for export. Early this week, the market showed a firmer tendency.

**EGGS.**—Market firm, and advancing under export inquiry. Thousands of cases are being sent out, and more are wanted. Export business with England is picking up again, following the cutting off of sources of supply such as Russia and Denmark. Under these conditions, higher prices may be expected.

**HONEY.**—Market is firm, but quiet, a condition which is likely to continue owing to shorter supplies. The demand is not heavy.

**POULTRY.**—Poor stocks continue to arrive, and it looks as though this will continue, owing to the high price of feed. Friday and Saturday of this week are fast days, which will likely have an effect on business to the benefit of the fish trade. Turkeys are coming in slowly, bring 16 to 17c live.

	per lb.	per lb.
<b>Fresh Stock—</b>		
Fowls, 5 lb. and up ....	0 15	
Fowls, 3 to 4 1/2 lb. ....	0 09 0 12	
Old cocks ....	0 09 0 10	
Fancy fat milk-fed chickens ....	0 13 0 16	
Chickens ....	0 10 0 12	
Young ducks ....	0 08 0 12	
Old ducks ....	0 08 0 10	
Geese ....	0 10 0 11	

### TORONTO.

**PROVISIONS.**—While the hog market has been affected about half a cent a pound during the week—which is a to-

tal of about 2c the lb. since the war began—provisions have held their own and no reductions are noted for the time being. Business in Canada is reported as fair. The present level of prices is now down on a level with the Winnipeg market which will have the effect of cutting off western shipments until there is a change at least. Arrivals are reported as heavy, at Ontario points.

<b>Butter—</b>		
Light, per lb. ....	0 18	0 18 1/2
Medium, per lb. ....	0 17 1/2	0 18
Large, per lb. ....	0 16 1/2	0 17
<b>Backs—</b>		
Backs, per lb. ....	0 22	0 23
Boneless, per lb. ....	0 23	0 24
Pea meal, per lb. ....	0 23	0 24
<b>Bacon—</b>		
Breakfast, per lb. ....	0 18	0 19
Roll, per lb. ....	0 14 1/2	0 15
Shoulders, per lb. ....	0 13 1/2	0 14
Pickled meats—1c less than smoked.		
<b>Dry Salt Meats—</b>		
Long clear bacon, light ....	0 14	0 14 1/2
<b>Cooked Meats—</b>		
Hams, boiled, per lb. ....	0 26	0 27
Hams, roast, per lb. ....	0 26 1/2	0 27 1/2
Shoulders, boiled, per lb. ....	0 21	0 22
Shoulders, roast, per lb. ....	0 21	0 22
<b>Barrelled Pork—</b>		
Heavy mess pork, per bbl. ....	25 00	25 00
Short cut, per bbl. ....	27 00	29 00
<b>Lard, Pure—</b>		
Tierces, 400 lbs., per lb. ....	0 12 1/2	0 12 1/2
Tubs, 50 lbs. ....	0 12 1/2	0 12 1/2
Pails, ....	0 13	0 13 1/2
Tins, 3 and 5 lbs., per lb. ....	0 13 1/2	0 13 1/2
Bricks, 1 lb., per lb. ....	0 14	0 14 1/2
<b>Lard, Compound—</b>		
Tierces, 400 lbs., per lb. ....	0 09 1/2	0 09 1/2
Tubs, 50 lbs., per lb. ....	0 09 1/2	0 10
Pails, 20 lbs., per lb. ....	0 09 1/2	0 10 1/2
<b>Hogs—</b>		
F.O.B., live, percwt. ....	7 15	
Live, fed and watered, per cwt. ....	7 30	
Dressed, per cwt. ....	11 00	12 00

**BUTTER.**—There has been a change in this market during the week and although the basis of prices as last quoted remains there is an evident desire on the part of holders to get rid of stocks. October will soon be affected by the colder weather.

<b>Butter—</b>		
Creamery prints, fresh made ....	0 29	0 31
Separator prints ....	0 27	0 28
Dairy prints, choice ....	0 26	0 27
Dairy, solids ....	0 22	0 24
Bakers ....	0 18	0 20

**CHEESE.**—Market remains firm with conditions about the same as they have been for some time. However, the tendency as indicated at export points is a trifle easier.

<b>Cheese—</b>		
Old, large ....	0 17 1/2	0 17 1/2
Old, twins ....	0 17 1/2	0 18
New, large ....	0 18 1/2	0 18 1/2
New, twins ....	0 19 1/2	0 19 1/2

## CANADIAN GROCER

**EGGS.**—There have been unusual developments in this market. A week ago it was stated that some 2,000 cases had gone from Ontario for export trade and at the time of writing this amount is nearer 20,000 cases. Prices have advanced about 4c the dozen in sympathy with the movement. This comes at a time when it is altogether likely that there would have been a decline as Canada had good stocks when the demand is considered. Shipments which are going forward are storage eggs although there are also a few pickled. Formerly it was that the latter would predominate the export trade. England needs Canadian eggs on account of the embargoes in European countries. For instance, it is reported that eggs are selling at 6c a dozen in Russia on account of export trade being cut off and other countries are holding their stocks. There is some speculation as to whether Chinese eggs will now be brought more prominently into the market although so far as the United Kingdom is concerned the distance is very great.

Eggs, case lots—	Per dozen.
Strictly new laid, in cartons .....	0 35 0 36
Selects .....	0 31 0 32
Straights .....	0 29
Trade eggs .....	0 25

**POULTRY.**—This market is dull but it is expected that the cold weather will see heavier shipments as the birds cannot be left out of doors and they will require feed which commands a high price. Birds being received are generally in an unfinished state. This is usually a mistake, but it is hard to make the grower see this with the present price of feed.

<b>Fresh Stock—</b>	Live.	Dressed.
Eggs .....	0 05—0 10	0 14
Spring chickens, lb. ....	0 10—0 11	0 13
Turkeys, young .....	0 15	0 18
Turkeys, old Tom .....	0 13	0 15
Ducklings .....	0 05—0 10	0 14
Ducks .....	0 05—0 10	0 14—0 15
Geese .....	0 05—0 09	0 12—0 14

**HONEY.**—There is nothing new in this market and the former prices continue without change.

<b>Honey—</b>		
Clover honey, bbls., per lb. ....	0 11	0 11½
50 lb. tins .....	0 12	0 12½
25 lb. tins .....	0 12	0 12
5-10 lb. tins .....	0 12½	0 13
¾ lb. tins .....	0 13	0 13½
Comb .....	2 40	2 50

### WINNIPEG.

**PROVISIONS.**—Generally the market is strong, only one decline in price having been noted, while in cheese, eggs and butter there has been an upward tendency.

While no quotations for turkeys and poultry generally are as yet given, dealers will be glad to know that indications are for a plentiful supply of birds. It seems Western farmers have gone very much more largely into raising these, and so successful have they been that produce men express the belief that very little, if any, poultry will have to be brought from the East this year.

Hams are still weak, being quoted now a cent down at 20c. This decline is, of course, quite usual at the present season.

<b>Cured Meats—</b>		
Hams, per lb. ....	0 21	
Shoulders, per lb. ....	0 15	
Bacon, per lb. ....	0 25	
Long clear, D.S., per lb. ....	0 14	
Mess pork, bbl. ....	28 00	
<b>Lard—</b>		
Tierces .....	0 12	
Tubs, 60s .....	7 25	
Pails, 20s .....	2 50	
Cases, 5s .....	7 50	
Cases, 3s .....	7 50	

**BUTTER.**—While there is a firm tone here, no actual advance has been struck, but it is practically certain that dairy will be moved upward 1c or 2c a lb, within the next week. Evidently the spirit of economy, which is prevalent, is causing people to buy No. 1 dairy instead of creamery butter. As a result the demand is out of proportion to the supply, and an upward movement must take place.

<b>Butter—</b>		
Creamery, Manitoba .....	0 30	
Dairy .....	0 25	
Cooking .....	0 19	0 21

**CHEESE.**—The export demand for this produce is growing—so much so that an advance of ¼c has become necessary. There is also a good local demand for cheese.

<b>Cheese—</b>		
New, large .....	0 16½	
New, twins .....	0 17½	

**EGGS.**—While a good deal of exporting is going on, this has not yet resulted in any great advance in price. The whole tone, however, is strong. Checks, which are scarce, have been advanced to 17c and 18c. Winnipeg, indeed, seems to be feeling the same firm undertone which this week has been noted in Montreal, and before next week general advances in eggs will be noted.

<b>Eggs—</b>		
Extra firsts .....	0 27	
Checks .....	0 15	0 18
Extra, in cartons .....	0 30	

## Eliminating the Influence of the Bad Egg

**All Eggs in a Shipment Likely to Be Graded With the Questionable Ones — Government Demonstration Car With Exhibits Showing How Farmer, Grocer, Wholesaler and Consumer Can Protect Themselves.**

**A**N egg is likely to be known by the company it keeps. It is with the idea of raising the status of the good egg and to give it its proper standing from the nest to the table that the Dominion Government is conducting an egg discrimination campaign. This campaign is being brought to the attention of the people by a demonstration car which is announced to leave Ottawa about the middle of October and to tour Ontario and the Maritime Provinces. The displays which this car contains go far to remove the disguise of the egg of questionable character and bring it in its true light to the farmer, the grocer and the consumer—the advantage is in gaining the financial benefits which an egg of good social standing may command, and this is done by a system of segregation which removes the influence of bad company.

In the exhibits are shown right and wrong methods of marketing eggs. Here is shown how the eggs are gathered at irregular periods from questionable places about the farm. Held until there is a convenient opportunity for marketing, they are often taken and traded to the merchant on a first-class basis as fresh produce. Here again they may be held and shipped in damp or musty cases to the wholesaler, where they are candled and a proportionately small number pass the examination.

Result is that the bad eggs influence the whole. Wholesalers pay smaller prices than for dependable shipments

and the grocer finding his profits cut must reduce the prices which he pays to the farmer. The farmer who sends in his eggs indiscriminately will probably find that he will eventually be paid for them all on the basis allowed for questionable shipments.

On the other hand is shown how eggs are produced in a well-built poultry-house; how they should be collected regularly and kept in a cool place; how they should be marketed at least twice a week and sent forward to the produce dealer—and then is shown the difference in the number of selects and the higher price which results. The benefits to the farmer who can get select eggs to the market are very material.

By a simple method of candling, and the devices are given free by the Government, the farmer can protect his egg shipment and his egg reputation—which means higher prices. This process takes a comparatively short time and results in eggs of uniform quality going forward upon which the dealers can depend. Grocers are also recommended to candle their eggs as a protection to their trade and the careful housewife will also find one of these candling devices a safeguard against some unpleasant incidents at the breakfast table.

—●—

Swift Canadian Company, Limited, has secured permission to increase its capital stock from \$1,000,000 to \$3,000,000.

Something New Which Grocers Will Sell

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# DR. JACKSON'S ROMAN MEAL

## WIDE-AWAKES, NOTE THE REASONS

1st or FIRST—It is the most nourishing food sold.

2nd or SECOND—This is true because of the formula: 25% deodorized and tasteless flaxseed, 30% whole berries of wheat, 35% whole berries of rye, and 10% prime wheat bran.

3rd or THIRD—On account of its formula it is the most easily digested food sold, because it cannot pack and condense in the digestive tube and it

## Positively Will Relieve Constipation, or Money Back

4th or FOURTH—Because it makes porridge that will not turn acid as will oats; the most delicious and digestible pancakes on earth; gems, muffins, bread, puddings and cakes, and all may be eaten hot from the oven without distress.

5th or FIFTH—Because nothing can equal it for feeding children, since it contains all of the dark-blood and tissue-building materials of three richest grains as well as the saline matters which build bone.

6th or SIXTH—*Because doctors of all schools prescribe it.*

Put up in 12 3-lb. Cartons at \$2.30 per case to Retailers. Also 36 1-lb. Cartons at \$2.80 per case. Quotations to Jobbers. **BROKERS WANTED**

## ROMAN MEAL CO.

Monarch Road

TORONTO, Ont.



# Fish and Oysters



## Fish Business Improved With Cooler Weather

Trade is Better, Particularly in Boneless, Prepared and Cured Lines—Halibut Plentiful and Somewhat Cheaper—Toronto Will Get Frozen Halibut Next Week—Fast Days in Quebec Expected To Help Demand.

### MONTREAL.

FISH AND OYSTERS.—Trade during past week has been fairly active, and will improve this week owing to the fact that there are two fast days—Friday and Saturday—and because cooler weather is prevailing. All these conditions should have a beneficial effect on the fish trade. Halibut is fairly plentiful, and prices have declined a cent a pound. Fresh B. C. salmon is also arriving. Haddock is scarce owing to stormy weather on the coast, but dealers think themselves able to take care of the demand. The price remains the same—6 cents—which is about as much as will be paid for haddock. Dore and pickerel are scarce, owing to the season having closed in Manitoba. Fresh dore will be scarce from this on, and prices are up a cent. Lake trout is in good supply, but whitefish is scarce.

With the advent of cooler weather, the demand for boneless and prepared fish is better; this applies to pickled and green fish. New turbot has arrived, worth 14.00 bbl., and smelts bringing 12c per lb. Fresh herrings have been exceedingly scarce, none being available for the past week's trade.

### TORONTO.

FISH AND OYSTERS.—Cold weather is expected to have an immediate effect on all branches of the fish business and particularly with regard to smoked and cured lines which have been very slow on account of the unusually warm autumn days. Next week frozen halibut will take the place of the fresh caught.

Oyster business has not been brisk, but the change in the weather should have a desirable effect and there should also be a fair trade for Hallowe'en.

### FRESH FISH.

	Montreal	Toronto
Halibut, fancy express, per lb.	0 12	0 12
Haddock, fancy, express, lb.	0 06	0 07
Steak cod, fancy, express, lb.	0 08	0 08-0 09
Market cod, per lb.	0 05	0 05
Flounders, fancy, express, lb.	0 08	0 08
Gaspe salmon	0 14	0 14
B. C. salmon	0 14	0 14
Chilled salmon	0 15	0 15

Dressed bullheads, per lb.	0 10	0 10
Whitfish, per lb.	0 12	0 13
Lake trout, per lb.	0 11	0 12
Bluefish, per lb.	0 15	0 12
Herrings, per 100 count	2 00	0 07
Herring, lb.	0 12	0 12
Dore, per lb.	0 10	0 10
Mackerel, per lb.	0 14	0 15
Sea bass, per lb., black	0 08	0 06 0 07
Pike, per lb.	0 10	0 06 0 07
Perch, per lb.	0 09	0 09
Carp	0 09	0 10
Eels	0 11	0 11
Pickel	0 12	0 12
Smelts, lb.	0 11	0 12

### SMOKED FISH.

	Montreal	Toronto
Haddies, per lb.	0 07 1/2	0 08-0 09
Haddies, 15-lb. and 30-lb. boxes, lb.	0 07 1/2	0 08-0 09
Haddies, fillets, per lb.	0 11	0 12
Haddies, Niobe, boneless, per lb.	0 09	0 10
Herring, Ciscoe	1 80	1 12
St. John boaters, 100 in box	1 00	1 20
Yarmouth boaters, 60 in box	1 20	1 20
Smoked herrings, medium, box	2 00	2 00
Smoked boneless herrings, 10-lb. box	1 20	1 20
Kippered herrings, selected, 60 in box	1 30	1 25-1 60
Smoked salmon, per lb.	0 25	0 25
Kippered herrings, ordinary, 60 in box	1 10	1 25
Ciscoe herrings, basket of 15 lbs.	1 75	1 80
Smoked halibut	0 20	0 20

### FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	0 12	0 12
Red, steel heads, per lb.	12-13	12-13
Red, sockeyes, per lb.	10-11	11
Red, Cohoes or silvers, lb.	10	11
Pale, qualla, dressed, per lb.	0 07-0 07 1/2	0 08 1/2
Pale, qualla, dressed, per lb.	0 07-0 07 1/2	0 09
Halibut, white western, large and medium, per lb.	0 07 1/2-0 08	0 11
Halibut, eastern chicken and medium, per lb.	0 09	0 09
Mackerel, bloater, per lb.	0 07-0 08	0 08
Haddock, medium and large, lb.	0 05 1/2-0 06	0 07-0 08
Market codfish, per lb.	0 05-0 05 1/2	0 07-0 08
Steak codfish, per lb.	0 04-0 07	0 09
Canadian soles, per lb.	0 08	0 08
Blue fish, per lb.	15-17	15
Smelts	0 07	0 07

### FROZEN—LAKE AND RIVER.

White fish, large, per lb.	10-11	11-12
White fish, small tullboes, per lb.	0 04-0 07	0 07
Lake trout, large and medium, lb.	11-12	12
Dore, dress or round, lb.	0 09-10	0 09-10
Pike, dressed and headless, lb.	0 04-0 07	0 06
Pike, round, per lb.	0 06-0 06 1/2	0 07-0 08

### PICKLED FISH.

Salmon, Labrador, tierces, 300 lb.	20 00	20 00
Salmon, Labrador, bbls., 300 lbs.	14 00	14 00
Salmon, Labrador, half bbls., 100 lbs.	7 50	7 50
Salmon, B.C. bbls.	13 00	14 00
Sea trout, Riffin's Bay, bbls., 200 lb.	12 00	12 00
Sea trout, Labrador, bbls., 200 lb.	12 00	12 00
Sea trout, Labrador, half bbls., 100 lb.	6 00	6 00
Mackerel, N.S., bbls., 200 lb.	12 00	12 00
Mackerel, N.S., half bbls., 100 lb.	7 00	7 00
Mackerel, N.S., pails, 20 lb.	1 75	1 75
Herrings, Labrador, bbls.	5 75	6 25
Herrings, Labrador, half bbls.	3 10	3 25
Herrings, Nova Scotia, bbls.	6 00	6 25
Herrings, Nova Scotia, half bbls.	3 10	3 40
Lake trout, half bbls.	8 00	8 00
Quebec sardines, bbls.	8 00	8 00
Quebec sardines, half bbls.	4 75	4 75
Tongues and sounds, per lb.	0 07 1/2	0 07 1/2
Scotch herrings, imported, half bbls.	8 00	8 00
Holland herrings, imp'ted milkers, hf bbls	7 00	7 00
Holland herrings, imp'ted milkers, kegs.	0 85	0 70-1 00
Holland herrings, mixed, half bbls.	7 00	7 00
Holland herrings, mixed, kegs	0 75	0 65-0 95
Verdyne herrings, box	1 35	1 35
Turbot, bbl.	14 00	14 00

### DRIED AND PREPARED FISH.

Dried codfish, medium and small, 100 lb.	7 00	7 50
Dried hake, medium and large, 100 lb.	6 00	6 00
Dried pollock, medium and large, 100 lb.	8 00	8 00
Dressed or skinless codfish, 100-lb. case.	7 50	8 00
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 08	0 08
Boneless codfish, 2-lb. blocks, 20-lb. box, per lb.	0 07	0 07
Boneless codfish, strips, 20-lb. boxes	0 12	0 10

Shredded codfish, 12-lb. boxes, 24 cartons, a box	1 80	1 80
Boneless codfish, in 2-lb. and 3-lb. boxes	0 15	0 15
BULK OYSTERS, CLAMS, ETC.		
Standards, solid meats, gal.	1 75	1 75
Standards, ordinary, gal.	1 50	1 65
Selects, per gal.	2 00	2 00
Best clams, imp. gallon	1 50	1 50
Best scollops, imp. gallon	2 25	2 25
Best prawns, imp. gallon	2 00	2 00
Best shrimps, imp. gallon	2 25	2 25
Sealed, best standards, quart cans, each	0 50	0 50
Sealed, best select, quart cans, each	0 60	0 60

### CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Oysters, per gal.	1 65	2 10
Cape Cod shell oysters, per bbl.	9 00	9 00
Malpeque, shell oysters, selected J.A.P., per bbl.	6 00	10 00
Malpeque, shell oysters, C.G.L., bbl.	11 00	11 00
Clams, per bbl.	6 00	6 00
Mussels, per bbl.	5 00	5 00
Live lobsters, medium and large, lb.	0 30	0 30
Boiled lobsters, medium and large, lb.	0 32	0 32
Soft shelled crabs, doz.	0 00	0 00
Winkles, bush.	0 00	0 00
Little Necks, per 100	1 25	1 25

### NEW BRUNSWICK.

FISH.—Local dealers in fish report an excellent business on all kinds of fresh stock, and say the advances in meats are causing more people to eat fish than has ever been the case. The sardine catch has been remarkable this year for high prices, but it is falling off now and buyers are offering only \$5.00 a hog-head although factories just across the border are running night and day.

### TORONTO FRUIT AND VEGETABLE MARKETS.

(Continued from page 123.)

toes—but the season has already been longer than could be normally expected.

Beets, Canadian, bag	0 65	0 70
Beans, Canadian, basket	0 25	0 35
Cabbage, Canadian, dozen	0 35	0 40
Carrots, bag	0 65	0 70
Cauliflower, doz.	0 85	0 85
Citrons, doz.	0 75	0 75
Egg Plant, 11 qt. basket	0 25	0 35
Cucumbers—		
Slicing	0 25	0 25
Medium pickling sizes	0 35	0 45
Gherkins	0 35	0 50
Celery, California, case	3 50	3 50
Coru, per doz.	0 10	0 12 1/2
Mushrooms, per lb.	0 60	0 75
Water Cress, 11 qt. basket	0 50	0 50
Onions—		
Spanish, big crate	3 00	3 15
Can., 75-lb. bags	0 95	1 00
Green peppers, basket	0 35	0 40
Red peppers	0 40	0 40
Potatoes, Delaware	0 75	0 80
Potatoes, Canadian, bag	0 65	0 70
Parsley, basket, 11-qt.	0 30	0 35
Pumpkins Canadian, basket	0 10	0 20
Tomatoes, Canadian, basket	0 20	0 30
Turnips, bag	0 00	0 00
Sweet potatoes, hamper	1 35	1 50
Squash, Hubbard, doz.	0 75	0 75
Lettuce, box	2 00	2 00
Parsnips, Canadian, bag	0 70	0 75
Persimmons, California, crate	2 50	2 50
Pomegranates, doz.	0 75	0 75



## The Clerks' Page



### WHAT IS ZWIEBACK?

Supposing a customer asked you for a package of Zwieback what would you say to her? This was the experience of a salesman in an Ontario store not long ago. Here is what he said: "No madam, we haven't any in just now but we are getting in a shipment soon." The woman promised to call again in the course of a few days.

Now this salesman had never heard the name "Zwieback" before, but not desiring to display ignorance he gave her the above answer, making up his mind that as soon as possible he would find out what it was, and have a stock ready next time the woman called.

This same woman was visiting a friend a short time later and when being treated to tea in the afternoon was given what the trade would commonly call "rusk." "Oh, Zwieback, Zwieback," she exclaimed, "where did you get the Zwieback? I have been trying all over to secure it." She was told that it was purchased at —'s. "Why," she replied, "when I was in there recently he told me he was getting in a shipment of it; I must call and get some." And that was how this salesman found out what Zwieback was. It should be stated that the woman who asked for it was not a Canadian, but a resident from the United States who was spending the summer at one of our resorts. Zwieback is German for "twice-baked."

### THE FIRST CUSTOMER.

If there is one customer that comes in to your store that requires more careful attention than any other it is the first-timer. At all times there should be courtesy and prompt attention, but there are little things which the old customer who is well acquainted with the store and the staff will overlook which will make a strong and unfavorable impression upon the man or woman who comes into the store for the first time. They are susceptible to the slightest influence.

Perhaps the stranger may look like an out-of-date farmer, who may be seeking credit until the harvest, perhaps he is a new representative from a wholesale house or manufacturer, perhaps he is a passerby who wants to use the phone or spends a few cents and does not come

near the store again—but if he comes to your store for the first time give him the best of your service.

There are few who have not been swung to patronize a store by the service given on the first visit. With a new comer who has no knowledge of the town or city it is ever thus. The man who enters a store for the first time, sees a couple of clerks look at him and then turn their backs and go on packing goods or start an argument as to whose turn it is to go "front" then finds himself waiting uncomfortably for some minutes while the clerk gets ready to come forward to wait on him, is likely to walk out of the store and never come in again. If on the other hand he is received as though he is welcome to the store and as though his business was appreciated he is pretty certain to come back again.

Occasionally it will be found that the smile of welcome is wasted on desert air—that is an element of chance in salesmanship—but if a store is to enlarge its circle of trade one of the most important influences will be the first impression of the prospective customer.

The Institute of Certificated Grocers in the United Kingdom reported a membership (March 1914) of 1,055 of all classes. During the year 291 members were admitted. The main object of this organization is: "promoting the general advancement of education, technical and otherwise, among the members and those connected with the grocery, provision and allied trades." Over 100 technical classes have been formed and in various ways the efficiency of workers is being promoted.

### SERMONS IN BRIEF.

- Opportunity is the cream of time.
- Patience is a plaster for all sores.
- Self-praise is no recommendation.
- The sleeping fox catches no poultry.
- One sheep follows another—don't be a sheep.
- Remember that rolling stones gather no moss.

There are none so blind as those who will not see.

No selling argument is stronger than its weakest part.

## THE ENCYCLOPEDIA

### THE QUINCE FRUIT.

Quince is a fruit of the apple and pear family, native to Southern Europe and Asia, now cultivated in every temperate climate. It was an article of popular consumption among the ancient Greeks and Romans, and is credited with being the original marmalade fruit. It is in season here from October to December. Western New York supplying the greater part of the American crop.

The tree grows to a height of fifteen or twenty feet, with branches numerous, crooked and distorted; leaves dusky green above and downy on the under side, and flowers similar in shape to apple blossoms, but larger and more open and white or of pale pink tint. The fruit varies in form from round to pear shape and when ripe is of a rich yellow color and of strong odor.

Among the best varieties are the "Apple," "Pear," and "Portugal." The apple, or "orange" quince as some know it, is generally rated as the finest because of the exceptional tenderness of its flesh and the excellence of its flavor.

Large smooth fruits are generally considered the choicest. They require very careful handling, as bruises rapidly develop into dark brown discolorations. If kept stored in a cool, dry place and occasionally wiped off with a dry cloth, they can be kept fresh and good for a considerable length of time.

Quinces are not eaten raw, but they are delicious in the form of jam, jelly and sauce, plain-boiled to eat with sugar, etc. They often share with the apple and the guava the distinction of being the best "jelly" fruits.

The seeds or pips abound in gummy matter which forms, on dilution with water, a mucilage possessing the advantage of not being affected by alcohol or salts of iron.

# Quality and Quantity

WILL ALWAYS WIN

That is why our new piece!

# NIGHT STICKS

is selling so well.

A big cent's worth of delicious quality Flexible Licorice.

Order from your Wholesaler.

Everything in Licorice for Grocer, Druggist and Confectioner.

**National Licorice Company**  
MONTREAL

## The Sherer Grocery Counter MADE IN CANADA

This splendid grocery counter is in use in hundreds of progressive Canadian stores.

**BIGGS BROS. LIKE THEIRS.**

Sherer-Gillett Co., Regina, Sask., Canada,  
Chicago, Ill. December 1st, 1913.

Dear Sirs:-

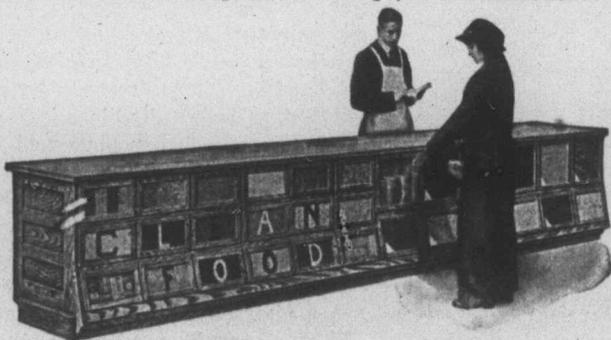
We are very well satisfied with your counter; in fact we don't know how we could get along without it now. It is clean, dust-proof, and is well built as good furniture, and we do not hesitate to say that it has paid for itself.

Next year we intend to enlarge our store and we will be in the market for another counter, and it will be a Sherer.

Yours very truly,

**BIGGS BROS.**  
per Chas. A. Biggs.

Give us—please—the opportunity to tell you some of the many ways in which our counter will increase your net profits. A request for catalog C10 will bring you free information.



PATENT PENDING

## SHERER-GILLETT COMPANY

Head Office: Chicago, Ill.

Canadian Office and Factory: Guelph, Ont.

## QUOTATIONS FOR PROPRIETARY ARTICLES

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

### BAKING POWDER.

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

	Per doz.
5c Tins, 4 doz. to case, weight 10 lbs. ....	\$0 40
4 oz. Tins, 4 doz. to case, weight 20 lbs. ....	65
6 oz. Tins, 4 doz. to case, weight 25 lbs. ....	90
8 oz. Tins, 4 doz. to case, weight 35 lbs. ....	1 30
12 oz. Tins, 4 doz. to case, weight 48 lbs. ....	1 60
16 oz. Tins, 4 doz. to case, weight 70 lbs. ....	2 25
3 lb. Tins, 2 doz. to case, weight 85 lbs. ....	5 00
5 lb. Tins, 1 doz. to case, weight 80 lbs. ....	9 50

#### COOK'S FRIEND BAKING POWDER.

W. D. McLaren, Limited.

In Cartons—	Per doz.
No. 1 (25c size), 4 doz. cs.	\$ 2 25
No. 1 (25c size), 2 doz. cs.	2 30
No. 10 (20c size), 4 doz. cs.	1 80
No. 10 (20c size), 2 doz. cs.	1 85
No. 8 (15c size), 4 doz. cs.	1 30
No. 2 (10c size), 6 doz. cs.	0 80
No. 2 (10c size), 3 doz. cs.	0 85
No. 3 (5c size), 4 doz. cs.	0 45

Also in tins. Prices on application.

#### ROYAL BAKING POWDER

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

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

#### FOREST CITY BAKING POWDER.

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

#### BLUE.

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

#### COUPON BOOKS—ALLISON'S.

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

#### UN-NUMBERED.

100 books and over, each	0 03 1/2
500 books to 1,000 books.	0 03
For numbering cover and each coupon, extra per book,	1/2 cent.

#### CEREALS.

WHITE SWAN.	Per case.
Biscuit Flour (Self-rising), 2 doz. to case, weight 70 lbs. ....	\$2 88
Buckwheat Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00

#### Per case.

Pancake Flour (Self-rising), 3 doz. to case, weight 70 lbs. ....	3 00
Breakfast Food, 2 doz. to case, weight 85 lbs. ....	3 30
King's Food, 2 doz. to case, weight 95 lbs. ....	5 20
Wheat Kernels, 2 doz. to case, weight 65 lbs. ....	3 30
Barley Crisps, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Rice, 3 doz. to case, weight 50 lbs. ....	3 00
Flaked Peas, 3 doz. to case, weight 50 lbs. ....	3 30

#### DOMINION CANNERS, LIMITED.

Aylmer Pure Jams, 16 oz. Jars.

	Per doz.
Strawberry, 1914 pack ...	\$2 20
Raspberry, red, heavy syrup .....	2 10
Black Currant .....	2 10
Red Currant .....	2 10
Peaches .....	2 10
Pear, Bart. ....	2 10

#### Aylmer Pure Jellies

Red Currant .....	2 10
Black Currant .....	2 10
Crabapple .....	1 45
Raspberry and red currant ..	2 10
Raspberry and gooseberry ..	2 10
Plum jam .....	1 85
Green Gage plum stoneless ..	1 85
Gooseberry .....	1 85
Grape .....	1 85

#### Aylmer Marmalade

Orange Jelly .....	1 60
Lemon .....	1 60
Pineapple .....	1 90
Ginger .....	2 25

#### Aylmer Pure Preserves—Bulk

	5 lbs. 7 lbs.
Strawberry .....	0 72 1 00
Black currant .....	0 65 0 85
Raspberry .....	0 65 0 85

#### Aylmer 14's and 30's per lb.

Strawberry .....	0 14
Raspberry .....	0 14

#### COCOA AND CHOCOLATE.

##### THE COWAN CO., LTD.

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

Special quotations for Cocoa in barrels, kegs, etc.

##### (Unsweetened Chocolate).

Supreme chocolate, 1/2's, 12-lb. boxes, per lb. ....	0 85
Perfection chocolate, 20c size, 2 doz. in box, doz. ...	1 80
Perfection chocolate, 10c size, 2 and 4 doz in box, per doz. ....	0 80
Sweet Chocolate—	Per lb.
Queen's Dessert, 1/4's and 1/2's, 12-lb. boxes .....	0 40
Queen's Dessert, 6's, 12-lb. boxes .....	0 40
Vanilla, 1/4-lb., 6 and 12-lb. boxes .....	0 85

CANADIAN GROCER

**HIRONDELLE**

(SWALLOW)



*Canadian made, from Canadian-grown wheat*

THE ONLY CANADIAN MACARONI

**L'ETOILE**

(STAR)



# HIRONDELLE

(Swallow)

"L'Etoile" Brand

## Macaroni

Manitoba hard wheat is the finest in the world, containing as it does 4% more protein than any other.

The flour made from this wheat is used exclusively in the manufacture of the Canadian-made Macaroni, *Hironnelle* and *L'Etoile*.

There is now no need to import either Macaroni or wheat for its manufacture. The finest quality of Macaroni is now made in Canada, making a greater home market for her wheat, giving labor to her sons and daughters.

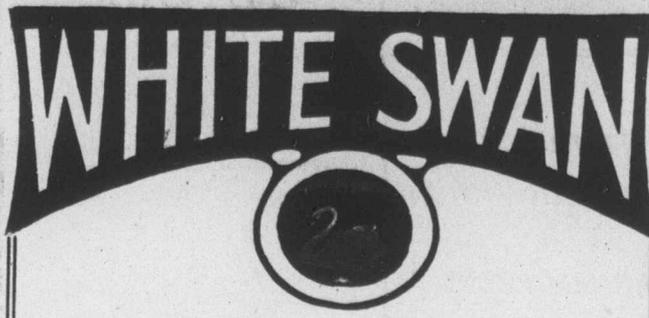
Encourage Home Industry by pushing *Hironnelle* and *L'Etoile* Macaroni. Ask your jobber.

**C. H. Catelli, Limited**  
**MONTREAL**

AGENTS

Tees & Perse, Limited, Winnipeg  
C. C. Mann, Toronto





## Get behind this fortification

Department of Inland Revenue prosecution guns are loaded and ready for action on those who deliberately or innocently sell foods found to be adulterated under the meaning of the Act.

Are you going to take chances of a severe fine or imprisonment, or both, by dealing in nameless goods, foods that might or might not be pure, foods that do not bear the Government approval — the Government form of Warranty (see schedule 3 of the Adulteration Act, Chapter 133, Revised Statutes)?

Every package of White Swan pure food products are sealed and guaranteed with this Warranty. We are the only firm in Canada doing this.

Demand protection. It's your right. You get it with White Swan goods.

### The White Swan Spices and Cereals, Limited

TORONTO, CANADA

Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 26
Diamond, 4's, 6 and 12-lb. boxes	0 27
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, coconut, cream, in ½-lb. packages, 2 doz. in box, per doz.	1 00
Chocolate Confections Per lb.	
Maple buds, 5-lb. boxes..	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonparell wafers, No. 1, 5-lb. boxes	0 31
Nonparell wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes..	0 37
Lunch bars, 5-lb. boxes..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box..	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 24 bars per box	0 85

JOHN P. MOTT & CO.'S.

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

Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 65
Nut milk bars, 2 dozen in box	0 80
Breakfast cocoa, ¼'s and ½'s	0 36
No. 1 chocolate	0 30
Navy chocolate, ¼'s	0 26
Vanilla sticks, per gr.	1 00
Diamond chocolate, ¼'s	0 24
Plain choice chocolate liquors	20 30
Sweet chocolate coatings..	0 20

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	
Eagle Brand, each 4 doz.	6 25
Reindeer Brand, each 4 doz.	6 25
Silver Cow Brand, each 4 doz.	5 00
Gold Seal Brand, each 4 doz.	5 00
Mayflower Brand, each 4 doz.	5 00
Purity Brand, each 4 doz.	5 00
Challenge Brand, each 4 doz.	4 85
Clover Brand, each 4 doz.	4 85
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 doz.	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each, 2 doz.	4 25

Peerless Brand, Hotel, each, 2 doz.	4 25
Jersey Brand, Hotel, each, 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee and Milk, "large," each, 2 doz.	4 80
"Reindeer" Coffee and Milk, "small," each, 4 doz.	5 50
"Regal" Coffee and Milk, each, 2 doz.	4 50
"Reindeer" Cocoa and Milk, each, 2 doz.	4 80

COFFEE.

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN

1 lb. tins, 2 doz. to case, weight 35 lbs.	39
1 lb. tins, 4 doz. to case, weight 80 lbs.	38

ENGLISH BREAKFAST COFFEE.

½ lb. tins, 2 doz. to case, weight 22 lbs.	22
1 lb. tins, 2 doz. to case, weight 40 lbs.	20

MOJA.

½ lb. tins, 2 doz. to case, weight 22 lbs.	32
1 lb. tins, 2 doz. to case, weight 40 lbs.	30
2 lb. tins, 1 doz. to case, weight 40 lbs.	30

PRESENTATION COFFEE.

A Handsome Tumbler in Each Tin.	
1 lb. tins, 2 doz. to case, per lb.	27
Shipping weight, 50 lbs. per case.	

MINTO BROS.

MELAGAMA COFFEE.

Whol. Retl.	
1s, ½s, Grd.	25 30
1s, ½s, B. & G.	32 40
1s only, B. & G.	35 45
1s, ½s, B. & G.	38 50
Packed in 30 and 50-lb. cases.	
Terms net 30 days prepaid.	

(MINTO COFFEE (Bulk))

M Bean or Gr.	38
I Bean or Gr.	35
N Bean or Gr.	32
T Bean or Gr.	30
O Bean or Gr.	28
Spec. Grd. Compound	25
Packed in 25 & 50-lb. tins.	

FLAVORING EXTRACTS.

WHITE SWAN FLAVORING EXTRACTS—ALL FLAVORS

1 oz. bottles, per doz., weight 3 lbs.	\$1 15
2 oz. bottles, per doz., weight, 4 lbs.	2 20
2½ oz. bottles, per doz., weight 6 lbs.	2 50
4 oz. bottles, per doz., weight 7 lbs.	4 00
8 oz. bottles, per doz., weight 14 lbs.	7 50
16 oz. bottles, per doz., weight 23 lbs.	14 40
32 oz. bottles, per doz., weight 40 lbs.	28 80
Bulk, per gallon, weight 16 lbs.	10 00

CRESCENT MFG. CO.

CRESCENT MAPLEINE

Special Delivered Price for Canada

Per doz.	
½-oz. (4 doz. case) weight 9 lbs., retail each 15c.	\$1 40
1 oz. (4 doz. case), weight 14 lbs., retail each 30c.	2 55
2 oz. (3 doz. case), weight 15 lbs., retail each 50c.	4 40
4 oz. (2 doz. case), weight 17 lbs., retail each 90c.	7 00
8 oz. (1 doz. case), weight 17 lbs., retail each \$1.50.	13.00
Pint (1 doz. case), weight 29 lbs., retail each \$3.	25 00
Quart (1 doz. case), weight 53 lbs., retail each \$5.50.	47 75
Gallons, each, retail each \$20	17 15

# SILVO

## There's Money in SILVO

Its cleaning power on silver is magical. The heavy rubbing necessary with ordinary polishes wears off the plate. With **SILVO** just a light, brisk rub produces the required results quickly, and with little work. Stock **SILVO** and you will secure a profitable line that you can recommend with every confidence to your customers.

**SILVO** brings repeat orders. Write for trial sample and prices.

**RECKITTS' (Oversea) Ltd., 122, Wellington Street West, Toronto.**



**A Line of Merit**

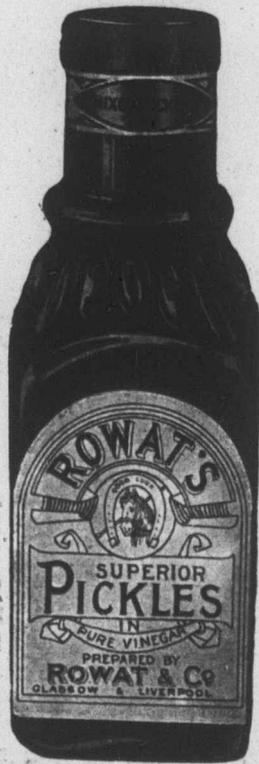
Reckitt's Blue is a live line—worthy of every attention, for Reckitt's Blue never varies, and satisfies every customer. Every packet has the same reliable qualities that characterise all goods bearing the name "RECKITT."

# RECKITT'S BLUE

Satisfies old customers and brings new business.

**RECKITTS' (Oversea) Ltd.,**  
122, Wellington Street West, TORONTO.

# Delicious Goodness



superior quality, choiceness and tenderness are building strong and steady sales for other grocers in

## ROWAT'S PICKLES

Why not have them earning dividends for you by getting them on display in your store NOW? Their established reputation will ensure you against a slow turnover.

How many cases will we send you? Write us to-day.

## ROWAT & CO.

Glasgow - Scotland

### CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the North-west; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

# Continental Grocery Bags

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

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

## Continental Grocery Bags

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

## The Continental Bag & Paper Co., Limited

Manufacturers Ottawa

Branches: MONTREAL and TORONTO  
Agencies throughout Canada

### BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.  
Tierces ..... 0 10 1/4  
Tubs, 60 lbs. .... 0 10 1/4  
Pails, 20 lbs. .... 0 10 1/4  
Tins, 20 lbs. .... 0 10 1/4  
Cases, 3 lbs., 20 to case... 0 11 1/4  
Cases, 5 lbs., 12 to case... 0 11 1/4  
Cases, 10 lbs., 6 to case... 0 11

F. O. B. Montreal.

### MUSTARD.

#### COLMAN'S OR KEEN'S.

Per doz. tins  
D. S. F., 1/4-lb. .... \$1 50  
D. S. F., 1/2-lb. .... 2 68  
D. S. F., 1-lb. .... 5 36  
F. D., 1/4-lb. .... 0 95  
F. D., 1/2-lb. .... 1 63

Per jar.

Durham, 4-lb. jar ..... 0 87  
Durham, 1-lb. jar ..... 0 28

### VERMICELLI AND MACARONI

#### C. H. CATELLI CO., LIMITED.

Hirondelle Brand.  
Prices for Quebec.

1 lb. pkgs. loose.  
Vermicelli, Macaroni, Spaghettini, Macaroni (short cut), Animals, Stars, Alphabets; Small Paste Assorted, 30 lbs., cases.... 7 6 1/2  
Egg noodles, case 10 lbs., loose; cases 60 pkgs., 1/2 lb. each ..... 7 1/2 7  
Marguerite Brand.  
Same assortment as above 6 1/2 6

#### Catelli Brand.

Vermicelli, Macaroni, Spaghettini, 30 lbs. (loose).... 5 1/2  
30 lb. cases, 1 lb. pkgs. .... 5 1/2  
Terms, Net 30 days.  
Ontario.

### L'ETOILE (STAR) BRAND.

Freight Prepaid.

1 lb. pkg., 25 cases or more .07 1/2  
1 lb. pkg., less than 25 case lots ..... .07 1/2  
5 lb. box, loose, per lb... .05 1/2  
10 lb. box, loose, per lb... .05 1/2  
21 lb., loose, long, per box 1.50  
Terms, net 30 days.

### WHITE SWAN LYE

Single Cases, 4 doz. .... \$3 40  
3 case lots, 4 doz. .... 3 30  
5 case lots, 4 doz. .... 3 20  
Shipping weight 50 lbs. per case.

### JELLY POWDERS.

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

White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. .... \$ 0.90  
List Price.

### JELL-O.

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

### JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz 2 50  
Straight.

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

### SOAP AND WASHING POWDERS.

#### RICHARDS' PURE SOAP.

Richards' Quick Naptha Soap.

Packed 100 bars to case.

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

#### FELS NAPTHA.

Prices—Ontario and Quebec:  
Less than 5 cases ..... \$5 90  
Five cases or more ..... 4 95

### STARCH.

#### THE CANADA STARCH CO., LTD., EDWARDSBURG

BRANDS and

#### BRANTFORD BRANDS

Boxes.	Cents.
Laundry Starches—	
40 lbs., Canada Laundry....	.06 1/2
40 lbs., Boxes Canada white gloss, 1 lb. pkg. ....	.06 1/2
48 lbs. No. 1 white or blue, 4 lb. cartons .....	.07 1/2
48 lbs., No. 1 white or blue, 3 lb. cartons .....	.07 1/2
100 lbs., kegs No. 1 white ..	.06 1/2
200 lbs., bbls., No. 1 white ..	.06 1/2
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs. ..	.07 1/2
48 lbs. silver gloss, in 6-lb. tin canisters .....	.08 1/2
36 lbs., silver gloss 6-lb. draw lid boxes .....	.08 1/2
100 lbs., kegs, silver gloss, large crystals .....	.07 1/2
28 lbs., Benson's Satin, 1-lb. cartons, chrome label ...	.07 1/2
40 lbs., Benson's Enamel (cold water) per case ..	3 00
20 lbs. Benson's Enamel (cold water), per case ...	1 50
Celluloid—boxes containing 45 cartons, per case ....	3 60

#### Culinary Starch.

40 lbs. W. T. Benson & Co.'s prepared corn ..... .07 1/2  
40 lbs. Canada pure corn starch ..... .06 1/2  
(120-lb. boxes 1/4c higher.)  
Casco Potato Flour, 20-lb. boxes, per lb. .... .10

### BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs. ....	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs. ....	.06 1/2
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs. ..	.07 1/2
Barrels, 200 lbs. ....	.06 1/2
Kegs, 100 lbs. ....	.06 1/2
Lily White Gloss—	
1-lb. fancy cartons cases 30 lbs. ....	.07 1/2
8 in case .....	.08
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case ....	.08 1/2
Kegs extra large crystals, 100 lbs. ....	.07 1/2
Canadian Electric Starch—	
Boxes, containing 40 fancy pkgs., per case .....	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case .....	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.06 1/2
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs. ....	.07 1/2
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs. ....	.07 1/2
(20-lb. boxes 1/4c higher than 40's.	

# ORANGES— GOLDEN ORANGE BRAND

Folk are accustomed to associate smack of flavor and tempting goodness with this well-known brand. Why?

1. "Golden Orange" is grown in one of the largest and best cultivated groves in the State of California.
2. "Golden Orange" is the highest grade packed and is made up of only Extra Fancy Fruit.
3. "Golden Orange" is always of the same uniformly high quality year in and year out.
4. "Golden Orange," on account of extra care in sorting and packing, is one of the best keeping oranges on the market.

THESE ARE A FEW REASONS WHY THIS BRAND IS BECOMING MORE POPULAR EVERY DAY. COMMENCE THE SEASON BY FEATURING THESE ORANGES.

SOLE AGENTS FOR ONTARIO:

## HUGH WALKER & SON

Established 1861

GUELPH

AND

NORTH BAY

## UNCHANGED!

From Coast to Coast the price on

## WETHEY'S CONDENSED MINCE MEAT

is absolutely unchanged.

THERE HAS BEEN NO  
ADVANCE.

We have protected the trade and  
ourselves for some time to come.

**J. H. Wethey, Limited**  
ST. CATHARINES, ONTARIO

## Fish and Oysters

Cold, Snappy Days  
Bring the Demand.

Be Prepared

Remember you can't do business  
without the goods.

A full stock of saleable lines.

**Whitco Brand Haddies.** In a class by  
themselves.

**Shredded Codfish**                      **Cod Steak**  
**Labrador Herrings**

**Fresh and Frozen Halibut, Salmon,**  
**Whitefish and Trout**

**Kippers**                      **Bloaters**                      **Fillets**

**Oysters**—Large and clean. Fresh daily.

A trial will convince you of the merits of our goods.

**WHITE & CO., Ltd., Toronto**

## Ever Know -

the choicest oysters the world produces are secured right here in Canada - at Malpecque, P.E.I.

## Malpecque Oysters

are admittedly of more pleasing flavor than imported. Received daily at our warehouse, they are immediately shipped to you fresh and full-flavored. And yet, even the choicest, even the best, even MALPECQUES are none too good for your customers.

Being the largest handlers of bulk and shell oysters in the Dominion, we are enabled to supply you on immediate notice. Shall we quote you prices and discounts? Write us to-day.

## D. Hatton Co.

Established 1874  
Montreal, Que.

## Headquarters for Fish

### Listen, Mr. Grocer—

Have you got a Fish Department? If you have not, you are overlooking the handling of a line that pays you a margin of 30 to 50 per cent. profit. Here are a few of our specialties that sell themselves if properly displayed:

- Finnan Haddies**     **Haddie Fillets**
- Bloaters**             **Kippers**
- Fresh Smoked Gold Eyes**
- Salt Cod**     **Salt Herring**
- Salt Mackerel**
- Fresh Bulk Oysters**

Will you write us for prices to-day?

**The Winnipeg Fish Co., Ltd.**  
Winnipeg, Man.

### OCEAN MILLS, MONTREAL.

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

### COW BRAND BAKING SODA.

In boxes only.  
Packed as follows:  
5c packages (96) ..... \$3 20  
1 lb. packages (60) ..... 3 20  
½ lb. packages (120) ..... 3 40  
1 lb. 30 } Packages, Mixed. 3 30  
½ lb. 60 }

### SYRUP.

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

2-lb. tins, 2 doz. in case.... \$2 65  
5-lb. tins, 1 doz. in case.... 3 00  
10-lb. tins, ½ doz. in case.. 2 80  
20-lb. tins, ¼ doz. in case. 2 85  
Barrels, 700 lbs. .... 3 ¾  
Half barrels, 350 lbs. .... 4  
Quarter barrels, 175 lbs. .... 4 ¼  
Pails, 38 ¼ lbs. .... 1 95  
Pails, 25 lbs. each ..... 1 40

### LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case.... 3 00  
5-lb. tins, 1 doz. in case.... 3 35  
10-lb. tins, ½ doz. in case.. 3 25  
20-lb. tins, ¼ doz. in case.. 3 20  
(5, 10 and 20-lb. tins have wire handles.)

### CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents  
Cases, 4 doz. each, flats, per case ..... \$5 44  
Cases, 4 doz. each, ovals, per case ..... 5 40

### INFANTS' FOOD.

Robinson's patent barley, ¼ lb. tins, \$1.25; 1-lb. tins, \$2.25; Robinson's patent groats, ¼-lb. tins, \$1.25; 1-lb. tins, \$2.25.

### BEAVER BRAND CORN AND MAPLE SYRUP.

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

### MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.  
Gingerbread Brand.  
2s, Tins, 2 doz. to case.  
Quebec, per case ..... \$1 85  
Ontario, per case ..... 1 90  
Manitoba, per case ..... 2 30  
Saskatchewan, per case ... 2 60  
Alberta, per case ..... 2 70

### DOMOLCO BRAND.

2s, Tins, 2 doz. to case.  
Quebec and Ontario, per case 2 65  
Manitoba, per case .... 3 40  
Saskatchewan, per case ... 3 65  
Alberta, per case ..... 3 75  
British Columbia, per case. 3 85  
British Columbia, per case. 2 40

### SAUCES.

PATERSON'S WORCESTER SAUCE.  
½-pint bottles 3 and 6 doz. cases, doz. .... 0 90  
Pint bottles, 3 doz. cases, doz. .... 1 75

H. P.  
H. P. Sauce— Per doz.  
Cases of 3 dozen ... 1 90  
H. P. Pickles—  
Cases of 2 doz. pints ... 3 25  
Cases of 3 doz. ¼-pints.. 2 20

STOVE POLISH.  
JAMES DOME BLACK LEAD.  
2a size, gross ..... 2 50  
6a size, gross ..... 2 40  
NUGGET POLISHES.

Polish, Black and Tan ... 0 85  
Metal Outfits, Black and Tan 3 65  
Card Outfits, Black and Tan 3 25  
Creams and White Cleanser 1 15

### TEAS.

THE SALADA TEA CO.  
East of Winnipeg.  
Wholesale, R't'l.  
Brown Label, 1s and ½s .29 .35  
Blue Label, 1s, ½s, ¼s, and ⅛s ..... 35 .45  
Red Label, 1s and ½s... 41 .55  
Gold Label, ½s ..... 49 .65  
Red-Gold Label, ½s .... 55 .80

### ORANGE MARMALADE "BANNER BRAND" PURE FRUIT PRODUCTS. JAMS AND JELLIES.

2's ..... \$2 15  
4's ..... 0 35  
5's ..... 0 42  
7's ..... 0 60  
30's, wood ..... 0 08  
12-oz. glass jar ..... 1 15  
Tumbler, glass ..... 0 95

### MARMALADE.

2's, per doz. .... \$2 30  
4's, per pail ..... 0 40  
5's, per pail ..... 0 45  
7's, per pail ..... 0 65  
30's, wood, lb. .... 0 08 ¼  
12-oz. glass jar, doz. .... 1 20  
Tumbler, glass, doz. .... 1 00

Prices subject to change without notice.

### MINTO BROS., Limited. Toronto.

We pack in 60 and 100-lb. cases. All delivered prices.

### MELAGAMA TEA.

	Whol.	Ret.
Red Label, 1s or ½s.	0 29	0 35
Green Label, 1s, ½s, ¼s	0 32	0 40
Blue Label, 1s, ½s, ¼s	0 37	0 50
Yellow Label, 1s, ½s, ¼s	0 42	0 60
Purple Label, ¼s only	0 55	0 80
Gold Label, ¼s only.	0 70	1 00

### MINTO TEA.

	Whol.	Ret.
Green Bag	0 29	0 35
Red Bag	0 32	0 40
Yellow Bag	0 37	0 50
Purple Bag	0 42	0 60

### YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c pkgs., 1 1 ¼

### IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH.

Black Watch, 7s, ½ butts., 9 lbs., boxes 6 lbs. .... \$0 53  
Bobs, 6s and 12s, 12 and 6 lbs. .... 0 46  
Currency, 12s, ½ butts., 12 lbs., boxes 6 lbs. .... 0 46  
Currency, 6s, ½ butts., 9 lbs. .... 0 46  
Stag Bars, 6s, ½ butts., 12 lbs., boxes 6 lbs. .... 0 45  
Walnut Bars, 8 ¼s, boxes 7 lbs. .... 0 64  
Pay Roll, thick bars, 8 ¼s, 6 lb. boxes ..... 0 67  
Pay Roll, thin bars, 8 ¼s, 5 lb. boxes ..... 0 67  
Pay Roll, plug, 8 ¼s, 12 and 7 lb. caddies ..... 0 67  
Shamrock, plug, 7 ½s, ½ butts., 12 lbs., boxes 6 lbs. .... 0 67  
Empire, 7s and 14s, caddies 15 lbs., ¼ caddies 6 lbs. .... 0 52  
Great West, pouches, 8s.... 0 67  
Forest and Stream, tins, 11s, 2 lb. cartons ..... 0 80

**Tartan**  
**BRAND**  
THE SIGN OF PURITY

**NEW FALL FRUIT ARRIVING DAILY**

New Valencias (In stock)  
New Malaga Raisins  
New Shelled Almonds  
New Currants  
New Sultanas  
New California Prunes, Apricots, Peaches,  
Raisins.

Our travelers have full information, or

'Phone No. 3595, 3596, 3597, 3598, 3800, 748; Night 'Phone, 1807.

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

**THE ELGIN NATIONAL COFFEE MILL**

*will steel-cut your coffee faster than  
any other mill of corresponding size*

Can be instantly adjusted—while running—to steel-cut the coffee just as coarse or fine as your customers desire. No loss of time. No fussing with adjustments while customers wait.

Its perfect past performance, its fast-grinding and easy-running qualities, its simplicity of construction and beauty of finish combine to make the ELGIN NATIONAL the only logical mill for you. In addition to being the most profitable—as regards quick service, long life, and minimizing of repairs—you will find the ELGIN NATIONAL the most reasonably-priced mill you can secure. Just ask one of the following jobbers for catalogue and prices without obligation. Write the nearest representative to-day.



No. 35



No. 33

Calgary: Campbell, Wilson & Horne, Ltd.; P. D. McLaren, Ltd. Edmonton: H. H. Cooper & Co.; The A. Macdonald Co.; Revillon Wholesale, Ltd. Fernie: The Western Canada Wholesale Co., Ltd. Hamilton: Balfour, Smye & Co.; James Turner & Co.; Macpherson, Glasco & Co.; Walter Woods & Co. London: Gorman, Eckert & Co., Ltd. Montreal: L. Chaput, Fils & Cie., Ltd.; Minto Bros.; Canadian Fairbanks Co. (and branches). Moose Jaw: The Codville Co., Ltd. Regina: Campbell, Wilson & Strathdee, Ltd.; H. G. Smith, Ltd. St. John: Dearborn & Co.; G. E. Barbour Co., Ltd. Saskatoon: Campbell, Wilson & Adams, Ltd.; The Codville Co., Ltd.; North West Specialty Co., Ltd. Toronto: Eby-Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros., Ltd.; Medland Bros., Ltd. Vancouver: The W. H. Malkin Co.; Wm. Braid & Co.; Empress Mfg. Co.; Kelly, Douglas & Co. Winnipeg: Blue Ribbon, Ltd. (and branches); The Codville Co. (and branches); Walter Woods & Co.

**WOODRUFF & EDWARDS CO., Mfrs., Elgin, Ill., U.S.A.**

**JAPAN TEAS** are getting where they should be, first and foremost. As natural green leaf they cannot be beat. They possess a combination of purity, delicacy, cleanliness and characteristic aroma. Prices are right, too.

**FURUYA & NISHIMURA**

# Fresh Pork Sausage

This is the Season for Sausages, and they are the very finest goods on the market. Prices are no higher than last year.

Let us book you up for regular shipments every day by express or as required.

Made under Government inspection.

**F.W. Fearman Company**  
LIMITED  
HAMILTON

"Made in Canada"

## Brooms of Quality

to introduce our

## CANADA LINE

Please note the following:

### Special Prices

Sample Order Solicited

Fine Polished Colored Handles

No. 1 CANADA, 5 stg.	- -	\$4.50
" 2 " 4 "	- -	4.00
" 3 " 4 "	- -	3.75

6-doz. Lots and up delivered (Ontario)

**Walter Woods & Co.**  
HAMILTON

# "SHELL" BRAND

("LA COQUILLE")

## Genuine Imported French Castile Soap

*The Standard of Purity*

*A Pure Oil Soap*



Has the largest sale of any Castile Soap in the Dominion

For sale by all wholesale houses

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

For Messrs. ESTRINE & CO.

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



# For Canadians in the fighting line

Messrs. James Pascall, Ltd., the Manufacturers, have made special arrangements to send direct to Canadians serving at the Front, special parcels of Candies, on which they will pay the postage without any extra charge. The following are suitable for posting, and handy for the pocket.

**Tell every customer this—**

"Here is your chance to do something practical for your friends at the Front. It means a lot to the men in the trenches. They will enjoy the change from service rations—and the nourishment and warmth in Pascall's Chocolates and Candies will be worth having now that winter is upon us."

**Tell them that—and you will get the order**

Forward it to our agents and the parcel will be sent from England, and charged to your account. If the suggested lines: not in stock, send immediately for samples, so that your customers can see what they are giving.

## Pascall's Expeditionary Rations

Special Box. Two sizes, 25c and 50c. Filled with sustaining and refreshing Chocolates and Candies.

**Acid Drops.** Tins or Bottles 25c.

**Pine Lozenges.** In 5c rolls. Defy the cold and comfort the throat. Also

**Peppermint Lozenges.**

**Milk or Plain Chocolates.** A 1-lb. cake is a solid block of nourishment for 50c.

**Chocolate Neapolitans.** 25c Cases.

**Sailor King Toffee.** 25c Tins.

**Pascall's pay the postage**

# Pascall's

London, England



### Representatives for Canada:

Ruttan, Alderson & Lound, Limited, Fort Garry Court, Winnipeg;  
 C. H. Cole, 33 Front Street East, Toronto;  
 Angevine & McLaughlin, St. John, N.B.;  
 Anglo-Canadian Agencies, 414 Duncan Building, Vancouver;  
 R. G. Ash & Co., St. John's, Newfoundland.

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



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

For sale by all first-class jobbers or  
**THE O. P. McGREGOR PAPER CO., LIMITED,**  
 411 Spadina Ave., Toronto.

## BAKING POWDER

If you are interested in Baking Powder please ask our best quotations on "Duchess" and "Connaught" brands, packed in one-pound tins.

**JAMES HOSSACK & CO.**

Manufacturing Chemists

622 ST. PAUL STREET, MONTREAL  
 Baking Powder, Jelly Powders, Essences

# Jackson's Real English Camphorated Wax Polish

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

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

5 SIZES.

Decorated enamel finish, Yellow, Blue and Black.



NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

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

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

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

## Every sip a delight

Your customers will appreciate the superior quality, flavor, strength and aroma of

# SYMINGTON'S

*Regd Trade Mark*

# COFFEE ESSENCE

So convenient, so economical. Made instantly by simply adding boiling water. No delay, no trouble. A most excellent seller.

THOS. SYMINGTON & CO.  
Edinburgh and London

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



## Try a bottle of H.P. SAUCE on your own table

You will see why it's selling so freely — there's a "want-more" fascination about H.P. that is crowding the grocer's store all over the world, besides it shows a good profit.

If there is any difficulty in obtaining H.P. Sauce send a post card to our agents.

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

# H.P. SAUCE

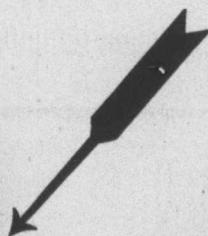
# Two Months Only To Clear Your Shelves Of Adulterated Maple Products

The new law makes the dealer responsible and imposes a heavy fine for violation of new bill which goes into effect January 1st, 1915. The Bill reads as follows:—

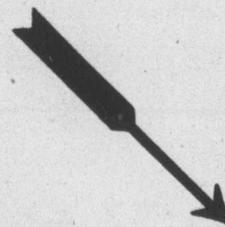
4. The following section is inserted immediately after section 29:—

“29a. No person shall manufacture for sale, keep for sale, or offer or expose for sale, as maple sugar any sugar which is not pure maple sugar, nor as maple syrup any syrup which is not pure maple syrup, and any maple sugar or maple syrup which is not up to the standard prescribed by the Sixth Schedule to this Act, or, if such standard is changed by the Governor in Council, to such standard as the Governor in Council may from time to time prescribe, shall be deemed to be adulterated within the meaning of this Act.

“2. The word “Maple” shall not be used alone or in combination with any other word or words on the label or other mark, illustration or device on a package containing any article of food or on any article of food itself which is or which resembles maple sugar or maple syrup; and no package containing any article of food or any article of food itself which is not pure maple sugar or pure maple syrup, shall be labelled or marked in such a manner as is likely to make persons believe it is maple sugar or maple syrup which is not pure maple sugar or pure maple syrup, and any article of food labelled or marked in violation of this subsection shall be deemed to be adulterated within the meaning of this Act.”



HERE  
IS YOUR  
PROTECTION



## Pride of Canada

We stand back of every ounce of Maple Syrup, Sugar, etc., bearing “Pride of Canada” label. It protects you against the penalty inflicted by the Government as well as dissatisfied patrons. The name “Pride of Canada” holds the guardship of Canada’s purest Maple Syrup and Sugar.

Maple Tree Producers’ Assoc., Limited  
58 Wellington St., Montreal

Agents:-

AGENTS:—W. L. Mackenzie & Co., Winnipeg; Oppenheimer Bros., Vancouver; S. H. P. Mackenzie, 23 Church Street, Toronto; Canadian Maple Products Co., Limited, 1 Endell Street, Long Acre, London, W.C., England.

"Cow Brand" success  
is never doubted



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

**CHURCH and DWIGHT**  
Manufacturers  
MONTREAL

Limited

## "Carry-on"

**Y**OU carry-on business by the customers you keep. A buyer who makes one purchase and never comes to your store again does not help to build up your business.

**Q** In days of stress and strain "repeaters" are the backbone of any business. Such are:

**Ocean Blue  
Gipsy Stove Gloss  
Linoleo Floor Wax  
Glosso Metal Polish**

**Z O G**

(CLEANS PAINT.)

Order from your Wholesaler.

HARGREAVES (CANADA,) LIMITED,  
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 117, Arcade Buildings, Vancouver, B.C.

# Cleave's

CELEBRATED  
DEVONSHIRE CREAM  
Chocolate

A high-grade and up-to-date article, showing an excellent profit and giving increasing satisfaction.

**THE CHOCOLATE THE PEOPLE WANT.**

Also other new and attractive  
5 cent lines.

**AGENTS:**

MONTREAL—F. Davy & Co., 6 St. Sacrament St.  
TORONTO Mason's Ltd., 25 Melinda St.  
WINNIPEG—Hamblin & Brereton, Ltd., 149 Notre Dame Ave. E.  
VANCOUVER—Hamblin & Brereton, Ltd., 942 Cambie St.

**JOHN CLEAVE & SON, LIMITED**  
CREDITON, DEVON, ENGLAND

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**ASK YOUR WHOLESALER**

Agents: ROSE & LAFLAMME, Limited  
Montreal and Toronto

16700 pounds  
of  
**SCHNEIDER'S  
SAUSAGES**  
made last week.

For increasing your provision department sales have your customers try them. Their quality and good taste will do the rest.

Send for particulars and prices. Can ship any day at any time.

**"Twelve Varieties"**

**J. M. SCHNEIDER & SONS  
LIMITED**  
Berlin, Ontario

# Apples

We will pack

**10,000**

**barrels**

of the celebrated  
Georgian Bay Apples  
this Fall. Place your orders early.

**LEMON BROS.**

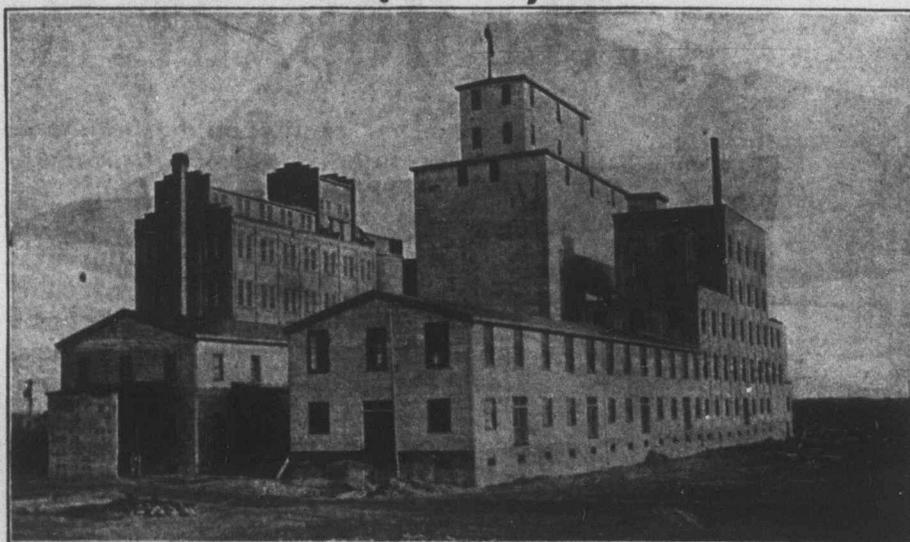
Owen Sound, Ontario

NEW

**St. Nicholas  
Puck  
Queen City  
Kicking  
Messina Lemons**

ARE ON  
THE WAY

**J. J. McCABE**  
Agent  
Toronto



In Western Canada Quaker Flour is made at Saskatoon; in Eastern Canada, at Peterborough. One or the other of these plants is splendidly located for your business.

This is an illustration of our Saskatoon Mill—modern in every detail—ready to serve you.

**Total Flour Capacity 5,000 Barrels Per Day**

*Sold the World Over*

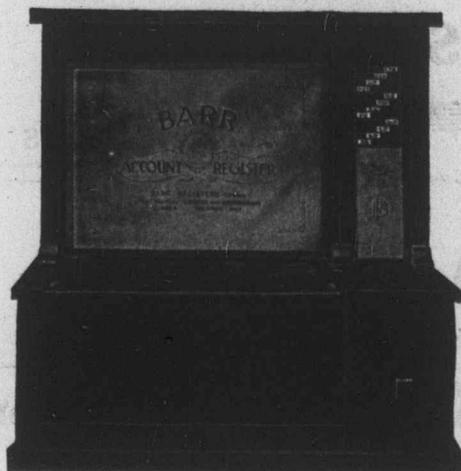
**The Quaker Oats Company**

*Made by the Manufacturers of*

**Quaker Oats, Puffed Wheat, Puffed Rice, Etc.**

**Peterborough, Ont., and Saskatoon, Sask.**

(624)



Counter Cabinet Style—Closed

**The Barr Account Register** is an expert bookkeeper—it saves labor, shows the customer's account posted to the last purchase, makes collections easier and should be installed by every merchant to-day—it spells success.

The Barr Account Register is the most practical Account Register System on the market to-day—it has effectively solved the problem of the quick handling of credit accounts—it has new, exclusive and practical features that are not to be found in any other account system.

The Barr Account Register requires less space—is more convenient and quicker to operate—it is built in two styles—the floor cabinet and the counter cabinet. The Barr Account Register is built to accommodate from 100 to 1,000 accounts. The Barr Register is mechanical skill applied to practical common-sense. Apply the "BARR" to your business.

**SPECIAL NOTICE.**

The Barr Register is a bona-fide Canadian invention, fully protected by valid patents. There never have been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other Account Registers through such talk. (Signed) Barr Registers, Limited.

Write to-day for full information.

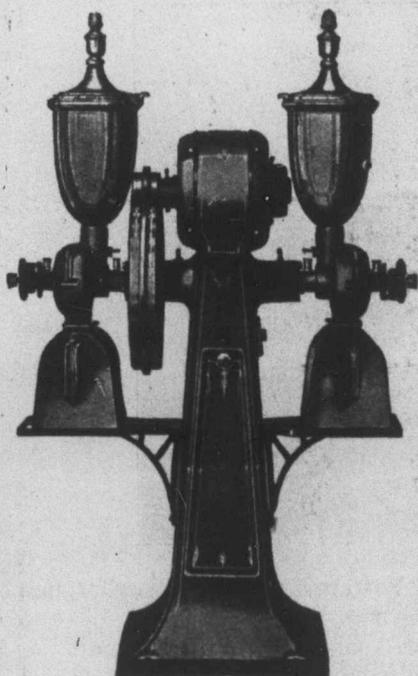
**Barr Registers, Limited**

TRENTON, ONTARIO

GREAT BRITAIN—Head Office, Daere House, 5 Arundel St., Strand, London, W.C.

FACTORY—Birmingham, England.

**The HOBART MILL**



Science nor genius could offer you no better economizer or profit-producer than the Hobart Coffee Mill. For livening up coffee sales and securing better coffee profits, nothing acts quite so quickly or surely as freshly ground coffee. With the Hobart Mill the coffee retains its full, natural flavor, with the metallic tang entirely absent. Naturally customers prefer coffee ground with the speedy, satisfactory Hobart Mill. Shall we send you descriptive booklet and particulars? :: Write us to-day.

**The Hobart Mfg. Co., 105 Church St., Toronto**

RYAN BROS., 110 St. James Street,  
WINNIPEG, Agents for Manitoba,  
Saskatchewan and Northern Ontario



One Customer Tells Another About

## KNOX GELATINE

because its Quality, Ease of Preparation and the Big Value for the Price makes it a pleasure to the house-keeper, so, once you start to push its sale, you will be repaid a hundred-fold by word of mouth advertising, and satisfied customers. It pays to push the sale of standard goods, such as KNOX GELATINE, where the customer is sure to be pleased, and, where you have the assistance of steady advertising to make the sales easy to secure. KNOX GELATINE pays you a splendid profit.

**CHAS. B. KNOX & CO.**  
Johnstown, N.Y.

Probably the best reason why you should sell

## CHASE & SANBORN'S

### High-Grade Coffees

is because your customers have learned to like and ask for them.

**Chase & Sanborn, - Montreal**  
HIGH-GRADE COFFEES



## GOOD FLOUR

versus

## Indifferent kinds

**MAKES GOOD BREAD**

Choose the best, invest in the best, sell no other kind but the best, and you are sure that your flour sales will improve every day to eventually control the trade in your district, because no discriminative buyer will bother with the inferior, no matter how much cheaper he can obtain it, even at his very door.

Anchor Brand Flour is not an experiment, nor the results of a day—nearly 20 years' experience in Manitoba Hard Wheat products were necessary to attain the high standard that to-day is admittedly the supreme "par excellence." Try it.

**Leitch Brothers' Flour Mills**

LIMITED

Oak Lake

Manitoba



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

Retails at 10 Cents per Cake.

**JOHN P. MOTT & CO.**

MANUFACTURERS

HALIFAX, NOVA SCOTIA

*Let us help you sell a real money-maker,  
a live seller*

**The KEENLEYSIDE OIL CO.**

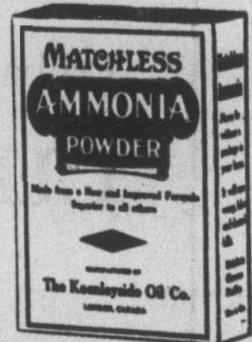
LONDON, ONTARIO.



"For Mother"

7 x 12½ in. Two-Color Show Card  
with every case

## "MATCHLESS" Ammonia Powder (THE BEST ON THE MARKET)



While this is a comparatively new line, the Keenleyside Oil Co. has been in business for nearly a quarter of a century, and "Matchless" Ammonia Powder is the result of much experience and experimenting. It is proving to be the most efficient cleanser on the market to-day, because it contains a special ingredient unknown to any other.

We have an exceptional proposition—a real money-making offer for you. Don't wait, but find out about it now.

Note the real action in our attractive advertising show-card. It is a sales producer.

*Drop a card to-day asking about our selling proposition.  
It creates customers.*

**The Keenleyside Oil Company**

LONDON, ONTARIO

# Tin Cans

Plain or Decorated

# Fibre Cans

All Fibre or with Metal Ends

Two Completely Equipped  
Factories Well Located to  
Serve the Canadian Trade

## AMERICAN CAN COMPANY

MONTREAL .: HAMILTON



In Merit, in Value,  
in Quality—

# “Invincible”

## One Refrigerator Excels Another—

only as it is more dependable, ensures more even distribution of a given temperature and gives better service at less cost. Judging from the large majority of grocers using it

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Coffee Specialists  
Glasgow

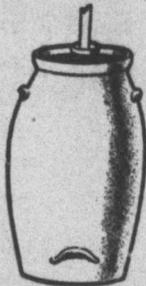
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Best Quality  
and  
FIRE CLAY  
PRODUCTS

Mail Orders  
receive prompt  
attention



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**The N. K. Fairbank Co., Limited**  
MONTREAL



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Most Reasonably Priced  
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FOR ONE DOZEN CARTONS  
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yeasts.

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WANTED—ENERGETIC MAN TO SECURE subscriptions and renewals to Maclean's Magazine and The Farmer's Magazine. Good income guaranteed to capable person. Apply by letter, stating qualifications, to The MacLean Publishing Company, Limited, 143-153 University Ave., Toronto, Ontario.

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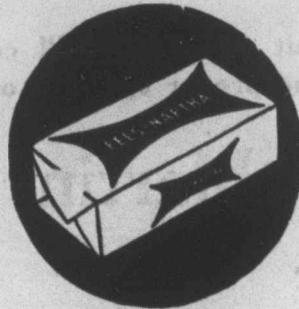
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## SIX

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## WHY

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## WE CAN

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## SATISFACTION

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If you visit us once you'll come again.  
We put the proper spirit in our dealings.

### Laporte, Martin, Limitée



568 St. Paul St. Tel. Main 3766

Montreal 

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# Laporte, Martin, Limitée

## MONTREAL

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<b>Societe des Usines Remy</b>	Louvain	Rice Starch
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CANADIAN GROCER

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# YACHT CLUB

## SALAD DRESSING

*added to your window displays of  
Canned Fruits, Vegetables and  
Fish will prove a sales-maker*



**Q** As a delicious, appetizing touch to a vegetable, fruit, lobster, shrimp or chicken salad, or as a relish for cold meat, nothing can take the place of Yacht Club Salad Dressing.

**Q** Combined with a window or counter display of any of these lines, Yacht Club offers a suggestion to the housewife that results in double sales with good profits.

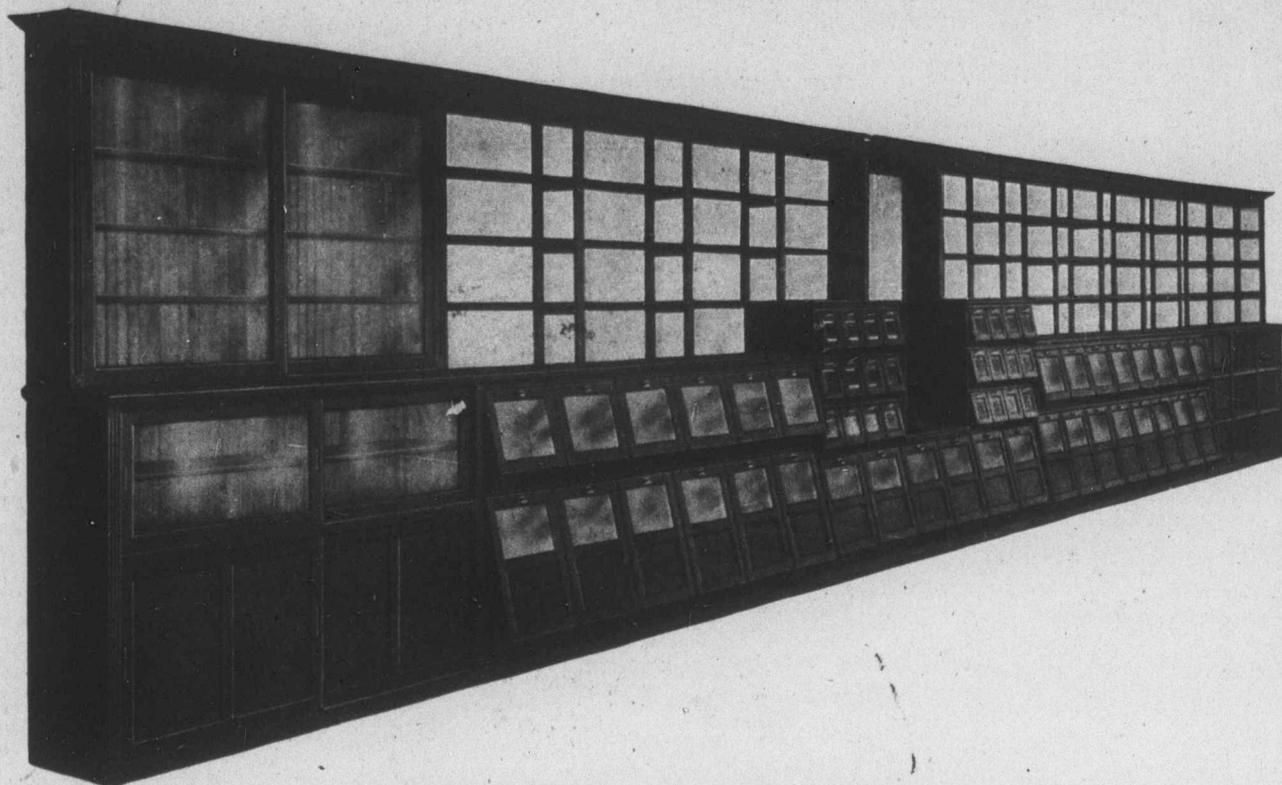
**Q** The fine satisfying flavor and the true wholesomeness of this salad dressing make the preparation of a quick salad an easy matter, with little or no labor.

*Recommend Yacht Club  
To Your Customers.*

**W. G. Patrick & Co., Ltd.**

Montreal Toronto Winnipeg Vancouver

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



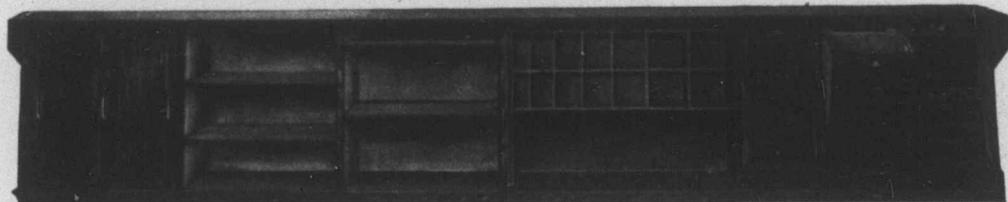
### Grocery Wall Case Combination X-3

Section No. 41, 6 ft. Section No. 100, 9 ft. X-3 spice, 9 ft. 7 in. No. 100, 9 ft. long. Open No. 40 to order.

Lower case 48 in. high, 18 in. wide top; Shelving 48 in. high, 10 in. wide; Bevel mirror in spice section 32 x 56.

No. 41 for Confectionery or Tobaccos made to order. Sections No. 100 and X-3 stock in white to assemble and finish promptly. Shelving and No. 40 Open Case made to any required length on short notice. Stock sections oak only, mahogany finish, made to order.

"Walker Bins" are air-tight and sanitary, unlike awkward, out-of-date drawers for foodstuffs. They eliminate waste and shrinkage and do away with an assortment of boxes, barrels and baskets on your floor. They will save you 25% of floor space occupied, and pay for themselves in a very short time.



### Rear of Standard Grocery Counter

This shows rear equipment to be had in standard counter. Inclosed sliding doors for tobacco, bread or sundry articles, 2 shelves, shelf and paper space, bag holder for 1/2-lb. to 20-lb. sacks and full-sized sack or barrel bins, or 2 rows medium-sized bins.

Send us floor plan and measurements of your store, and let us show you how we can save you money, and increase your business.

## The Walker Bin and Store Fixture Co., Ltd.

BERLIN, ONTARIO

CANADIAN GROCER

# W. CLARK, LIMITED

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The  
People's  
Choice



The  
Grocer's  
Best  
Seller



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Montreal, Canada