

**PAGES
MISSING**

CANADIAN GROCER

Annual Spring and Summer Sales Number

APRIL 28th, 1916

Vol. 30

PUBLICATION OFFICE: TORONTO

No. 17



The MacLean Publishing Company, Limited

Publication Office: Toronto

Montreal

Winnipeg

New York

Boston

Chicago

London, Eng.



The Big Spring Drive is on

STAG
CHEWING TOBACCO
"Ever-lasting-ly Good"

The newspapers—read by everybody—are carrying the STAG advertisements.

The walls and billboards—admired by everybody—glow with the rich coloring of the STAG posters.

The dealers' windows—seen by everybody—attract buyers with the striking window displays of STAG.

This Publicity is making sales for every dealer who handles STAG.

Keep STAG to the front—display it—recommend it—and take full advantage of the big spring drive on STAG.

*“Every Grain
Pure Cane”*

**ROYAL
ACADIA
SUGAR**

**ROYAL
ACADIA
TEA
BLOCKS**

Are
Something
New.

Small Size.

More to
the Pound.

Less
Waste.

Better
Shape.

When YOU sell

“ROYAL ACADIA SUGAR”

to YOUR customer YOU can
assure HER that it is the very
highest quality, **“ROYAL”**
quality, of purest cane sugar.

She will never be
satisfied with any-
thing but **“ROYAL
ACADIA”** once she
uses it.

*PURE and
SWEET*

**THE
ACADIA
SUGAR
REFINING
COMPANY, LTD.
HALIFAX ∴ CANADA**

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



A FORTY-FIVE-YEAR SERVICE-GIVING RECORD



—the service that has retained the confidence of the customers of long ago, and that is constantly attracting more patrons. Such a service record can only be built on superior value and square dealing.


Dealers have long ago recognized that any **Laporte-Martin** proposition was worth investigating. Though prices are seldom quoted in our advertising an enquiry never results in disappointment to the dealer, for the prices are right and the quality and service are superior.

You are taking no chances on any *Laporte-Martin* line. You can confidently recommend every one of our lines to your customers knowing that Laporte-Martin Quality will win the approval of the most critical and turn occasional sales into steady profitable repeat business.

Ask us for samples and quotations and full particulars of our service. Learn about our Sales Promotion Department—it will be of immense benefit to you.

A postcard will do.

Laporte, Martin, Limitee
568 St. Paul St. MONTREAL Tel. Main 3766



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

As evidence of the standard we have set in the brokerage and grocers commission world for the past Twenty-five years we submit the following:

For twenty-five years we have been located at the same address—180 West St. Paul Street, Montreal, and have gathered about us and made a success of the selling of the lines here shown—lines that are noted throughout the Dominion for their high-grade quality and that stand head of their respective classes.

We are well established and our representatives cover Canada from coast to coast, keeping in constant touch with the trade, giving a service that has no equal.

We solicit only accounts of large and progressive manufacturers who want live sales specialists.

Consult any of the firms here listed, Dun's, Bradstreet's or any Bank. *Get in touch with us and learn about our facilities for handling your line.*

Borden's	Condensed Milk
Borden's	Malted Milk
Bensdorp's	Royal Dutch Cocoa
Carr's	English Biscuits
E. D. Smith's	Jams and Preserves
Pure Gold	Jellies, Spices, etc.
Melrose's	Famous Teas
Edwards'	Desiccated Soups
Postum	Cereal Foods, etc.
Robin Hood Mills	Roller Oats
John Gray's	Peels and Confectionery
National Licorice Co.'s	Licorice Products
Knox's	Sparkling Gelatine
Rogers'	Valencia Raisins
Thornton	Malaga Raisins
Cottam's	Bird Seed
Babbitt's	"1776" Soap Powder
Royal Crown	Toilet Soaps

ESTABLISHED 1890

Wm. H. Dunn Limited

Sales Specialists

Associated with

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

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

The Two Royals

Made in Canada

Royal Salad Dressing

the popular dressing that sells the whole year round, but is in particular demand during the Spring and Summer months, will find ready sales this year, as salads will be extensively used owing to the hot summer promised and the high cost of meats.

Royal Mayonnaise

for fruit salads, which are also increasing in popularity. You can offer your customers ROYAL MAYONNAISE which is of the same high quality as Royal Salad Dressing and is winning rapid favor as the taste for fruit salads increases.

Stock these Two Royals and be prepared for a heavy demand.

Tell your customers that these two Royals are guaranteed to keep to the last drop.

MADE ONLY BY
THE HORTON-CATO MFG. COMPANY
WINDSOR, CANADA

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

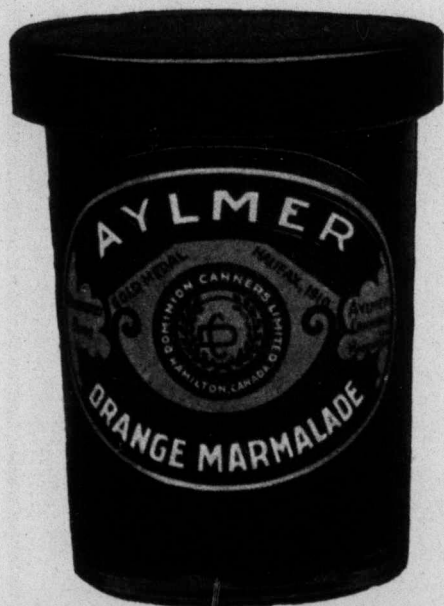
Treat Your Customers— and Make Sales

Make next week a Treat
to your Customers.

To every Customer who
enters your store, present
them with a taste of
Alymer Orange Marma-
lade on a small piece of
cracker.

The delicious flavor and
taste will delight them
—they will appreciate
your treat—they most
likely will pay you for
it—by ordering a jar of
the Alymer Orange Mar-
malade, and they will
probably want the
crackers too.

Try it and see—it is good
advertising.



**DOMINION CANNERS
LIMITED**

HAMILTON :: :: CANADA

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

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver are open to represent lines that do not compete with the following:

King Beach Mfg. Co. - Mission City, B.C. Jams and Jellies	D. Urquhart - - - - - Hensall, Ont. White Beans
Proctor & Gamble Dist. Co., Ltd., Hamilton, Ont. Crisco, Ivory, Gold, P. & G. White Napha Soap, Soap Chips and Cotton Seed Oil	Dominion Sugar Co. - Wallaceburg, Ont. Factories—Wallaceburg, Chatham and Berlin Granulated, Lump, Icing and Powdered Sugar
Gorman Eckert & Co., Ltd., London, Ont. Olives, Spices, Extracts	Wm. Rogers & Co. - - - Denia, Spain Valencia Raisins
Griffin & Skelley Co., San Francisco, Cal. Gold Bar Canned and Dried Fruits	Nicholson & Brock - - - Toronto, Ont. Bird Seed and Gravel
Borden Milk Co. - Montreal, Que. Condensed and Evaporated Milk	Crescent Mfg. Co. - - Seattle, Wash. Mapeline
Canada Starch Co., Ltd. - Montreal, Que. Factories—Cardinal, Brantford and Fort William. Starch, Syrup, Glucose	Mothers Macaroni Co., Minneapolis, Minn. Creamettes Macaroni, Vermicelli, Spa- ghetti and Egg Noodles
Arbuckle Bros. - - - New York, N.Y. Green Coffees	Manford Schier - - - - Dunville, Ont. Evaporated Apples
J. H. Wethey, Ltd. - St. Catharines, Ont. Jams, Bulk and Package Mince Meat	W. A. Taylor - - - - Winnipeg, Man. Horse Radish
Harper Presnail Co., Ltd., Hamilton, Ont. Pathfinder, Irene and Elk Cigars	Thornton & Co. - - - Malaga, Spain Malaga Raisins
National Licorice Co. - Montreal, Que. Licorice	Desegaulx & Co. - - Bordeaux, France French Goods
Foster Holtermann, Ltd. - Brantford, Ont. Pride of Ontario Honey	Bailey Broom Co. - - - Kingston, Ont. Brooms
Essex Canning & Preserving Co., Essex, Ont. Canned Goods	Manitoba only Robin Hood Mills - Moose Jaw, Sask.
Ingersoll Packing Co. - Ingersoll, Ont. Large Royal Oxford Ingersoll Cream, Pimento and Chili Cheese and Beaver Brand Meats	

Mason & Hickey

287 STANLEY STREET

WINNIPEG, CANADA

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

Marching Forward

WE have always had a reputation for square dealings. Satisfied customers are valuable assets. We have the stock and with our immense facilities can give a service that has no equal.

STOP! and LOOK

Subject to being unsold and for week of May 1st only, we offer the following:

Dried Fruits

400 boxes California Prunes 40/50 25's	9½
100 " Griffin's Slab Peaches, 50's	5¾
50 " " " Apricots, 50's	10
325 " Elk Brand Choice Seeded " 36 x 16-oz.....	9¼

Salmon

Awatto Brand, Northern Pinks.....	C/s	4.50
Golden Link Brand, Deep Red Sockeyes ..	"	9.00

—Freight paid Ontario & Quebec on 5 C/s or over.

Canned Fruits and Vegetables

400 C/s Harvest Brand Refugee Beans, 2's	Doz.	.80
300 " Sirdar Blue Plums, H.S. "	"	.85
500 " Golden Diamond Blueberries, "	"	1.05
75 " Quaker Preserved Rhubarb, 3's.....	"	1.50
50 " Simcoe " " 2's.....	"	1.00

"SUPREME" B R A N D

Under that label we will gradually offer to the trade lines of Groceries. If there is something in a name, only products of the highest standard are to bear our trade-mark.

Telephone or wire your orders at our expense.

Mail orders are given special attention.

S. J. MAJOR, LTD., OTTAWA, CAN.

Wholesale Grocers and Wine Importers

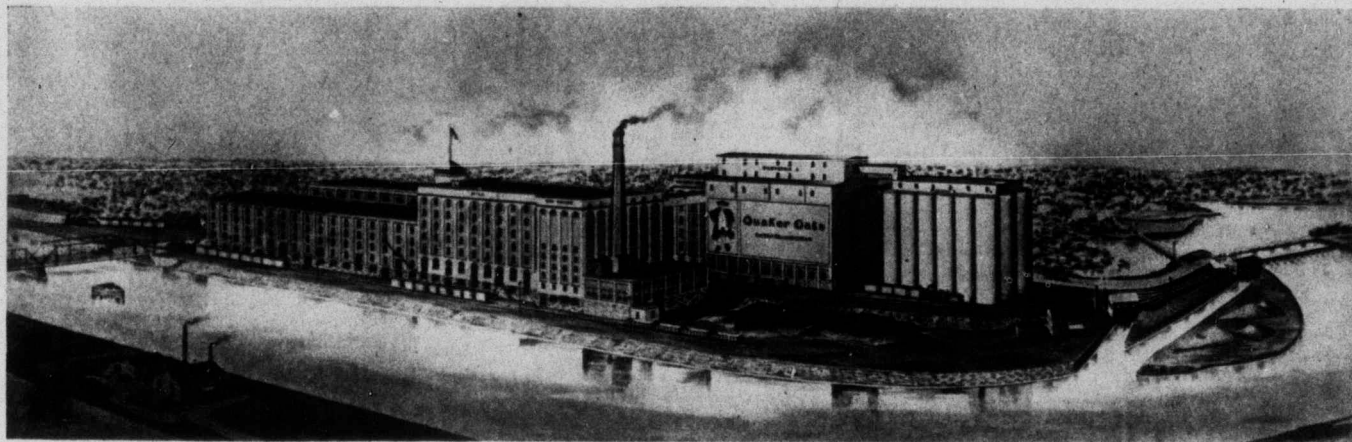
"If any advertisement interests you, tear it out now and place with letters to be answered."

FOR more than fifty years our coffees have stood at the head of the line for generous value.

Not once during all these years have they fallen off in flavor or purity or freshness.

They are the most widely known and the best liked coffees in the country today. The grocers who handle these goods are partners in this reputation.

CHASE & SANBORN
MONTREAL



THE MILL THAT MILLS



PERFECT
PANTRY
PACKAGE

PERMANENT
REPLACEABLE
COVER

We can Guarantee the Keeping Qualities of Our Round Fibre-Tube Package

SO WE DO

It is the Safe Summer Package for You. STOCK IT NOW.

The Quaker Oats Company

PETERBOROUGH, ONT.

SASKATOON, SASK.

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



HERE ARE THE FACTS

Aren't they convincing?

That the sales of *Kellogg's Toasted Corn Flakes* exceed the combined sales of all other flake cereals is conclusively proven by recent statistics. This record could only be made possible by making the quality of Kellogg's such that the most particular people find in them the ideal cereal—just the kind of wholesome deliciousness they have always looked for.

We keep the public constantly reminded of Kellogg superiority. Our large output eliminates any possibility of staleness, while the Kellogg process guarantees the consumer against any inferiority whatever.

The huge demand that everywhere characterizes *Kellogg's Toasted Corn Flakes* is largely due to the fact that users of this Canadian-made cereal never "switch"—once a Kellogg user, always a user.

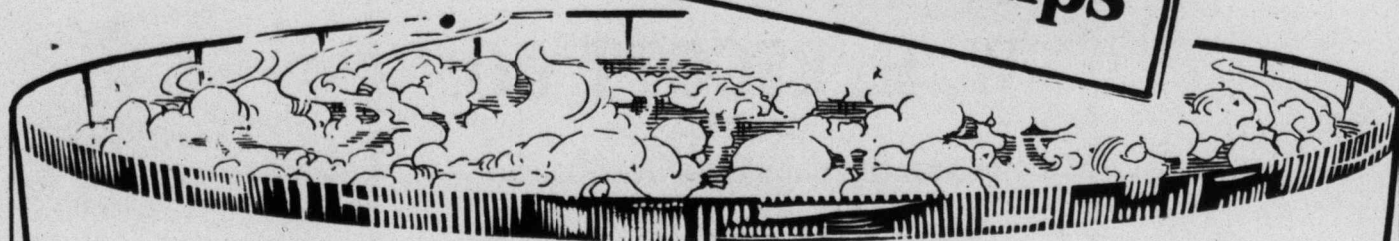
Our free window and counter displays will start you on the high road to a big Summer cereal business. Drop us a line to-day and ask for all particulars.

Battle Creek Toasted Corn Flake Co., Ltd.
LONDON, CANADA

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



Wash-tub Favorites



The performance of

these two great cleansers in the wash-tub has won for them a popularity among housewives which is wonderful.

“WONDERFUL”

Soap and “Crystal” Soap Chips leave fabrics soft and snowy white and the housewife’s remembrance of it means more sales for the grocer handling these soaps.

Canadian Made Soaps

Wonderful Soap and “Crystal” Soap Chips are absolutely pure, will not injure the most delicate fabrics, wash quickly and make bleaching unnecessary.

Make a Display of Wonderful Soap and attract “Wonderful” users to your store.

Write us to-day for sample order. There is good profit for you in this line.

The Guelph Soap Co.
Guelph, Ontario

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

Est'd 1907

THE
WESTERN CANADA
MANUFACTURERS' AGENTS
and
GROCERY BROKERS

W. H. ESCOTT CO.
LIMITED

181-183 Bannatyne Ave. East

WINNIPEG

Manitoba

—Branch Offices—

REGINA, SASK.

1872 Scarth St.

SASKATOON, SASK.

206 Second Ave.

CALGARY, ALTA.

328 Eighth Ave.

EDMONTON, ALTA.

10229 105th St.

Storing and Distributing
Capable Detail Salesmen
The Latest Codes Cable Address "Escott"
References: Union Bank Bradstreets

JAPAN TEA



A cup of good tea is the best natural stimulant for body or brain. The soldier in the trenches, the worker in the fields and woods drinks it in great quantities. The brain-worker in the cities finds grateful comfort in its use. Physicians the world over recommend it.

Japan Tea is preferred to all others because of its unequaled delicacy and its full-flavored strength.

The Japanese Government prohibits adulteration and coloring of Tea.

YOUR dealer sells it. Ask HIM.

The amount of profitable business that well-advertised quality can produce is clearly indicated by the steadily increasing sales of Japan Tea. Our widespread consumer advertising is being persistently carried on and is everywhere creating bigger demands for Japan Tea dealers.

The most discriminating tea drinker finds in this natural green leaf a superior high-grade quality —just that little something that makes all the difference between the ordinary every-day tea and a tea of palate-tickling deliciousness.

Ask your wholesaler about
Japan Tea.

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

“Bringing in Customers”

By sheer merit and satisfaction, plus extensive and truthful advertising, Mennen's Products have won thousands of users.

And level-headed, calculating dealers have ordered the complete Mennen Line for they know that a demand has been created for them. Mennen's Products are easy to sell. The enormous demand has been built by numerous and forcible advertising campaigns and sustained by the high merits of the products themselves.

A display, on your counter or in your window, of the Mennen goods, will link up with the advertising and bring you many sales and new customers.

Three very attractive window trims have been prepared for you—one on the Talcum Powder, one on the Shaving Cream and one combination trim; any one or all of these will be shipped to you on request.

The complete line of Mennen's Products are as follows:

Mennen's Borated Talcum Powder
 Mennen's Violet Talcum Powder
 Mennen's Sen Yang Talcum Powder
 Mennen's Cream Tint Talcum Powder
 Mennen's Cold Cream
 Mennen's Liquid Shampoo

Mennen's Talcum for Men
 Mennen's Flesh Tint Talcum Powder
 Mennen's Bath Powder
 Mennen's Shampooing Cream
 Mennen's Shaving Cream
 Mennen's Cream Dentifrice.

Selling Agents:

H. F. Ritchie Co., Limited, Toronto

Made in Canada by

G. Mennen Chemical Company

MONTREAL

Mennen's Products



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

RICE

*the economical staple food that's
growing daily in popularity*

Although the price of Rice has advanced considerably since the opening of the war, there is scarcely any other product which a grocer can recommend to his customer of equal food value for the money.

Potatoes are dear: **Rice comparatively cheap**—Why not substitute?

Mount Royal Milling & Manufacturing Co.

Agents: D. W. Ross Co.

MONTREAL

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

To the Grocer:

We had the courage of our convictions

when we placed on the market

**Davis' New "Noblemen
Superiores"—2 for 25c**

It was thought out before it was brought out.

It took months of experiment to secure what 50 years' experience has taught us is the Cigar the Smoker wants.

To call it a Masterpiece is but half praise.

Davis' New "Noblemen Superiores" is the Cigar you should stock in a 2 for 25c Cigar.

S. DAVIS & SONS Ltd., Cigar Makers
MONTREAL, CANADA

This is our new label

Cut it out, Mr. Grocer, and stick it into your Order Book for future reference in placing your pickle orders.

Remember what this new, improved and attractive label represents:

First—It represents quality in ingredients.

Second—It represents the most exacting care in the preparing and putting up of Queen Quality Products.

Third—It represents our attractive new style bottle, capped securely by the well-known **Anchor Cap**, which is a guarantee of satisfaction to your customers and yourself.

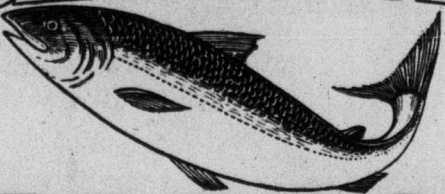
Fourth—It means good business and large profits for you. You cannot afford to overlook the Queen Quality for your 1916 business.

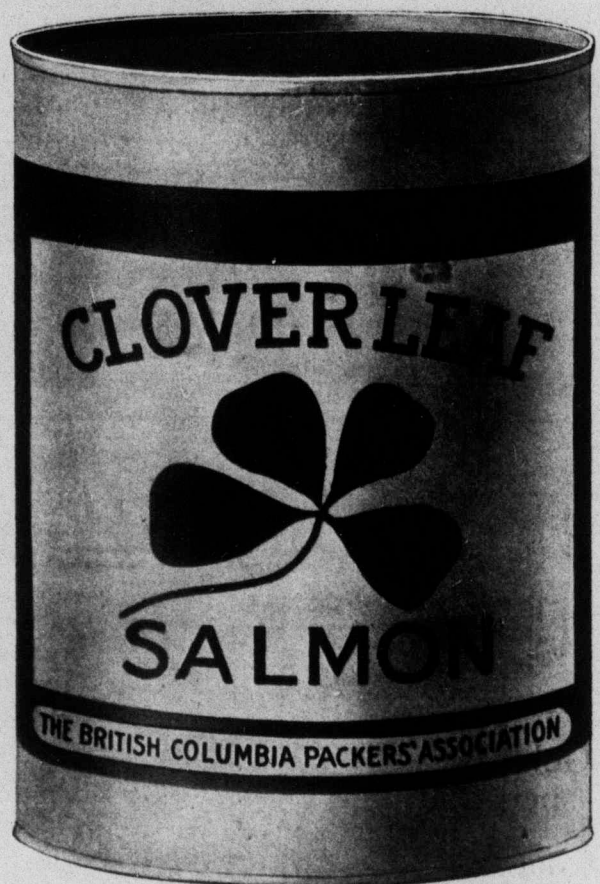
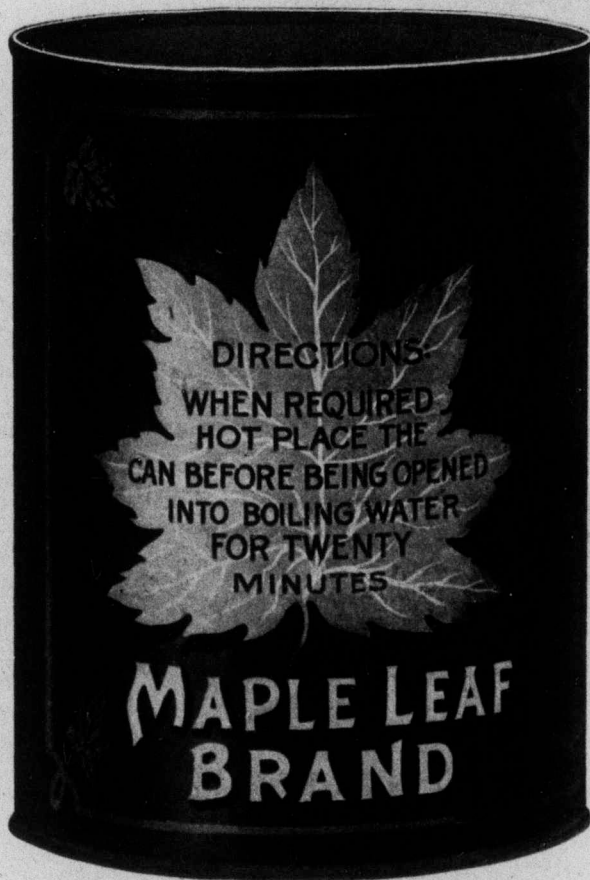
Note the label—note the new bottle. Order your stock to-day and try out Queen Quality goods.



TAYLOR & PRINGLE
OWEN SOUND
Ontario

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

CHOICE SOCKEYE

SALMON



**THE BEST PROCURABLE IN THE WATERS OF
 THE GREAT PACIFIC COAST**

PACKED IN
 ONE POUND **TALL TINS** ONE POUND **FLATS** HALF POUND **FLATS**
EVERY TIN GUARANTEED.

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

JUST A MOMENT, SIR!

Will You Kindly Take Time To Read This?

St. Bazile de Portneuf, in the Province of Quebec, is not a very large place, but it is most important in one way that you should not lose sight of.

In this town there is a factory devoted to the manufacture of brooms. It is an up-to-date factory, equipped with the most modern machinery. The operators are experts in their line — the best that can be obtained.

The corn used in these brooms is the finest that America produces, carefully selected—of a quality that cannot be surpassed.

As to price you will find that it is possible to purchase as good brooms as you now have for less money or better brooms for the same money. If you have not seen this line you have not seen the best that's offered in brooms.

Write to-day and let us send you full particulars and prices.

American Broom Works, St. Bazile de Portneuf, P.Q.



GOLD DUST

makes satisfied customers

Gold Dust has no equal as a cleanser. Every woman knows this from experience—and every merchant who does has profited by it.

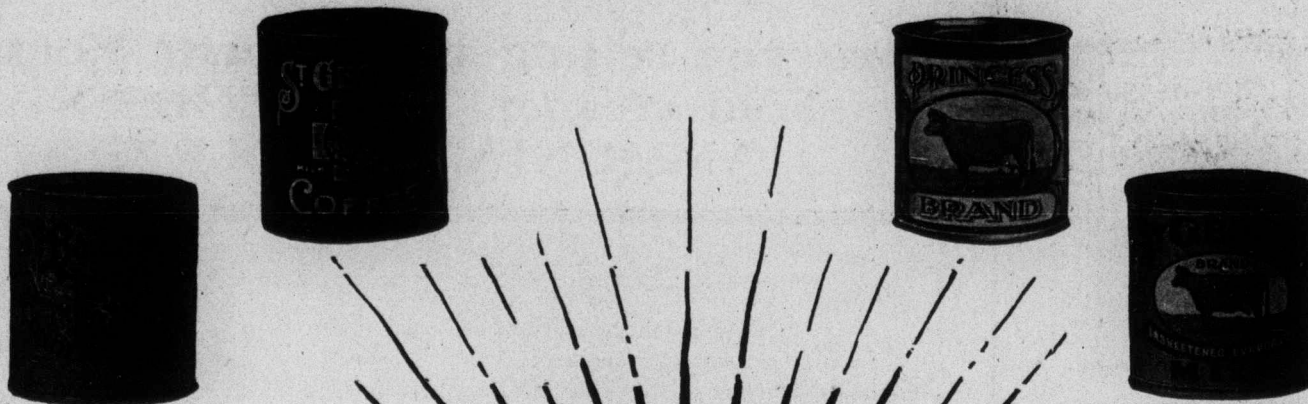
Continual advertising keeps Gold Dust before the housewives—and once Gold Dust is included in an order it will become a regular habit.

You can depend on Gold Dust to make satisfied customers—just as women depend on it to reduce their housework.

THE N. K. **FAIRBANK** COMPANY
LIMITED
MONTREAL

“Let the GOLD DUST TWINS do your work.”

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



**Malcolm's
Milk Products**

**Outshine all others in customer
popularity**

The public have been quick to appreciate the high grade quality and sweet palatable goodness that characterize every one of the

Malcolm's Made-in-Canada Milk Products

Even the most hard to please find in Malcolm's a delicious wholesomeness that is simply irresistible.

Dealers everywhere are stocking these Canadian made leaders, and find them reliable trade builders, besides which, they realize that in selling them they are showing practical patriotism—supporting Canadian industry and enterprise, and building up a bigger and more prosperous Dominion.

Every Malcolm product is a "repeater." They've got that "want more" taste that always brings first customers back again and again. Why not test their selling qualities for your own satisfaction? A five case lot will be ample to begin with. Send in your order to-day, Feature Malcolm's in your windows, show cases and shelves, and let your cash drawer tell the story.

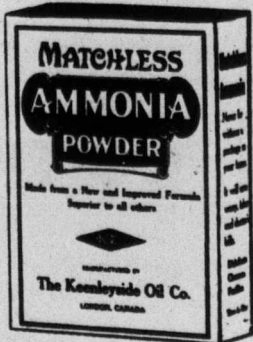
NOTE THESE PRICES:

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

These prices are for Ontario and Quebec only. We pay freight on 5 cases or over up to 50c. per 100 lbs.

The Malcolm Condensing Co., Limited
ST. GEORGE, ONTARIO

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



Are you selling the favorite household cleaner, "MATCHLESS AMMONIA POWDER"?

The "Matchless" results that the Canadian-made cleaner produces has placed it first in favor with the busy housewife. Though a comparatively new brand **Matchless Ammonia Powder** has proven itself most efficient and a reliable selling line.

Matchless Ammonia differs from most other powders or solutions of this nature in that it is absolutely uninjurious to the most delicate or sensitive skin. This, in a large measure, explains the big demand for it, a demand that is ever increasing.

We have a special selling proposition for you. Write us to-day and let us tell you all about it.

We're selling agents for **Best Corn Starch** and **Best and Liberty Gloss Starch** in bulk and packages.

Freight paid on 5-case lots.

The Keenleyside Oil Co., London, Ontario

Western Distributors: **THE H. L. PERRY CO., Winnipeg**



"For Mother"

The tap of the drum

puts added "snap" into the soldier's steps.

LEACOCK'S MOLASSES

Extra Fancy and Extra Choice

will put an added "snap" into your molasses sales.

Leacock's possess that unexcelled quality which appeals irresistibly to the discriminating housewife. This winning quality is produced by using only the purest cane sugar in its manufacture.

Get into line and order *LEACOCK'S*.

LEACOCK & COMPANY

Exporters of High Grade Molasses

BARBADOS, B.W.I.



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



This Is Economy Year

Mr. Grocer, and yet it's the year that you can look for bigger business, better business, for the money is in the country. You can help your patrons to economize and can get better business by featuring



STUART QUALITY JAMS

in fours pails instead of glass. This means the using of more jams instead of other fresh fruits, etc., which gives you less profit and more trouble in handling. It saves your customers' money and gives them the same high-grade Stuart quality they are used to getting in the smaller glass containers.

Suggest Stuart Jam in fours pails.

WRITE US FOR PRICES.

Stuart Limited, Sarnia, Ont.

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

Only Thing of Its Kind

There is just one preparation made for the exclusive purpose of cleaning toilet bowls—



Sani-Flush

The sale grows rapidly because people see the need of something for this purpose. Ordinary methods mean hard, unpleasant work; and then they fail to clean thoroughly. Sani-Flush makes the bowl white as new and clears the trap. This insures a clean, odorless, sanitary bowl.

Are You Selling Sani-Flush?

Harold F. Ritchie & Co., Limited
10-12-14 McCaul St., Toronto



The Friend
of
the
Housewife

KEATING'S

KILLS EVERY ROACH

coming into proper contact with it—A FACT
Tins 10c., 25c., 35c.

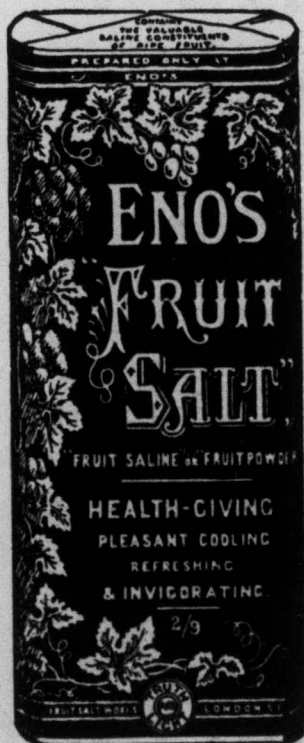
Grocers

sell more Keating's in all parts of Canada

Keating's powder is fatal to every form of insect life, but it is harmless to human or animal life. It is an insecticide with a world-wide reputation for efficiency. It is now a regular article of stock with Grocers in Canada, as it is already with British Grocers the world over.

HAROLD F. RITCHIE & COMPANY
LIMITED

SOLE AGENTS FOR CANADA
10-12-14 McCAUL ST., TORONTO



First Aid To Health and Business

—first aid to the health of your patrons, first aid to steadily increasing business. The one is supplementary to the other—both are dependent on your efforts to back up our extensive desire-creating advertising campaign to the consumer.

Don't stick your stock of

ENO'S "FRUIT SALT"

back in a lonely spot on the shelf, but make a display on the counter and introduce it with a natty ticket—draw attention to this health-producing preparation whenever you can, display it in your window. The result will please you—other departments will benefit by your aggressive move.

Order your Summer's stock
now from your wholesaler.

J.C. Eno, Ltd. "Fruit Salt" Works
LONDON, ENG.

Agents for Canada: *Harold F. Ritchie & Co., Limited*
10-14 McCaul St., Toronto

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

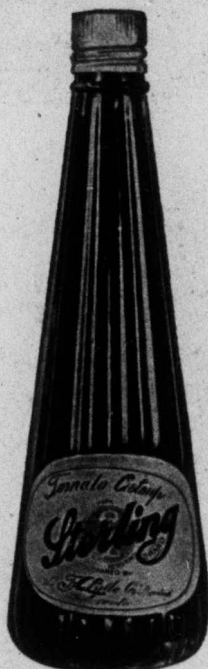


Pickles *Sterling* Catsup

WHEN you serve your customers with Sterling Pickles, you are assured of future sales — Sterling Pickles have a quality that makes the housewife look for the name of the Brand when she is making up her grocery list.

“Sterling” Pickles are put up in one of the largest and most modern Pickle and Catsup Factories in the Dominion.

The name “Sterling” has become synonymous with pickles. We control the pickle supply of the best vegetable districts and have a large number of pickling depots where our stock is collected, and from the first inception to the finish of the process the strictest supervision is exercised, so that Sterling Pickles, Catsup and Relishes maintain the same standard of quality throughout, which is the foundation of “Sterling” reputation.



HAND “Sterling” when a customer asks for catsup because the quality is of a standard that can be depended upon to bring the customer back again. Catsup is in big demand and the grocer who serves “Sterling” Catsup is handling a profitable line to himself and a pleasing catsup to his customer.

Housewives will not be anxious to make their own Catsups and Pickles when they find you serving such a high standard of quality that the “Sterling” Line gives. Educate your customers to come again by serving and displaying the Sterling Line.



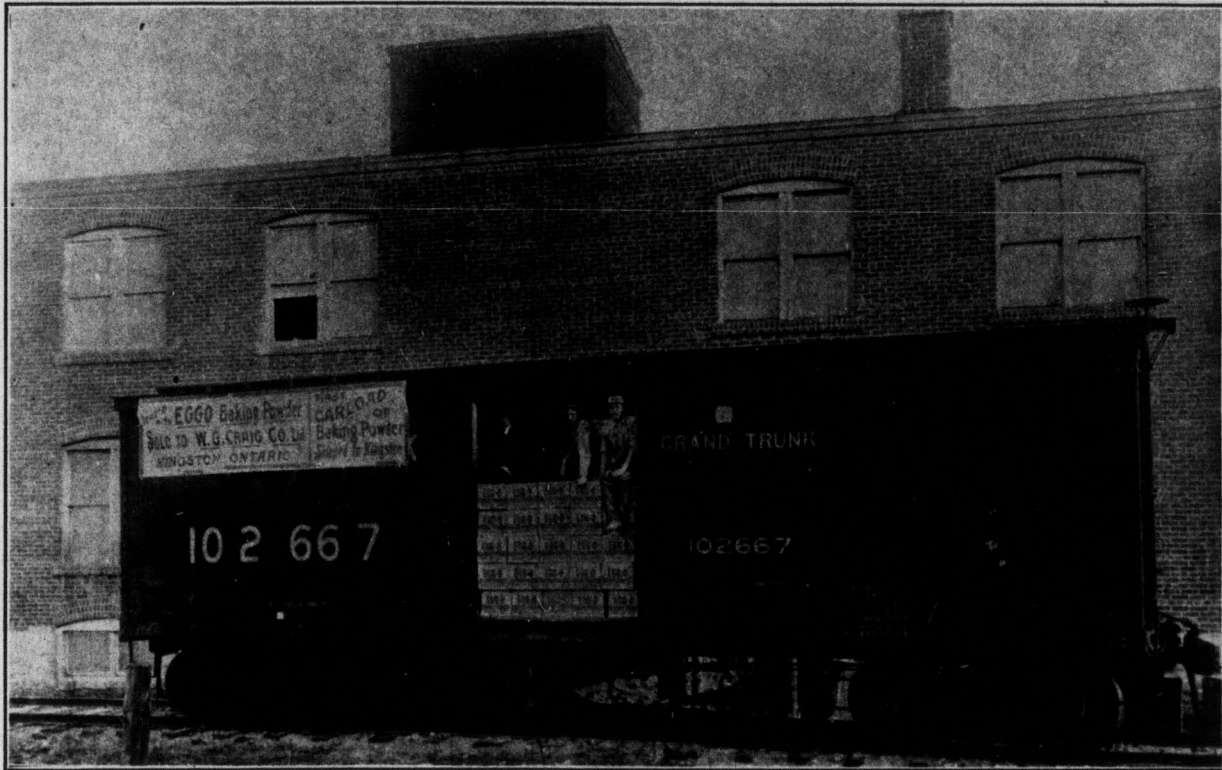
MADE-IN-CANADA

PLACE your order now for the Sterling Line, which includes Sweet Midgets, O-Eat-a Pickle, Sweet Mixed Pickles, Chili Sauce, Sweet Gherkins, Canadian Relish, Pimento Relish, etc., etc., all of the same high-grade Sterling quality.

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



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



Isn't This Pretty Convincing Proof?

These **TWO** carloads of **EGG-O BAKING POWDER** here shown were shipped to **W. G. CRAIG & CO., Limited, KINGSTON**, within a space of 45 days.

Manufacturers!—If you want **distribution** in Eastern Ontario, use **W. G. CRAIG & CO., Limited**.

Retailers!—If you want **service** in Eastern Ontario, use **W. G. CRAIG & CO., Limited**.

EVERYBODY!—If you want **quality—satisfaction—and a money-getter**, use **EGG-O Baking Powder**.

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



Furnivall's
FINE
FRUIT
PURE JAM

Remember first sales of Furnivall's are always followed by others. Why? Because the quality is there—the quality that is different, the quality that is only obtained by careful selection of fresh, sun-ripened fruits and pure cane sugar.

The “want more” taste that is so characteristic of every Furnivall product is a result of 20 years' practical experience of jam-making in Lancashire, England. This appetizing deliciousness is continually attracting new business to the Furnivall dealer, so that these Canadian-made jams are fast replacing the most expensive imported varieties.

The Furnivall factory represents the acme of cleanliness, everything connected with the manufacturing of this high-grade jam is *spotlessly clean and pure*.

Order Furnivall's from your wholesaler. He can supply it in gold-lacquered tins or glass jars.

Write him to-day.

FURNIVALL-NEW, LIMITED
HAMILTON, CANADA

Agents: Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto. Montreal—W. S. Silcock, St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Winnipeg—W. L. Mackenzie Co., Limited. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta.—Central Brokerage Co.

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

We have told your Customers all about them



It cost us \$60,000, but the demand we have created for

Dr. Cassell's Tablets

is steadily growing. More and more people are learning of the wonderful nerve-building properties of this reliable remedy—a remedy with a record of over 30 years' unqualified success. Here is a splendid opportunity for you, Mr. Grocer. "Nerves" are undoubtedly the most common complaint of the day. Why not supply Dr. Cassell's to your customers and secure 50% profit for yourself, besides the increased customer-confidence that this splendid nerve vitalizer will create.

Get a supply of Dr. Cassell's Tablets now. Set up a good display on your counter—put them right before your customers' notice. The results will more than satisfy you.

Dr. Cassell's Medicine Co., Limited
MANCHESTER, ENG.

Canadian Agents: Harold F. Ritchie Co., 10-14 McCaul St., Toronto



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Black Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black Lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retail 25c.

"QUICK WHITE" (Liquid) makes dirty Canvas shoes clean and white. A sponge in every package, so always ready to use. Retail for 10c. and 25c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Cover remover attached to each box. (See cut.) Retail 10c.

"DANDY" RUSSET COMBINATION. For cleaning and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" BLACK COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size.) "ELITE" PASTE in 5 sizes.

"ROYAL GLOSS" self-shining dressing, for ladies' and children's black shoes. (See cut.) Retail for 10c.

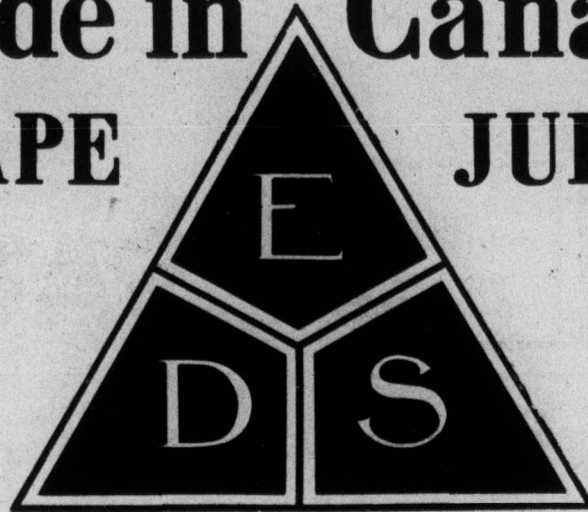
Ask Your
Jobber's Salesman For **Whittemore's Shoe Polishes**

WHITTEMORE BROS. CORP., BOSTON, MASS., U.S.A.

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



Made in Canada
GRAPE JUICE



**Big Profit—
 Large Demand**

E. D. Smith Grape Juice has the natural Concord Grape Flavor—a delicate flavor which our process fully conserves. Each bottle of E. D. Smith Grape Juice contains all the richness of the Concord grapes grown in our own vineyards.

The Strength and Purity of E. D. Smith Grape Juice make it go further—most economical.

Profit for you—Satisfaction for your customers.

Send your orders early—the supply is limited—the demand heavy.

E. D. Smith and Son, Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; W. H. Dunn, Montreal; Watson & Truesdale, Winnipeg; G. H. Laidlaw, Halifax, N.S.

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

If it's CUSTOMERS you want, Sir—

H.P. Sauce will bring them in—just let the public see that you stock H.P. and thus obtain the full benefit of our extensive advertising.

It makes customers—it increases—it makes profits.



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

Indian Chief Brand Clams

They are always good

Packed the same day they are taken from the clam beds, they are got into the cans in the best of condition, while every care is taken to put them up in the most sanitary manner.



Order a case from your jobber today. You will find they give satisfaction.

PACKED BY

SHAW & ELLIS :: Pocologan, N.B.

MR. GROCER—

Just a few carloads of Tomatoes and Corn to offer. Get in your order promptly and specify

ESSEX BRAND

both for immediate and Fall delivery.

The **Essex Canning & Preserving Company, Ltd.**

ESSEX

ONTARIO

Office : B24 Board of Trade Bldg.

Tel. Main 1054

If you want Flour, Feed, Rices, Dried Fruits, Olive Oil, Etc., get in touch with

W. J. McAULEY

REPRESENTING

Campbell Flour Mill Co., Limited
 Louisiana State Rice Milling Co.
 Curtis Fruit Company (Incorporated)
 Compagnie Oliva

Flour and Feed
 Rices
 Dried Fruits
 Olive Oils

We have facilities for handling one or two more agencies and to give them the best of attention. We call on the Wholesale and Retail trade.

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

Shirriff's

DEPENDABLE PRODUCTS



Shirriff's

TRUE VANILLA

Gives that exquisite flavor and bouquet.
50% stronger than Government Standard.

Shirriff's JELLY POWDER

Every package may be depended upon to
make a tempting and sparkling Jelly. Insures
complete satisfaction to your customers.



Shirriff's ORANGE MARMALADE

Has that zestful tang of the bitter orange. Made
only from Seville Oranges and Sugar. Canada's
most popular conserve.

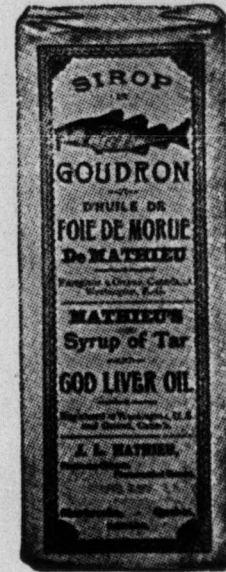
BECOME A SHIRRIFF DEALER IF NOT ONE ALREADY. WRITE FOR PRICES.

IMPERIAL EXTRACT COMPANY TORONTO

Western Representative:—H. F. Ritchie & Co., Limited, Toronto. Montreal:—W. S. Silcock.
Quebec City:—Albert Dunn. Maritime Provinces:—W. H. L. Usher, Halifax. Hamilton City:—A. A. Adams

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

Two Staple Remedies



Mathieu's Syrup of Tar and Cod Liver Oil Mathieu's Nervine Powders

With the coming of Spring few escape the need of a remedy for colds, coughs, grippe and pneumonia.

In Mathieu's Syrup of Tar and Cod Liver Oil you have a reliable remedy that has won wide reputation.

Wherever displayed it has a ready sale and its effective, curative powers win for you a permanent patronage.

Many dealers testify to ready sales and satisfaction of customers. A display of this remedy will bring a quick turnover.

Mathieu's Nervine Powders bring equal results, and their reliability is common knowledge.

Fever Pains, Headaches and Neuralgia that accompany or follow colds are quickly removed by Mathieu's Nervine Powders, which act speedily and are perfectly safe.

The virtue of these remedies gives you an opportunity to serve your customers in a way that will be greatly appreciated. Let us send you a trial order of these two staple remedies?

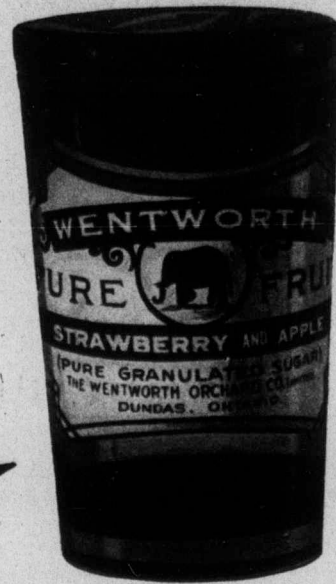


Mathieu's Nervine
Powders 25c. a Box

J. L. Mathieu Company, Proprietors **SHERBROOKE, QUEBEC**

Newton A. Hill, 25 Front St. E., Toronto, Ont., Distributor for Western Ontario.
Chaput, Fils & Cie., Montreal, Que

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



The Jam with the "want more" taste

Wentworth Jam

This delicious, wholesome jam, produced at our sunlight factory at Water-down, will delight your customers.

Fresh, ripe fruit and the highest quality cane sugar are the only ingredients used in the manufacture of Wentworth Jams. The ten cent jar is just the right size for the small family. A counter display of this popular size will start business humming in your jam department. The first sales will pull the repeat business that brings you a quick, profitable turnover.

Give the Wentworth line a prominent place in your made-in-Canada display. **Results are worth while.**

We also manufacture delicious high grade jellies and fruit pie filling, Worcester Sauce and Catsups. All our lines are dependable sellers.

Everything in Fruit:
Green, Dried, Canned;
Preserved.

The Wentworth Orchard Co., Ltd.
Hamilton and Toronto

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

Retailers' Opinions of Their Fixtures and Equipment

EVERY grocer and general merchant to-day is interested in good equipment and up-to-date fixtures. All realize that with the proper equipment more business can be done and the customer goes away better satisfied. In the following pages a number of manufacturers tell about their particular equipment and grocery store fixtures. These advertisements point the way to a better and brighter store and to the giving of a better service.

Equipment and fixtures that assist the dealer in economizing space and time and in waiting on more customers in a given period are particularly advantageous at the present time. In many centres of Canada there is a perceptible shortage of grocery salesmen so that the dealer and remaining clerks require all the help and conveniences possible. Equipment, such as advertised here is designed to supply this shortage or part of it, and to aid the dealer in maintaining his turnover and increasing his sales.

The following are but a few opinions of retailers as to what they think of various equipment they have installed:

W. J. Cherney, Windsor, Ont.—"I could not maintain a sanitary grocery store without the help of those dust and dirt-proof bins."

R. Harry Harley, London, Ont.—"The 32 drawers underneath this counter save me the time of going to the back of the store or warehouse for the various goods that I keep in them. They are certainly a great time-saver."

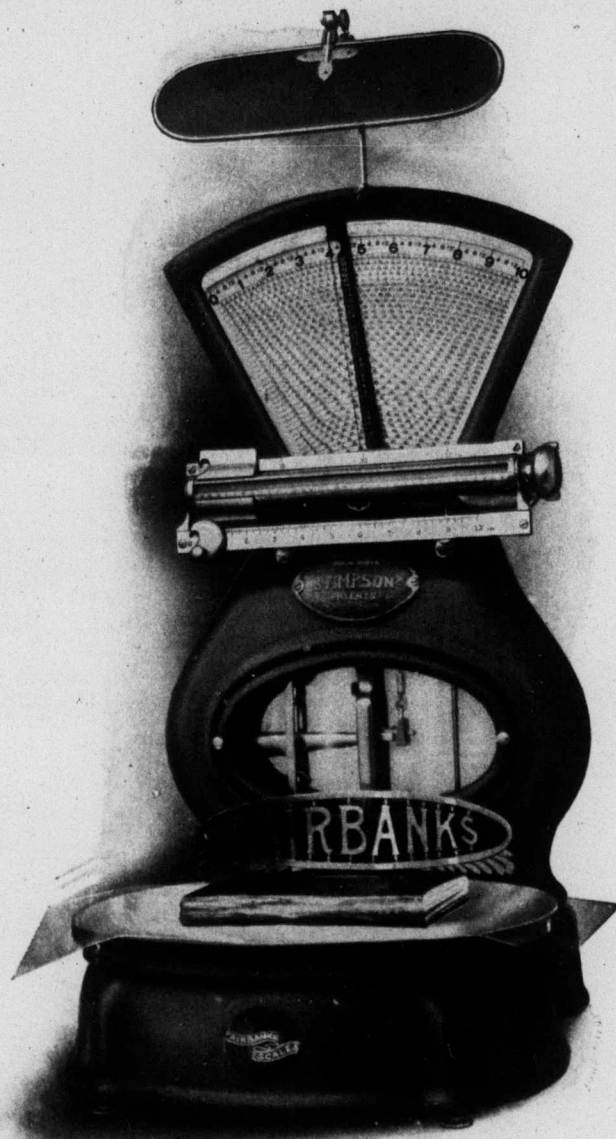
R. P. Bradley, St. Catharines, Ont.—"Our meat slicer is certainly a very handy piece of equipment. We sell a great deal of sliced bacon and ham to the regiment in St. Catharines and we certainly would not get this business if it were not for our meat slicer."

Hugh Malcolmson (per John Kine), Chatham.—"Our vegetable display fountain is undoubtedly profitable equipment. This keeps the vegetables on display always fresh and clean and invites customers into the store."

J. L. Hewson, Oakville, Ont.—"The gasoline pump and tank on the sidewalk in front of the store has been the means of attracting a great deal of trade from passing automobile drivers, while our soda water and ice cream counters have got much business from the occupants of the cars."

R. H. Harley, London, Ont.—"The account register is certainly very handy. It certainly assists in getting in much money sooner than it would otherwise come."

These are but a few typical instances that go to prove the value of modern store equipment. They demonstrate the desirability of every dealer reading carefully the following pages advertising grocery store fixtures and equipment. There was never any greater necessity of having convenient and modern equipment in the store as at the present time when so many clerks have enlisted and there is a shortage of help to be made up by some means.



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

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

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

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

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



The Canadian Fairbanks-Morse Co., Limited

St. John Quebec Montreal Ottawa Toronto Hamilton
Winnipeg Saskatoon Calgary Edmonton Vancouver Victoria





They are cheaper than the old wooden freight box, and immeasurably safer

—and, moreover, the big saving of space they effect in the shipping department make

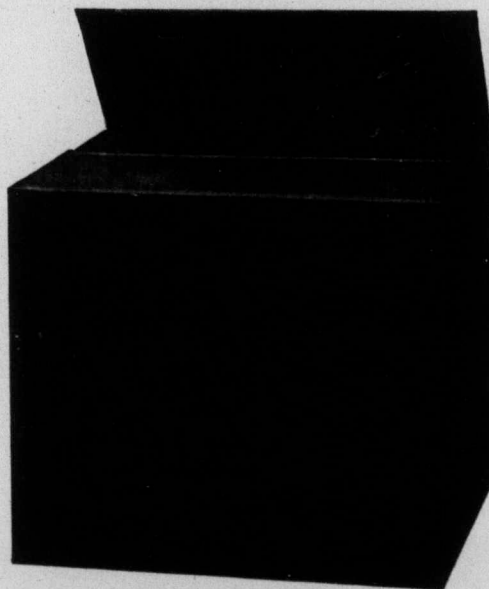
T & N Folding Cellular Board Boxes

the original time, trouble and money savers.

Secure protection for the most fragile commodities is what the T. & N. Cellular Freight Box guarantees you. Then, too, there is a "T. & N." for every requirement, so that no matter what size or shape your goods may be, you can eliminate loss in transportation by shipping them in T. & N. Cellular Board Boxes.

These boxes come to you "knocked down," thus minimizing the amount of storage space required. They are set up ready for packing in a few seconds; no nailing or wiring. One shipper can do two men's work in less time, a very important advantage just now owing to the big scarcity of labor.

It will pay you to look into the proposition anyway.



The Thompson & Norris Co. of Canada, Ltd.

Niagara Falls, Ont. Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng.

Montreal Representative: MR. GEORGE ARCAND
335 Notre Dame Street West

Winnipeg Representative: H. E. BUCHAN
Chamber of Commerce Building

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)

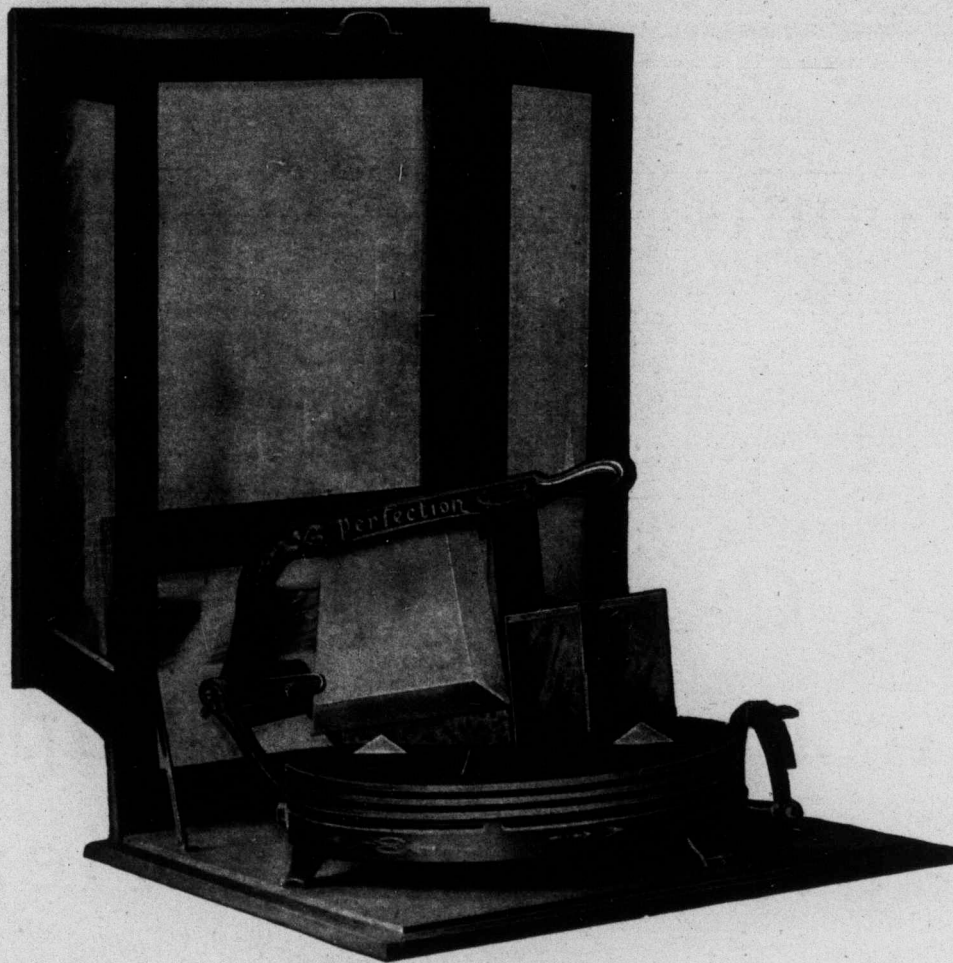
IT IS A CHEESE CUTTER WORTH HAVING

A REAL COMPUTER

AND YET SIMPLER THAN ALL OTHERS IN CONSTRUCTION AND OPERATION.

ABSOLUTELY NO FIGURING TO DO.

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



A REAL PROFIT-SAVER

Write for Prices and Terms.

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

American Computing Company

HAMILTON, ONT.

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

BUY IT NOW.

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

BUY IT NOW.

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

1916 Spring Staples

Brooms

Brushes

Baskets

Paper and Twines

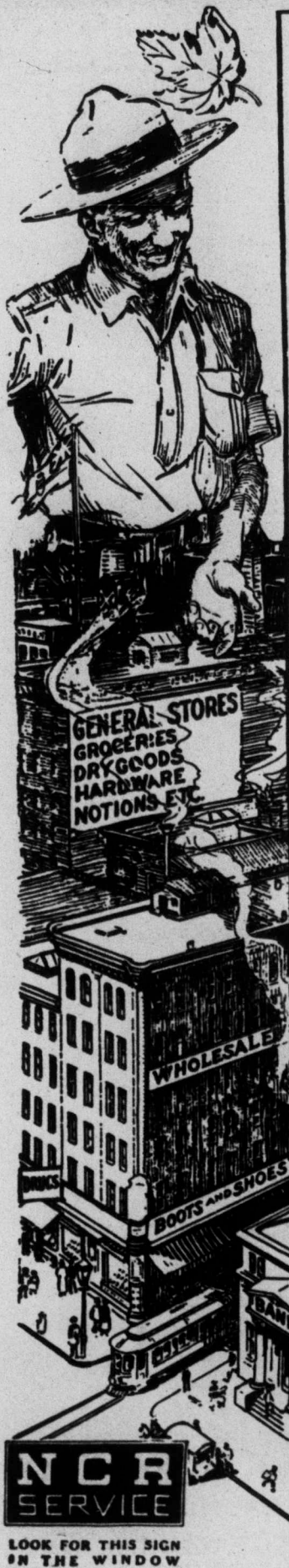
Egg Cases Butter Tubs

Parchment Butter Paper

Papyrus Egg Carriers

WALTER WOODS & CO.
HAMILTON WINNIPEG

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



A Great National Public Utility

That concerns all merchants and all people

THE original Cash Register rang a bell, indicated and recorded the amount of the purchase. It benefited the merchant only.

In a third of a century this old model has developed into a Cash Register that directly benefits every *man, woman, and child* who spends money in a store.

This new Cash Register equally concerns every *merchant and clerk, every banker and wholesaler* in this land.

It furnishes every customer with a receipt or sales-slip.

It prints on this the amount paid or charged.

On this is also printed the date of the sale and who made it.

It forces a duplicate, printed record for the merchant.

It prevents disputes over charges and bills paid.

It saves shoppers' time.

It gives the merchant all his profits. It gives him more money for his family.

It promotes more and quicker sales.

It protects each clerk against making errors and against the mistakes of others.

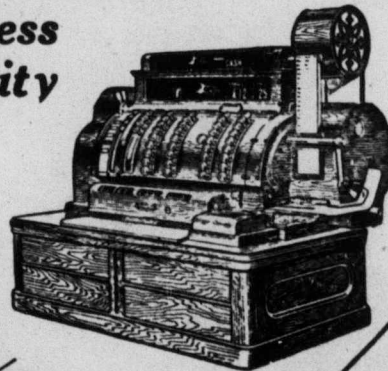
It rewards the diligent clerk by telling his employer which one makes the largest number of sales and which one gets the greatest amount of business.

It assures the banker additional security for the money he loans the merchant.

It gives the wholesaler additional assurance that the merchant will have money to pay his bills.

It furnishes the banker and the wholesaler mechanical evidence that the merchant's statement of his business is correct.

It is a business necessity



Merchants!

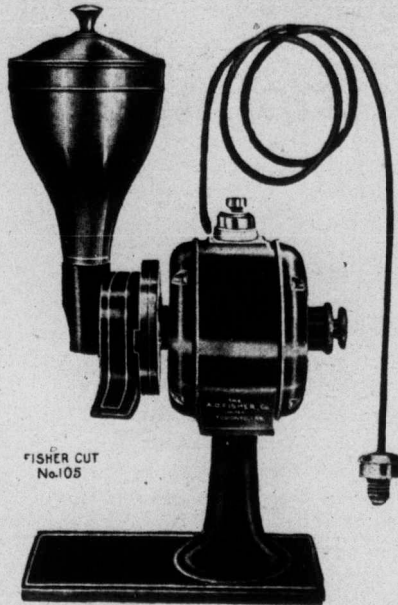
We have new 1916 models that give this perfect service.

Write us today or see our agent in your city and learn how you can secure one of these public service machines.

Liberal allowances will be made for old National Cash Registers that were good in their day, but do not so completely protect you or give the valuable service our 1916 models do. Address Dept. P

The National Cash Register Company
TORONTO, CANADA

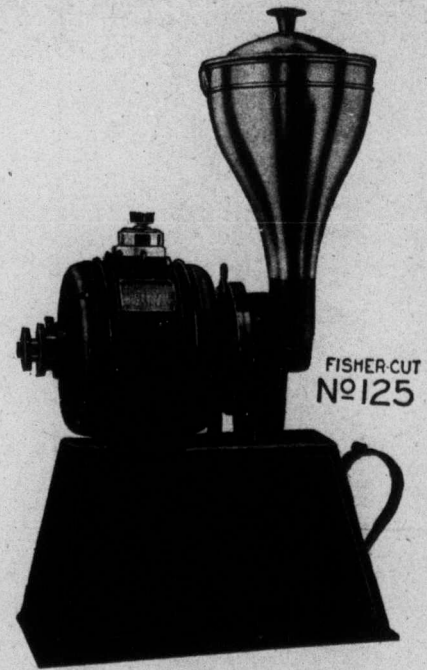
If any advertisement interests you, tear it out now and place with letters to be answered.



Fisher Electric Coffee Mills

and

Meat Chopper BARGAINS

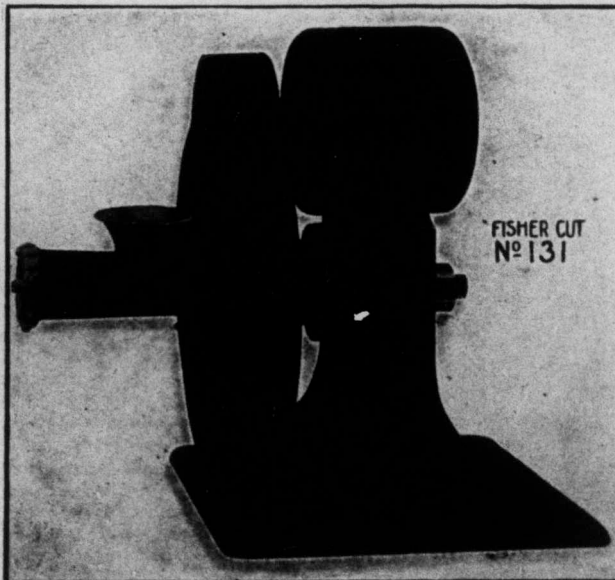


For immediate sale we will offer the following:

**6 only—Coffee Mills, Model No. 125, Regular Price \$150.00
will clear out at \$98.50 each for Cash.**

**6 only—Coffee Mills, Model No. 105, Regular Price \$125.00
will clear out at \$75.00 each for Cash.**

The above mills can be wound for 110v single phase, 25 or 60 cycle alternating current, will run off the regular lighting line by simply screwing the attachment plug into any lamp socket. Either model will grind 1½ to 2 lbs. per minute and costs less than two cents per 100 lbs. of coffee for current. Our mills are guaranteed for one year. Money refunded if not satisfactory after one week's trial.



We also have some second-hand Coles, Enterprise and Hobart Mills and Meat Choppers for sale cheap.

We also offer

**3 FISHER ELECTRIC MEAT CHOPPERS
Regular \$150.00 at \$98.50 each.**

At the above prices these machines should not last long. First come first served.

**A. D. FISHER MFG. CO.
ELECTRICAL DEPT.**

43 BRITAIN ST.

TORONTO, Canada

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



THE BRUNSWICK System of Mechanical Refrigeration will increase your business and raise your profits.

STOP! melting your dollars and draining them down the sewer. Cool your refrigerator and produce with the Brunswick absolute temperature at all times.

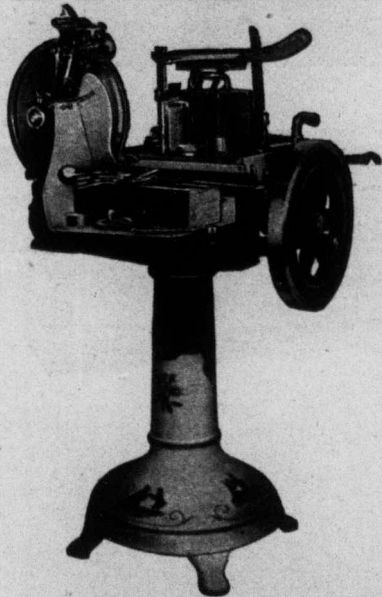
No trimming choice cuts of meat.

No ice handling during the rush hours.

Just turn the switch and the Brunswick does the rest.

For using ice to cool your refrigerator is the same as lighting your store with a candle when your store is wired for electric light.

Write to us for Bulletin No. 103A. We are the Sole Canadian Agency.



Van Berkle Slicer

The only Slicer on the market—will do what is claimed for it, and will stand up and give good service, as it is now giving to thousands of users in Canada. Ask a Van Berkle user what he thinks of this slicer and he will tell you that after once using it he would not be without one.

It will slice all kinds of cooked meat to perfection, without any waste whatever.

Write for prices and catalogue.

We are the Sole Canadian Agency.



Freeman's Dry Air Refrigerator

THE FREEMAN surpasses all former refrigerators in air circulation and saving of ice.

The Freeman is a high-grade Refrigerator, free from the mechanical defects so common in Ice Refrigerators. It has more circulating space than any other made. It is the only Refrigerator that circulates from the centre as well as the four walls of the storage room.

It does away with all dampness, leaking doors and all waste of cold air and ice.

Every Freeman Butcher Refrigerator is built with a heavy cold storage door—the same type of door used on ammonia ice plants. Every door and display window is hung on steel spring hinges.

In point of design, material and construction, it is vastly superior to anything of the kind ever offered to the Canadian Butcher.

We build the largest variety of any Refrigerator Company in Canada. Ask for our catalogue.

Sole Manufacturers:

W. A. FREEMAN COMPANY, LIMITED

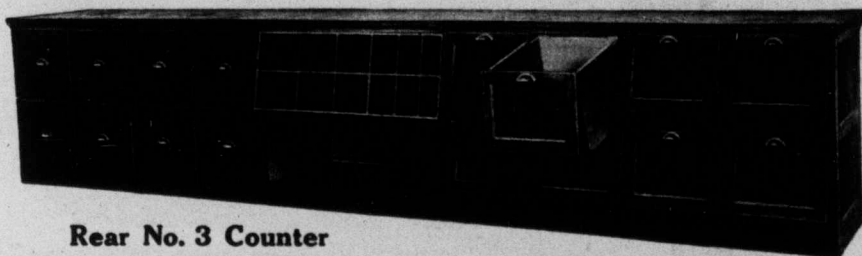
HAMILTON, CANADA

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

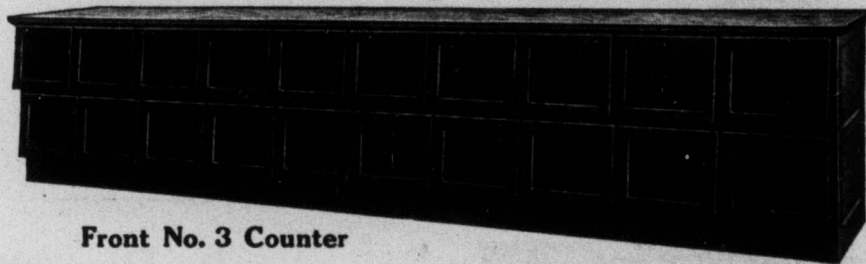


Walker Bin Fixtures in Use

The above cut illustrates the interior of the Collins Store, Ottawa, showing these Counters in use. Evidence of the popularity of these fixtures is shown in the fact that Mr. Collins ordered two additional counters. Submit your plans and requirements and we will give estimates on same.



Rear No. 3 Counter



Front No. 3 Counter



No. 23—
Confectionery Counter

We design and manufacture modern store fixtures in all lines.

The Walker Bin & Store Fixture Co., Limited

BERLIN, ONTARIO

WESTERN AGENCIES:

Vancouver:—R. J. Borland, Room 611, Northwest Trust Bldg.

Saskatoon:—North West Specialty Company.

Edmonton:—Edmonton Specialties Company, 113 Howard Ave.

Winnipeg:—Jas. M. Hargreaves, 814 Broadway Ave.

EASTERN AGENCIES:

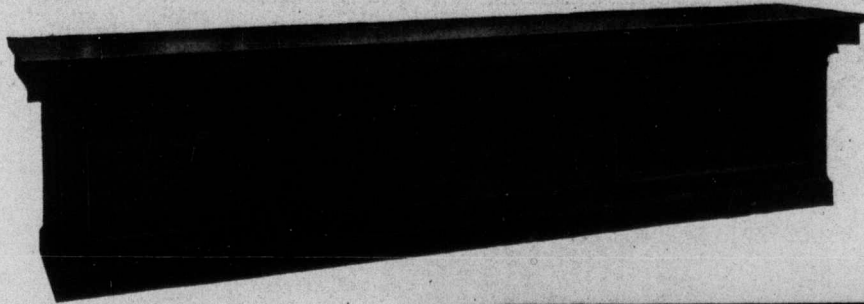
Ottawa, Ont.:—Geo. Cameron, 414 Gilmour St.

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

St. John, N.B.:—R. R. Rankine, 110 Carmarthen St.

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

Are You Ready for Canada's Development Year With Modern Store Fittings?



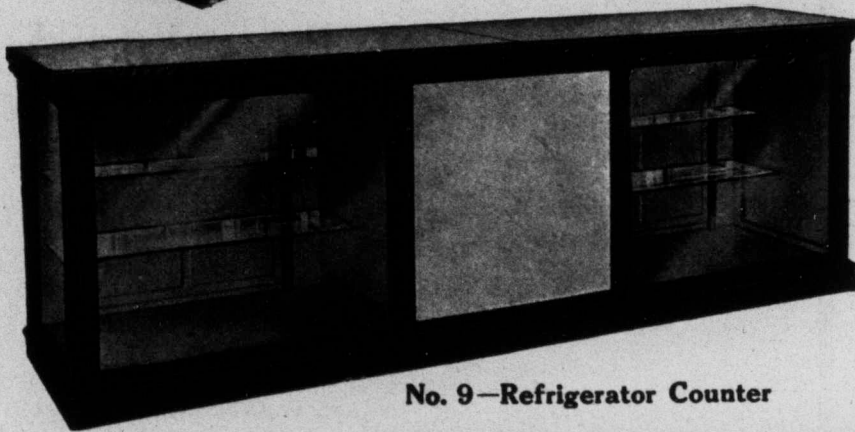
No. 7—Counter
Showing Front and Rear



No. 3—Combination Counter

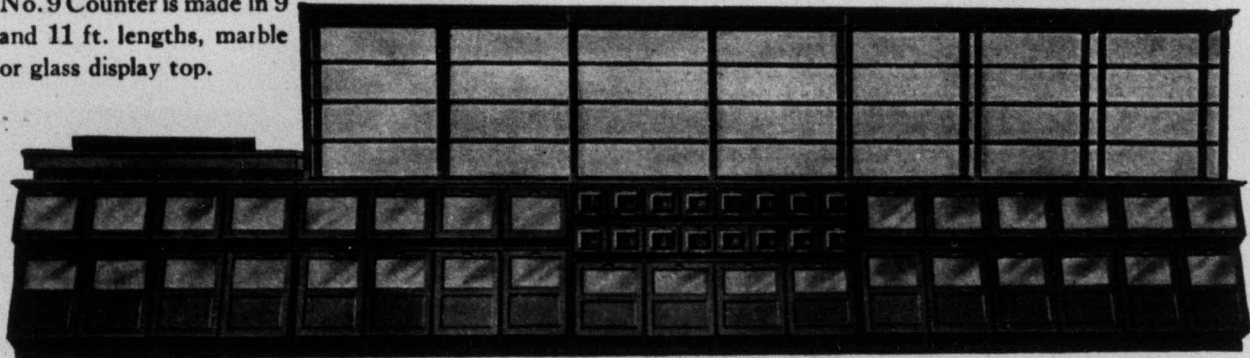


*Write for
Estimates.
Send Your Floor Plan.*



No. 9—Refrigerator Counter

No. 9 Counter is made in 9 and 11 ft. lengths, marble or glass display top.



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

HERE'S A MODEL ENQUIRY FROM BARBADOS, W.I.

29th March, 1916.

The Walker Bin & Store
Fixture Co., Ltd., Berlin, Ont.
Dear Sirs:

Having read your advertisement in the Canadian Grocer, we herewith hand you drawing and dimensions of our Counter, and will feel obliged if you will forward us specifications and quotations for Bins for same.

Thanking you in anticipation,

We are,

Yours faithfully,

F. Norman Roach & Co.,
U.E.

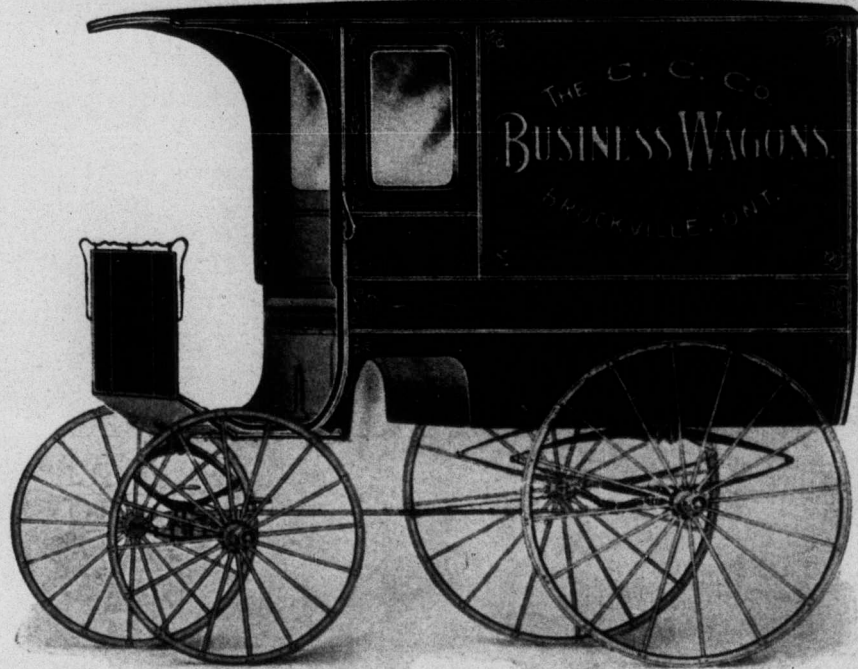
F. Norman Roach & Co.
General and Commission
Merchants
Barbados, W. I.

The Walker Bin & Store Fixture Co.

Limited

BERLIN, ONTARIO

**THE ONE BEST BUSINESS GETTER IS UP-TO-DATE
SANITARY DELIVERY EQUIPMENT**



Your
delivery
outfit
makes or
mars
your business

All
styles
for
all
businesses

No. 1616. Panel-Cut under delivery

OVER FORTY DIFFERENT STYLES TO CHOOSE FROM. WRITE FOR CATALOGUE.

COMBINING BROCKVILLE AND
McLAUGHLIN LINE VEHICLES

The Canada Carriage Co. Ltd., Brockville, Ont.



**Buy Your Eggs Direct
— in Bulk**

HANDLE only fresh, wholesome eggs. Grade, candle and deliver them in Star Egg Carriers. You will find customers will go out of their way to buy eggs at your store.

There is nothing Mrs. Housewife is so particular about as EGGS. Make eggs your leader. Let us tell you more about it.

STAR EGG CARRIER AND TRAY MFG. CO.
1500 JAY STREET ROCHESTER, NEW YORK

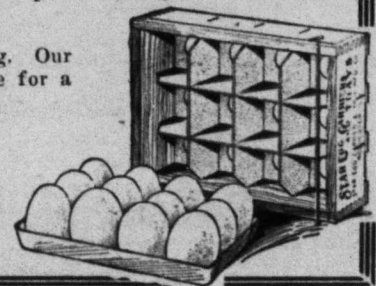
**Equipment That Pays You A
Liberal Profit Daily**

Not only in the saving it will effect in first cost, as compared with other egg handling methods, but in the time saved and breakage eliminated—in improved service and customers gained.

Star Egg Carriers and Trays

Here, briefly, are just a few features concerning Star Equipment, that will interest you: Freedom from breakage—due to the cushioned bottom. Time required for filling—9 seconds; emptied with a turn of the hand. Candling—right in the Carrier; no extra handling, no breakage or lost time. Advertising—your name and phone number on each Tray costs practically nothing, yet proves the most resultful publicity you can buy. Grading—\$1.00 extra profit per case by the Star System.

The other features are just as interesting. Our booklet No. 248 tells all about them. Write for a copy.



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

THE BILL THAT WASN'T ENTERED



Here was a merchant man who didn't believe in the McCaskey plan. He couldn't see it. It was too much trouble to put it in. It might do all right for other merchants but not for him. His business was different.

The McCaskey man had him down on his records as a difficult prospect.

But one day the McCaskey man came into his store and got an awful shock. He almost had to be carried out on a shutter, for the merchant grabbed him by the arm and bought a McCaskey before the salesman could catch his breath. "There is something wrong about this," the salesman said. "I never took an order so easily before. How did it happen?"

"Housecleaning," answered the merchant. "See that bill (he pointed to a sales slip lying on his desk a little over a year old for a fair-sized bill of goods.) There's a bill that never was entered and is never going to be. That's one of my best customers who pays his bills regularly, and he has paid up a half dozen times since he bought those goods. I just found that ticket behind my desk. It had slipped through a crack.

"Now, I'm not going to humiliate myself by confessing to this customer that my system is so slipshod and sloppy that a charge like this can get lost and stay lost for a year. I am going to charge this up to profit and loss, but I'm not going to have any more of it. Do you see?"

"I see," said the McCaskey man.

Bills that are made out under the McCaskey plan always get entered. No forgotten charges, errors are reduced to a minimum. One writing does the trick. It makes out the bills, renders the statement and posts the account up to the last minute all at once. It's a wonderful time-saver.

Under our partial payment plan you may have the use of your McCaskey while it is paying for itself. Mail the coupon.

McCaskey Systems, Limited

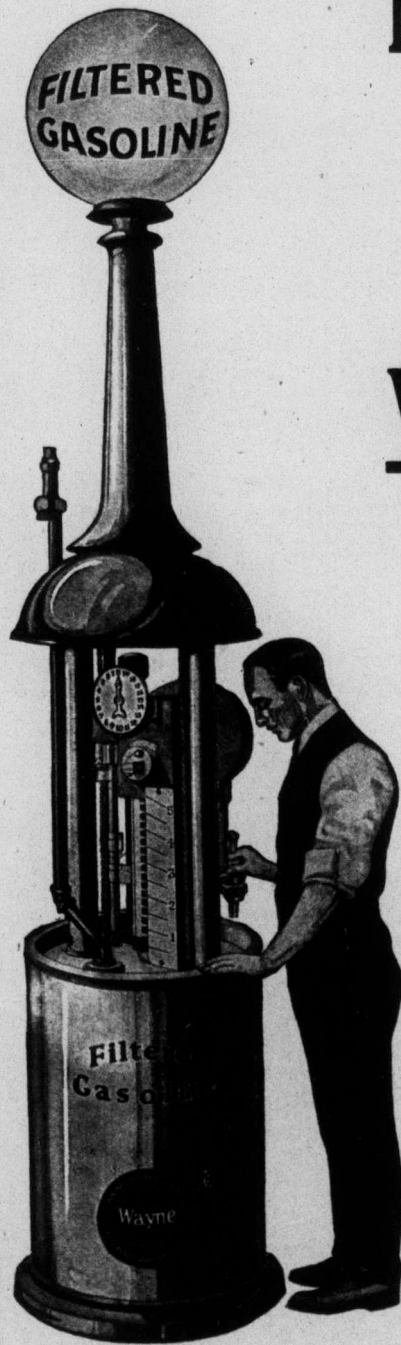
Formerly Dominion Register Co., Limited

Toronto

Canada

McCaskey Systems, Limited, Toronto, Can. R.G. & P.
 Gentlemen:—
 I am interested in your McCaskey one-writing,
 time and money-saving credit plan. I'll be
 glad to give a McCaskey man the time
 and opportunity to tell me about it
 in detail.
 Name.....
 Address.....
 Town.....
 Prov.....

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



**More Trade
More Sales
More Profits**
Via the
WAYNE STREET PUMP

There is no reason under the sun why you should not enjoy a good share of the motorists' trade that passes through your town—that passes your store every day in the week.

You can with the Wayne Street Pump handle 100,000 gallons of Gasoline during the season—this means extra profit. Beside this extra business, by stopping this auto trade at your door you have the opportunity of interesting the occupants of the cars in other goods on which you have a good profit.

The Wayne Street Pump

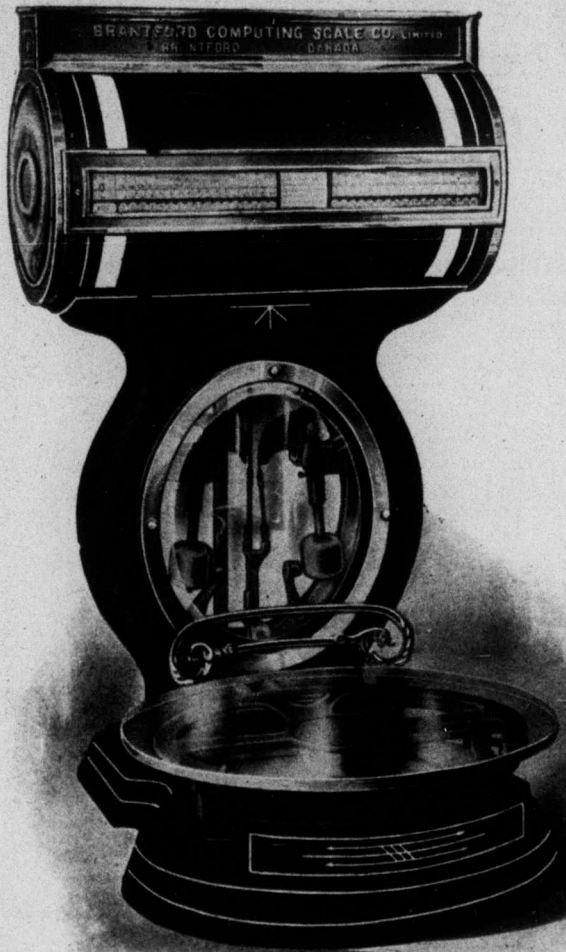
enables you to handle gasoline with no extra labor, no waste, no worry about whether your property is safe, no fumes to taint your susceptible goods. The pump keeps an accurate record of the quantity drawn, and measures correctly. This splendid drawing card should be at your front door right now. Get in touch with us and secure full particulars without obligating yourself.

Write, wire or phone to-day—now.

The Wayne Oil Tank Co., Woodstock, Ontario

Distributors for Canada: National Equipment Co., Ltd., 1 Wabash Ave., Toronto, Ont.; D. J. Austin, 273½ Portage Ave., Winnipeg, Man.; A. H. N. Kennedy, 415 Fifth St. A., Medicine Hat, Alta.

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



The Brantford Slicer

Made in Canada

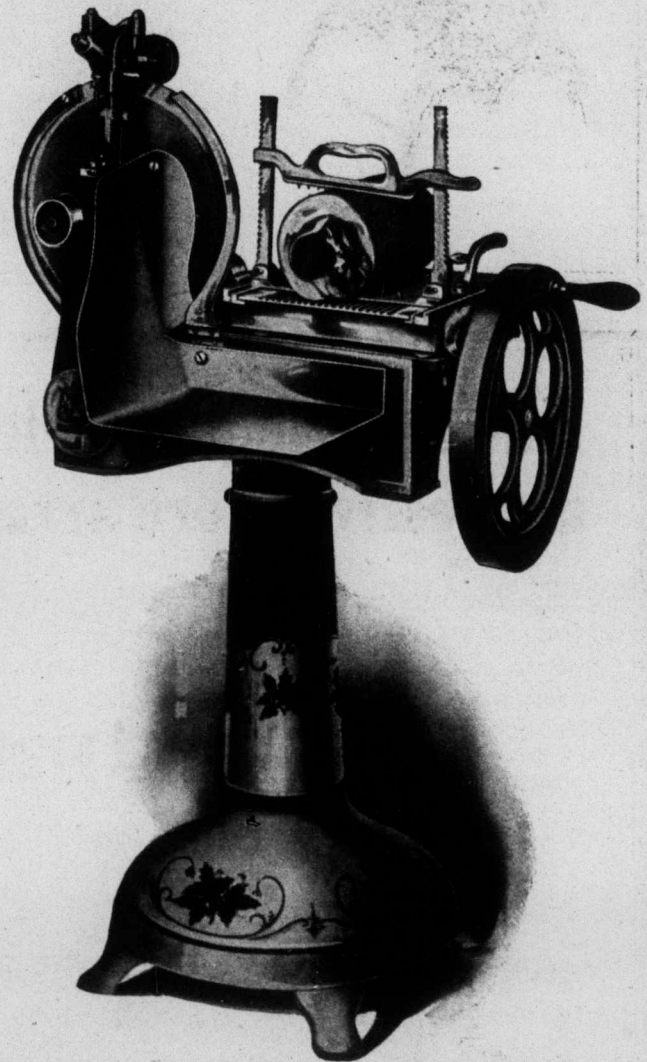
Increases your sales and prevents waste.

Cuts all cooked meats and bacon to the last slice.

Equipped with many new money-saving attachments.

FULLY GUARANTEED.

Used exclusively in all the stores of The William Davies Co., Limited.



The Brantford

**Double Pendulum Agate Bearing
Springless Scale**

The most accurate and reliable Cylinder Scale ever built.

Used exclusively in the new Meat Department of The Robert Simpson Co., and by many other up-to-date merchants.

We make all sizes of Computing Scales from 2 to 40 lbs.

FULLY GUARANTEED.

The Brantford Computing Scale Co., Limited
BRANTFORD, ONTARIO

WRITE US FOR CATALOGUE AND EASY PAYMENT PLAN

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

Canada's Most Popular Coffee Mill is THE ELGIN NATIONAL



No. 35

WHY?—Because of its
Simplicity of Construction
Beauty of Finish
Easy Running
Fast Grinding and
Long Lasting Qualities

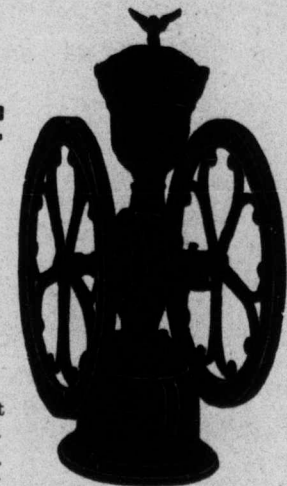
ALL COMBINED **FOR YOU** in the ELGIN NATIONAL at the **LOWEST POSSIBLE PRICE.** No raise since the War. **ADJUSTED** while running, to cut as coarse or fine as desired. **GUARANTEED** to STEEL-CUT Coffee faster than any other mill of same size.

Live Canadian Grocers are using the ELGIN. **YOUR COFFEE DEPARTMENT NEEDS AN ELGIN NATIONAL.** The best **CANADIAN JOBBERS** handle ELGIN NATIONALS.

Write any of the following **Canadian Jobbers TO-DAY** for illustrated Catalog and Prices

ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
 QUEBEC—Minto Bros.
 MONTREAL—L. Chaput, Fils & Cie, Limitee; The Canadian Fairbanks Co. (and branches); Minto Bros.
 TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.; Minto Bros.
 HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glasco & Co.
 LONDON—Gorman, Eckert & Co.
 WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co (and branches).
 REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
 SASKATOON—Campbell, Wilson & Adams, Ltd.
 EDMONTON, ALTA.—The A. MacDonald Co.
 CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
 VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

Made by **WOODRUFF & EDWARDS CO.,** ELGIN ILL.



No. 40

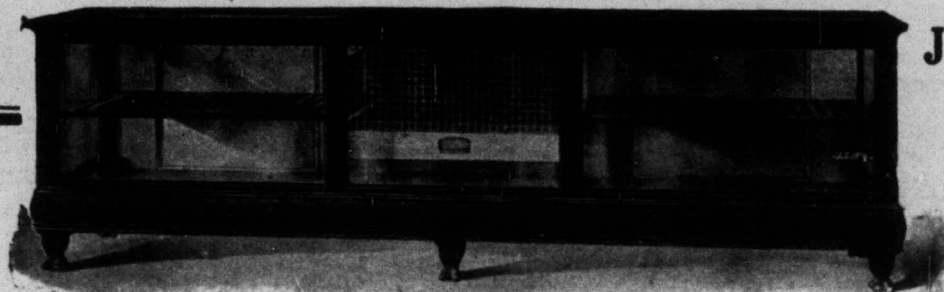
Hillock Equipment lends itself to unique and aggressive store arrangement

Note the modern department effect of the store illustrated on page 101 — the selling counters and display cases arranged down the centre of the store, the large amount of display space, the excellent facilities for serving a great number of customers at one time without inconveniencing them or the salespeople.

This is a Hillock fitted store

—one of the best equipped grocery and provision stores in Ontario. It is fitted with Hillock display counters, Arctic refrigerators and refrigerator display cases.

We can equip your store with just such live business-getting fittings made to your own specifications. Get in touch with us.



John Hillock & Co.

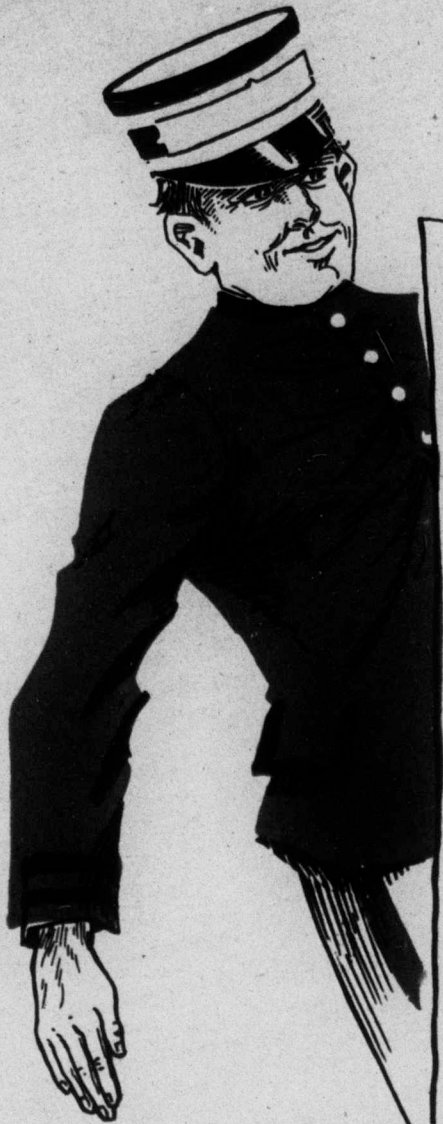
LIMITED

Makers of high-class
refrigerators

TORONTO

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

April 28, 1916.



That String of Autos

that whiz by your store every week is worth stopping at your door, Mr. Grocer!

Whether they carry tourists or the better people of your town, this trade is worth trying for—it's worth your effort to stop them. Throw up the stop signal by installing the



BOWSER ESTABLISHED 1888

Red Sentry Gasoline Outfit

at the edge of the sidewalk in front of your store. It will stop the auto-ist and give you the coveted chance to get the attention of Mrs. Auto-ist to your windows and your goods. This is just what you have wanted. Now, Mr. Grocer, is the time to act to get this business during 1916 auto season.

We will tell you all about the Red Sentry on request.

S. F. Bowser & Company, Inc.

66-68 Fraser Avenue - Toronto, Can.

See page 106, describing value of sidewalk gasoline equipment of J. L. Hewson, Oakville, Ont. This is a Bowser outfit.

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



The ARNETT Grocery Counter

Quick Service— More Business

ARNETT COUNTERS

Handle more customers in less time; give your customers a quick service under the most sanitary conditions. Hold your old customers and attract new. The Arnett Counter beautifies your store, lessens your labor, quickens your service, keeps your goods in a perfect sanitary condition and brings you right up-to-date in store equipment.

An Arnett Grocery Counter is a paying investment. Write for full description and prices.

Thomas Lewis Arnett

Builders of High Grade
Store and Office Fixtures

**SOURIS
MANITOBA**

Order Right Now!



Warm weather is now with us, so safeguard yourself and customers by purchasing a Eureka, Canada's Leading Refrigerator. Your troubles will cease, your Ice Bills will be less, and you will wonder how you ever got along without one.

Write for Catalogue and list of names of the thousands of delighted customers now using the EUREKA.

BEWARE OF EXPERIMENTS and get the benefit of our 30 years' experience in the exclusive manufacture of our line.

Patents 1900-1910-1914.

REPRESENTATIVES: — James Rutledge, 2608 Waverley St., Montreal, P.Q.; James Lonergan, Charlottetown, P.E.I.; W. McAllister, 98 Bank St., Ottawa, Ont.; W. Woods & Co., Winnipeg, Man., and Hamilton, Ont.; Ed. Dore, 35 Caroline N., Hamilton; W. J. Armstrong, 14 Euclid Ave., London, Ont., etc., etc.

Eureka Refrigerator Company

Limited

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

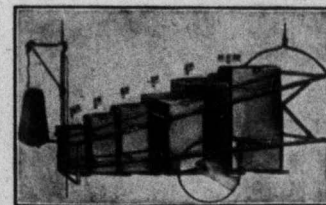
A FEW Live **CRAKERJAC** Fixtures

LIFT THEM SAVE YOU TIME, MONEY AND DRUDGERY



Engelhard Patent Show Top Fasteners

Only successful holders ever placed on market for automatically fastening show tops to boxes. A "simple twist of the wrist" makes them hold "till the cows come home." Strong, simple and durable. Thousands have been sold. Price, Post-paid, 35c per pair. Dozen pair, \$3.00. You'll never again bother with nails or screw eyes after you have tried these.



"Crakerjac" Sack Rack with Take-up Twine Holder

Used in any position, upright, horizontal or fastened by side to wall. 12 compartments, holds over 1,500 bags, delivers only one at a time. Easiest filled, easiest to remove bags. No springs or clamps. Compartments numbered. Handsomely enameled.

Every size from every side. No climbing to replenish bags; within arm's reach. \$3.00 each, f.o.b. Sterling, Ill.



"Crakerjac" Patent Pail Covers

Best, simplest and most durable. Lids lift completely off pail when opened. Maximum display of contents, symmetrical and handsome in appearance. Patent fastener permits instant attachment to pail without nails or screws. Price 75c each; with False Bottom, \$1.00 each. f.o.b. Sterling, Ill.

EVAN L. REED MFG. CO., Sterling, Ill., 604 A. St.

Makers of "Crakerjac" Sanitary Steel Slide Racks for Pickles, and other patent display fixtures



Canadian with Cabinet Attached

There is no Investment

that you can make that will pay you better profits than by investing in the

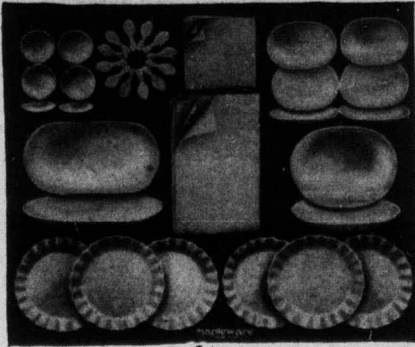
Canadian Computing Cheese Cutter

No use handling cheese unless you have a *Computing* cheese cutter and no use having a cheese cutter unless you have an *accurate* one. No use doing either unless you buy the *Canadian*.

MANUFACTURED BY

COMPUTING CHEESE CUTTER CO.
WINDSOR : : ONTARIO

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



Have you placed your
order for

Mapleware

TRADE MARK

Here is a 41-piece lunch set all made from wood. It retails for 35 cents, shows you a handsome profit and delights your customer.

Mapleware will speed up your sale of all lunch and picnic foods. It will bring people to your store. It is exactly what you and your trade have wanted.

Ask any Canadian Jobber or

Victoria Paper & Twine Co., Limited

Toronto

Montreal

Halifax

The Oval Wood Dish Company

Manufacturers

Delta, Ohio, U.S.A.



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

You can create demand by pushing the right goods at the right time

—but the goods *must* be right if you are to retain that demand, and secure the bigger profits arising from steady repeat orders.



The popularity of "Pure Gold" Products is well emphasized by the big sales which everywhere follow a display of these guaranteed lines. That they are the *right* goods to feature may be judged from the fact that first Pure Gold sales are only the ice-breakers of bigger business to follow.

A "Pure Gold" window display will increase your early summer business. The "Pure Gold" summer specialties will prove to be your best hot weather selling stock. Feature our "*Quick Chocolate Pudding*" and "*Salad Dressing Powder*"—they are entirely dependable.



Don't hesitate to recommend "Pure Gold" products to every customer. Remember—

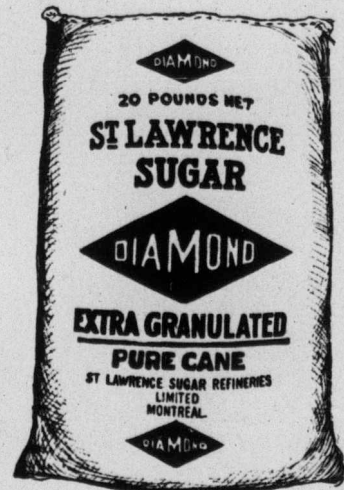
"Pure Gold" is made up to a standard—not down to a price. Stock up to-day.

Pure Gold Mfg. Co.
Limited
Toronto

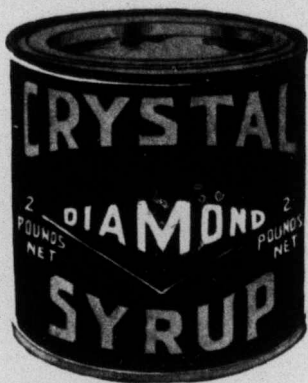
ST. LAWRENCE SUGAR

New Package and Design

The RED DIAMOND features the new design of all St. Lawrence packages. The new artistic package in red and blue makes a most attractive display in window, counter or shelf. They are now being placed on the market. Be one of the first to put in a window display of these.



Crystal Diamond lumps are brilliant and sparkling, uniform in size and dissolve quickly. They are becoming a great favorite with housewives.



There is always a big demand for a table syrup of such high-grade quality as

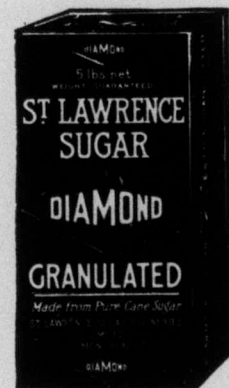
Crystal Diamond

You cannot go wrong in featuring this delicious table favorite. It is made from British West India Cane Sugar and comes in 2-lb. tins (cases of 2 dozen), also in barrels and one-half barrels.

St. Lawrence Sugars are made in Canada's finest and most up-to-the minute refinery, and have the quality that guarantees satisfaction to every customer, no matter how particular she may be.

St. Lawrence Sugars are made by Canadian workmen with Canadian Capital for Canadian people.

Support Canadian enterprise by Specializing on St. Lawrence—the sugar that has proven itself 100% pure cane.



Order from your wholesaler.

**St. Lawrence
Sugar Refineries**

MONTREAL



Modern Equipment
Scientific Chemists
Skilled Workmen
are making



The Finest in America

Ask particulars from your jobber
or write direct to

The Dominion Match Co., Limited
Toronto, Canada

Camping Days are coming

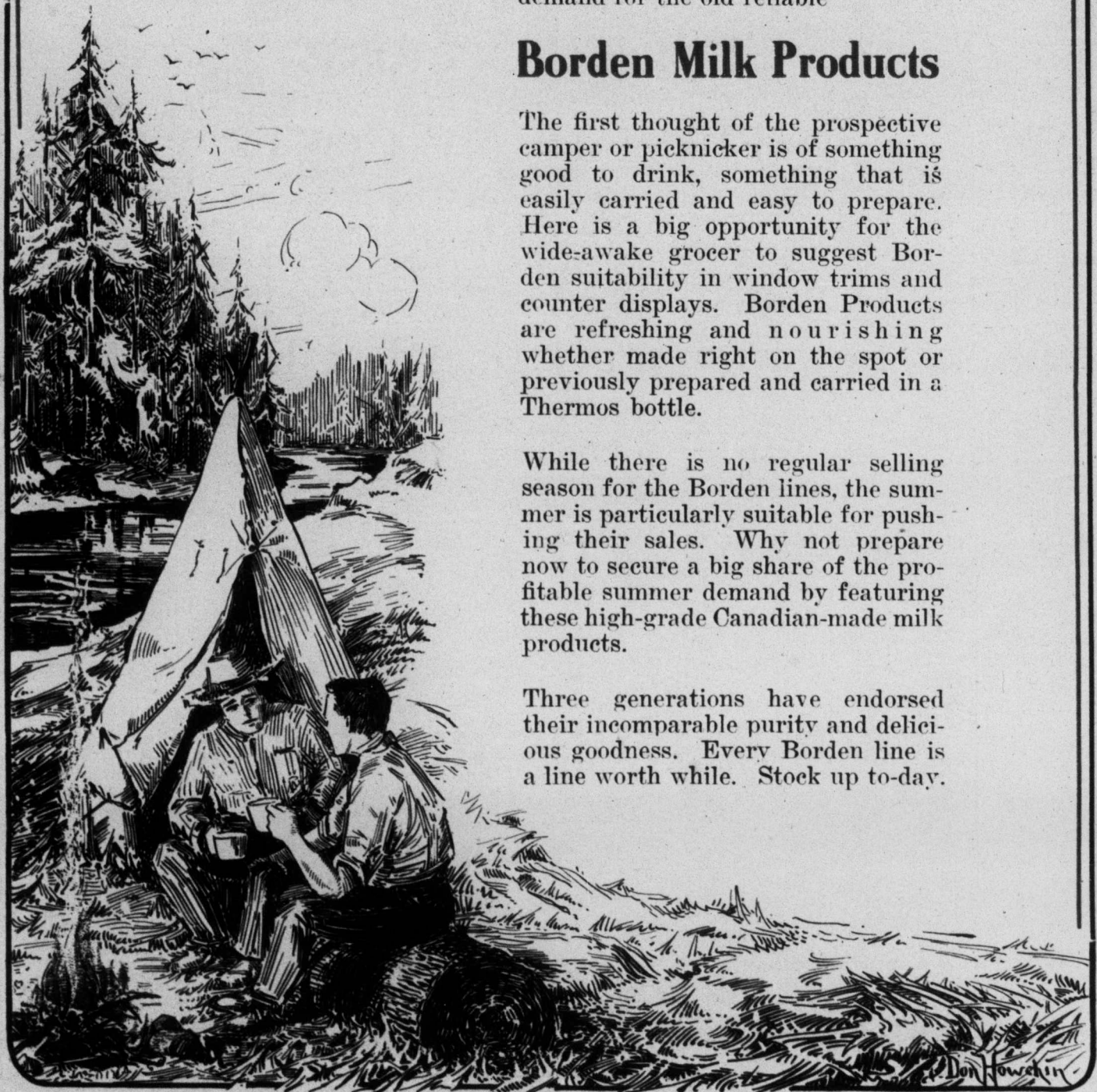
and bringing with them an increased demand for the old reliable

Borden Milk Products

The first thought of the prospective camper or picknicker is of something good to drink, something that is easily carried and easy to prepare. Here is a big opportunity for the wide-awake grocer to suggest Borden suitability in window trims and counter displays. Borden Products are refreshing and nourishing whether made right on the spot or previously prepared and carried in a Thermos bottle.

While there is no regular selling season for the Borden lines, the summer is particularly suitable for pushing their sales. Why not prepare now to secure a big share of the profitable summer demand by featuring these high-grade Canadian-made milk products.

Three generations have endorsed their incomparable purity and delicious goodness. Every Borden line is a line worth while. Stock up to-day.



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

TEA

Ceylons, Indians, Japans,
Chinas, Formosas

AT FIRST-HAND COSTS

Specially selected for the
Canadian Trade. Large selec-
tion from Stock or Afloat Teas.

IMPORT ORDERS A SPECIALTY

Write for samples and quotations, or send
us your samples to match. We are Tea
Experts with over 40 years' successful
trading with Canadian Merchants.

John Duncan & Co.

ESTABLISHED 1866

MONTREAL

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

Welch's

"The National Drink"

Welch's is the Pure, Unfermented Juice of Ontario's Choicest Concords. It is rapidly increasing in favor with the Canadian public.

We have *now* delivered and billed as much as we sold in all of 1915; and the summer season is just at hand.

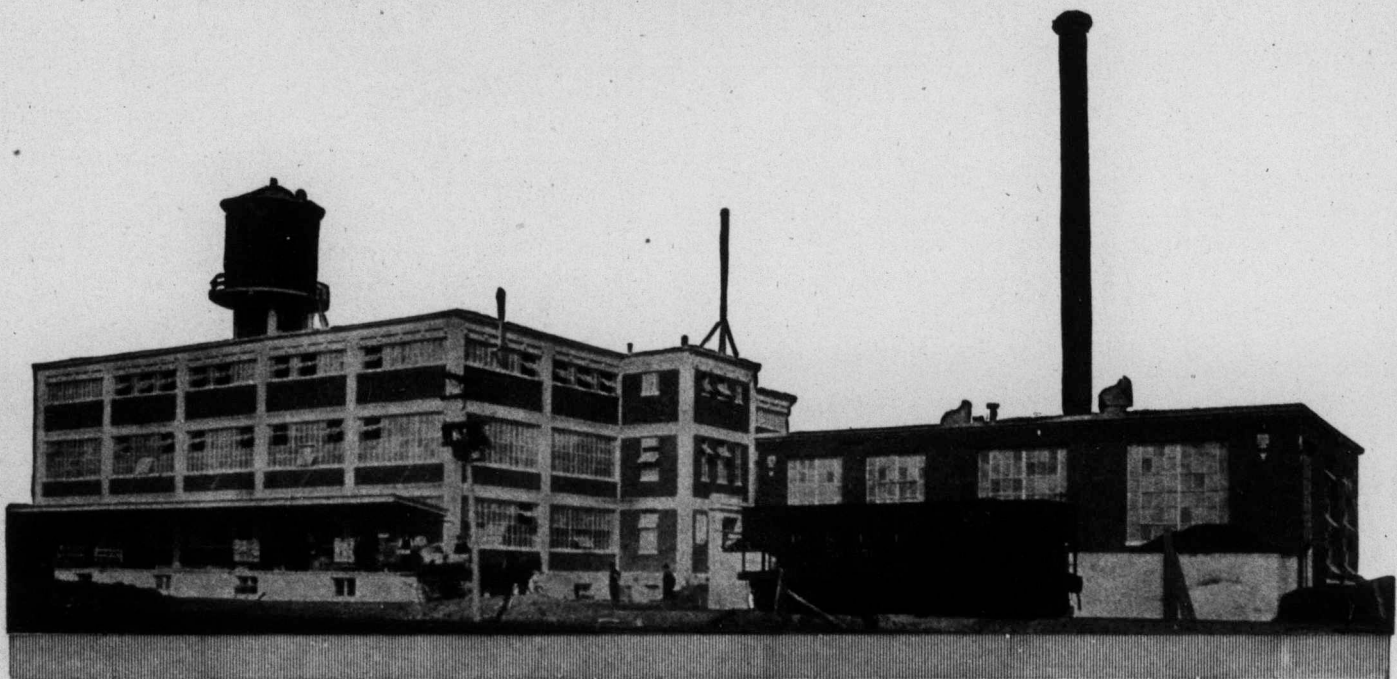
Order today of your jobber

NET PRICES TO RETAILERS:

	One or more cases	Lots of Less than one case
50c size (1 doz. to case)	\$4.50 a case	—
25c size (2 doz. to case)	\$4.60 a case	\$2.40 a doz.
10c size (6 doz. to case)	\$5.00 a case	85c a doz.
Fountain (8 bot. to case)	\$5.00 a case	65c a doz.

Terms: 30 Days Net, No Discount for Prepayment.

THE WELCH COMPANY, LIMITED
ST. CATHARINES, ONTARIO



Sanitary Welch Factory - St. Catharines, Ont.

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

DA COSTA & CO'S

Barbados Extra Fancy

MOLASSES

Noted for its purity, high quality and delightful flavor.

Take no chances on other brands said to be just as good, but insist upon having

DA COSTA'S

the brand of proved quality. The price is no higher than for other brands.

TO THE WHOLESALE TRADE ONLY

WEST INDIA COMPANY, LIMITED
CORISTINE BUILDING
MONTREAL

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

We solicit orders and inquiries for all descriptions of West India Produce.

SUGARS, MOLASSES, SPICES,
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 WALNUTS, PEANUTS, and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit inquiries 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.

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



KEEN'S OXFORD BLUE

Spring-cleaning time is here and that means that everyone of your customers will want—*Keen's Oxford Blue*.

See that you have plenty in stock so as not to disappoint.

There is no other Blue as good as—*Keen's Oxford Blue*.

Magor, Son and Company, Limited

403 St. Paul St. West, MONTREAL 30 Church Street, TORONTO

Agents for the Dominion of Canada

Your regular customers will thank you for introducing them to

OCEAN BLUE

It's quality appeals strongly to those from whom you expect to draw the great proportion of your trade.

Order from your Wholesaler.

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

Western Agents:
For Manitoba:
O. F. Lightcap,
Winnipeg. For
British Columbia
and Yukon:
Creeden &
Avery, Rooms 5
and 6 Jones
Block, 407 Hast-
ings Street,
West, Vancouver.



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

Tartan BRAND

THE SIGN OF PURITY
Phone Orders at our Expense

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

We Sell only Goods of Guaranteed Quality
—Satisfied Customers are our Best Testimonial

TARTAN BRAND are the most attractively packed goods on the Canadian Market.

We are always ready to meet your requirements in Canned Vegetables, Fruits, Salmon, Tea, Coffee, Spices, Extracts, Jelly Powder and Grocers' Sundries of our own manufacture, the quality of which is backed by our guarantee.

We have a full line of Fancy Groceries, Foreign and Domestic. Mail orders our specialty. Write us to-day.

BALFOUR, SMYE & COMPANY
HAMILTON, ONTARIO

GORDON McDONALD & CO.

having had their operations largely curtailed through the prohibition of many of the lines they used to handle, and also owing to their inability to get any goods from the Continent, are now open to handle fresh lines in Great Britain and Ireland.

They have 32 salesmen working from Aberdeen, in the North of Scotland, to Plymouth in the South of England, 4 men in Ireland, and 2 men working the export trade in London.

They are open to handle any kind of foodstuffs, confectionery, or any article of domestic use, and will either sell on a commission basis or buy the goods right out for their own account.

References can be given to large Canadian manufacturers with whom they are already doing business.

Cables: "DONABLE," LONDON

GORDON McDONALD & CO.

13, Northumberland Alley, Fenchurch St., London, E.C.

Manufacturers' Agents and Grocery Jobbers

RENNIES SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER.



Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

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

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

**SMITH
AND
PROCTOR**

SOLE PACKERS

Halifax - N.S.

No other coffee will give your customers

so much real satisfaction with so little trouble as

SYMINGTON'S

Reg'd Trade Mark

COFFEE ESSENCE

Stock it regularly—they will buy it regularly. Ensures good profits and quick sales. Ask your wholesaler for list to-day.

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.



Gelinglass

The most modern and improved form of gelatine; melts instantaneously in cold water.

No Waste.

No Soaking.

Packed in One Pound Cartons

Transparent

as Crystal.

Place a trial order through your supply house, or a postal will bring a generous sample.

Notice to Wholesale Grocers:—Write us for particulars of our wholesale proposition and quotations. Be prepared to supply the retail demand.

Manufactured by

B. Cannon & Co., Ltd.

Lincoln, England.

*Board of Trade
Bldg., Toronto*



ORLANDO

(INVINCIBLE)

THE GROCERS' OPPORTUNITY

Grocers, especially in the "Dry" Provinces, should turn their attention to the expansion of their Tobacco and Cigar Business.

WEBSTER'S ORLANDO (Invincible) and WEBSTER'S CLEAR HAVANAS (in 14 sizes) are the particular goods with which expansion is assured. They are popular.

A Word to the Retailer

If your jobber does not carry these lines, write us direct.

W. R. WEBSTER & COMPANY, LIMITED

SHERBROOKE, CANADA

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



Unvarying Excellence

That is the reputation possessed today by Connors Bros. High Class Sea Foods — a reputation obtained after many years of scientific effort towards the perfecting of a line of appetizing and wholesome sea foods. Today our plant is the most modern on the Atlantic Coast, equipped with the very latest and most up-to-date machinery, and manned by the most expert workmen. Its ideal location (right beside the fishing ground at Passamaquoddy Bay) enables us to secure the very pick of the seasons' catches. Every precaution is taken in processing and packing the fish. Nothing whatever is left to chance, hence —

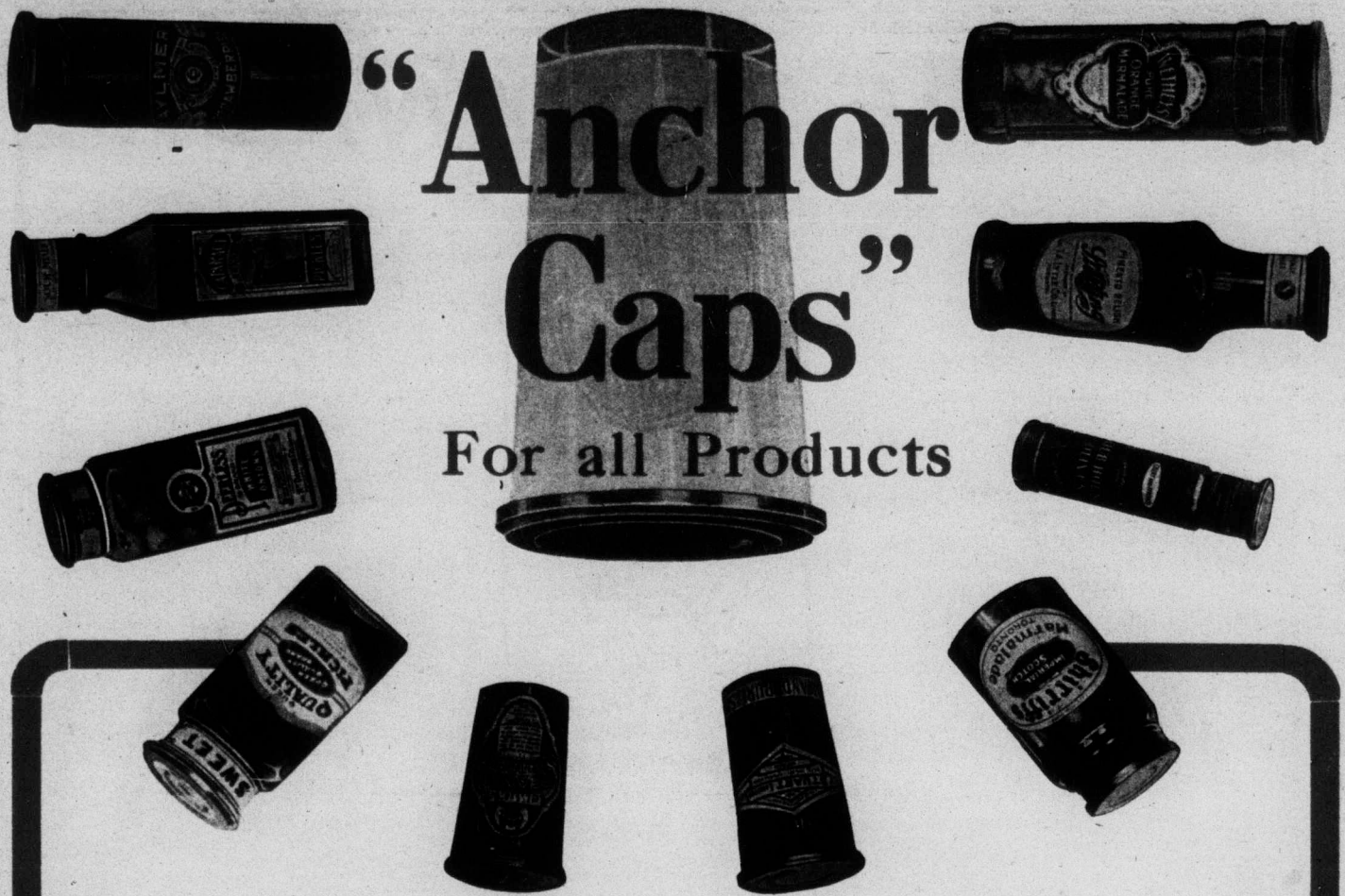
We have the goods and the reputation.

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proved by the enormous and constantly growing demand which is a feature of Brunswick Brand Lines.

Replenish your depleted Lenten stock with a supply of **BRUNSWICK BRAND SEA FOODS**. Their quality will bring you year round fish sales.

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

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



“Anchor
Caps”
For all Products

Packers and Canners feature Anchor Caps in their advertising.

Taylor & Pringle, pickle manufacturers, use this phrase in their advertisements in *The Canadian Grocer*: “Anchor Cap closures eliminate risk of spoilation or spilling, keeping contents fresh and sweet.”

The T. A. Lytle Co., Ltd., Toronto, say in their advertisement to the trade: “Each bottle sealed with Anchor Caps, insuring against loss through spilling, imperfect sealing, etc.”

Suitable for all styles of containers and all varieties of food products, and are lacquered with special acid-resisting lacquer. They are an absolute necessity for all who desire to present their goods in the most attractive and sanitary way.

Let us prove it to you in your own factory.

**Anchor Cap & Closure Corporation
of Canada, Limited**

SADBURY ST. WEST (FOOT OF DOVERCOURT RD.), TORONTO

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

MADE IN CANADA

Knowing Dealers
take delight
in recommending
and selling
Century Table
Salt



Because
they know it
is pure
and fills all
Household
Requirements

FROM TOP TO BOTTOM of every barrel or bag of CENTURY SALT you will find the same uniformity of pure white crystals, refined with the greatest care under the strictest sanitary conditions. The salt for table or dairy that is a credit to the dealer who sells this dependable make

Sifto
Table Salt
is
Always Dry



Refined
and Purified
for
the table

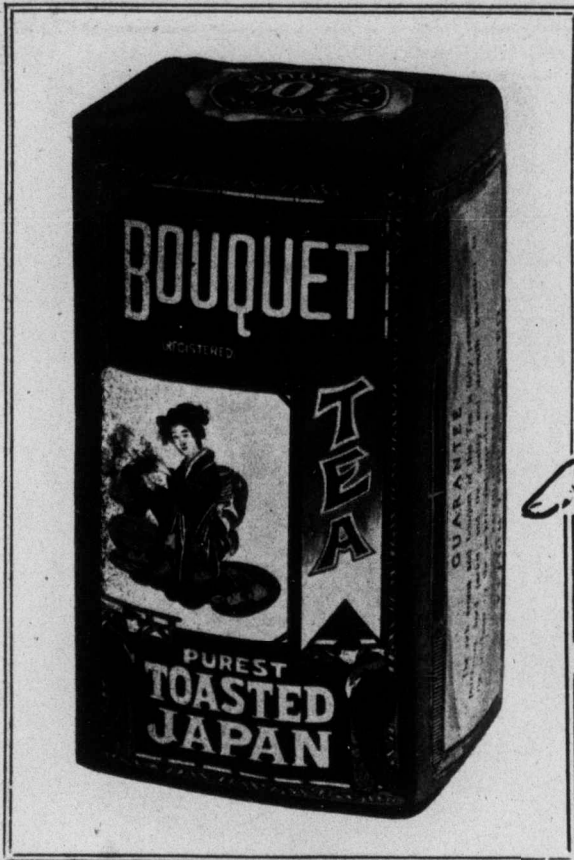
THE DOMINION SALT COMPANY, Limited

MANUFACTURERS AND SHIPPERS

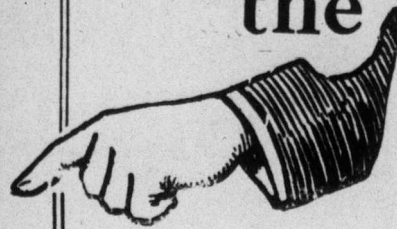
SARNIA

ONTARIO

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



The Tea with
the "want more"
flavor





—the palate tickling,
lingering flavor that
comes only from expertly
selected, first-crop leaf.

BOUQUET TEA

This high-grade tea is produced and packed in Sunny Japan, and its sweet, rich qualities appeal irresistibly to all lovers of good tea. Hence the demand for "Bouquet" is ever-increasing—initial sales are always followed by a steady run of repeat orders.

"Bouquet" quality does it. Begin to feature Bouquet now for bigger and better tea sales.

 *Ask for samples and quotations.*

 **IMPORTATION ORDERS NOW
BEING PLACED.**

KEARNEY BROS., LIMITED

WHOLESALE TEA AND COFFEE MERCHANTS

33 St. Peter St.

ESTABLISHED 1874

Montreal

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

WAGSTAFFES'

Pure Strawberry,
Raspberry, Black Currant,
Marmalade,
are de Luxe

See to your stocks,
Mr. Grocer.

New Season's will be
dearer.



WAGSTAFFES'
THE BEST

WAGSTAFFE LIMITED
HAMILTON, CANADA

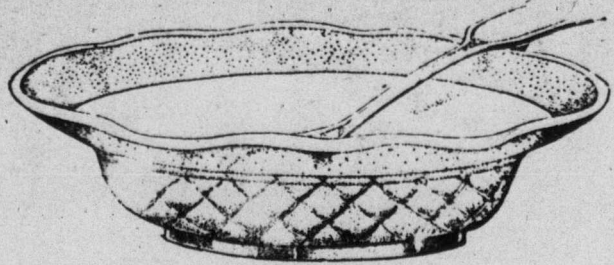
If any advertisement interests you, tear it out now and place with letters to be answered.



The Perfect
CUSTARD

**RICH,
CREAMY and
WHOLESOME**

(Different to ordinary custards)



We have discovered the secret of making a most perfect and delicious Custard, of exquisite flavor, and decidedly wholesome and nutritious.

We are aiming to place our New Cream Custard in every Home in Canada, and we therefore solicit the co-operation of every Retail and Wholesale Grocer. (Send for samples and prices).

THE HARRY HORNE CO., TORONTO
Sole Manufacturers



H.H. TONIC HEALTH SALT

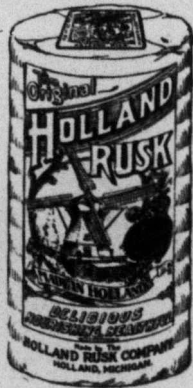
NEWEST, PUREST, & BEST OF ALL.

93,000 Tins sold during the first 11 weeks. The trade all over Canada are highly pleased with the superior quality Health Salt we are packing, and the handsome tins and cartons in which we pack H.H.

Our factory is equipped with every modern facility which is necessary to produce a most perfect Health Salt. (Every package bearing our name is guaranteed). If you are not handling H.H., write us to-day for sample and price.

Wholesale distributors wanted in all parts of Canada.

THE HARRY HORNE CO., TORONTO
Sole Manufacturers



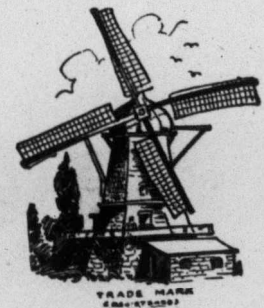
FOR BREAKFAST
No finer dish on earth—than

a Holland Rusk served with Cream. It is delicious, and its food value is great—in fact, away above the average. Holland Rusks is not a baby food (although it is most excellent for Children).

It is a food fit for the consumption of Kings and Queens and the best people in our country.

We will be pleased to mail you a Book illustrating 20 different ways it may be used and served.

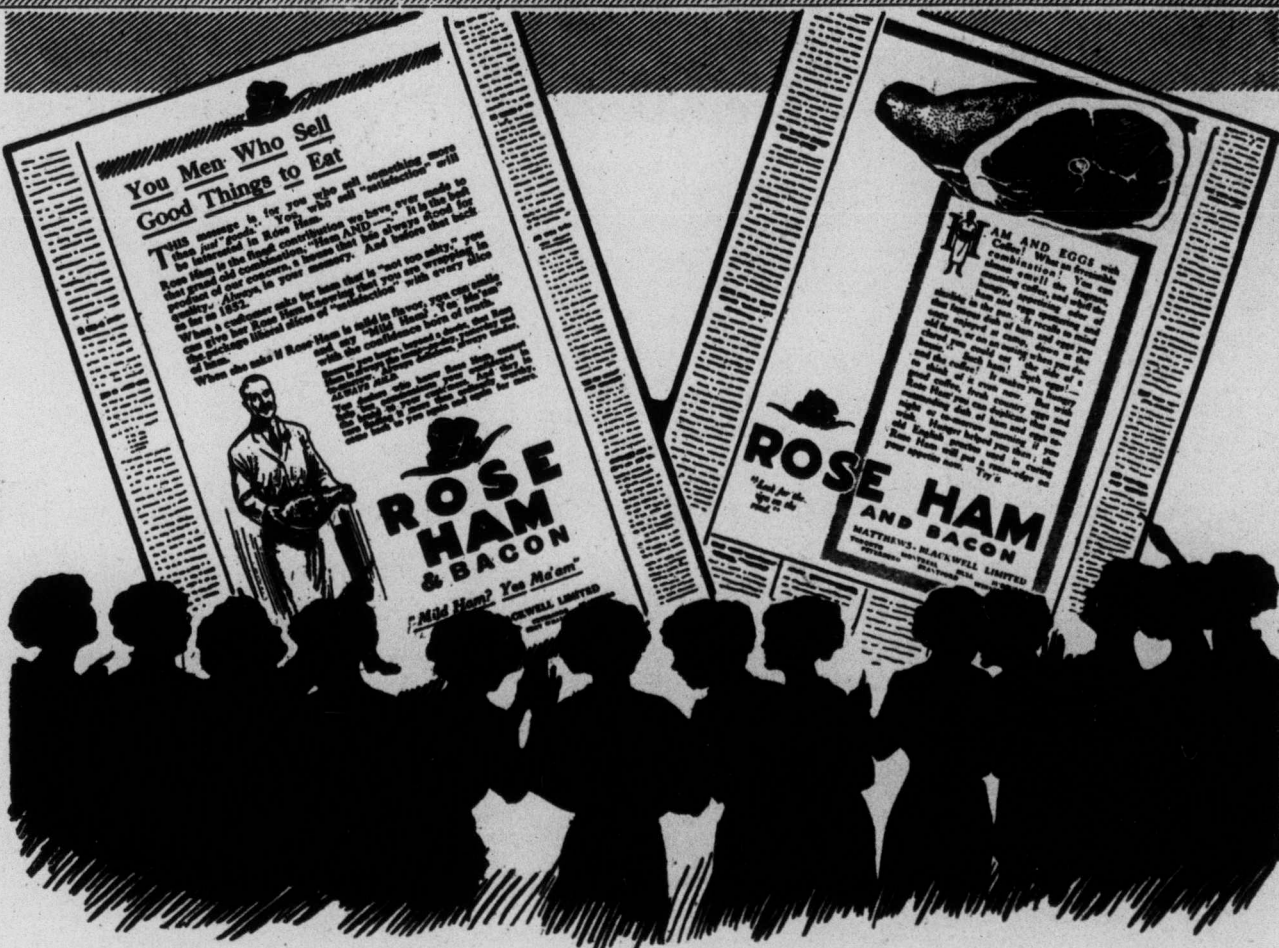
Place a display on your Counter in view of your best Customers. The Rusks will sell themselves if you will only let the people know you have them.



MADE AT HOLLAND, MICHIGAN, BY THE HOLLAND RUSK CO.

MR. GROCER, if your wholesaler cannot supply you, write to our sales agents, THE HARRY HORNE CO., TORONTO, and a supply will go forward without delay or fuss.

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



The women are looking for the Rose Brand sign on the rind

and as we continue to advertise, the stronger will be your reason for selling Rose Brand Ham and Bacon, and the more it will pay you to get back of this line and push.

You will have calls for Rose Brand Bacon, so don't wait and have to say, "Madam, I don't handle Rose Brand," but put in a stock now and see how quickly the news

spreads and your sales increase. Back of the mild, full flavor of Rose Brand Ham and Bacon is the English curing process which gives Rose products that tender, juicy texture, crisp and appetizing.

With our distributing points centrally located, we can guarantee a service that is second to none.

Place your trial order to-day.

ROSE HAM AND BACON

MATTHEWS - BLACKWELL, LIMITED

TORONTO
WINNIPEG

MONTREAL
SYDNEY, C.B.

HULL

PETERBORO
FORT WILLIAM

BRANTFORD
SUDBURY

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

A bit
of inside
tea history

What has become of the other package teas?

It was a very usual thing a few years ago in Ontario to find very many different lines of package teas on grocers' shelves. In many stores eight and ten of them, but to-day it is rather unusual to find more than two, *and Red Rose is always one of those two*, and since Red Rose came on the market, scores of package teas have come and gone.

Why?

Well, in the first place, there have been during those years a good many market changes, unfortunately mostly advances, giving a very great temptation to reduce quality to save profits.

For twenty-two years, and especially during the past year and a half of war conditions, the most trying of them all, we have steadily maintained the same high standard of quality which we put into the first packages bearing the Red Rose Tea label.

Could anything more clearly demonstrate the value of the "Quality First" principle in business than the leading position Red Rose holds in the tea trade to-day?

You will find the Red Rose quality will be appreciated by your customers.

Red Rose Tea

"is good tea"

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

A MESSAGE

to the

Merchants of Northern Ontario

THE Young Company, Limited, Wholesale Grocers and Importers, with warehouses at North Bay, Sudbury and Sault Ste. Marie, offer you liberal treatment, carry complete stocks and can give you a service more prompt than can be had elsewhere.

We solicit your business because of these good reasons and believe, in these times of tight money, that you will be interested.

Send us a trial order to our nearest warehouse and we shall demonstrate these facts to you.

The Young Company, Limited

North Bay

Sudbury

Sault Ste. Marie

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

CANADIAN GROCER

VOL. XXX

TORONTO, APRIL 28, 1916

No. 17

THE 1916 FARM OUTLOOK

By F. M. Chapman, Editor, The Farmer's Magazine.

PREDICTING farm prices even with the most favorable prospects, is a rather risky business.

That prices for farm products in Canada during 1916 are going to be high, is a fairly safe prediction, even with the indefiniteness and uncertainty of war clouds over the whole of the main producing countries of the world.

And Canada stands in the gateway of opportunity. Let us look at some present time facts.

Wheat, cattle, hogs, dairy products, poultry products, potatoes, fruit, hay and horses are the main sources of our wealth. What about these?

Cattle are selling high and are in big demand. Buyers of beef cattle are paying 9 cents at many country points. It is reported from the United States that the situation is equally strong. Rumor has it that 1,000 distillery cattle have been contracted for in Toronto by a Kansas City firm at nine cents for June delivery.

In dairy lines there never was a firmer tone or a more prosperous outlook. Cheese, butter and milk are rising in price, instead of following the usual summer drop. Pure bred herd sales bring good figures. Milk cows are scarce. Last year was the best ever known here for cheesemakers, and that this year will surpass it, is the undertone among all dairymen.

"I would advise," says W. A. Brown, of the Poultry Division of the Federal Live Stock Branch, "every farmer to set every egg he can spare. There never was so phenomenal a situation in Canadian egg business. One thousand carloads of United States eggs were re-shipped through Canada last year. New Ontario, for the first time in its history, shipped many carloads to the Old Country. Prices now are on the rise, and it is likely that the Dominion will find a market at good prices for all she can produce."

In wheat and field products the situation looks equally good. An astounding index of the grain situation can be inferred from the fact that the U. S. surplus of wheat is nearly all already contracted for. The lessened yields in Canada because of the shortage of labor and lack of summer-fallow preparations last year will make prices spread, even still more, although there should go over 150 millions of our crops into this year's supplies.

On the whole the prospects for the Canadian farmer never were brighter. The war is almost certain to last throughout the year, but even if it does not, the nations will be on a war-footing for that time, and the demand for Canadian farm products must be insistent in the sheer force of world supply and demand and the policy of the allied nations. Farmers will be justified in making every effort to increase production.

CANADIAN PROSPERITY ON A SOUND BASIS

By John Appleton, Editor Financial Post.

FOR some reason or other, not quite obvious, outsiders seem to have the impression that Canada should be suffering at the present time, and not prosperous. No other reason for this impression exists than the fact that Canada is at war. It does not seem to dawn across the perceptive faculties of some of our neighbors to the south of the line that Canada is not Belgium, Servia, or even Germany. She is at war along with other

nations of the Empire and will no doubt be at war until the central powers of Europe are vanquished. But Canada happens to have the very resources that are most needed for the maintenance of the Allies' cause. Her great crops are needed as food supply not only in the United States, but in France, Italy, and elsewhere. Her industrial plant was turned to effective account. Shells were produced as rapidly as the more highly developed and older-established plants in England could produce them.

In addition, therefore, to the great resources of food which Canada has to place at the service of the Allies, she also has the output of splendidly organized munition plants. The wealth outturn of her industries and of her fields has therefore brought about in Canada a state of prosperity that is very exceptional, despite her having sent to the front approximately 200,000 men.

These facts are referred to, not as indicating what business is going to be like during the next twelve months or beyond that period, but to indicate that there is a sound basis for prevailing prosperity. What Canada is spending in maintaining her expeditionary forces is being more than compensated for by the added value the circumstance of war has given to her products. If we give Canada her real place amongst the nations from a business standpoint, we will see at once that she is not at all abnormal in being prosperous. For instance, take Japan, one of the least active of the belligerents, who nevertheless did her share in fighting the central powers. She took the initial step to oust Germany out of China. From a commercial standpoint that was a great achievement. But her outlay in proportion to her resources has not been as great as that of Canada. But Canada has greater food resources than Japan.

A YEAR OF OPPORTUNITY

By the Editor Canadian Grocer.

WHAT has been written above by the editors of *The Farmer's Magazine* and *The Financial Post*—two men who are very closely in touch with the farming and business conditions in Canada—bears a distinct message to every grocer and general merchant throughout the Dominion. As the grocery trade to-day knows, business in Canada has been particularly good ever since last year's drop began to reach the market. The reason for this, of course, was that prices for farm produce, live stock, etc., have been unusually high on account of the enormous demand for our products from Great Britain and other European countries. This started a big circulation of money through the farming districts which gradually oozed up through retail and wholesale channels to manufacturers, and has meant good business for the grocery trade of Canada.

But what is the outlook for the future?

The answer to this question is given above, so far as an answer can be given at the present time. The editor of *The Farmer's Magazine* forecasts that in 1916 we are going to see a continuance of the high prices of grains and everything the farmer has to sell. When the farmer is prosperous the country is usually prosperous. This is particularly true of the Western Canadian provinces, as agriculture there is the foundation stone of business. The editor of *The Financial Post* goes into the reason why Canada is prosperous, despite the fact that as an integral part of the British Empire we are to-day engaged in a great war.

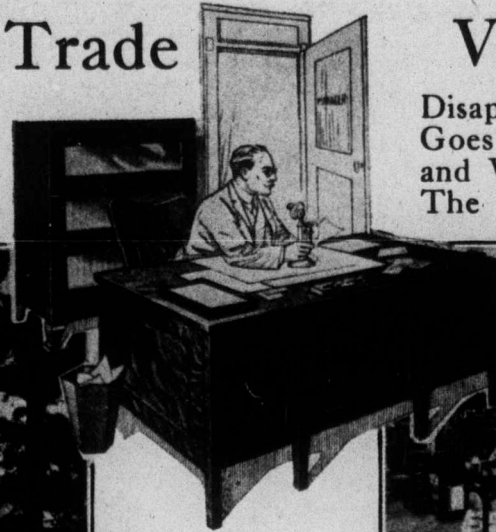
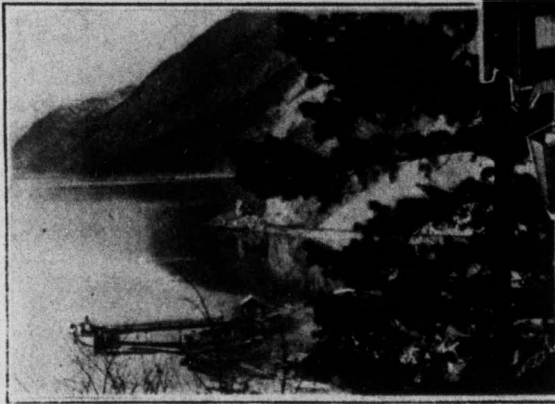
Nothing better could be presented to indicate to our readers the future prospects of the grocery trade in Canada. However, as in the past, merchants will achieve the greatest measure of success who aggressively go after business. It requires an enthusiastic sales force, enthusiasm in doing business generally, modern methods in merchandising, careful buying and careful accounting, to be favored with the patronage of an appreciative consuming public. *Canadian Grocer* is published to provide the merchant with the very ammunition he desires to make the most out of his opportunities. That is the keynote of this, the Annual Spring and Sales Number of 1916. This issue, for instance, is practically edited by readers from coast to coast who have co-operated with us in presenting the trade with methods and suggestions that will help the merchant to seize opportunities that lie in his path. Canada has been very prosperous. This prosperity, as far as we can see to-day, is going to continue, at least to the end of this year—and likely for years to come—so the aggressive dealer has a big chance for a splendid 1916 business.

Summer-Home Trade

Solving the Problem of the
 ness—How Montreal Dealer
 Luxuries Featured—Fruits
 To Fill

Via Father

Disappearing Hot Month Busi-
 Goes After This Trade—Semi-
 and Vegetables Used by Many
 The Void



Where head of the household can be reached every day. Summer-home trade of city customers should not be entirely lost.

Especially written for Canadian Grocer Spring Number

MERCHANTS in large cities are beginning to feel more and more the loss of trade due to their customers spending three and four months of the year at their country homes. Within a hundred miles of both Toronto and Montreal, there are resorts and lakes and hills which tempt people away from the noise, smoke and heat of the city. The exodus is heavy, and those grocers who enjoy a residential trade, are heavy losers thereby.

The loss was particularly heavy last year, partly because the exodus was big, and partly because no merchant could afford to lose patronage at a time when buying in many luxury lines has been curtailed. There is no doubt that some failures were caused last year by the above cause, and many a city grocer only just managed to pull through.

Another fact which made it specially hard was that people who go to the country in summer are of the wealthier class. Their trade counts for a great deal, and they are people, moreover, who usually demand credit. Furthermore, there are some among them who do not scruple to go away for a three months residence in the country, leaving the grocer to carry the burden of their purchases made early in the year. The writer knows one Montreal grocer who gave a big sigh of relief when one of his customers came into his store during September last year, and settled his account for \$45. He said he had overlooked it, and asked the grocer not to mention it to his wife, who had that week arrived home with the family. No doubt the wife thought this bill had been paid at the time they left the city.

The loss of this business every summer is being felt more every year, and many

merchants are looking about for ways and means of checking this serious leak. One grocer alone declares that two hundred customers, the cream of his trade, went away last year for periods varying from one to four months. He is of the opinion that many women are tempted to take their families to the country for economy's sake, apart from the fact that it is healthier, once in the country, the children are able to wander about in old clothes, not "togged" up as they would be in the city.

A merchant who has suffered severely from this cause told the writer that if he had not taken effective measures to keep in touch with this business, it would have been necessary for him to dismiss several of his clerks during the summer months. The only days on which they did any business of any account were Friday and Saturday, and of the latter it was customary during the summer to close the store at six o'clock. On the other days, the clerks were kept fairly busy, filling orders for their country customers, and packing crates.

Father Made Use Of

It often happens that, even though the family is away, the husband and father must remain in the city. It has been found that he can be used as an effective channel for keeping in touch with the family. The system of sending groceries to the country resorts via father is very simple. If the mother of the house takes care to make out a list, father can phone this to the grocer, who has the crate ready for the hour at which his train departs. The grocer tags it, care of the baggage master, with hour of train, and the number of father's ticket. He need not bother

about the parcel, for the baggage master looks after it. He will find it on the platform when he reaches his destination.

It is customary in this business to use crates so that air can circulate freely. Where boxes are used, it is necessary to fill them freely with holes. Parcels are carried by the railways free of charge up to twenty-five pounds. Breakages are infrequent, as the average grocer knows how to pack his goods.

It has been found that, where business is done of this kind, it is mostly along the lines of fancy goods; in fact, the demand is for lines which cannot be purchased at the country store. Judging by the heavy demand for pickles, olives, salad dressings, jams, etc., from the city stores during the summer holidays, it would pay some of the country stores to invest a little money in specialties, as the sole reason why this business comes to the city is because these lines are not always stocked in the country stores. If they were, it is probable that visitors might prefer to buy them right there.

Some of the largest stores in the residential districts of Montreal admit that as far as the grocery business is concerned, they might as well close up shop during the months of June, July and August. There is a sideline which comes in handy at this time, and is their salvation. It is pushed for all it is worth; reference is made to the fruit business. Some of the grocery stores of the large cities make the recognized fruit and vegetable stores look like ten cents while the season is on. They go after the business systematically, buying with good judgment, and selling at big profits where they can.



W. J. Cherney's store in Windsor, Ont. This shows grocery department on right, with the patented pivoted bins, the rest chairs and tables, confectionery department, and fruit and vegetables in centre, and chinaware at rear

Cherney Methods For The

Windsor, Ont., Grocer Tells How He Has Arranged His Various Departments to Get Most Out Soaps, Chinaware, Cake, Confectionery, Fruits and Vegetables, as Goods Bought and Store Cleanliness—Three Windows Always

Written from special interview by

WHAT CHERNEY SAYS ABOUT THINGS

I believe in selling only goods that I know to be pure and wholesome.

You can't run a sanitary store without dust and dirt-proof fixtures for goods.

One motor delivery does as much work as three horses and wagons.

The goods must be shown to be sold.

We could not get along at all now without our meat slicer.

The adding machine is certainly a great help to us.

We know every night just where the business stands.

WESTERN Ontario has some very fine grocery stores. Among these must be classed that of W. J. Cherney, a large grocer and provision dealer in Windsor.

Any of the older heads in business looking back of the past decade or two will see a great contrast between the general run of grocery store of the days gone by and those of the present time. Mr. Cherney when he moved into his present store, more than a year or so ago, found himself in an establishment, the very appearance of which was an actual salesman of great power and scope and that is to-day a living testimonial of the modern ideas he holds on the operation of a successful grocery store. Mr. Cherney was his own architect. His plans were all made by himself so that he got exactly what he wanted. No adequate description of the Cherney store could be given without the assistance of illustration. Here-

with therefore are views of the interior, showing its general character but not altogether doing justice to the general appearance and the inviting and refined character of the establishment, as it actually is.

Revenue from Many Departments

In the first place the Cherney store contains a great many departments, each of which adds its quota to the large turnover which is close on the six figure mark. The departments include the following: Cigar and tobacco, toilet soap, grocery department, confectionery, fruit and vegetable, china ware and crockery, bread and pastry, meat department and lastly dairy department including butter, milk, cheese, etc.

This means that in the Cherney store the housewife can be supplied with practically everything she may desire for the table.

His fixtures include a large number



The meat department of the Cherney Store is presented here. Since this picture was taken, cakes and pastry take the place of the chinaware near the front. There is a butter and cheese counter and refrigerator to the rear.

Building Up of a Big Business

of Them—Places Great Dependence on Fixtures and Equipment — Features Cigars, Toilet Well as Groceries and Meats—Great Stress Laid Upon Purity of Bringing in Business—A Big Turnover Attained.

Canadian Grocer representative.

of the modern devices that assist in the display of goods, that exist for convenience of the staff, and for giving service to the customer. There are silent salesmen, patented pivoted bins, computing scales, electrically-driven coffee grinder, adding machine, rest tables, meat chopper, meat slicer, refrigerators, biscuit display case, display tables for crockery, display stands for olives, etc.

Cigar Case Gets Business

"One of our chief methods of getting business," stated Mr. Cherney to Canadian Grocer representative, "is by showing the goods attractively in attractive surroundings. For instance note that cigar case just inside the door; it is kept there so that it will attract the attention of the men. It is useless to put a cigar case to the rear of the store, for the men will not walk that distance. The women are the chief buyers and of course when they come in they always like to

look around the entire store and see if there is anything they might require. But it is different with the men. Therefore the cigar department should be at the front of the store. We do quite an extensive business in cigars, tobacco, etc., because we aim to sell good quality.

One of our chief selling seasons is, of course, prior to Christmas, but since the war started we have been doing a good business the year round in small boxes of cigars. Customers buy these for relatives and friends at the front, and we make quite a feature of them. While, of course with the coming of prohibition there will undoubtedly be more cigars sold by grocers and general stores as well as exclusive cigar and tobacco dealers, in the larger centres the grocery trade may not feel the benefit so much as those in the smaller places in view of the fact that we close early and have competition from so many exclusive cigar stores. However, I believe prohibition movement

FIXTURES AND EQUIPMENT IN THE CHERNEY STORE

*Pivoted Bins;
Silent Salesmen;
Computing Scales;
Meat Slicer;
Meat Chopper;
Coffee Grinder;
Cigar Case with Humidor;
Two Refrigerators;
Rest Chairs and Tables;
Biscuit Display Cases;
Two Motor Deliveries;
Adding Machine;
Cash Register;
Vegetable Counters;
Biscuit Case.*

is going to stimulate cigar sales to a greater extent in all grocery and general stores, where they are handled and handled properly."

How Humidor Operates

In explaining his cigar case, Mr. Cherney pulled out a slide in which was arranged a permanent humidor. The case is made by a large manufacturer of store fixtures. In this slide is a shallow galvanized pan. This pan holds a pad that is kept well soaked in water which evaporates and permeates through the silent salesman. The floor of the silent salesman is made of slats so that the moisture can get up through it. This keeps the cigars and tobacco in the proper moist condition, appreciated by smokers.

Tests All Goods Himself

The grocery department is fitted out with pivoted bins for holding and displaying various lines of goods. These bins are arranged beneath the shelving and in the back of the counter. Mr. Cherney installed them because as he says, he is particular about the quality and cleanliness of the goods he sells to his customers. "A doctor was discussing the matter of stomach trouble with me some time ago," he said, "and made the point that if people would only stop to see from where they purchase their food stuffs there would be less illness among them. I have applied that to my own business, and as I am very particular myself about the goods that come into my home, I am even more particular about the goods I sell to others. All goods coming into my store I test personally and examine them to see if they will suit my trade. If they are not of the proper quality and character back they go. Those pivoted bins are dust and dirt proof, and help wonderfully in keeping the goods in good condition. In fact I would not be able to run a sanitary store without them. These bins, together with the arrangement of the goods on the shelves and the attractive displays on the counter are the chief features of the grocery department, and apart from personal salesmanship and probably window displays are the greatest help in selling the goods.

"I am always particular too, about the floor. You can come into the store at any time and you will never see any goods piled on the floor neither are there any boxes or barrels to mar the appearance of it. If goods are left on the floor they are subject to dust and dirt and other contamination which very often makes them unfit for human consumption."

Handy Tables for Summer

"I note you have a number of rest tables, Mr. Cherney," observed Canadian Grocer representative.

"Yes, and I believe they are of great

advantage to me," he replied. "These tables come in very handy, particularly in the summer season. We always keep a pitcher of water and a glass on each table and a chair or two beside them. This gives the tired shopper a chance to refresh herself; and also they are frequently used by friends of our customers who come in with them on shopping tours. The rest tables and chairs also account for the slogan which many Windsor women use—'Meet me at Cherney's.' They know when they come here they can sit down and have a short rest before resuming their shopping operations among the dry goods stores. Occasionally we show on these tables a few samples of fancy biscuits, bottles of maple syrup, etc., which get their attention and result in sales."

Toilet Soaps In Silent Salesman

One of the silent salesmen in the grocery department is devoted to display of toilet soaps. The proprietor points out that this results in a great many sales. Women naturally visit the grocery store more frequently than the drug store and they, therefore, have a splendid opportunity of purchasing toilet soaps if they are displayed prominently. This merchant does considerable business in this line during the year.

The centre of the store is devoted to confectionery and fruit and vegetables. From the layout it will be seen that there is a silent salesman for confectionery across the front of the centre row of counters. Back of this are two other confectionery silent salesmen, and then come the fruit and vegetables. Naturally a large business is done in confectionery in this store as the displays are large, attractively arranged and high class goods are carried. And as the Cherney clientele includes a large number of the best families in Windsor, he is able to make a considerable turnover in this line. The tops of the silent salesmen as well as the interiors are nicely trimmed with boxes of candy.

A feature of the vegetable counter is the fact that there are a number of shallow boxes for showing vegetables which can be lifted out of their place and washed and cleaned at any time.

Meat Slicer Is Necessary

The meat department which includes both fresh and cured meats is, next to the grocery, the chief department in the Cherney store. The turnover in provisions is quite large every year because of the up-to-date way in which the department is handled. There is a meat slicer on the counter which Mr. Cherney says they could not get along without. It helps serve the customers with bacon and cooked ham, etc., the way they want it. There is also a large refrigerator built in behind the meat department.

Back of this is a special counter for butter, cheese, etc., with a smaller refrigerator back of it and a computing scale on it.

Large Display of Chinaware

The rear of the store is taken up with the crockery department. Chinaware and crockery, etc., are displayed along shelves across the rear as well as on a number of tables in front of these shelves and also on a few tables between the fruit and vegetable and the meat department. The whole store is laid out with the idea of showing the maximum amount of goods and getting the maximum attention from those who enter it.

The windows in this store are always carefully arranged. They are artistically trimmed and actually bring the people in from the street for the goods shown in them. This is the chief test of a good window and, therefore, the Cherney windows are good ones.

Knows Daily Extent of Business

The same care is exercised in looking after the management of the business as in the selling of the goods. Every article that comes into the store, for instance, is checked over with the invoice to see whether it is correct or not. If there is any shortage, or the goods are not what they were represented, they go back.

"We can tell every night," said Mr. Cherney, in referring to how he kept track of his business, "just exactly what the business was in both cash and credit and the amount received on account. We keep close tab on expenses in various lines and even a paper is charged up to me if I take the money from the till at any time. I cannot get anything any more than one of my clerks without paying for it. The goods that go to my house are all charged against me. If I take a cigar from a box it is charged against me. This helps to keep everything in proper shape so that at the end of the year we are not going to be worse off than we expect. An adding machine has been installed in the office, and this is another part of the equipment that we could not very well get along without."

Mr. Cherney has been in the grocery business between 23 and 24 years. He has always had a large turnover, but in view of his methods described above no one will be surprised to know that he has greatly increased his turnover. Today it is close on to the six figure mark. He attributes this development to quality goods, attractive displays, cleanliness in the store, courtesy to the customers, good service, and good salesmen.



The Hudson Bay Co., Calgary, Alta., as will be seen from this illustration, has a most attractive grocery department. Observe the counter fixtures for display purposes.

Good Counter Trims Business Getter

How the Hudson Bay Co., Calgary, Alta., Arrange Unit Display That Every Customer Must See and Appreciate—Use Circular and Square Stands for Showing Goods in Pyramid Form

THE accompanying illustration shows a most attractive arrangement of grocery lines on the shelves and counters. This is an interior view of the large Hudson's Bay Co.'s grocery department in Calgary, Alta. A glance at this picture illustrates why goods that are attractively displayed are easily sold. On the counter at the right hand is a neat arrangement of olive oil with the bottles piled in pyramid form on a pyramid shaped fixture. It can be quite readily understood why such a display would sell olive oil. Then near the computing scale in the centre of the counter is a somewhat similar shaped but smaller display of pickles. Every customer who stops at the counter in front of such a display, cannot fail to see it, and it is an easy matter for one of the sales staff to pick up a bottle of the pickles and suggest it to the customer. This is how a great many sales are made in the Hudson's Bay store.

Farther on is a display of jam in bottles also in pyramid form towards the end of the counter near the cash register. Beyond this again is a neat arrangement of cereal foods, bottles of catsup, fruit, etc., and at the end of the counter is an attractive display of dried fruit. The shelving too, is most neatly arranged and the space at the top of the shelving is made good use of by displays of canned asparagus, jam, fancy biscuits, canned vegetables, etc.

Arrangement of goods in this or similar ways is bound to secure a great deal more business during the summer season. Many luxuries like a number of lines shown are always appealing and because they carry with them a fairly good percentage of profit they are most attractive lines to sell from the standpoint of the retailer.

CANADIAN GROCER

ESTABLISHED 1886

The Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY
LIMITED.

JOHN BAYNE MACLEAN, *President.*

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

H. V. TYRRELL, *General Manager.*

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada — Trade Newspapers and Magazines which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Canadian Grocer is an applicant for membership in the Audit Bureau of Circulation.

OFFICES:

CANADA—

Montreal — Rooms 701-702 Eastern Townships Bank Building; Telephone Main 1255. Toronto—143-153 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, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Phone Randolph 3234. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—

London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director. Telephone Central 129600. Cable Address: Atabek, London, England. Subscription: Canada, \$2.00; United States, \$3.00. Great Britain, the Colonies and Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

Vol. XXX.

TORONTO, APRIL 28, 1916

No. 17

THERE IS MONEY IN THIS ISSUE

IN several issues recently we have been telling the trade about the practical character of this, the Annual Spring and Summer Sales issue.

Here it is for your inspection.

Our editorial men have traveled many miles to get in touch with various retailers for the purpose of probing their methods of doing business, their ideas for business development, the little kinks and knacks they have in use for increasing sales in some particular line, or for giving a better service to their customers. The pages before and following are brimful of these methods and ideas. Their chief value to subscribers is that they come direct from retailers in business, and are therefore of the highest practical value. No business article has gone into this issue of a theoretic or "arm-chair" variety. That is not a part of the service rendered from week to week or year by year by CANADIAN GROCER. Our motto is, that articles must be practical.

One of our aims in securing material for this Spring and Summer Sales Number was to present as many suggestions as possible for the development of summer trade. Summer is, in many districts, a more or less dull season, so that the suggestions presented herewith, will be received at a time when they will be the most beneficial. When our readers have looked over this issue carefully, we would appreciate a word from any of them in regard to how it appeals to them. We shall then receive information that will be valuable to us in the future. Let us hear from you, NOW.

GOOD INFORMATION IN THE ADS.

READERS of CANADIAN GROCER will find much food for thought in the advertisements in this issue. Manufacturers and wholesalers have prepared

their announcements with great care, with a view to offering suggestions that will help the retailer materially in his buying and in his selling.

This issue is, therefore, one that the proprietor of the store should see that every clerk reads. It will make the clerk as well as the proprietor, familiar with the goods in stock and more familiar with the selling points of all lines advertised. Careful study of the issue will help them generally in the development of summer trade. There is just as important news and information in the advertisements as in the reading matter. Let each and every grocer, general merchant and clerk go over it carefully.

MAINTAIN THE QUALITY

ONE of the chief sources of loss in many grocery stores is the fact that retailers do not always maintain the quality of the goods they sell. When customers become satisfied with a certain line of tea, rolled oats, coffee or spice of any kind, it is to the advantage of the dealer that he be able to supply them with that particular flavor or blend or quality of article every time they make a purchase.

Many dealers have built up substantial businesses by maintaining quality in this regard. When they find, for instance, that their customers are satisfied with a certain flavor of tea they go to the trouble and sometimes additional expense of securing that particular blend at all times. They know that this is one of the methods for overcoming the pedlar evil, because the pedlar is not in majority of cases in a position to maintain the quality and blend of his tea at all times. Once a dealer begins to change his blend, customers are more than likely to become dissatisfied and are quite willing to try any old kind of tea that a pedlar offers them at the back door.

The same holds true in a great many other lines.

There is difference in quality for instance, in rolled oats, spices, coffee, etc., and it is up to the dealer who is particular about his reputation and the quality and cleanliness of the goods that leave his store, to see that his customers secure the same or a better article whenever these respective goods are bought.

Especial care is necessary in buying to make sure that quality is always maintained regardless of price.

A GENERAL SUGAR SHORTAGE

BRITAIN has had a big increase in the consumption of sugar. In Germany sugar is exceedingly scarce. European countries are buying sugar from the West Indies, United States and Canada.

No wonder our prices are soaring.

A British sugar expert writing in a London paper says that from the point of view of the physiologist, one of the most striking reports issued recently was that dealing with sugar consumption during the first year of the war.

People who failed to grasp the significance of the figures spoke in a pained way about the lack of national conscience, and efforts were made to preach economy. Nobody pointed out that the high consumption of sugar was due directly to the fact that war had whipped up the activities of every man, woman and child in the country so that even at a much higher price sugar was worth the money.

The simple truth that one may infer from the demand from sugar is that the whole rate of life has been quickened in Britain. Sugar is the fuel of activity, and in activity more and more sugar is burned. In England, and indeed all over Europe, men are now living at a greater rate than in times of peace. Civilization, if you will, is going the pace; and, for the pace sugar is essential, no matter what the price may be.

To Germany the war has shown how indispensable a foodstuff sugar is—two grammes are said by chemists to be equal in ourishment to one gramme of butter. And since butter and margarine, and lard, and all kinds of fats are now only procurable in very small quantities, at very high prices, the importance of sugar has become much greater than ever before.

Before the war Germany exported more sugar than any other European country. After providing for the domestic consumption of 2,400,000 tons, another 1,200,000 tons were exported.

When the war broke out the German sugar interests feared they would be swamped with their stocks, and implored the Government to permit them to continue to export it as before, asserting that the next harvest added to the stocks on hand would suffice for all human needs for two years. The Government consented and the consequence was that immense quantities of sugar were sent through Holland and alleged to have reached the British market. This permission to export was soon withdrawn, but it

proved how the Government had underestimated the length of the war.

At first sugar prices rose scarcely at all; it was only when butter and fats began to grow scarce that German housewives were urged to substitute sugar for them in the form of jams.

THE FRONT COVER

WITH this issue another worthy addition has been added to the series of excellent front covers which have appeared on the annual spring and fall numbers of CANADIAN GROCER.

The task of painting the front cover for this issue was allotted to C. W. Jeffreys, one of Canada's most prominent artists, who has painted covers for CANADIAN GROCER for the past six years, and who during that time has prepared many covers which have been favorably commented upon by large numbers of our readers throughout the Dominion.

The cover on this issue is particularly appropriate for this season of the year when grocers and general merchants are receiving their spring shipments. The scene is a familiar one to the retail trade in all its branches.

EDITORIAL NOTES

A CUSTOMER in your store is worth two on the street.

LOAFING half one's time away is one case where half a loaf is not better than none.

LUBRICATE the mechanism of your business every now and then with the Oil of Optimism.

THE EARLY bird gets the worm by going after it; it doesn't wait till the worm comes its way.

NOW THAT Lent is over, make it your business that your customers don't deny themselves in the way of "Eats."

A GROUCH never lost anything to anybody—but the groucher, but a hearty grin does good to more than he who grins.

RETAILERS who have to explain advanced prices to their customers know more about the two words "freight rates" now than ever before.

TO MAKE the very most of your business not only must you make a profit, but you must also cut down the overhead. Then you gain both coming and going.

COURTESY is the best foundation stone. Salesmanship, good judgment in buying, good displays—all these count, but you can't build if the foundation isn't there.

A \$110,000 Montreal Store

New Standard Meat, Fish, Fruit and Poultry Establishment Called "The Temple of Purity"
—Various Departments Models of Cleanliness—Glass Tops, Sides and Bottoms to
Show Cases—Each Department a Unit.

From an authorized interview by a Canadian Grocer representative with J. S. Stanford, managing director, Stanford's, Ltd., Montreal.

THE new store of Stanford's, Limited, is the outcome of much observation, and many trips to the stores and cities of Canada and the United States. It was built at a cost of \$110,000, and represents one of the highest development in retail meat stores in America.

The building is 45 x 90 feet, and the store occupies two floors and a basement. Of the total amount of floor space in the

establishment, the store proper only occupies about one quarter. The remaining space is all devoted to storage and service purposes. There are forty-eight employees, of whom 25 are salesmen. "Thus it will be seen that the bulk of our labor and our space is devoted to the preparation and keeping of our products rather than to the sale of them. This represents a natural growth that is based on our experience, which goes to prove that the greatest problem of the dealer in perishable products, such as fish, fruit, etc., is to conserve their freshness, so that they may on the customer's table retain all of their original flavor and be silent salesmen of other and later orders. And so all our efforts by the various channels of cleanliness, quick and expert handling, etc., are directed toward this one end, and we advertise both effort and result in our store's newspaper, 'The Temple of Purity.'"

Glass and Tile

As the illustration shows, the store space con-

sists of one main room, which has display counters and cases the full length of both sides and ends.

A palm in the centre dominates the room, which is done in dark wood of mission style. The walls are of green and white squares of tile and the floor of mosaic. The counters have marble bases and vitralite tops. The end show cases have compartments above and below, the side ones an upper compartment only. Fruit and vegetables are shown in the end nearest the door, and displays are arranged so as to make the best of all advantageous contrasts of color, shape, etc., and prices are plainly marked on everything. The cases even on top are all glass, so that an uninterrupted view is to be had of the contents. A minimum amount of wood is used in the decorating.

Fancy Baskets Used to Sell Fruit

Fruit baskets are utilized to great advantage in the displaying of choice assortments of fruits and vegetables on top of the counter, and the latest in computing scales are placed at intervals on the counters.

The rear of this side of the store is devoted to the fish and poultry department. Behind and in the rear of this counter is the fish room, and immediately accessible to the counter. Directly behind the counter is the cleaning room, where poultry and fish are prepared for the show cases and for orders.

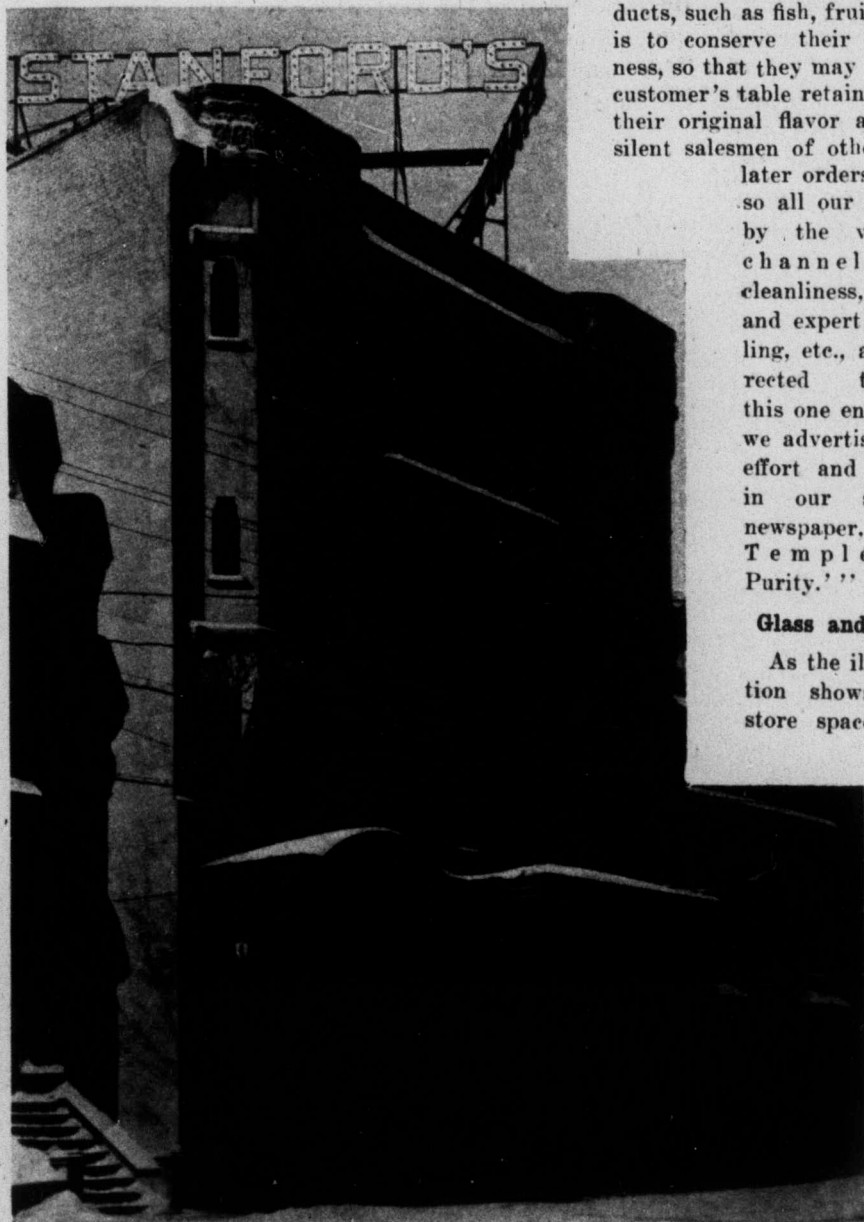
Big Fish Trade

"We receive large quantities of fresh fish every day in the week, and the preparation of that stock so as to render it attractive and saleable takes a great part of our time early in the week. Our customers particularly like to have their fish filleted."

In the rear of the small end show case is the butter, egg and cheese refrigerator. Each product has a separate compartment, of which there are six of about three-foot square each, so that no confusion of odors occurs.

Meat Room One Big Show Case

On the other side, in the rear, are the meats, all prepared for the pan, in roasts, chops, etc., and displayed on trays to their full advantage. In the front part of this side are displayed the delicatessen lines and jars of fancy pickles, etc.



Note the electric sign at top of the building. This shows the commanding front of the new Stanford store.



Interior view of the new more-than-ordinary attractive Stanford store in Montreal. Note the effective use made of silent salesmen. Walls are made of tile finish and floor is mosaic.

As in the case of the fish counter, the walls behind the meat counter are of glass and allow of a full view of the six by forty five-foot meat room that extends the full length of the building. Thus, even the meat is hung as part of one big display.

The principal reserves of cut meats are kept on shelves in this room, and may be seen by the customer from the centre of the store. There are metal shelves full of brightly shining trays of hearts, kidneys, livers, steaks, chops, sausages, etc., all prepared in the most approved style.

The cutting room is at the back of this one, and connects with it, and next to that again is the shipping room, the heart of the store, which handles all orders, whether incoming or outgoing, except in those cases in which the customer dispenses with delivery. All parcels come here by conveyor route.

Running round the store a little above the counters is an innovation to Montreal, an electrical conveyor or parcel carrier. When the salesman has completed a customer's order, it is placed on this carrier and is rushed off to the shipping room. Here it is sorted and classified by a special and elaborate system of numbering, and in less than five minutes af-

ter the customer has left the store, the parcel is on its way to his home. Also arranged around the ceiling is the electrically-driven cash carrier.

So complete is the construction of the conveyor system that the salesman can toss the bundle in from any part of this working space, knowing that it will automatically go to the shipping room at once unless it be at a slack time of the day, when power is shut off to save expense.

A Kitchen Minus Wood

The office is upstairs and overlooks the full length of the store from the rear. Next to it is the kitchen, where two cooks are constantly at work cooking various meats that can be handled to better advantage ready for the table. This kitchen contains its own separate refrigerator, and is self-contained in every way. Immaculate cleanliness is its chief characteristic. Closed galvanized iron pails are evident in great abundance to care for all waste, and the only wood in the room is that of the carving table in the centre.

An Elaborate Cooling System

In the basement each man has his own clothes locker, so that all confusion may be avoided. Next the locker room is one of the four-fifteen by twenty-five-foot

cooling rooms. The compressor room is next door, and consists of two complete units of twenty-ton each. One is used one day and the other the next, and in case of accident the duplicate plant insures that cooling will be kept up.

Ours is a brine system of cooling. Ammonia is used to cool the brine, which is then pumped through all the rooms. Various degrees of coldness are used in each room, according to its contents. The fish room is made extra cold by direct expansion, so as to preserve the original flavor of the frozen fish in it.

A Sweet Vegetable Room

The vegetable room is milder in temperature, and such is the care with which the contents are stored on the metal shelves and so clean is everything that the air in this room has a positive sweetness rather than the sour smell that might be expected. An elevator is used to connect this room up with the vegetable counter in the store, as all orders are put up in this cold room, except in case of those sold over the counter, so as to insure freshness.

A cement lined and curved chute at the front of the basement leads to the sidewalk, by which route incoming shipments arrive.

The Routing of Orders

In the general running of the store we endeavor to maintain broad principles of merchandising in regard to our stocks, our advertising, etc. All the primaries are kept in stock as far as humanly possible. All orders are routed in the way efficiency points out as best to save time, unnecessary handling, etc. Orders are sub-divided according to their character, and the department to which they belong. Thus, we have really expert, not pseudo-expert, meat men, fish men, vegetable men, etc., to handle each his own part of any order and insure its being put up in the proper way.

Service After Sale

This is a recent departure on our part, and has followed as the result of dissatisfaction on the customers' part through poor service after the goods were bought. We found that after spending money in advertising, etc., to get customers into the store, and after selling them goods, that bad impressions and destructive results occurred from improper packing, lack of co-ordination in routing, delivery, etc.

A Store Booklet

As part of our general plan of service and our emphasis upon the sanitary features of our service we are getting out a booklet which is nothing more nor less than an illustrated description of our store and our methods in order that customers may be fully informed of our interest and close attention to cleanliness and system in handling their orders. The booklet emphasizes the point of special departments, being devoted to

each class of goods and contains pictures of the department rooms showing preparation of the orders and bearing down on the fact that we endeavor to send the food to the customer's table with its original flavor unimpaired by heat or handling, dust or dandruff.

The customer is informed that when his order is 'phoned in, it is re-telephoned to each department concerned, put up separately, and later re-assembled in the shipping room.

Some Broad Advertising

We pay particular attention to the salient features of the store in all advertising. As long as we have a good thing we let the people know about it. Especial attention is paid to the "Temple of Purity" feature.

Thus, to quote from a recent ad: "Our new store is a Temple of Purity. The walls, the floor, the ceiling and counters are glistening, gleaming pure white tiles. The counters are covered with heavy crystal glass and back of them, making the fourth side of the square, refrigerating coils enamelled white. Sunlight and cleanliness are essential to effective sanitation. At the new Stanford store you have both in generous proportion." And under this are prices in large type of featured lines.

Or this one: first in big black letters, "Your food is protected in this big new store"; and in smaller type, "Marvelously protected even in this age of sanitation, all food is crystal enclosed, whether it be meat, fish, poultry, vegetables,

or fruit, it is carefully protected from contamination by glass and backed by a refrigerating system that keeps it in perfect condition."

Clean Service as an Investment

As may be seen, we have made our passion for cleanliness and service take on the character of an investment of dollars, on which we expect to collect interest. Present indications point that way. Customers appreciate a cleanliness that makes the dark corners of the basement as neat and clean and sweet as the show window.

The goods themselves are silent salesmen that work while we sleep. Every cent, every improvement, every effort that a merchant puts into the retention of freshness and flavor in perishable goods is the most hard-headed and practical form of cheap investment.



A hungry Frenchman who was in an English restaurant wanted eggs for breakfast, but had forgotten the English word. So he got around the difficulty in the following way:

"Vaiterre, vat is dat valking in the yard?"

"A rooster, sir."

"Ah! and vat you call de rooster's wife?"

"The hen, sir."

"And vat you call de childrens of the rooster and his wife?"

"Chickens, sir."

"But vat you call de chicken before dey are chicken?"

"Eggs, sir."

"Bring me two."



Canned goods permit of making a rapid display. Between now and arrival of new vegetables and fruit, canned goods should be featured.

Farmer Turns Grocer: Now a Day Laborer

Written for Canadian Grocer by Merchant 24 Years in Business.

SOME people have the idea that we grocers are making money hand over fist and that all we have to do is sit in the office, talk to a few men during the day, straighten out one or two complaints—and pocket the money. To demonstrate what some of those on the outside think of us and the “easy” way in which we make a living, I will recite an experience in which I was personally interested some years ago.

A farmer came into the store one day and found me sitting in the office talking to some one. It was a business matter and as it happened it involved considerable money and risk.

“You certainly have a very nice time,” the farmer said to me when I was free, “sitting on the chair wearing out your trousers while I am wearing out my boots with hard work. I think I will just go into the grocery business.”

I pointed out to him that when he saw me sitting in the office, I was actually thinking hard about keeping down expenses in order to save some money or about plans for developing the business to produce a little extra profit, so I said to him, “I’ll tell you what I’ll do Mr. ——. I’ll sell you this grocery business and take your farm in exchange.”

He did not take me up on it, but anyway he must have got the bug in his head, for later on sure enough he bought a grocery business by disposing of his farm. Twelve months after he came to me and in a private conversation confided the fact that he never thought there was so much to learn about groceries and in conducting the business generally.

In twenty-three months’ time that man had no grocery business and no farm and now he is a day-laborer around the city streets.

This illustrates the fact that the grocery business is not a philanthropic one for the man who does not know something about it. There are grocers to-day, who are simply eking out a living but getting no money ahead, and who never will. There are many others who are not even making a living. They are on the road to failure, simply because they are not in touch with the methods of doing business and they have had no knowledge of groceries in general.

There are too many people who believe that money is easily picked up in selling groceries. Simply because they are on an acquaintanceship with them by using them on their tables three times a day they believe they know all about them. They hear of some of us buying sugar for \$7.50 and selling it at \$8 and think we are robbing the public. They forget that there are credits to look after, buying to be properly done, expert salesmen to be exercised in getting them into the hands of the consumer and short profits to contend with. It is only by constant, careful, thorough, every-day attention to the details that brings to us anything more than an ordinary recompense.

“The Customer Is Always Right”

This is Marshall Field's Old Motto—Pickering Merchant Claims It Pays to Adopt This Creed—How He Has Done So—Advertises the Fact in Newspaper Space—Finds This Policy a Profitable One.

Authorized interview by Canadian Grocer with A. M. Chapman, Pickering, Ont.

THESE is a definitely marked trend towards the popularization amongst the grocer trade of the creed that *the customer is always right*. Probably grocers less than any other trade have to contend with a bunch of crotchety customers who insist on complaining about their purchases and on coming in and slang-wanging the salesmen until they get either different goods or their money back. But grocers do occasionally have cases where this sort of thing happens and the grocer as well as the tinker and tailor and candlestick-maker are finding it pays to adopt the general maxim that the complainant, the customer, is always right.

This, at any rate, is the theory, and practice too, of A. M. Chapman, a merchant of Pickering, Ont.

“I have always believed in this,” said Mr. Chapman to CANADIAN GROCER, “I found it out, I think, chiefly when I had perhaps a different kind of store which was the nucleus of the present store. At one time I had a hardware business here in Pickering and that has grown by acquisition and extension till I have the dry goods and grocery end as well, making a large general store. It was perhaps more in the hardware and dry goods end that I found it was necessary to adopt this creed that *‘the customer is always right.’* People would come in now and then and complain that this didn't suit or that didn't suit, the color was wrong or the weight was wrong, or the shape was wrong, or some thing or other was wrong. I had to learn—though I did not take kindly to the notion at first—that it is better to consider the customer always right. I follow this out in the grocery department. If anybody buys anything that they take home and do not care for or do not think right and come back to the store and complain about it. I immediately either exchange the goods or refund the money. I find that as a general policy it pays and pays well.”

LET IT BE KNOWN

“More than that, I have let it be known to all my customers that this is the case. Here in Pickering we are a sort of centre for the farming community which stretches far and wide

and farmers and their wives are continually coming in to town to buy. We have therefore a much larger trade than the town itself would actually warrant.

“In the newspaper which circulates in the surrounding country and in the town itself, in all my advertising I include the statement that we are prepared at the store here always to consider the customer right. *‘Goods exchanged or your money refunded’* is our slogan and we advertise this far and wide.”

“I believe,” said Mr. Chapman, “in letting people know exactly your policy. It is no good my having a policy which insists that a customer is always right and bearing this out in practice if I don't advertise the fact to my customers, so I include it in all my advertisements in the paper, and my store has come to have a reputation that it will refund any money or exchange goods in the case where a purchaser feels inclined to complain. I have found this policy pay again and again.

“I might have lost trade by sticking out sometimes and refusing to either refund money or to exchange goods in certain circumstances where a customer has complained, but following the example of large stores, I have found it a paying proposition to consider that the customer, whether right or wrong, is, for my purpose, *always right.*”

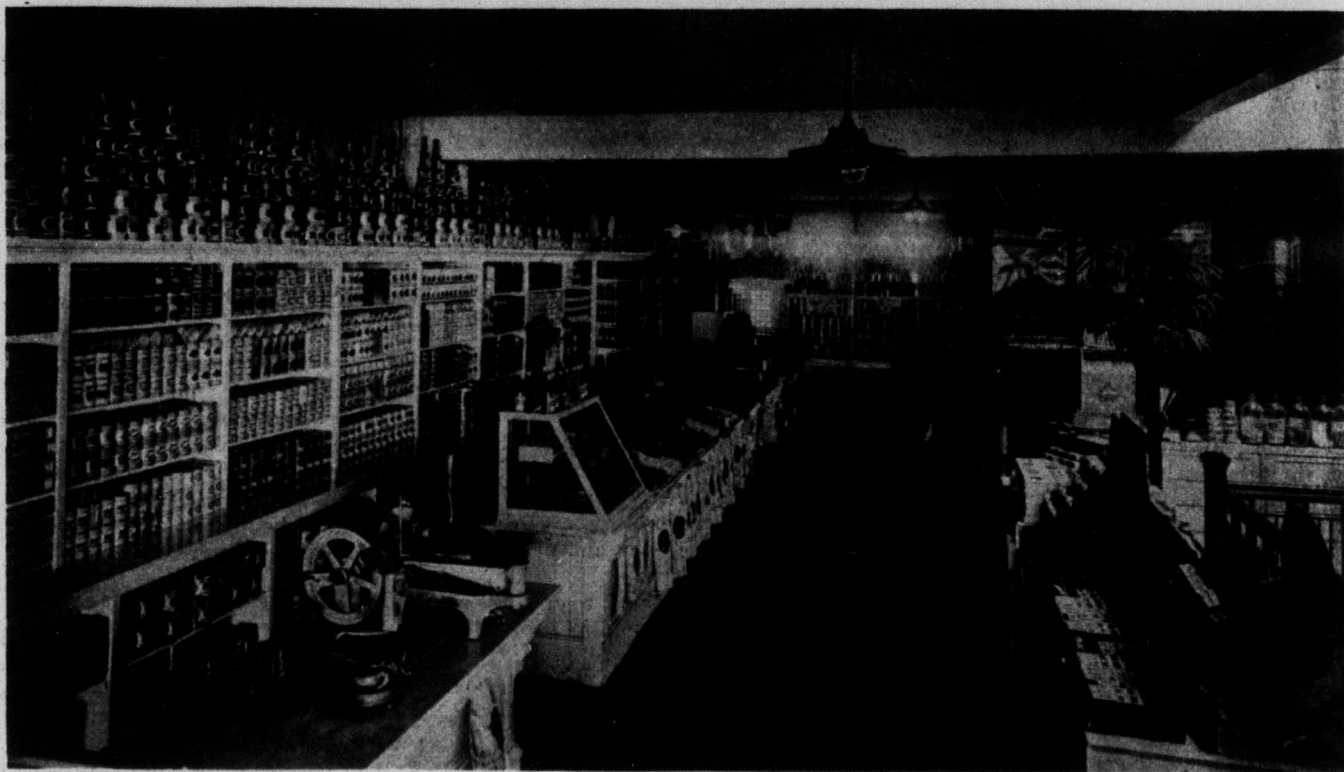
ADVISES SURRENDERING CONVICTIONS

“Very often you know,” went on Mr. Chapman, “the customer is far from right, and we know it. Nevertheless it does not do to admit it, and it does not do to quarrel with the customer. Particularly so in the case of women customers who are buying right along at your store. It pays to surrender to them your conviction sometimes when you are quite sure that you are refunding money or are exchanging goods when that course of action should not be followed. It pays, because you retain their confidence, and you send them away in a cheerful humor instead of with a frown.”

“*‘The customer is always right’*: that is a slogan I have set myself rigidly to follow and so far I have found it a paying one.”

Getting the Public to Take the Elevator

Robinson-MacBean, Ltd., Moose Jaw, Sask., Make Their Meat Department so Attractive People Will go to the Fourth Floor—No Orders for Feature Lines Over Telephone—Customers Must Ascend to Grocery Department—Store Finished in White—Saving the Salesmen's Time.



Grocery department of Robinson-MacBean, Ltd., Moose Jaw, Sask., on the fourth floor. The provision section at the left is a big drawing card, particularly in summer months.

SEVERAL methods have been described in *Canadian Grocer* for inducing people to take the elevator where the grocery department is located on an upper floor. One of the best was that of the Paquet Company, Quebec, who made a window display of canned goods, and offered valuable prizes free to those who guessed how many cans the window contained. It was necessary to visit the grocery department on the top floor to register name.

Another plan is used by Robinson-MacBean, Ltd., Moose Jaw, Sask. On certain days certain goods are advertised in the local newspapers, and orders for these are refused on the phone. It is found that when a woman visits the department in search of these lines she often leaves her full order for groceries. Furthermore, she becomes acquainted with the store, and having once been inside, she will return.

There is more in the above than the average person would think. Some firms spend money trying to get the public to walk in, trusting that once inside, they will buy. This is the Robinson-MacBean scheme. There are signs on the ground floor urging people to "visit our grocery department," but there is

nothing like advertising for filling the elevators to the fourth floor.

What are Robinson-MacBean's feature line? They feature something which the average store overlooks, something, in fact, which the average store fails to make go.

It is bacon. They claim to have the best in the city and many, having once tried it, substantiate their claim. Robinson-MacBean, Ltd., know how to cut and serve bacon so that the customer thinks it is something extra special, and so it is. The sale of bacon is half the way in which it is offered.

Early in the game, this house appreciated the fact that a good delicatessen department was wanted in the city, and they set out to make their's ideal. It used to be hard to get men who understood the fine points of this business, but eventually they secured a good one, a careful man—one who allowed little waste, and yet succeeded in making his goods attractive. Every grocer knows that the waste in meats often runs away with the profits, yet this man succeeds in mixing ends with the good, and selling it with the rest. He realizes, of course, that there are some ends which cannot be used. This must be watched

or the department loses its good name.

This delicatessen department then, is the magnet which draws people to the fourth floor. A glance at the picture will show readers that it is the most important feature of the grocery section. A department like that will build up business in other lines. Take a look at the way meats are displayed. This is one of the reasons why people like to buy their meats at this counter. It is a temptation to them.

There are several other points in connection with this business which are worth mentioning. Recently an order department was started. It was put in the background, which assists in keeping the store and the shelves tidy.

Before the order department was organized, it was not uncommon on Saturday for a customer to approach a clerk, and be told that he was too busy as he had an order to get ready. Naturally customers did not like that. On the other hand, when a clerk waited on a customer and allowed the order to stand, the woman at the other end was annoyed. In the end it was necessary to start a separate order department where work could be carried on without interference.

Gets the Farmer from the Market

London, Ont., Has a Big Market and Norman McLeod Established Himself 15 Years Ago Opposite It—Farmers Buy Good Quality Foodstuffs To-day—Have Plenty of Money On Account of Good Prices

NORMAN McLEOD, whose store in London, Ont., is situated in the heart of the Forest City, caters especially to the farm trade. Naturally, location is a big factor in developing trade with the farmers in a centre of 50,000 or more population. Therefore it is no surprise to find him opposite the London market, with only the street between him and hundreds of farmers' wagons, which two or three times a week line the square.

He has been there for the past 15 years, but has been in the grocery business in London, Ont., for the past 40 years, in the capacity of both proprietor and clerk. He is recognized as the oldest grocer in that city.

The Farmer Has the Money

While discussing the matter of farm trade with a representative of Canadian Grocer recently, he was asked if the farmers appear to be well off in that district, and in a position to spend money.

His answer was the following story:

"The other day a friend and I were walking along the street when we noticed a sale of cattle. We remained there for a while to watch the proceedings. We observed that the lowest price paid for cattle was \$175, whereas one was sold at \$360. A farmer who looked as if he were wearing an overcoat that was put together in the year one, bought four or five head. This convinced us—if that were necessary—that the farmers have the money. Farmers are getting good prices for everything, so why shouldn't they be well off. A representative of a local mortgage company told me that 20 or 25 years ago half the farmers in Middlesex county had mortgages against their farms. To-day they are clear, and farmers are buying debentures.

"The market here, of course, attracts the farmer, and my opinion is that this is one of the best locations in London. I used to be up on Dundas St., but bought here about 15 years ago. Of course the season has a good deal to do with the purchases of farmers. Last year they all had large quantities of potatoes and apples to sell and this brought them to the market



Canada's great wheat crop and the high prices last year helped make the farmer prosperous so that his purchases have been quite normal.

more frequently than this year. We have three market days here, Tuesdays, Thursdays and Saturdays, but Saturday is by far the best day. Then when the farmers have plenty of produce we are always sure to see them oftener and sell them more goods."

"Do you find that the farmer and his wife purchase a good quality article?" Mr. McLeod was asked.

"My experience," was the reply, is that they do. For instance, we sell farmers quite a lot of canned tomatoes, olives, spaghetti, some times fancy desserts, etc., which years ago they would never touch. Of course we try to make as nice displays as possible to catch the eye of the farmer's wife, and this has a great deal to do with their purchases."

Mr. McLeod, since he moved into his present store, has been much more careful of credits and to-day he is practically doing a cash business. Absolutely no one who is not known to be good pay is given credit. A credit applicant must be known to be thoroughly reliable, else he must pay the cash.

Too Many Inexperienced Grocers

Mr. McLeod, too, has ideas on the efficiency of grocers. "There are too many men to-day," he said, "starting up in the grocery business without any knowledge of the business. They believe there is plenty of money in it and that all they have to do is to open up in the corner of their house, put in a stock of groceries and the money will roll in so fast that their future years will be all a bed of roses. This is one of the things that is hurting the grocery business to-day. There are too many grocers going into it who do not know anything about it, and because of this lack of knowledge they cut prices, give concessions that they have no right to give, etc., which naturally hurts the legitimate dealers. Years ago it

was different. Every man in the grocery business used to know something about it, and my experience is that more money was made in those days than at present."

Cutting prices is one of the things Mr. McLeod opposes strongly. He deplores the fact that

so many merchants are either losing money on sugar when their overhead expenses are taken into consideration, or either selling it practically at cost. In this opinion he will have the sympathy of the majority of the retail trade.

An Association Man

At the annual meeting of the London Retail Grocers' Association held some time ago, Mr. McLeod was elected president, and will guide its destinies for a twelvemonth. He was president of the Association some years ago, this being his second term.

THE "POP" IN POP CORN

A grain of "popcorn" is filled with tightly packed starch grains. The interior of the grain is divided into a large number of cells, each of which may be likened to a tin box, the walls whereof are sufficiently strong to withstand considerable pressure from within. Upon the application of heat the moisture present in each little box is converted into steam that finally escapes by explosion.

To obtain satisfactory "popping" there is required a very high degree of heat. This causes the greater part of the cells to explode simultaneously. The grain of corn then literally "turns inside out," and is transformed into a relatively large mass of snow-white starch.

If corn be old and dry, it will not "pop" satisfactorily. A few cells near the centre of the grain may burst, but the general result will be unsatisfactory. At the base of the kernels, where they are attached to the cob, the cells appear to be driest, and it has been observed that these cells are seldom broken in the "popping."

Watches Hotel Registers for Customers

Methods of a Grocer in New Ontario—"Pink Teas," Socials, Etc., Help Spread News About His Store and Goods—How He Accidentally Opened Grocery in Cochrane in 1913—Turnover Now Reaches \$115,000.

Written for Canadian Grocer by E. M. Hobson, Cochrane, Ont.

WHEN I alighted at Cochrane on a trip North a few years ago, I had no idea of going into the grocery business. But Fate ordained otherwise. I was just looking around. What I saw decided me. I gave up other plans and devoted myself to the establishment and development of a grocery business.

That was in 1913; but so much occurs in so short a time in this new country that even this brief residence entitles one to the sobriquet of "old-timer" and my inclusion in the list of early residents.

I started in a little dry goods box of a place with a capital of \$1,000. The business pulled itself up by its bootstraps, went ahead by leaps and bounds, so that the first thing I knew I had to get a clerk, and then another and another, even though I endeavored to restrain the youthful ardor of the business so as to break in more gradually. In four months' time I was buying in carload lots. I happened to get in, as they say, at the physiological moment.

A Comparison of Growth

The business is still a modest one, and whatever is noteworthy in it rests less upon what it is to-day than upon what it was in the beginning. And its growth has been large only in the sense of its proportion to the original size. The rapid development of the country and a great deal of hard work account for both.

The thousand dollar stock has developed into an eight to ten thousand dollar one that cares for a turn-over of \$115,000 in a general retail business in meats, groceries, fish and provisions as well as an incidental wholesale business with big companies and small dealers.

The matter of credit has been the chief source of uneasiness in the north country but there has been a steady improvement in this regard since the Government took over the railroad last Fall and engaged in it most of the surplus labor of the country. This action has solved what threatened to become a major problem by creating a regular pay roll of \$25,000 a month—the first steady one that we have had. It is putting new life into business.

The Government helps the country as a whole by its work of opening up new roads through the bush, and as individuals by hiring the settlers to do the

work. The latter have taken up all the land within a radius of fifteen miles of town but their clearings are small so far, and usually run from five to fifteen acres. Any large amount of cleared land, as in the case of one man who has one hundred acres, is the exception rather than the rule. The country is too young for things to be otherwise, but the cleared area is steadily growing.

Farming in the real sense of the word is only just beginning.

The furnishing of pulpwood to the mills remain one of the chief industries, ranking with the railroad in importance; but a real production is beginning to be realized in many lines of farm produce, particularly in roots, which do unusually well here. In this connection, the potatoes from Northern Ontario were unaffected by the rot that was prevalent in other parts.

There are seven saw mills within a radius of six miles of town, and they use the larger and more desirable timber cut in the clearing of the land. A large part of the balance goes to the pulp mills.

We have been hampered in the past by a fly-by-night type of settler who remained here just long enough to dispose of the pulpwood as he cleared his land, worked out a little but neglected the land. Another class did a little desultory farming in the spring and fall and worked out in the interval between. But lately some have done well enough to devote their whole time to the farm and a class of settlers is beginning to arrive who are devoting themselves to making homes.

Praise for French-Canadian Settlers

The French-Canadians have proved the best of the new settlers being, industrious and thrifty; they have added much to the value of the land. The others have been largely city men, unused to prevailing conditions and absolutely lost in the bush. Leading all are the Old Ontario farmers who are forging ahead and carrying the less capable with them by the impetus they give to the movement for more practical farming and harder work.

Country Shipping Out

These improved conditions are becoming so general that the country is beginning to reach the self-supporting point. There is not one-third the amount of hay and grain shipped in that there was a year ago, although on the other hand there is more stock to feed. Incidentally

I recently shipped out two car loads of straw for bedding to the internment camp at Macpherson, which is, as far as I know, the first car load shipments out of Cochrane. There are fifteen hundred prisoners at this camp, all working on the clearing of the bush of which 1,000 acres have been completed for the purpose of having an experimental farm.

Competition is so keen amongst the wholesalers for this northern trade that it is possible for the retailer here to sell his goods at the same price as the more centrally located merchant. We can lay in goods here as cheaply as it can be done in Toronto and sometimes cheaper if retail selling prices are any indication. A couple of months ago, for instance, we were selling strictly new laid eggs shipped in from the vicinity of Toronto at forty cents when the dealers of the city were selling them at fifty cents and probably not making any more than we were. The old wild-cattling days have gone and business is down to a sane level.

Satisfying the Customer

The motto in our store has always been that of "quality and price," and buying the right kind of goods at the right price has been one of the essential requirements to enable us to do this. Satisfying the customer and giving him his money's worth, has done more to increase our trade than any other single thing, as a result of the note-comparing proclivities of our customers.

Pink Teas as Sales Aid

It is at the women's gatherings, at socials, "pink teas," etc., that this habit of comparing notes on shopping experiences crops up oftenest. People will pass on the news of a good thing as quickly as they will that of hold-up.

At first before we were known to the trade women would frequently come in and state that they had been advised by some other woman to come in. Whenever people asked for things we did not have, we procured them. Customers are prepared to be content with a smaller selection here than they would in the city. So they are in the state of mind that makes them say, "I don't suppose you have this or that," etc. So they are agreeably surprised when we say, "Certainly," just as though we were not some hundreds of miles from big jobbing centres. And this makes our best kind of advertising—a line of goods

and prices that will stand talking about, will satisfy customers and insure a fair profit for the store.

A Returned Customer a Satisfied One

Sometimes in spite of our best efforts, a customer leaves the store and trades elsewhere.

Sometimes he returns to us, chastened by his experience. It does him good and does us good; makes him more appreciative and spurs us on to greater effort.

Keeping in Touch With Hotels

I find the hotels a chief agency for the dissemination of news as to live pros-

pects so I make it a rule to keep in touch with the hotel men. There are so many large businesses being carried on in the large territory adjacent to us that some such agency must be used to keep a line on the moving spirits of them.

I drop in occasionally and frequently get the tip "So and so's here, he's manager of this or that," etc. These are the men who can hand out big orders and whom I am most interested in seeing. I can trace some good business to these methods of outside approach, including some of the business at the Government internment camp at Macpherson, and a considerable railroad business that chief-

ly consists in supplying working crews, the private cars of officials, and the shortages of the regular dining cars which are repaired en route by wiring ahead.

The Progressive North

A feature of the business life of the town and the country is the helpful get-together spirit of the merchants. There is remarkably little of that petty jealousy that so often exists between business rivals in small towns where people rub shoulders so much. Instead we help one another and ourselves. We go to one another for goods and call one another up on the 'phone when some concerted trade action seems necessary.

Making Money on the Telephone

Sixty Per Cent. of Total Business Done This Way — Some Disadvantages and How They Are Overcome—The Value of the First Hour in the Day—System and Method Foundation Stones

Written for Canadian Grocer after an interview with the J. Forde Co., Brantford, Ont.

SIXTY per cent. of the business of the J. Forde Co., of Brantford, Ont., is done over the telephone. This makes the telephone a mighty good investment for that store. It is paid for over and over again. Canadian Grocer was told that the fundamental reason why it was possible in this case was because the store was well established.

"We have been here," said Mr. Forde, "my father and myself for 50 years and over. That is a long time. The original store was only a few yards away from where the present one stands, and the change in location was therefore slight. But establishment of half a century in one line of business is calculated to build up a trade which is permanent and solid rather than transitory and fluctuating."

"It is probable," went on Mr. Forde, "that being given this long establishment one has built up a sure list of customers. We know our customers, all of them, personally, and they have practically all been with us for a long time. In a city of this kind there is comparatively little transitory business, particularly for one who is off the main street. I used to be there, but I moved. I figured when I made the change from the old store here that it would do me no harm because I did not depend on this passing trade but rather on my selected and well established list of customers."

How It Is Done

"Hence it is that I can do 60 per cent. of my business over the telephone. Every morning by eight or nine o'clock I have two-thirds of the orders made up for the rest of the day. I and the clerks simply get busy as soon as we get down

to the store in the morning and phone up our customers. In each case advising them of what we have got in, that will particularly interest the one to whom we are talking."

"We find," said Mr. Forde, "that usually we anticipate in this way our customers' orders. I venture to say that the majority of our orders, are what we ourselves suggest in that first hour of telephoning in the morning to our customers, rather than what they would suggest themselves to us during the day. We keep two lines busy for that first hour in the morning collecting orders. You see, we know, just about the requirements of all and each of our customers. We do not suggest imported fruits to a woman we know would not be interested, nor do we suggest jams of one particular kind to another woman who would not bother with them. The whole art is in apposite and apt suggestion."

Things To Be Overcome

"Of course," went on Mr. Forde, "there are big disadvantages to be overcome by reason of the fact that when this telephone system is used to this extent, the customer is not often in the store. This is perfectly true, yet it can be overcome and we do overcome it. It is true enough that if a customer is in your store for one thing and, having ordered that, she sees something which is new and attracts her, she will probably order that as well; but it is also true that in a case like ours, where the customers do not come down town to the store very much they are more likely to miss the

new things we have than they are to come in and see them casually. We figure we anticipate the very failing of the business-by-telephone system. We apprise them as soon as anything new comes in and very often we inform them about new things, days before they would see them themselves. Having a regular and well established list of customers has possibly the one defect that they do not come to the store, but this can be remedied if the telephoning is done systematically and methodically, if as soon as there is anything at all that will interest anybody that person is instantly told about it, and the order secured."

A Matter of Confidence

"It is all a matter of confidence more than anything else," went on Mr. Forde. "And this system of doing a large business over the telephone has this one thing in its favor that it is infinitely better than wasting the time in sending a man round to collect orders each day. I don't suppose that we call at ten houses in the city for orders. I don't believe it is necessary to have a man spending his time in doing that; the farthest I need to go, I figure, is to telephone my customers, except, in cases where there are unusual features. If an orderly and systematic use of the telephone is followed, it will in time build up a list of customers used to this way of doing business, and the necessity for constant calls and separate collection of orders will be done away with."



A realistic maple syrup window shown recently by J. A. Chaput, Montreal. Note trees, pails, squirrel, fowl and the boiling house. This is a trim that should be kept for further use.

Maple Window Draws School Class

It Formed Basis of a Natural History Study by Pupils in Neighboring School
—And Sold Out Maple Syrup Stock in Short Time Which Was Expected to Last a Week—Description by the Trimmer

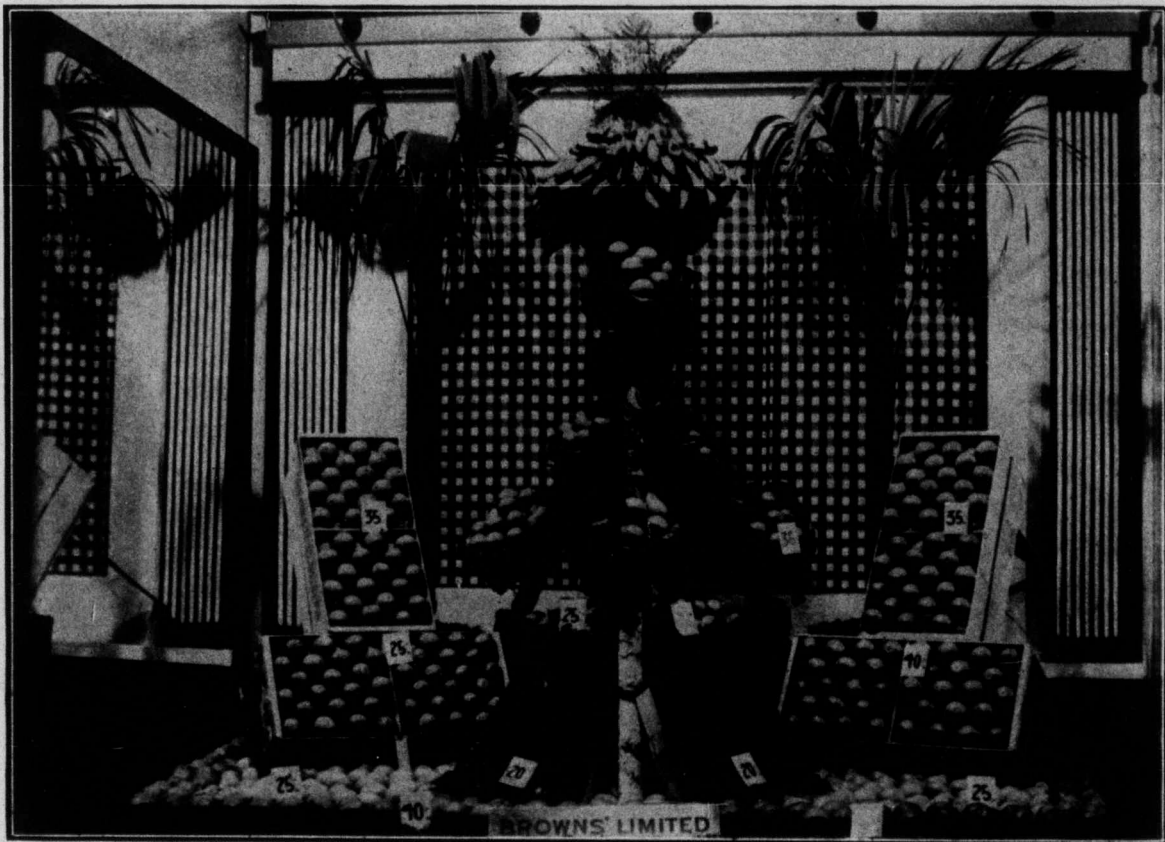
By J. Daoust, window trimmer for J. A. Chaput, Montreal.

THIS maple syrup window was meant solely as an original duplicate in miniature of natural conditions to draw attention and direct it to our maple syrup. The floor is covered with white cheese cloth and the trees are maple limbs nailed and wired into place. Sap spouts and lard pails are used on the trees. The animals and birds are out of my own collection, squirrels, herons, etc. The house is a children's wooden play house and cotton wool is scattered about to represent snow. Everything is quite simple as it would be in the woods and there is no attempt at loading the window up with goods. Those seen in the rear are part of the regular floor display.

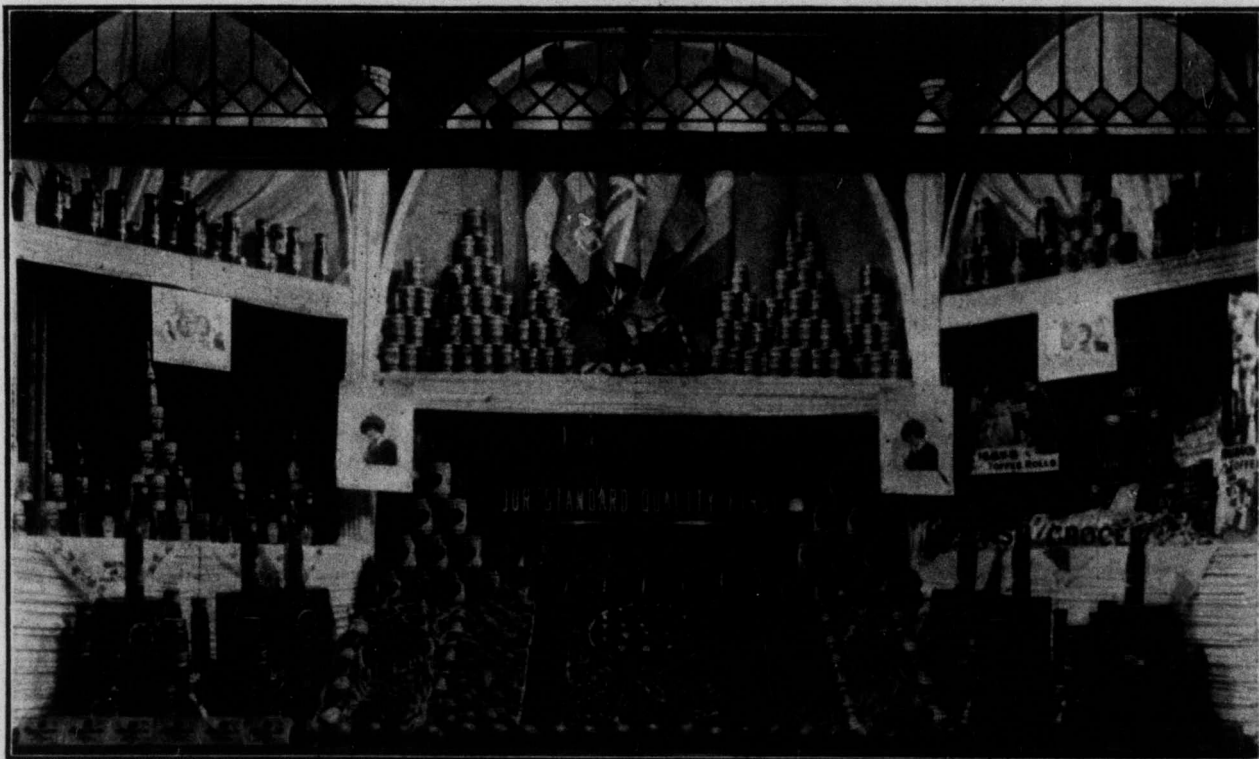
The window was put in before our supply of syrup was received and it brought many people into the store out of curiosity in the first place who stopped to buy other goods,

and the amount of interest it excited was astonishing.

This was particularly true of the children. It appealed to their love of nature to such an extent that a party of them under three teachers came over from the neighboring school to indulge in a natural history lesson and be instructed in the manner of collecting maple sugar. They spent fifteen or twenty minutes at the task and they carried the news home to such an extent that they aroused the interest and attention of their mothers and elder sisters and brought many who had never been in the store before to visit us and buy something. The effect on syrup sales was such that the stock we received on Monday night to run us that week was all sold out on Wednesday morning. It lasted just a trifle over a day.



What better arrangement could be made of oranges than this? Simple, attractive and compelling! This was shown last by a Portage la Prairie firm.



This trim presents some good suggestions for a late summer fruit window. Such a neat arrangement of the fruit is bound to sell the goods.

Holding a Sixty-Year Old Trade

Long-Established Montreal Dealer Tells How Old Customers Are Retained—Big Percentage of Business Done Over Telephone—Policy Always Has Been to Be Exceedingly Courteous to The Children

Interview by Canadian Grocer Representative with Alexander Graham, Montreal.

IN 1861 my father bought this business from G. Childs, since when it has been operated at first under his management and later my own. I went to work in the store in 1870, and have been at it ever since. We have several customers who opened their first accounts with us in '61, and have been trading at the store continuously since that time, in addition to many who have been with us for thirty or forty years.

Phone Trade 80 Per Cent.

Eighty per cent. of our orders are re-

out question as to price, solely as a result of the customers' confidence that we will protect them whilst making a profit from the sale.

The one great advantage of the 'phone business is the fact that it is invariably transacted early in the morning, and orders filled and sent out quite early in the day. Incidentally we enjoy the distinction of being the only grocery store in Montreal that closes at seven on Saturday night.

Once Children, Now Family Buyers

Close attention to the wants of children

nating package, bottle and canned goods rather than making a solid display of one particular line.



WOULD INCREASE EXPORT TRADE

SEVERAL representatives from a number of Ontario towns, Stratford, Berlin, Brantford, Paris, Breslau, Waterloo, Preston, Hespeler and Galt met at Galt, Ont., on April 11, to consider the question of securing for Canada a portion of



Sample of window displays used in the Graham store in Montreal, to create demand.

ceived over the telephone, and this, taken in connection with the fact that we are serving a high-class trade, demonstrates that we must exercise the greatest care and promptness in executing orders so as to hold the trade of families over such a long period of years. To accomplish this, we maintain a delivery system that consists of one motor and five rigs.

It would, of course, be an advantage to get people into the store so as to draw their attention to other lines while filling their wants. But on the other hand, we could not take care of as large a volume of trade in proportion to the overhead expenses of floor space and clerk hire. A feature of the 'phone trade, though less so than formerly, is the absence of price haggling. A surprisingly large number of orders are given with-

has been a feature of the store policy since the early days of my father's management. He insisted on his clerks giving very careful attention to their simple wants. There was a skating rink near the store in those days, and many of the little ones used to run in here for their small purchases of sweets. Since then many unsolicited customers have introduced themselves as these one-time children, who, when they set up house-keeping for themselves, came back to the store that was associated with their childish memories. This has been a great ad, and still is, for we still pay much attention to the children's trade, and trust to them to interest their elders.

The window display shown in the accompanying illustration is based on the idea of offering some contrast by alter-

the foreign trade which it is thought can easily be secured at a result of the war.

A strong resolution was passed, declaring that Canada's paramount duty is so to organize public opinion abroad that there may be consummated with as little delay as possible:—

“1—A series of preferential tariffs within the British Empire; 2—A series of reciprocal tariffs between the Allies; 3—An agreement between all the Allies to give favorite tariff treatment to neutral powers, and 4—An agreement among all the Allies to subject the products of the Central Empires to such surtax, and disabilities as will effectually restrict them from competition in the markets of the Allies.”

"How I Handle Cigar Trade"

Methods of Display and Popularity of Prices—"Prohibition Will Double Sales," Says One Grocer—Cigars Sell Best When Kept Moist—Ideas and Suggestions—Use of the Silent Salesman.

A symposium of grocers' methods used in different provinces.

CONSIDERABLE interest is aroused by the publication in Canadian Grocer of two articles within the last, three or four weeks pointing out to the grocer the importance of the cigar trade, now that prohibition in Canada is becoming so general. The trade, as evidenced by letters which are coming in, is aroused to the importance and the value of the opportunity thus presented, and in this connection Canadian Grocer sent a letter to a number of retailers from coast to coast, asking them what were their present methods of handling the cigar trade. The answers are interesting, because they show what has already been done by grocers in Canada who have developed this trade without the incentive and impetus which the generalizing of prohibition is bound to mean. If the trade has taken hold of this department so well already, by closer attention and by the very enlarged opportunity which prohibition means it will be able to build up a big business in the future in cigars.

The matter which follows gives details of actual experience to the trade as to what cigars sell best and the price, methods of display and views as to profit.

The letters are as follows:

The Imperial Grocery, Regina, Sask.—

"Yes, we have handled cigars in the past. The three for a quarter brands sold the best. We also handle 5c cigars and two for a quarter. We display these by a silent salesman. This is located in front of the cash register on the counter."

Regina Trading Company, Regina.—

"Yes, we handle cigars, having a complete stock of \$2,000. These are displayed in a silent salesman, which is on the main aisle, adjoining the men's section."

Never Cut Prices

G. Norman Willits, Brantford, Ont.—

"Yes, I have handled cigars and have found the 5c or 6 for a quarter, the 5c, 10c and three for a quarter all good sellers. We have a show case for display and a neatly printed ticket telling the price on each box. These are shown on the end of the counter near the window. As to handling cigars to make a profit, I think the best goods you can buy for the money, not how cheap you can buy, but how good, and never to cut

prices—these are the lines upon which to work. Our motto is 'Good goods and fair prices.' With regard to the influence of prohibition, it should increase the trade some.

"My ideas re tobacco are as follows: Keep only such lines as are in constant demand. The exclusive tobacco stores do so much window advertising and make cigar displays and cut prices in tobacco on certain days that it lessens our tobacco output. Brands that we have to sell at 10c are obtainable quite frequently at three for 25c, so we keep our stock as neat as we can, and do not try to force sales, believing a smaller turnover with a sure margin is better than a larger turnover with an uncertain margin."

John Fritz, Hamilton.—"I have handled cigars in the past and have found the two for 5c and the 5c and 10c straight cigars the best. These are displayed in a silent salesman, which is located near the door. With regard to the possibilities because of prohibition, I have a good chance to increase my business, because a lot of my customers have bought their cigars formerly in hotels."

Prohibition Will Double Trade

William Smye, Hamilton, Ont.—

"I have handled cigars, selling three for a quarter and four for a quarter the best. These are shown in a silent salesman. I think the most profitable way to handle cigars is to keep a good assortment always in a case and also a humidifier for keeping them moist.

"So far as prohibition affecting the trade is concerned, it looks to me as though we will double our trade."

S. Gay, Foxboro', Ont.—"I have handled cigars and have found the 5c and 10c were good lines. These are displayed in a show case, which is located near the scales on the counter. As to my ideas on handling cigars so as to make the most profit, I try and buy in quantities and get a discount."

C. F. Durkee, Port Rowan, Ont.—

"Yes, I have handled cigars for a time, and have found that the 5c and 10c cigars sell well. These are displayed in a show case, and as to my idea of handling them profitably, I think this is simply to give a good article for the money. So far as prohibition is concerned, I think there will be more cigars sold by the grocer."

C. M. Davis, Weir, Que.—"I have handled 5c, 10c and 15c cigars. These were shown in a silent salesman, which is in a conspicuous place. I also carry cigarettes, which I buy in 10,000 lots, and am very careful not to sell to boys under 16 years of age. I also carry a full line of tobacco, as we have no regular tobacco store in town. Nearly everybody here is a smoker, and if I did not carry tobacco I would lose other sales, as a man is more likely to call where he can buy tobacco."

Protect From Dust

Woodman & McKee, Coaticook, Que.—

"Yes, we handle cigars, finding the best lines 5c and three for a quarter. We have a show case located near the front of the store. We believe the best way to make money on cigars is by attractive display, protecting from dust and keeping cigars moist and having clear price tickets. So far as prohibition is concerned, and its effect on cigar trade for us, we expect our sales in these lines will increase somewhat, despite drug store and restaurant competition. We expect to get our share at least, and we shall try our best to do so."

N. B. LaRoche, Ste. Croix, Que.—

"No, I have not handled cigars yet, but I intend to do so, and shall get a silent salesman. I take interest in reading other opinions on handling cigars. So far as prohibition is concerned, I think that being without whiskey, certainly cigars will come next as favorites."

J. A. Cowley, Bristol, Que.—

"My idea of selling cigars is to have a silent salesman located in the most prominent place in the store, situated in such a manner that cigars are the first thing a customer sees when coming in, and the last thing to see when going out. Also get passers-by to understand that you sell cigars by using display cards or something else to draw attention to the fact. I find if you always keep your supply fresh and never let them dry up, you will be sure to have the particular cigar and tobacco user call again. By selling tobacco in good condition you will get the other fellow's trade, and the best way to have profit on tobacco is to sell lots of it; but be sure and sell for cash, for the man who cannot pay cash for tobacco should not use it."

A Great Opportunity

G. T. Whelpy, Fredericton, N.B.—

"I have handled cigars in the past only

in small quantities and found 5c and 10c cigars good lines, with the 10c cigar the best seller. The cigar department is in the centre of the store. As to my idea of handling cigars to make the most profit, make a good display with silent salesman, and have the best quality that will appeal to the most popular demand. As to the effect of prohibition, I think it is a grand opportunity to increase sales in most sections."

G. E. Wilson, Centreville, N.B.—"I handle cigars, finding the 5c, three for a quarter, and 10c each all good lines. These are displayed in a show case, which is on the counter, where all orders for groceries are taken. As to handling cigars profitably, I find that by confining ourselves to a few good lines and buying these in as large a quantity as possible, so as to get discounts, we are able to increase our profits. Of course, I do not

think it wise to buy too large quantities, so that the goods will deteriorate, but in the right quantity to clean up quickly. Having these goods displayed prominently also helps sales.

"Re tobacco, fresh supply is always what our customers want, and, although we are near the United States, we sell a large quantity of smoking and chewing tobacco in both plug and ready cut."

Predicts Big Future for Grape Juice

Several Grocers Say That Under Prohibition They Are Going to Push Sales of This Line, as Well as Ginger Ale, Etc.—Sell Summer Beverages by the Case—Selling Methods of a Chatham Dealer—Features Biscuits and Cured Meats.

THAT grape juice is going to be one of the big sellers in Canadian grocery stores in the future is the opinion of R. P. Bradley of Bradley & Son, Chatham, Ont.

"In my opinion," he stated to Canadian Grocer, "grape juice is one of the lines that grocers should introduce to all their customers this summer. It is one of the coming big things for us in view of the development of the prohibition movement. This of course applies to all provinces where temperance legislation is now in effect, or is coming into effect. Even if we do not have prohibition in Ontario until September now is the time to create a demand among all customers for this line, so that when prohibition does come, we will already have big demand for it. Of course, there are a number of other good beverages which will bear featuring such as ginger ale, raspberry vinegar, etc., I believe a leader under prohibition will be grape juice."

Sell By the Case

This same opinion was expressed by W. J. Cherney of Windsor, Ont., as well as a number of the Western Ontario grocers. They maintain that with prohibition here grocers are going to have a splendid opportunity for selling all kinds of summer beverages and that they should endeavor to make as many sales of these by the case as possible. A number of them expressed their intention to go after this business as strongly as possible during the summer of 1916 by window and interior displays, as well as by personal conversation.

In speaking of another method for getting after summer business Mr. Bradley referred to the numerous picnics, excursions, etc., which are held out of a great many towns and cities throughout the summer months. This he said was particularly true of St.

GOOD SUMMER SELLING LINES

The following are lines featured during the summer season in the stores of Bradley & Son, Chatham, Niagara Falls and St. Catharines, Ont.:

*Olives,
Catsup,
Canned Salmon,
Grape Juice and Other Soft Drinks,
Sardines,
Smoked Herring in Tomato Sauce,
Shredded Cod-fish,
Cooked Ham,
Sausage,
Salad Dressing,
Fancy Biscuits.*

The windows, silent salesmen and the counters are used effectively, along with newspaper advertising, for pushing sales of these various lines.

Catharines, where the Bradley store features strongly such lines as cooked ham, fancy biscuits, filling for sandwiches, olives, salad dressing, cheese, etc., throughout the warm weather. The Bradley store is a great believer in advertising and newspaper space is used to create demand for these and other lines.

"Sausage," said Mr. Bradley, "is one of the lines we feature strongly in St. Catharines. We usually advertise sausage in our advertisement in Friday's paper and on Saturday sell as much as 500 to 600 lbs."

Large Trade In Cured Meats

In the Chatham store a big feature is made of dried meats. The turnover in these in a year is well onto \$14,000

or \$15,000, which is certainly an extensive business.

One of the best sellers in the meat department is cooked ham and as many, as two or three dozen are often sold in a week. On the meat counter is a meat slicer which Mr. Bradley says is a very handy thing. There is also a computing scale for rapid service and for the easy computing of the price. The St. Catharines store again sells a great deal of meat to the regiment there, and Mr. Bradley claims it is because they have this slicer for the bacon and ham.

Feature Made of Biscuits

Another feature in this store is the biscuit department. Biscuits run up in the \$7,000 or \$8,000 turnover class a year, simply because the staff display them prominently and get behind them with their selling power. Frequently the farming trade in Chatham is gone after by showing bulk soda biscuits and sometimes as much as a couple of hundred pounds are sold to the farmers on a Saturday alone.

Just inside the door is an attractive silent salesman for tobaccos and cigars. This gets a considerable amount of trade, even considering the fact that the store closes early. Seeds are also a large seller. Early in the spring there is always a display in the window made of seeds which gets the attention of those customers and passers-by who are using hot beds to germinate the seeds before planting it out.

He was out with his best girl, and as they strolled into the West-End restaurant he tried to put on an I-do-this-every-evening kind of look. When they were seated at a table a waiter approached them.

"Will you have a la carte or table d'hôte?" he asked.

"Both," said the young man, "and put plenty of gravy on 'em."

New and Effective Display Methods

Benson Bros., of Guelph, Have Modern Ideas—Their New Store Gives Scope for Carrying Them Out—Unit Table An Important Feature—Business 'Way Ahead of Last Year.

Special to Canadian Grocer by staff writer.

EVER since it was established, the store of Benson Bros. in Guelph, Ont., has made and retained a reputation for efficiency in salesmanship with all that the word means. This is amplified in a new store which this firm has built in Guelph. The writer recently had the pleasure of going over this store and was shown its attractions.

First, of all a word or two about the firm itself. This, established in 1906, is a partnership between W. T. Benson and James A. Benson. They bought a store which had been in business for nearly 50 years, and proceeded to build this up, modernizing it and introducing into it new business methods. Readers of Canadian Grocer may remember a description of the business which was in this paper about six years ago—that is the old store. By virtue of the efficiency which has been the watchword since the beginning, this concern has now been able to build a better store and business at present is amply justifying and has amply justified their move in so doing.

On a Side Street

The new store is off the main street in Guelph. Benson Bros. were severely criticized for making this change, going into what might be called a side street. It has had, however, in the words of Mr. Benson, "No effect whatever; in fact we

have done better here in the first year than ever we imagined we would do."

The store outside is a modern building of tapestry brick, finished in terra-cotta on marble. An important feature of the outside of the store is the fact of two doors. This admits the use of one as a door where goods may enter and the other of a door where customers may come in and out. It was somewhat of a nuisance in the old store to have only one door and that narrow so that goods and people had to come in and out by one and the same door. However this is remedied in this new store which has, by the by, a very modern and excellent store front in oxidized iron. Another feature of the exterior of the store is that the windows instead of being one big one or two big ones, are three fairly average sized ones. This admits of three unit displays. The store front presents an appearance of first a window, then a door, then a window, then a door, then a window; thus there are three windows and two doors and it enables them to have a series of unit displays. This is useful inasmuch as they handle other goods in addition to original groceries. They have a fine crockery department, located on the top floor.

Going inside the store the first thing that strikes one is the fact that no electric light is necessary or used, except at

night time. The ceiling is white colored and has rather an unusual feature for grocery stores: that is an ample skylight. This throws a shaft of light on the extreme end of the store, where the office of the partners is located, and which is the only spot in the store which could by any means by stretch of imagination be called dark. Even so, this, through the skylight is lit up, and always bright and light. The rest of the store needs no electric light whatever during the day, although a series of handsome inverted large fixtures provide a shaded and gentle light at night.

An Innovation in Displays

An innovation which has proven worth while to Benson Bros. is a display system in the store consisting of tables. The front of the store is one long broad aisle from front to back which leaves an excellent wide passage for people to walk down the store. At intervals from the front window right down to the back, there is a unit table. This is a little table about 4 ft. by 3 ft., and altogether there are five or six of them in constant use. Placed at periodic intervals they serve for displays of one particular line, unit displays. One is possibly pyramided with jam, another will be devoted to some fresh and inviting-looking cooked



Interior view of Benson Bros.' store, Guelph, Ont. A store like this is bound to sell groceries. Note the biscuit bins on the right and the display tables in the centre.



The attractive chinaware and crockery department in Benson Bros.' store, Guelph, Ont. Naturally such a display as this sells a lot of china, etc.

meat. A third will have candies. A fourth will have fruit, and so on.

At the back of the store a potato chute means quick transit for potatoes coming in and going down the cellar, where there is a large bin, clean and sanitary. The rear opens out into a large yard where the stabling facilities are yet to be incorporated. Cellars downstairs are modern and commodious.

Coming to the store itself, down one side is a complete set of patented bins. Slicing machines, weighing machines and cash registers all brighten up the counters. Shelves are installed for good display; silent salesmen are also employed at intervals; although, to Benson Bros. the system of tables referred to is probably the best method of unit display. Everything is spotlessly clean and bright from the meat slicer and the different weighing machines and registers to the actual goods displayed.

Running a Crockery Department

Communicating with the upper floor, from the lower floor is a stairway neatly and compactly arranged and leading to the second flat which is the crockery department. It is a sort of tradition with Benson Bros. to handle china and crockery. This has grown so big that whereas in the old store there were about thirty-five feet of open shelving there is now in the new store the whole of a special flat devoted to crockery. This is arranged in a series of tables across the floor and shelving is to be put on the wall—shelving of an artistic and decorative kind—while a small room at the end of room will be a sort of "holy of holies"—somewhat of a little inner room for display of distinctive high class china. This department has not been as yet as fully equipped as the store downstairs because Benson Bros. have only just got settled in their new premises;

but the plans which they have in mind will certainly make a mighty effective china and grocery department.

A Good Motto

It should be added that the firm of Benson Bros., has got on to its present position through the rigid following out of a motto: "Do Right." In this is expressed the faith of the two partners in the Golden Rule, that they should do to others as they would others should do to them. This is followed out scrupulously in all dealings with customers.

Everything in the store reflects care. The windows are carefully dressed. One can see that as soon as one looks. The store is kept carefully clean and orderly. Unit displays and such are always neatly and attractively done and the personal dealing of the clerks and the partners themselves reflects this same spirit and anxiety to be exactly fair.

Mr. Benson talked over with Canadian Grocer how business was going. Although they had moved from the main street to a side street, February was \$800 ahead of last year, and March over \$1,000 ahead, and the outlook, said Mr. Benson, was exceptionally good. They figure that an ordinary continuity of the trend which has exhibited itself recently would mean an excellent summer business. They are luckily placed in Guelph for that. Guelph is a good summer town.

FRAUD ORDER REVOKED

In an issue of Canadian Grocer of some weeks ago there was a statement from the official Canadian Postal Guide in reference to the Independent Grocery Co., of Windsor, Ont., and also the Co-operative Union of Windsor, Ont. In the last issue of the Postal Guide, which has just come to hand, it is stated that the Fraud Order against the Indepen-

dent Grocery Co. has been revoked. No mention, however, is made of the Co-operative Union.



NOVEL CONTRIVANCE IN WINDOW

Frank Heasman, of New Liskeard, Ont., recently reopened his new store after a disastrous fire that visited the block in which he was a short time ago.

Mr. Heasman has a number of novel ideas which he puts into practice in his store. One is a method of his own in window display.

Instead of the ordinary window with wide seat and constructed flat or at an incline he has a number of small neat tables, each with a flexible top. These tops can be raised to any desired angle, and then filled with whatever goods it is wished to show. The tables are arranged across in front of the window, and when dressed give a neat and attractive display. The body of the table underneath the top has a receptacle about six inches deep, and in this, there is kept ready for handing out a quantity of the articles on display on the table.

If, for instance, there are oranges shown, there will be in the drawer below paper bags, each containing a dozen or half dozen of the same quality orange.

Another contrivance he has is one that was described in the Canadian Grocer some time ago. It is a method of keeping frost off the show window.

Mr. Heasman's construction is, however, a little different from the one referred to. His is the double window half-way up, but instead of the cross-piece for the outside glass to rest against, he has a piece of thick rubber between the two glasses at the top of the outside—or inside, whichever side the half window is placed. This being also made airtight around the sides and bottom, it effectually keeps the window from frosting.

Day's Summary of Business From Clerk's Cash Register Drawers											
Clerk	Cash in Drawer	Paid Out	Total Cash Rec'd	Rec'd on Acct.	Cash Refunds	Net Cash Sales	Cash		Charge Sales Refund	Net Charge Sales	Total Net Charge + Cash
							Over	Short			
A											
B											
D											
Totals											

FORM NO. 1—This illustrates how the House of Nairn, Windsor, Ont., keep tab on cash and charge sales and other daily transactions of each clerk. Figures are secured from cash register.

A Finger on the Business Pulse

System of a Large Western Ontario Dealer Who Has All the Facts About Business Done by Clerks Separately and Collectively, Each Day, Week, Month and Year—The Various Forms He Has Adopted—Valuable Information Secured

THE House of Nairn has been for many years prominent in retail circles in Windsor, Ont. Geo. H. Nairn, the proprietor, is a merchant who believes in having a finger on the pulse of his business every day, week and month of the year as well as totals for the twelve months. His idea of business management is that the proprietor of the store must have knowledge of what is taking place in so far as each member of the staff is concerned and in so far as the total business monthly and yearly is concerned. In this way he knows exactly the development of the business; knows absolutely whether one year is better than the preceding; knows where to put his finger on any spot which is not as it should be, and therefore, is in a position to conduct his business with both eyes wide open.

To this end he has adopted a system, which is under the operation of a bright young lady bookkeeper, and which supplies him with the information he wants. This system gives him entire knowledge of everything that is going on.

Groceries and Provisions Separate

In the first place he is a large dealer in provisions as well as groceries, and separates the two departments in so far

as sales and bookkeeping are concerned. That is, he knows from day to day as to sales by each clerk in each department, and the total sales for the month and year in each of these departments. He makes the basis of his system the cash register. Each clerk has a separate drawer to operate, so that at the end of the day, total sales for cash and credit of each salesman are known. There is no guesswork. This means at the end of the year he has information as to the business each of his sales staff did during that particular year. It is not necessary to elaborate here, upon the value of such knowledge. Every dealer whether he operates a system of this kind or not would be glad to know the business turned over each year by each one of his clerks. It is very handy when salary increases are being discussed.

The system of the House of Nairn is best exemplified by illustration. To this end Canadian Grocer presents herewith, in illustration, the various forms which the bookkeeper maintains up-to-date each day, month and year as the case may be.

Clerks' Daily Business

Form 1, for instance, is a summary of

the business done by each clerk each day. The first column represents the drawers in the cash register assigned to the various clerks. The other columns are defined at the top. In the first place the amount in cash register drawer is set down. The "amount paid out" for small items, such as butter and eggs, etc., goes into the third column. Adding these two together, the "total cash received" during the day is presented. The cash register shows the amount received on account as well as cash refunded so that the net cash sales are easily determined. The next column is for cash either "over" or "short" during the day. Then comes the column for "charge sales returned," then "net charge sales" while the last column shows the "total net charge and cash sales" for each clerk during the day with a total at the bottom for the entire day's business.

Form No. 2 is a cash record of each day's business as well as record for the cash business up-to-date from the beginning of the month. The heads of each column explain exactly the figures it contains. Let us suppose that this statement is for the month of February. On

Daily Statement of Cash Business								
Day	Date	Cash in Drawer Amt.	Paid out including Cash Refunds Amt.	Total Cash Rec'd. Amt.	Rec'd on Acct. Amt.	Cash Sales Groceries Amt.	Cash Sales Meats Amt.	Net Cash Sales Amt.
To-day	2							
To Date								
To Day	3							
To Date								

FORM NO. 2—Cash transactions for each day and up to date from beginning of each month are kept track of by using above forms

Charge Record Daily Statement of Charge Business						Daily Statement of Clerks net Cash Sales					
Day	Groceries	Meats	Total Credit Sales	Total Net Sales Cash & Credit	Cash Over/Short	Day	A	B	D	F	Total Clerk's Sales Net Cash & Charge
To-day 1						To-day 1					
To-day 2						To-day 2					
To-date						To-date					

FORM NO. 3—This is the record of sales each day and up to date, made on credit in grocery and meat departments with totals. Ruled for one month's transactions.

FORM NO. 4—The net cash sales of each clerk are placed in this form. Totals are secured each day and up to date. Ruled for one month.

February 1 the total cash in cash register drawers is set down in the proper column; in the next column the total amount paid out including cash refund is given. The column following provides information on the total cash received by adding the two previous columns together. Of course, this information is secured from the totals after adding up the columns in Form No. 1. The next two columns show how cash sales of groceries and cash sales of meats are kept separate. There is a separate cash register for the provision department, so that it is an easy matter to get this information and particularly as there is a special salesman in charge of this. At the end of the month the total cash transactions are to be found at the bottom of these columns.

Form No. 3 is the charge record of each day's business. This is conducted on similar lines to the cash record of Form No. 2. It will be seen here again that groceries and meats are kept separate entirely.

Form No. 4 shows each day's transactions in cash by each clerk—that is net cash sales. This is especially good

information for the proprietor to have as it helps him keep track of the cash transactions.

Monthly Balance		
	Dr.	Cr.
Accts. Rec.	✓	—
" Payable	—	—
Disc. and Int.	—	—
Rent	—	✓
Cash	—	—
Bank	—	—
Misc	—	—
Expense	—	✓
Salaries	—	✓
Horse & waggon	—	✓
Auto Equipment	—	✓
Private	—	✓
Cash on Hand	—	—
" Deposit	—	—

At end of each month a balance such as above is struck off, supplying a good deal of useful information.

Cash Sales By Month

Referring back to Form No. 2, it will be seen that this reports transactions

each day, the total for each month being recorded at the bottom of the column. Form No. 5 takes off these totals and records them by month. This shows in the last column the net cash sales of each month as well as the net cash sales up-to-date. The totals at the bottom, of course, would record the net cash sales for the entire 12 months. Every dealer can imagine the value of comparing his net cash sales each month of any year with the preceding one.

Form No. 6 is one of the most valuable operated for Mr. Nairn's information. This shows comparison between each month of each year with the corresponding month of the previous year. It will be seen that this information is known for both the grocery and provision departments. There are the 1916 credit and cash sales with the totals and the 1915 credit and cash sales with their total. From these two can easily be seen the total increase or decrease in groceries and same applies to the provision department, the gross totals being very readily compared with the gross totals of the corresponding month of the previous year. If any one month should

Summary of Business for Year 1916 Cash Record						
Month	Cash in Drawer	Paid out Inc. Cash Ref'd's	Total Cash Rec'd	Rec'd on Acct	Refund on Cash Sales	Net Cash Sales
Jan.						
Feb.						
Mar.						

FORM NO. 5—Year's business is summarized by using this form. Totals for various months are brought forward from other forms.

February Comparison Statement					
Grocery Dept.					
1916 Credit Sales	3445	00			
1916 Cash	2000	50			
Total	5445	50			
1915 Credit Sales	3169	25			
1915 Cash	2040	75			
Total	5210	00			
1916 Increase in Groceries					\$ 235 50
Meat Dept.					
1916 Credit Sales etc. etc.					
1916 Increase in Meats					140 00
Total Increase for Feb. 1916					\$ 375 50

FORM NO. 6—This shows increase or decrease in business each month in each department and totals for both.

Monthly Summary — February — 1916																				
Date	Explanation	Folio	% Recd.		% Pay		Disc.	Int.	Cash		Bank		Merch.		General Expense	Horse & Wagon	Salary	Auto Equip'ts	Personal	
			Cr.	Dr.	Dr.	Cr.			Dr.	Cr.	Dr.	Cr.	Dr.	Cr.						
1916																				
Feb 27	Bt. Forward from Bank Col's			\$ 75.00	976.15	5.00			20.19											
	Bt. Forward from General Col's																			
	Cash on Hand Deposit																			
	Int. on Over Draft																			

FORM NO. 7—Each month a summary as shown by above is arranged. This includes expense particulars.

be behind the corresponding month of the previous year in either departments, Mr. Nairn knows how to set about to find the reason.

Form No. 7 is a monthly summary of each month's transactions. The various columns include accounts receivable, rent, accounts payable, discount, interest, cash, bank, merchandise, general expense, horse and wagon expense, salary expense, auto equipment expense, and the proprietor's personal expenses. It will be seen, too, that this is a very valuable part of the system. The vari-

ous transactions are explained in a special column headed "Explanation."

Form No. 8 is the monthly balance. This explains itself.

The Purchase Book, Customer's Ledger and General Ledger are also shown here. These also explain themselves.

It will, therefore, be seen that Mr. Nairn has evolved a splendid system for keeping close tab on the development of his business. His bookkeeper, Miss A. B. Lupien, follows carefully each day's transactions of each clerk and provides

him with the necessary information that helps him conduct his business intelligently.

THE LEMON IN A NEW ROLE

The Italian people have less corn than any other. The reason for this fact is simply because they resort to the most certain corn cure known in the world. When an Italian finds his corn is appearing he goes to the lemon for relief. A piece of the juicy lemon skin is tied on the toe completely covering the affected part, and allowed to remain there all night, when it is removed. The new corn will simply disappear, and the old offender will stop hurting, and in most instances dry up and disappear. In a few cases where the corn has been a bad one of long standing, it will require more than one application. The acid in the lemon reduces the inflammation and the tissues soon become normal.

The remedy is safe, cheap and effective, and should be tried by every one who knows what it is to suffer with a corn.

PRIVATE PHONE FOR CUSTOMERS

In the store of W. J. Cherney, Windsor, Ont., there is a separate telephone for the use of customers. No customer is permitted to talk over the regular business phone. Not even does Mr. Cherney himself use this business phone for private conversation, as he maintains while he is discussing something of a personal nature over the business telephone he may be stopping business coming into the store. He, therefore, installed a public telephone near the rear for the use of customers, and he claims this service has been very much appreciated by them—and has eliminated a "leak" that often results in loss of business.

Many women store their furs during the summer months in cut tobacco. A show card reading: "Use Tobacco for Storing Your Furs," should get some business.

Purchase Journal								February			
Date		F.	Disc Cr.	Accts Pay Cr.	Meat Dr.	Grocery Dr.	Expense Dr.				
Feb. 1 st	A. M. Brown Co	62	6 00	64 00	24 00	30 00	16 00				

Customer's Ledger					
Date	Explanations	F.	Dr.	Cr.	Balance
	Bills Payable book used as memo				

Dr. General Ledger						Cr.					

The rulings of the Purchase Journal, Customers' Ledger and General Ledger are shown by this drawing.

Daily Battle Around Bad Accounts

Average Merchant Realizes It is a Pivotal Point in His Business — Deadbeats Flock to His Standard When He First Makes a Bid for Trade—Percentages of Bad Accounts Vary From Nil to Point Where Merchant is Afraid to Own Up to Number

Written from Interviews on Bad Debts with a number of merchants.

WHAT is your percentage of bad accounts?

This is a pertinent question which every merchant must sooner or later face with a full knowledge of the issues at stake. With many it is the pivotal point between success and failure. Invariably the grocer who is able to get his accounts in is the type of man who succeeds. With the merchant who has been unable to keep his credit accounts down to the minimum and is unable to get his money in when he wants it, that man is headed toward a certain definite goal. His next concern is usually to let his own creditors divide among themselves what has been left by the customers who will not pay.

There are many varying degrees in the credit system as it works out with the average grocer. There is continual war in his small horizon between the slow pays and dead-beats, who want to get goods without the cash and the grocer who is not so anxious to let his precious goods out of his possession to such a class before he sees the glitter of the customer's coin. There is a seething maelstrom, as it were, which goes on behind the scenes and within the seclusion of the grocer's store. Some merchants have become heartily sick of the continual wear and tear on their nerves which poor credit entails. And they have discarded the credit system altogether. There are others who have steeled themselves to the recognition that credit in certain cases is essential to the building up of their business. They have made up their minds that they will accept the system. But they also make up their minds that they will not accept as debtors any and all who may come along. There is a process of selection which their customers must go through. They are allowed to run the gauntlet for a certain short period. Then comes the tug when the merchant wants them to come across.

The Beginner Often a Mark

It is a hard, severe process, this slowly forming of the "firmer mind," which enables the careful merchant to keep his bad accounts down to the minimum. If it were not for this feature of the busi-

**WE TRUST YOU
IF
YOU TRUST US**

PLEASE FILL IN THIS CARD

AMOUNT WANTED\$10.00.....
WHERE DEALING LASTNew Arrival.....
WHERE WORKINGCity Cleaning.....
PAY DAY1st....
NAMEMr. Smith.....
DATE..4/8/16 ADDRESS...322 Main Ave....

Above card shows system of McFarlane & Co., Edmonton, Alta., for watching new credit applicants.

ness experience of many men they would think that life was not half bad. One of the severest lessons meted out to the average merchant is at the time when he starts in business for the first time. It is then that the credit system is taken advantage of by the professional dead-beat. Its floodgates belch forth a blast that would sweep him into oblivion again. All the dead-beats of the countryside flock to his standard. They will buy and buy and buy again, and it seems that he is making a big success for a newcomer. This buoyancy of spirit he frequently finds to be transitory. A day of awakening and reckoning comes when he wants to cash in on all these goods which have been going out of his store. Then he begins to find that all is not gold that has the appearance. At least he is unable to corral it.

The Still Small Voice

For the first year he congratulates himself that he has been doing a good business. But always there is that still small voice which whispers a doubt in his ear. He wonders if all those fellows will pay up at the time they said they would. In time he comes to make up his mind to write off some of those accounts and forget about them. That is forget about his loss, but remember the name of the person who caused it. This has been the harrowing experience of many a merchant. Some live through it, while others find the strain too great and go down and out. They may start again after they have gathered themselves together, but they are always the wiser,

and they are never quite so trusting and confiding in the good faith of new customers.

With those who have weathered the crisis it is always interesting to know what percentage of loss they still sustain even at the price of eternal vigilance. There are few indeed who are able to escape altogether. Some have irrevocably made up their mind to adhere to the cash system, even at the risk of decreased business. With these the credit system is no longer a bugaboo. There are some who accept the credit system in a modified form, and it is with these that the minimum losses occur. These

losses are in varying degrees, according to the tightness with which the merchant holds the credit reins, and according to the judicious selection of credit subjects which he makes.

Range in Bad Accounts

For the purposes of the immediate present survey the new merchant has already been considered. He is in a class by himself. He must be left to work out his own salvation among the wolves and the ghouls. There is much more that could be said on his behalf that had he exercised some of the caution which he later learns to employ he would be better off and make his business career better assured.

One merchant recently interviewed on this subject stated that his loss was from one and a half to two per cent. of bad accounts each year. This merchant's total business amounted last year to approximately \$40,000. Two per cent. of this amount would be \$800. One and a half per cent. would be \$600 loss. This becomes a heavy drain even where the percentage of such losses is small.

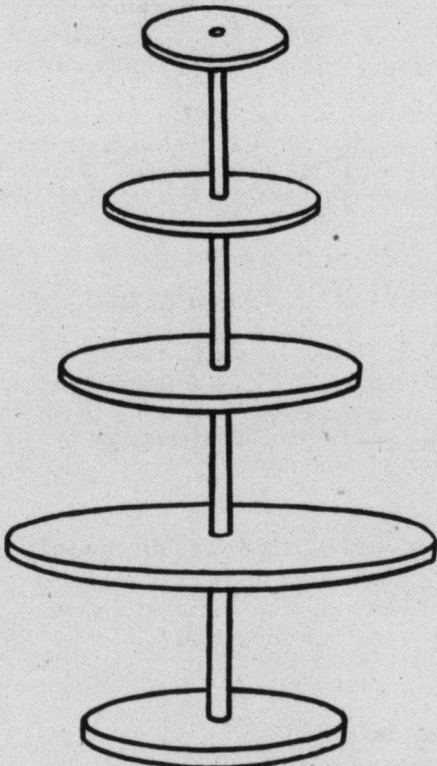
Another merchant in the same town asserted that he had been in business seven years, and in that time had lost altogether only \$200 in bad accounts. His process of eliminating the "poor-pays" had proved effectual. He never allowed his accounts to run more than two weeks. It was a town in which a number of factories were located, and when pay-day came around he was on the spot to make inquiries about the money that was owing to him. He never allowed them to get a long distance perspective of their account. If they did

How Other Grocers Do Things



Good Counter Display Fixture

IN THE GROCERY department of the Hudson Bay Co.'s store in Calgary, Alta., some very effective counter displays are invariably shown. These displays are presented on counter fixtures of pyramid shape, both with circular and square shelves. The accompanying illustration shows the ideas of this sort of display. Bottles or jars of goods are



Hudson Bay Co., Calgary, Alta., use a counter fixture somewhat of this character for displaying bottle goods.

placed around the shelving, and these taper from a wide shelf at the bottom to a narrow one at the top, and produce a very effective and sales producing display. The accompanying cut illustrates the idea.

Big Basket Trade in Summer
HOOD & BENALLICK, of Guelph, Ont., do quite a business during the summer months in baskets. They are not unmindful of the fact that the Ontario

Agriculture College is located in Guelph, and that the students go in for picnics, and also require luncheon baskets for trips out West. They, therefore, feature these baskets along one side of the store, on a top shelf, within everybody's purview. The firm tells Canadian Grocer that they do quite a business in these baskets simply by featuring them and connecting them up with the desire of people to enjoy the summer months by outings, and also connecting them up with various trips taken by the O. A. C. students.

Pickles for Summer Picnics

THERE is a separate pickle display in the store of W. J. Cherney, Windsor, Ont. Both jars and bottles of various kinds of pickles are always arranged on a round table in the centre of the main grocery aisle, where they can be readily seen. Mr. Cherney is this year making a feature during the summer months of pickles in small 10c jars for picnic purposes. He expects that this will prove to be a splendid seller.

Associates Pancake Flour and Maple Syrups

RECENTLY in the store of Bradley & Son, Chatham, Ont., there was noticed a very attractive display of pancake flour and maple syrup. Because of the fact that these are two associated lines, customers were appealed to more than if one line had been shown separately. Pancakes and maple syrup is a favorite dish in the majority of homes, and naturally when a display of pancake flour and maple syrup is noticed in a window an appetite is created for this particular dish. These are two lines that are good sellers the year round. All that is required is an occasional display of them in the window and on the counter, where customers can see them.

Account Register a Big Help

R. H. HARLEY, a London, Ont., grocer, looks after his credit customers by using a credit register. This keeps his accounts always up-to-date, so that customers know exactly just how much they

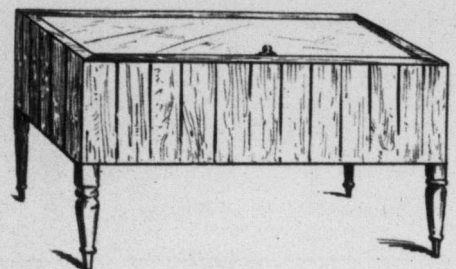
owe from day to day. He also says it helps him to get some of them to pay more promptly, and cites one particular instance where an account of \$100 was paid up shortly after he installed this credit register simply because the customer was getting the account up-to-date.

Keep Flies From the Window

THE STORE of Jas. McLeod, Dundas Street, London, Ont., faces a beautiful park, and, therefore, Mr. McLeod has designated it the Park View Grocery. The windows are completely enclosed, so that during the summer months there is no danger of flies getting in and spoiling the goods on display. There are two display windows—one for fruit and vegetables and the other for general groceries. One interesting thing about the layout of this store is that it has a porch inside the entrance, in which Mr. McLeod displays such goods as charcoal in small paper bags, which, of course, is always seen by customers going in and out. On another page of this issue will be seen complete plan of this store, with the location of the various counters and equipments.

Fish Display in Entrance

IN THE entrance of the store of John McCorvie, Chatham, Ont., is installed a display stand for fish. This has a glass top through which the fish attractively displayed is seen by every customer who enters. The illustration herewith gives an idea of its appearance. This display stand, states Mr. McCorvie, is responsible for a great deal of business.



Fish cabinet with glass top, used by McCorvie & Son, Chatham, Ont., to develop fish sales.

Grape Juice for Horse Show Trim

LINKING UP the display in the window with a topical event in the town is the resort of A. G. Bain & Co., Hamilton. On the occasion of the last horse show there, they had a grape juice window, which was trimmed with black and orange, the colors of the horse show. One or two cards indicating the horse show were used. Festoons were stretched round the window from base to ceiling of the same in alternate bands of black and orange, and the window was bordered in the same colors.

Orange Campaign Each Week

A. J. GROOM, of Guelph, has found a very effective week-end bargain idea—an orange campaign, which he puts on every Saturday. He dresses his windows attractively on the Friday night, leaving the lights on so that people will see the sort of fruit they will be able to buy tomorrow. He has good display cards announcing the fact and price. So good is the impression which has been made through constantly holding this orange campaign on Saturday that people in the town in dozens call up and ask particulars about to-morrow's orange sale.

Checking the Driver

ROBINSON-MACBEAN, Moose Jaw, Sask., have an interesting system for facilitating the work of drivers, which they claim is original. A printed form is used, with a column for streets on the driver's route, other columns being used for the numbers of houses and the number of parcels to be left. This makes work easy for the driver; but it has another feature: a duplicate is left in the store, and should a customer call up to

DELIVERY SHEET - GROCERY DEPARTMENT								1916	
STREET	NO	PARCS.	NO	PARCS.	NO	PARCS.	NO	PARCS.	
Orford	35	3	80	1					
Signature of driver				Time (As leaves)					

Form used by Robinson-MacBean of Moose Jaw for preventing errors in delivery.

find out when her parcel will arrive, it is possible to give her an approximate idea when to expect it, as each form carries the hour at which the driver left. It also serves as a check. If it is made out by the man who puts up the orders, and is checked by another party. It is signed by the driver, who is, therefore, responsible for the parcels which are lost.

Picnic Goods That Sell

WHEREVER PICNICS, outings, etc., are held frequently in towns and cities during summer months, the grocer has a splendid opportunity for getting considerable special business. Geo. A. Nairn, of Windsor, Ont., points out that as Windsor is an important picnic centre, he makes a feature in summer of all kinds of picnic and outing goods. These include salad dressing, materials for salads, such as lettuce, celery, pineapple, pimentos, cherries, etc. Displays are made from time to time so that the interest and attention of the customer is attracted to these goods. Other lines that sell well for picnics are canned salmon, sardines, tuna fish, Mayonnaise dressing, cooked meats, and olives.

Over 2,000 Tins Canned Goods

ON ENTERING the store of John McCorvie & Son, of Chatham, Ont., one is impressed with the enormous display of canned goods along each wall. These canned goods are shown in pyramid arrangements, something like a mountain range on both sides of the store. A fairly good estimate of the number of tins on display at present time might be placed at between 2,000 and 3,000. The idea is to create a strong impression upon all customers and passers-by, for the passer-by can very easily see this dis-

play of canned goods from the street, and it reminds them that the McCorvie store can supply their every want in this particular line.

Sticker for Delivery Parcels

EACH PARCEL that leaves the store of Bradley & Son, Chatham, Ont., has the accompanying sticker pasted on it. It

BRADLEY & SON
GROCCERS

Wagons leave 9.15, 11 a.m.; '30, 5 p.m.

Name.....

Address.....

Extra.....

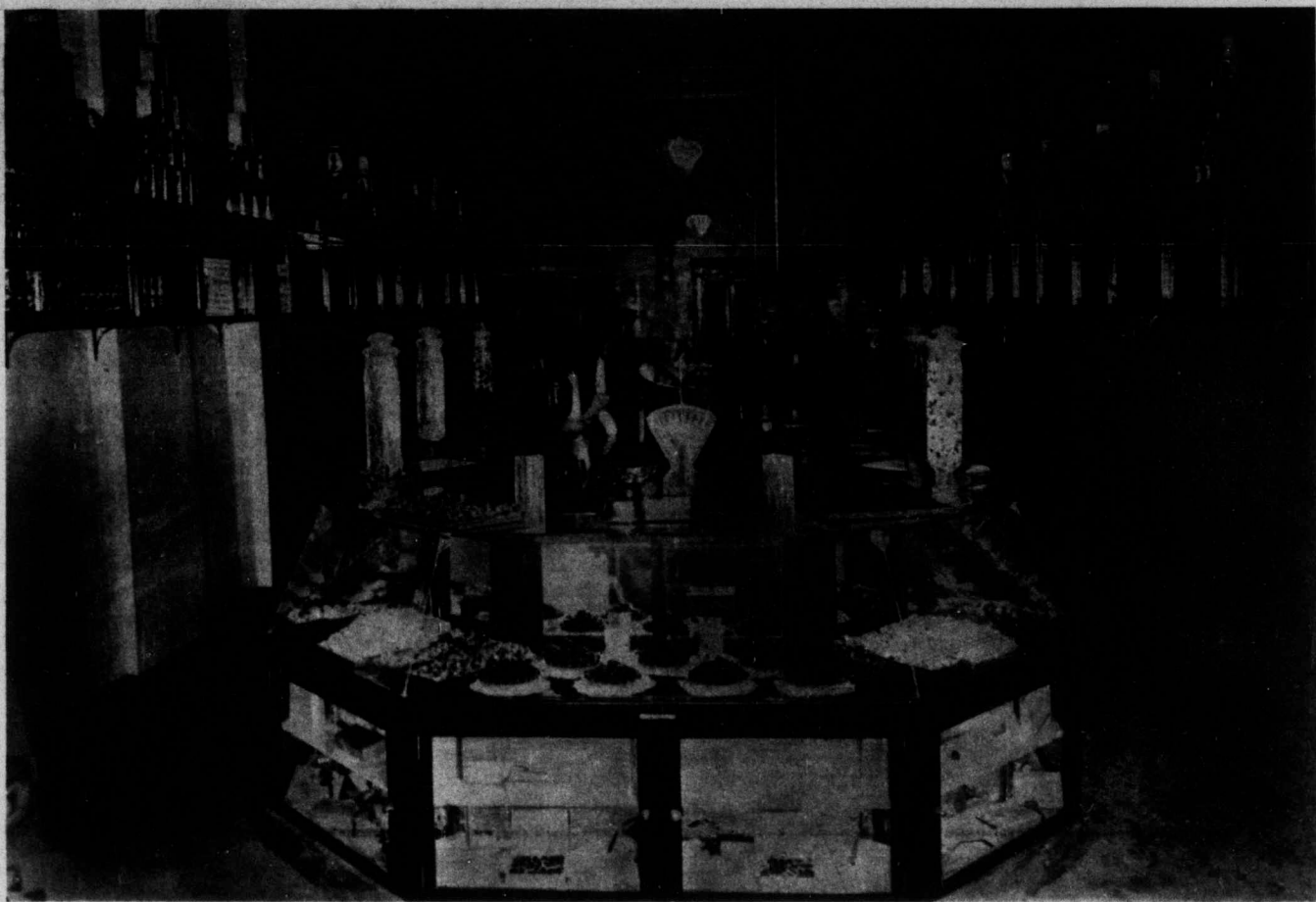
Please give back egg crates and jugs

will be seen that this gives the name and address of the customer and a line marked "Extra," which is for C.O.D.'s, or other information. In Chatham a number of the grocers as well as other merchants are in a co-operative delivery system and these stickers are used by the merchants so that the driver can immediately see the name and address of the customer, and the customer knows from whom the parcel has come. The hours for delivery are also mentioned which is information the customer frequently desires. This little sticker often is a preventive of mistakes. All articles leaving the Bradley store are double checked as a further precaution against errors.

Keeping Cheese Dustproof

A. J. GROOM, of Guelph, Ont., has a good method for displaying his cheese. This he has in a large glass case in the middle of the floor. The case is mounted on a pedestal, and, being transparent, shows the quality of the cheese, while the cheese is kept perfectly clean and free from dust. The idea, of course, is to draw attention to it and the clean and sanitary way in which it is kept, and his object is fully attained by the method employed.

MORE THAN SATISFIED
The Canadian Grocer,
Dear Sirs:—I am more than satisfied with the CANADIAN GROCER. Cheque is enclosed. Hoping this will make all wrong right. I am a friend to CANADIAN GROCER.
F. NELSON,
Wooler, Ont. Box 38



Counters in centre, show wall-cases, meat, fish and confectionery departments are features of this store, that of Moody & Clark, Limited, St. Thomas, Ont.

Horseshoe Counter in This Store

Counters in the Centre Rather Than Up and Down the Sides — Displays so Arranged That Practically Everything Can Be Seen by Customer — Departments Include Confectionery, Cooked, Cured and Fresh Meats, Fish, Fruits and Vegetables as Well as Groceries.

Written by a Travelling Staff Representative

WHEN one goes into a grocery store he expects to see a counter down one or both sides with an occasional silent salesman, and a provision counter either between two counters or somewhere in the rear.

This is not the case in the store of Moody & Clark, Ltd., St. Thomas, Ont., merchants, who last October moved into a newly fitted up store with an original and somewhat unique interior.

"We have not, as you see" stated J. Clark, managing director of the firm followed the usual procedure in regard to counter arrangement". (The accompanying illustration demonstrates the truth of Mr. Clark's statement.) "Instead of placing the counters alongside the walls we have arranged them in the centre in the form of a long horseshoe giving us a lengthy counter space and plenty of room between for the clerks to attend to customers. This

curved counter brings the customer in close touch with the goods and the sales' staff and permits us to make a big turnover with a comparatively small staff. You will note further that there is no waste motion on the part of the staff. They are all close to their work and it is surprising the amount of goods they can sell when the goods are displayed behind glass and on the counter where customers cannot fail to see them."

Wall Cases For Display

"To get away from the bare wall effect, you will notice long cases with glass doors down either sides. These cases are not so much used to actually sell goods from, but to show in a most inviting way attractively arranged food stuffs which get the customers eye if it is diverted at any time from the goods under glass at the counter or on top of the counter. Then on top of these wall cases

we display cereals of various kinds in pyramid form."

In addition to groceries the Moody & Clark store features all kinds of provisions, fresh meats, confectionery, fruits and vegetables and fish. The total turnover of the store reaches well onto the six figure mark and yet the store itself is not a large one. Concentration of goods and sales power are the big secrets of the turnover.

The photograph herewith does not show the office or the biscuit display. The latter is just inside the door to the left behind the display window and is built right into the wall so that a whole wall of samples of fancy biscuits is presented to the customer as she comes in the door. To the right of the door is the office. Cash carrier systems carry the money from the various departments to the office where the bookkeeper looks

after the cash. A cash register is installed in the office.

As already stated a feature is made of confectionery. The bow of the horse-shoe shows confectionery attractively displayed in boxes at the bottom of the glass front counters, which, by the way, are on marble basis, while bulk chocolates on fancy plates are shown in the silent salesman above. Glass sliding doors inside allow free access on the part of the clerks to the compartments where the confectionery is shown. Further down is the grocery department, the goods are displayed so that samples of everything can be readily seen.

Coffee Grinder and Meat Slicer Used

There is an electrically driven coffee grinder in this department which gets the store a great deal of business. The fresh meat department is in the left hand corner to the rear and a large trade is done in this. Cooked meats are displayed towards the end of the grocery counter and right in the middle at the end of the horse-shoe may be seen an attractive meat slicer which as Mr. Clark points out, gets them a great deal of business. In fact, the store could not get along without it, he says. This slices cooked ham, bacon, etc., any thinness and uniformly, and as every slice is whole, better displays can easily be made.

In connection with the work done by this slicer, there is a display system on which the bacon is shown on parch-

ment paper. Each slice is placed side by side and on the paper there being a sufficient number on each to make 1 pound. A clerk can hold up the entire pound in front of the customer and show exactly what she is getting for her money. In some stores when slices of bacon are shown on parchment paper, they overlap one another. In this they are placed side by side and all rolled up together in the parchment paper first, and then in heavier paper for delivery. This accounts for a very heavy sale of bacon in the Moody & Clark store.

The fruit and vegetable department is also an important one and because of display facilities the turnover is quite extensive.

Refrigerator Counter for Fish

In the right hand corner to the rear is the fish department. Fresh fish are kept under glass and in proper refrigeration at all times. A special man is placed in charge of this department who makes it his business to arrange the fish in an as attractive manner as possible. The appearance of the large white fish, pike, etc., under glass in attractive surroundings actually creates demand. The turnover in fish alone runs about \$1,000 a month.

The refrigerations system is a complete one. Every counter under which is shown perishable foods is refrigerated by the company's own plant in the basement. Such articles as butter, vegetables, fish, meats, etc., are all refriger-

ated in separate departments. This naturally prevents deterioration and reduces loss from this cause to a minimum. In the basement is the machinery on concrete floor and special large refrigerators for various lines such as eggs and fresh meats. Moody & Clark have also installed a meat chopper operated by electricity and they do quite an extensive trade in Hamburg steak, etc.

A glance at the walls, in the illustration, shows them to be of white tile. In fact, the entire store has been arranged with cleanliness in view which makes it additionally attractive for customers.

Glass Canopy Entrance

A word should be said too, of the entrances to the store. Over the entrance is a variegated glass canopy in the shape of an awning. This gives the exterior a distinctive character and invites custom. This window is always in keeping with the interior, being nicely trimmed with appetizing foods every day of the week.

Moody & Clark was established about 12 years ago in St. Thomas, W. J. Moody being the president and Mr. Clark the managing director. Their store presents a splendid example of what time-saving fixtures will do in facilitating adequate service to customers. In these days of wholesale enlistment good equipment is almost necessary in every store.

Selling Foods for Trench Consumption

Small Table With Samples Inside Door of the Main Wallbridge & Clark Grocery, Belleville, Brings Many a New Order—Store Where Service is Featured—Jars on Counter With Sample Foods Save Steps—How Professional Dead-Beat Pursues His Occupation.

Written for Spring Sales Number, Canadian Grocer

"SERVICE is the thing that holds trade."

This is the big contention of the Wallbridge & Clark grocery store of Belleville, Ont. It was expressed to the writer by Arthur Wallbridge, son of the founder of the business, and who holds extremely strong views on the necessity of giving the customer proper service if her patronage is to be retained, and if she is to be a satisfied customer every time she leaves the store or calls up by telephone.

"Service holds trade," repeated Mr. Wallbridge.

"I would rather have a customer who has been to other stores first than a new customer who has never gone to any before. A customer of that kind appreciates the service we are in a position to

give her, and it is practically a certainty that we retain her trade permanently."

Service Includes Many Points

Service in the Wallbridge & Clark store covers a great many points. It includes not only satisfactory delivery, but careful attention by the clerks of the store, prompt service, courtesy on part of the sales staff, knowledge of the various grocery lines sold, and clean, good quality goods. The selling ability of the staff is augmented by attractive window and interior displays, goods shown in silent salesmen and on tables, personal talks about a few special lines shown on the counter and advertising. For instance, there is a confectionery show case inside the door displaying many attractive lines of box candy; fruit dis-

plays opposite the counter, with fruits in season; a cigar and tobacco silent salesman, and neatly arranged inside the store a table with suggestions for goods that are appreciated in the trenches.

"This little table," stated Mr. Wallbridge, sen., "certainly sells considerable goods. A customer comes in, picks up a tin of condensed milk, condensed coffee, a bottle or package of meat extract, etc., and it only needs a suggestion here and there to complete the sale. We pack the goods, of course, charging the customer for this service, and arrange everything all ready for sending abroad."

There should be good business in this connection in every town and city in the country from which soldiers have gone to the front. A "suggestion" table of

various lines suitable for overseas consumption in the "dining-rooms" of the trenches should get good results.

In addition to lines above mentioned, Wallbridge & Clark show puddings, boxes of gum, fruit cake, confectionery, etc.

Counter Jars With Food Samples

Another little selling device which saves the sales' staff considerable time is a row of glass bottles on the counter containing samples of various porridge foods, such as oatmeal and rolled oats, different kinds of beans, and various sized prunes, etc.

"This," stated Mr. Wallbridge, "saves considerable time going to the warehouse and back of the counter to get samples of these goods. The customer orders from sample in the glass jar, and we prepare the goods for delivery from the warehouse; also the displays of fancy goods on the counter, on the shelving,

and in the silent salesmen do a great deal in attracting customers' attention and getting questions from them."

Sell Considerable Cigars By Box

Cigars and tobaccos are a feature in the store. As above stated, there is a silent salesman to the left of the entrance, and near the door, which always means good sales in cigars, and especially in good box cigars. The cigar end of the business was established many years ago, and as the store has a reputation for quality, there are still many people who purchase their boxes of cigars from them. The business of Wallbridge & Clark itself was begun back in 1871—just 45 years ago. This is one of the oldest-established grocery houses in the country, and one that has kept pace with the advancing times.

From a business management standpoint, credits are closely watched in this store. No accounts are opened un-

less the firm has absolute knowledge of the reliability of the applicant. Years ago things were different. To-day, too, a great deal higher percentage of the business is done for cash than in the days gone by.

Arthur Wallbridge cites some interesting information on how the delinquent debtor gets in his work.

"My observation is that the professional dead-beat goes after the new store, pays cash for a week or two, and then makes an excuse that he is short of money. But he pays up promptly at the time promised. The same thing happens the second and third time, and possibly a fourth; then he begins to run up the bill which he never intends to pay. More excuses are offered, probably that there has been sickness in the house and the doctor has to be paid off, etc., and presently the bill has reached \$50 or \$60 in proportions. First thing you know you never get your money."

Capitalizing the Clean Store

Guelph Grocer Believes in Keeping a Bright Store All Hours—Night-time is When People Pass And See It—Somebody's Job to See Store is Bright as a New Pin Every Night

NOT all the salesmanship is in the goods or yet in the man who sells them. This is the view of A. J. Groom, grocer, of Guelph, Ont., who figures that there is something to be said for the surroundings of the store and whether they are attractive or not.

"I have found," said Mr. Groom, to Canadian Grocer, "that it pays me to have a clean store, and that it is one of the greatest assets I have. I have found, too, that it does not only pay to have your store attractive, clean and bright during the day but also an impression is made for good or bad upon the customer during the hours when there is nobody in the store. When I first went into business I set myself rigidly to follow out the idea of having an attractive store as well in the evening as in the daytime, whether there were many or few to look at it. I have worked this out, keeping this ideal steadily before me and have proved its worth.

"A great many people think that the only time when a store needs to be attractive is during business hours. This class of people will have a mighty nice-looking store during the day time, and will do their utmost to keep things bright and clean and orderly and appealing then, but when the end of the day comes the first thing they think about, from the chief down to the messenger boy, is to grab their hats and coats, and lock the door. They don't bother whether the store looks clean or dirty, tidy or untidy, orderly or mussed up. To my

mind it is a great mistake to adopt that cavalier attitude to the store out of business hours. It is just as important to create an impression upon people who are walking past in the evening as it is to create an impression upon a customer you have already got in your store in the day time.

Adopted a System

"We have adopted a system here," went on Mr. Groom, "by which at the end of the day the store is brushed clean, all litter is removed, boxes are put in orderliness, shelves are put in ship-shape, counters are rubbed down, brass work is polished, and in short the store is tidied up. The windows are clean all of the time. Frequently, at the end of the day, the windows have got dull and perhaps somewhat dirty, but before all of us leave someone sees to it that the window is cleaned. The goods therein are straightened and dusted. They get a final look-over every night."

"What is your reason?" he was asked.

Economic Advertising

"Simply this, I have my store light left burning until 10.30. The window is well lit and I am paying money for that light. I have a special arrangement by which the light lasts until 10.30 p.m., and then automatically, by means of a clock, disappears at that time. Incidentally window lights and the light inside by which you can see clear down to the end of the store and which lasts until 10.30 at night, costs me no more than

\$1.40 a month. I figure that is cheap publicity, economic advertising, but what I was going to say is this: that if I am paying good money, real dollars and cents for that light, I would be foolish if I did not see to it that what the light was reflecting and displaying was worth reflecting and displaying. So one of us gives a final look at the window and at the store. All litter is cleaned away, the place is made as bright as a new pin every night, so that people who are passing can see for themselves that here is a clean store and a store where neatness counts.

"This has a good effect on people. I do not forget that I am on the main street itself where a lot of people are walking up and down at night. The silent effect of what they see during those evening hours is going to work one way or the other for me from a business point of view in the day time. If I have a dirty store, someone will be up and down the street at night and by the light which I am using will be able to see that I have a dirty store. It is a surety that they will not want to come and buy their food there next day if that's the case.

Clean Store Gets Trade

"If on the other hand I have a clean store, and they can see that it is clean and it is bright and fresh and orderly and neat, then it is also a cinch that some day those people who see that that is the kind of a store I have got will come in and buy."

Summer Newspaper Ad. Suggestions for Canadian Grocer Readers

Cut Out The Hot Stove

WHAT is the necessity of bending over a hot stove in the middle of summer frying or roasting meat, when you can get such delicious cold meats that are tasty, appetizing and nutritious? Our provision department can supply you with cold boiled ham, tongue, jellied hock, cooked specialties, Bologna, etc., etc. These are all carefully selected when bought. All ready to serve without the annoyance of a hot fire. Note these particulars:

Boiled Ham. — With the red heart, the creamy thin layer of fat, on the outside a crinkly brown with spots of pepper, all combining to give that delicious, nutty taste that you've never found since the days of home-cured hams that mother boiled and peeled. Per lb. sliced and per lb. whole ham, . . .c.

Boiled Tongue. — Calves, lamb or beef, all sizes and three prices. For salads, sandwiches and snacks, mid-day lunch or Sunday tea — a delicious repast in five minutes from . . .c to . . .c per lb.

Jellied Hocks. — Ready for the table — among the cheapest foods to buy are these little by-product tit-bits of the modern packing house. These tasty extras that the production of the

more expensive hams and bacons entails, are sure to appeal to every purse. Per lb., . . .c.

Bologna Sausage. — Unequaled for its keeping qualities. Ideal for carrying in a lunch basket with a whole loaf of bread and thus save the untidiness that often destroys the pleasure of the greenwood meal. Per lb., . . .c.

Cooked Specialties. — Put up from carefully compiled statistics based on housewives' inquiries for combinations of certain lines that are blended together in a jelly that is as distinctively an individual blend as that of the best coffee on your table. Its flavor is obtained from pure products and white tiled kitchens, and not from strong spices. Per lb., . . .c; per . . lb. jar, . . .c.

Picnic baskets and lunch suggestions a specialty. Try our two, four and six person picnic baskets, all ready put up to order, from salt to jelly.

The Ever Ready Store

318 Main St.

Phone 62

This suggestion for a newspaper advertisement should be used just as soon as the hot weather starts in. Try it with your own prices and brands.

Picnic Goods From A to Z!

COMING are the days when the call of the wild rings loud and insistent. It gives you no rest. The woods have doffed their wintry sullenness and are aglow with the fire of renewed life! You know the shady trees of old, and the tiny plateau of land which has always been the luncheon table at your picnics. Or the water lazily lapping the sanded shore, mayhap, is your choice as a haunt. Whichever it is, you will need to make your picnic a memorable one. The right kind of food, dainty and appealing, yet easy to prepare, will help toward this end. We have the very things. Here are a few suggestions:

Condensed Coffee. — Ready in a moment; saves the trouble of carrying milk and sugar, for it is already sweetened and part milk. Per tin, . . .c.

Sandwich Ham. — Cool, Easily digestible; slices come from our slicer as thin as a wafer. Besides, cold ham is an excellent thing for the stomach during the dog days of heat. Per lb., . . .c.

Meat Paste. — If you'd rather have it. It's spread in a moment, and has that subtle taste which makes it the appetizer par excellence. Chicken, ham and tongue, and several others. Per tin, . . .c.

Olives. — The et cetera which is as necessary as any course at a twelve-course dinner. No need to point out the reason why olives should find a place in your luncheon basket. Per bottle, . . .c.

Biscuits. — You can always wedge a biscuit in when heavier food is perhaps more than you're hungry for. A pound or two of fancy biscuits will please the whole party. Per lb., . . .c.

Fruits. — Of course! Who ever heard of a picnic minus fruit? We have peaches, rare in color and taste alike; cherries, black or red, of the finest; good filling bananas — to mention only a few.

And half a hundred other things, any of which will make the "eats" part of the picnic most enjoyable. We are at your service to help you choose, and carry out your choice.

SEE US BEFORE YOU PACK
YOUR BASKET

J. J. JONES

17 Main Street

Phone 77

With the coming of summer in June, try this suggestion in your newspaper space with your own prices and any brands you desire to feature.

Advertising Makes People Decide

Special Cases From the Experiences of Henry Gatehouse, Montreal Merchant, Who Demonstrates That Advertising Pays—Direct and Indirect Results—Definite Plan Followed in Placing Copy.

An interview with Henry Gatehouse, Montreal, by a Canadian Grocer representative.

LIKEN the public mind to a large pool of stagnant water. Toss a large rock into it and it becomes violently agitated, spray falls about, waves appear and finally subside into nothingness for lack of propulsive power—that is direct advertising. The direct results disappear at once unless the bombardment is continued from the shore.

But meanwhile, certain results not easily observable to the naked eye accrue as a result of the operation: spray falls on the shore and moistens the parched surface of shrubs and soil, causing growth and strikes against the surface of warm rocks, cleansing them of their deposit of dust. The tiny waves wash up the rich sediment of the bottom and deposit it as silt on the edges of the pond. These are the results that are permanent in their nature, though unobserved at the time. This is indirect advertising.

Assist Customer in Buying

Either method or result is sufficient unto itself; but the combined effect is irresistible. Even though no direct results are obtainable the indirect and unobservable ones accumulate in both a positive and a negative way. In the former category may be included that plowing, fallowing and enrichment of the public mind that occurs as the cumulative effect of a well-defined plan of consistent advertising. In this business, suggestions on the part of the merchant to his trade are absolutely essential. Changes are constantly occurring, new lines coming in, old ones going out with the changing seasons. The customer is making his living by other means; he cannot attempt to keep pace with these changes unaided. The merchant earns his living by these changes; he must keep the customer informed of them—a sort of a broad service proposition.

If customers are not told of what the merchant has, they only rarely discover the fact for themselves. It's a case of supplying a steady stream of information and keeping one's name before the public and associating it with his goods.

The other or indirect results are those that insure the absence of any tendency

to dry rot on the merchant's part, slow stagnation and business death. It is very insidious in its operation.

Advertising Planned Well Ahead

In this store our advertising is laid out as part of a comprehensive and well defined plan, with haphazardness eliminated. We lay out so much a year for advertising purposes, and the appropriation is divided amongst the various papers so as to cover the whole city of Montreal, giving to each one that proportion of the whole based on its position in the newspaper field and its ability

two ads. a week each. Thus we cover the whole city.

As a usual thing we do not quote prices in ads. and this as the result of a definite policy based on the fact that to a well-to-do trade quality takes precedence over price. If we were centering our efforts on a general trade we would certainly quote prices, always.

Test That Ads. Are Read

Thus, when anyone line fills up so that we want to make a quick turnover, we do quote prices and the effect is at once apparent in the increased demand. The other day we discovered that we had too many geese on hand. So we advertised them at 16c a lb. They were cleared out at once, not by our regular high class trade, but by people from all over the city.

We quoted new laid eggs recently at 30c because they were coming in freely and demand seemed good. We vastly increased our sales. We were no cheaper than other stores and had the same eggs but barring the reputation of carrying high quality goods people probably supposed our eggs were fresher than some others—the power of suggestion.

Prices are Maintained

We never cut prices. It is a principle of this store not to do so. We sometimes sell at less than our regular prices so as to unload a top-heavy line but we can do that and still make a profit, because the original price was based on quality of goods. The other way does not pay. When it is done it must be because there is something lacking in the goods that makes it necessary to unload at any cost.

So in our case this general feature of non-price quoting illustrates the results obtained from indirect advertising; those from price quoting the results of the direct.

To illustrate again: Ten days ago we advertised a stock of artichokes and cleared them out. But we still get inquiries for them which shows that the customer, although needing none at that time, bore the fact in mind, and gave us indirect results—the backwash of the stone in the pond.

Again, yesterday, we advertised seal-

Try Broiled Chicken Sunday!

We will split and otherwise prepare the chicken for you. Sprinkle it with bread crumbs and very slightly with cayenne pepper and broil. Garnish it with broiled Hothouse Tomatoes and Crisp Watercress. You will enjoy it!

YOU WOULD ALSO LIKE OUR TURKEY POULTS, CELERY FED DUCKS AND FAT YOUNG GEESE. Any of these will make a memorable Sunday meal. Serve Stuffed Eggplant with any of these, Baked New Potatoes and Fresh Green Peas, buttered. We can recommend the **NEW BEETS, AND NEW CARROTS, TABLE CELERY, BOSTON LETTUCE, GREEN BEANS, HOTHOUSE TOMATOES, CHICORY, EGGPLANT and MUSHROOMS.**

Pure Maple Syrup Guaranteed for All Quality

Strictly New Laid Eggs
35c Dozen

Finnan Haddies For
Sunday Breakfast

Four 'Phones: Up. 2724-903-904-905.

Henry Gatehouse & Son

350 Dorchester West, Montreal.

Sample of the advertising done by Henry Gatehouse & Son, Montreal, Que.

to reach a certain definite class of customer. This knowledge is only arrived at by tests that, if they have the disadvantage of causing a temporary expense also have the permanent advantage of resulting in a definite knowledge of the advertising instruments.

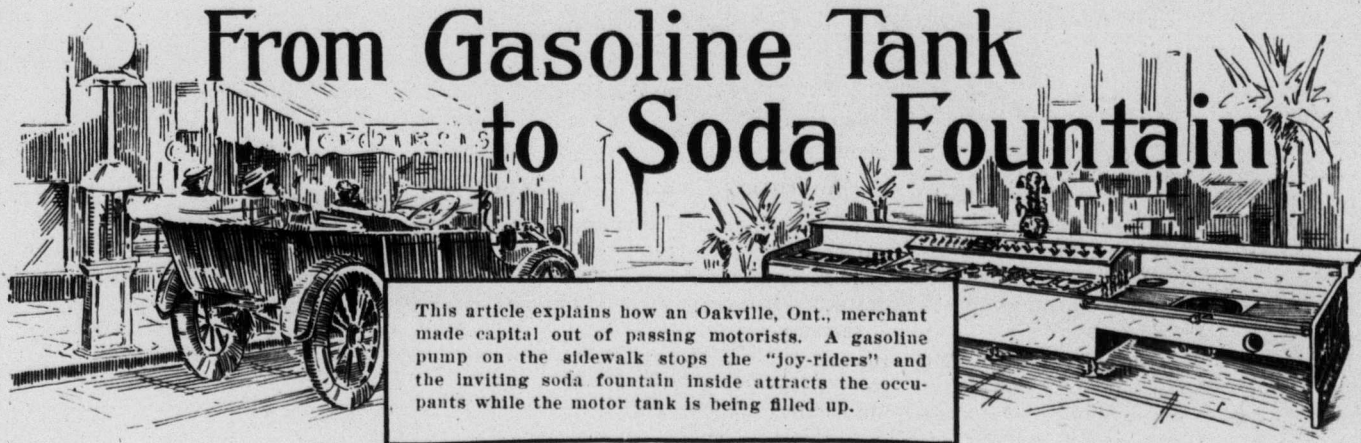
We depend chiefly on a high class trade. So we advertise three times a week in the principal morning and evening newspaper that our investigations have determined reach this field amongst the English element. We also run an ad. two days a week in each of the principal morning and evening French papers to cover the French population by these agencies. In the two less important English papers which reach a less prosperous part of the community we run

lops. To-day we had a run on them. Why? A few customers might have simultaneously decided on scallops, but not a whole flock of them.

Of course we hook up and co-ordinate high quality, freshness of goods, quick

delivery, etc., with advertising else it would be nullified. We subdivide the city into eight routes, each one of which has five deliveries a day, making forty routes in all. This makes for the quick delivery necessary to a hand-to-mouth

business in perishable goods. Even at that, the end of the week finds us straining every nerve to keep deliveries up to date, so that goods will reach the customer's table fresh with the flavor of the water, pure and unimpaird.



This article explains how an Oakville, Ont., merchant made capital out of passing motorists. A gasoline pump on the sidewalk stops the "joy-riders" and the inviting soda fountain inside attracts the occupants while the motor tank is being filled up.

AT first sight there does not appear to be anything in common between a gasoline tank and a soda fountain. To begin with, the first feeds a car and the second feeds people. As the old saying goes "Pigs is pigs!"—and gasoline is gasoline, and ice cream is ice cream, and you wouldn't suppose that there was any relationship between gasoline and ice cream.

But there is.

At least one dealer has proved it. More than that he has cashed in on it. He has linked up a gasoline tank with a soda fountain to the mutual benefit of both and to himself as cashier. His name is James L. Hewson and he lives at Oakville, Ont.

The Summer Town

"The idea", said Mr. Hewson to Canadian Grocer, recently, "was that Oakville is a summer town. Automobiles are passing and repassing through our streets continually, chiefly en route between Hamilton and Toronto. More than that, Oakville for its own sake, is a pretty summer town and a short trip from either Hamilton or Toronto in a car. We have quite a surplus population in the summer. I saw automobiles dashing to and fro in the summer and they passed my store window without my being alive to the fact—for a long time—that I could make money out of them. Automobiles represented, when I came to think of it, a demand for gasoline. I determined to instal a gasoline tank outside my store. I did this. I had a sign which pointed out the fact to motorists that they could get their gasoline here, and very soon I begun to get

returns. Car after car stopped outside my store to buy gasoline and I did a good business in gasoline. Not perhaps a usual thing for a grocer you think. Nevertheless all is fish that comes to my net, and 25c spent on gasoline is just as good as 25c spent on biscuits."

"It was not for some little time that I conceived the idea of making money going and coming, in other words of securing trade not only from the car itself, but from the occupants. But it occurred to me that while the automobilist was getting gasoline for his car outside my store the folks in the car were sitting there waiting and doing nothing."

"It appealed to me, as it appealed to a great many people, that on a hot day nothing is more inviting than a soda or ice cream. I figured it would look that way to the people who were waiting in the car outside my store. While the car was being filled with gasoline. I said to myself, its occupants might just as well be filled with soda or ice cream to my profit."

Installed a Soda Fountain

"I obtained a soda fountain and a set of chairs and so on. I got all the requisites for making and dispensing soft drinks of all kinds, and then I set out to build up a trade from the gasoline tank outside the store to the soda fountain inside the store. In the summer months I have a sign outside pointing out that there is a soda fountain inside and I have come to see that while the engine is being filled with gasoline the people in the car would much rather be sitting at the fountain inside the store getting good cool drinks which cost them a mere bagatelle. That's one way I

have of cashing in on the tourist trade which is coming to Oakville."

Reasons for Success

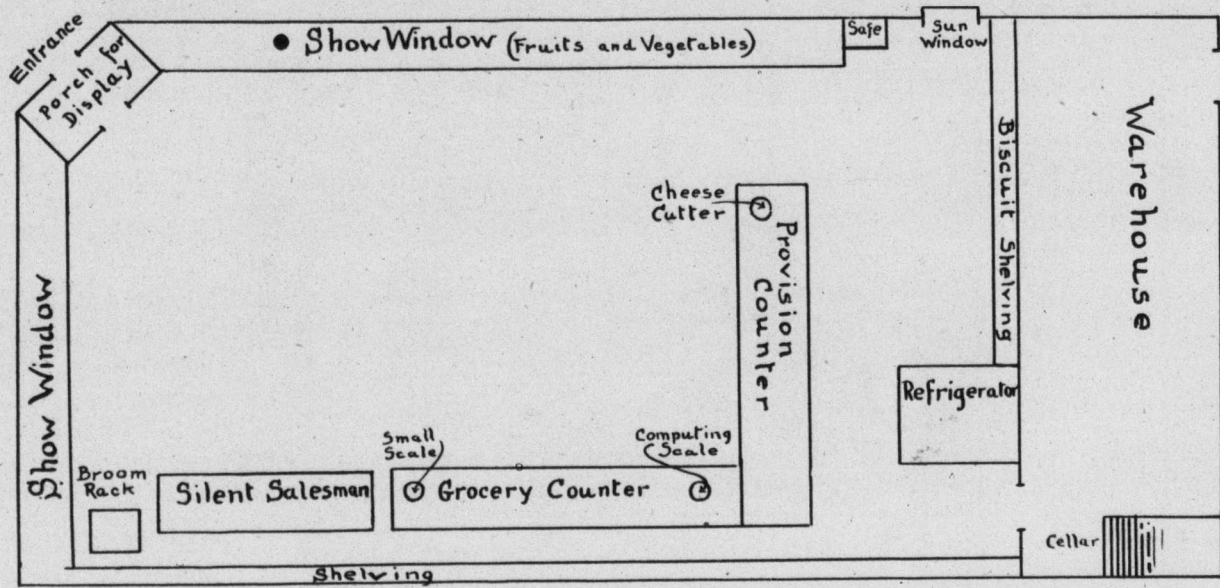
There are two or three reasons why this expedient would turn out so profitably. To begin with, of course, there is no loss on gasoline. You are not dealing in something you have to sell in a certain time or else put on bargain and sell at a loss. You are dealing in a commodity that is standard in price all the year round. True, of course, there is not much trade accruing in Winter months, tho' there is some, but this is a detail which cuts little ice, inasmuch as gasoline does not go bad or deteriorate in quality. In fact this stunt of having a gasoline tank outside a grocery store is simply one added method or channel down which profits may flow and through which there is no possible chance of loss.

As to the Soda Fountain, this is located in a prominent place in Mr. Hewson's store on the left hand side as you go in. Considerable space is devoted to it, for the store is a roomy and airy one. It is kept scrupulously neat and clean. A series of stools, common to ice cream parlors, are arranged by the counter where the soda fountain is; the fountain itself is kept clean and bright—as is indeed the rest of the store—and the soda fountain and its etceteras, adds to rather than detracts from the appearance of the whole store.

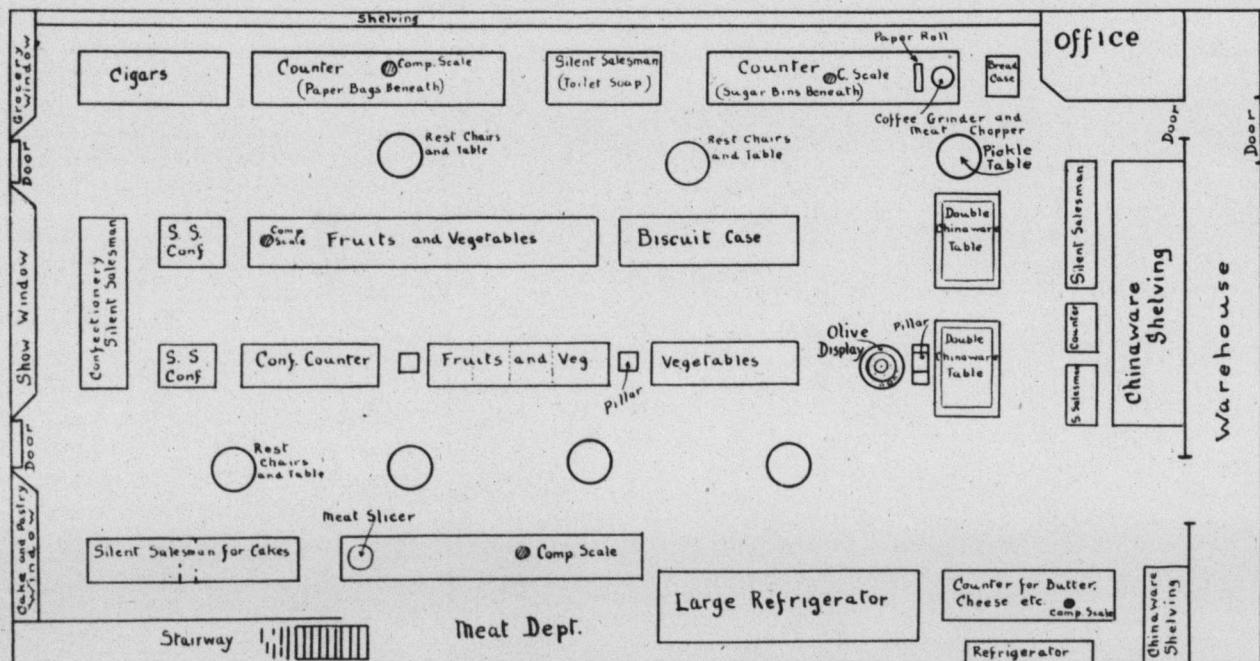
In fact the system is an excellent way of getting one's share of business in a summer town and of utilizing an opportunity viz. the automobiles passing and repassing, when that opportunity presents itself.

Mr. Hewson should do a still greater business at his soda fountain when prohibition becomes effectual.

Plans of Small and Large Grocery Stores



This drawing illustrates the layout of the corner grocery of James McLeod, Dundas St., London, Ont. It makes quite an attractive and roomy store.



Plan of the new Cherney store in Windsor, Ont., showing cigar, grocery, toilet soap, confectionery, fruit and vegetables, chinaware, butter, meat and cake departments. See pages 72-73.

Quick Service: Clean Delivery

These Two, in Retailer's Opinion, Are Chief Reasons for His Motor Delivery—It Pays to Get a Good Car—Chief After-Requisite is a Capable Man to Handle It—Two Hundred Calls Some Days—Horse and Wagon Still Useful for Short Calls

THE automobile has succeeded the horse in many ways. Probably some readers have heard the anecdote about the irate husband who was further irritated by finding pieces of rubber in a plate of sausage which was placed before him.

„What is the meaning of this?” he said to his wife.

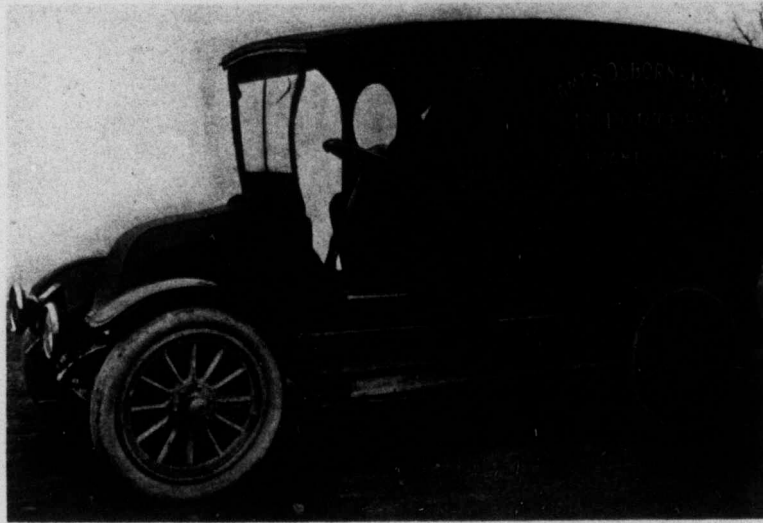
“Why, didn't you know,” said she, “that the automobile had succeeded the horse in everything?”

Certainly it has succeeded the horse in usefulness and so an increasing number of grocers throughout the country are instituting motor deliveries. Briefly the two main reasons why this is so are the collective ones which form the heading of this article.

“Some others have tried out the idea of using motor deliveries instead of horses,” said Mr. James Osborne, of Jas. Osborne & Sons, of Hamilton, to Canadian Grocer recently. “They find these, on the whole, entirely successful. We figured that our business was getting big enough and varied enough to divide into two parts, namely delivery work which could be undertaken and would have to be undertaken by horses, on account of the bad state of roads, and secondly, delivery which would be better undertaken and more cheaply undertaken by the use of an automobile.”

Spend Sufficient Money

“I have found,” said Mr. Osborne, “that the big rule in the successful conducting of delivery is to spend sufficient money to get a good and worth while car. I paid roughly about \$1,600 for mine. I figured that it was money well spent, because it has given complete satisfaction. The evident idea in the mind of the grocer who is ordering an automobile delivery is to conserve time. He figures that by substituting an automobile for his horse and rigs, at any rate in the city—which is usually the idea—he will economize in the amount of time taken by the man who delivers orders. That, at any rate, was the supposition in my mind when I decided that for city



This is the auto delivery car used by James Osborne & Son, Hamilton, Ont.

work I would employ an automobile instead of a horse. That being so I figured I would expect the automobile to make a considerable increase in the number of calls a day which had formerly been done by the horse delivery. To ensure this being the case, and remembering that I should be driving on city roads, and not country ruts, for I have determined to let the horses still take the rough spots, I wanted above all a light car in weight and yet a serviceable and hardy car. I selected my car with these considerations in mind.

Hundred Calls a Day

“This automobile delivery makes well on to one hundred calls a day in Hamilton alone. On Saturday it makes twice that number. Thus it lives up to the first of the reasons why it was bought and that is quick service. No horse delivery can make this number of calls per day and certainly no horse delivery could make two hundred calls on Saturday, which is our busiest day. So that in automobile delivery I get quick service.

“Another reason which decided me in securing an automobile delivery was that it meant clean delivery. Some customers, suddenly developed, with the coming of the automobiles as a means of transit, a finicky sense with regard to smells. These customers determined that goods delivered on the horse delivery had something of the odors of the stable about them. Perhaps it was so. Of course when there were no cars, the customer had to put up with that stable odor if

there was one. However, it was partly with the idea of getting a clean delivery, one which was free from this nuisance, that I decided on using the automobile delivery.”

“What would you say is the chief thing for anybody to remember when they have got the car, about its conduct,” was a question asked Mr. Osborne.

Good Man Necessary

“The chief thing I can think of,” was the reply, “is to get a capable man to handle the car. The best of cars will not stand man-handling, by which I mean rough handling. A car to give the maximum of service has to be treated well. I have found it pays me to get a good man to drive the car, one who knows the car from beginning to end and is prepared to spend time and trouble to keep it in constant and excellent repair. In my case the man devotes the whole of his time to the car and he has spent time and effort in getting to know the thing, and he knows it from A to Z.”

There is no doubt at all that the use of the motor delivery as a means of rapid transit for city work is growing. Four or five of the largest grocers in Hamilton now have this form of delivery. They do not use it exclusively, for in every case the horse delivery is still used for outside work; that is to say work outside the city. The idea in using a motor delivery at all is that it is more suitable for long hauls in cities where the roads are in pretty good shape. But many of the country roads are still unsuitable for motor work and in this case in Hamilton where a grocer has a motor delivery he still runs one, two or more horse deliveries as well. Nevertheless the idea is gaining ground that motor delivery is useful for the two chief reasons as outlined above, and more are adopting it. It is an investment which shows a dividend.

Getting After Seed Trade Early

Oakville, Ont., Grocer Makes Window Displays Early in Spring—Many Want Seeds for Hot-Beds—Window Space Important Salesman—He Also Developed Good Trade in Flowers.

Written especially for Canadian Grocer.

ON the principle of the early bird getting the worm, Ernest O. Taylor, of Oakville, Ont., believes in beating the other man to it. As early as the first week in March he began to have a window dressed every other day or so with seeds, flowers and so on. The idea was to cater to the very early trade in seeds.

"One or two people came into the store," said Mr. Taylor to Canadian Grocer, "and were asking for this seed or that, chiefly, I suppose, for beds early in the season. I found it would save a lot of time and probably corall some extra business if I had a window devoted to seeds exclusively. I have not done this in previous years so early; usually about the first of May or possibly the last two weeks in April has been early enough for me to bother displaying my seeds. However, this year, I decided I might just as well catch every little bit of trade that was going as not, and with that in mind, I decided to make my window space my

salesman. I have proved it to be effective and have got a good deal extra business this year that I did not have last."

An Important Trade

"I sometimes think," went on Mr. Taylor, "that grocers do not pay sufficient attention to the seed trade. Particularly in a small community like Oakville, where people devote a lot of time to gardening and where they have sufficient space to be able to get results, there is possibly a love of gardening that is not engendered in people living in a large and crowded city. This represents a certain avenue of profit to the grocer. For many years, I myself have made the most of this seed business, although I have not gone after it quite so early in the year."

Developing a Flower Business

Mr. Taylor also does quite a business in flowers. Sometimes customers are anxious to have a few flowers on the table over the week end, and catering to

that demand he gets them in about Thursday, and displays them in the window. He finds this an advantageous trade. Flowers are a line that lend themselves peculiarly well to display. Their color and variety make them a very effective window item, as well as a bright and appealing spot wherever they are located in a store.

Mr. Taylor's window, when Canadian Grocer saw it, was a burst of color, because round about a very effective display of seeds which took up the major part of the window there were blooms of different kinds, roses, carnations, daffodils and so on, placed in different parts of the window, leaving the main and centre to be given over to the seeds.

Flowers are not stocked by the main run of grocers, but there is no reason why grocers should not handle them; there is at any rate some money in them, and when buying groceries, a woman customer is just as likely as not to lay out a little money in flowers.

Saves \$31 Delivery Expenses

Estimate of Windsor Grocer Who Has Automobile Delivery—How He Figures It Out—Item By Item

W. J. CHERNEY, a Windsor, Ont. grocer, saves \$31 every week according to his figuring by operating one automobile delivery instead of three horses and wagons. He has two motor cars for delivery so that between the two he saves no less than \$62 per week or more than \$3,000 in a year.

Here is the way Mr. Cherney figures it out.

"I find that one of my cars," he said to the writer, "will do as much work as three horses and wagons."

"Three drivers at \$2 a day each equals \$36 per week.

"Shoeing work, etc., for the three horses equals \$1.25 per week.

"Feed, wear and tear of harness, wagon and horses equals \$18 per week—\$6 for each outfit.

"Total equals \$55.25 per week.

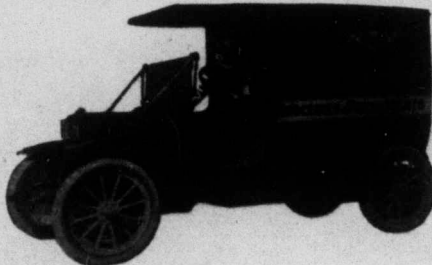
"This is what I estimate would be the total cost of three horses and three drivers for one week's delivery.

"Now let us figure out the automobile expenses for one auto and driver. Wages of one driver equals \$15, gasoline \$6, wear and tear \$3, license per week 25 cents. Total \$24.25.

"You will see the difference between \$55.25 and \$24.25 is \$31. This is the saving I estimate I can make in one week by using the automobile delivery. I have two automobile deliveries taking the place of six men and six horses and wagons making the total saving per week \$62."

"In addition to that the appearance of a nice car on the street means an additional advertising value, which, while considerable, is difficult to estimate in dollars and cents. I am partial to this form of delivery and have at various times recommended it to grocers.

"I maintain, however, that the owner



This is the car used by The House of Nairn, Windsor, Ont.

of an auto delivery should have a competent man to operate the car—one who thoroughly understands his car and who can keep it in good repair. This is going to save many dollars, for a careless driver and one who is not of a mechanical turn will allow the car to go to pieces before having it overhauled, which runs up the cost."

Among the grocers in Western Ontario who have recently put on an automobile delivery is Dan Carter, of London, Ont. Mr. Carter, after making many enquiries regarding the service performed by an auto delivery, decided to get one and this started on the road a few weeks ago. While, of course, he has not yet had time to compare costs with that of horse and wagon, yet apart from that he believes the advertising value from it will be considerable.

Geo. H. Nairn, Windsor, Ont., also has an auto delivery, a view of which accompanies this article. He is also well pleased with the service it renders.

Those who have the auto delivery lay stress on the point that for long hauls it beats the horse, but that the horse is valuable for short and frequent work.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 16 CAPITALS IN WINDOW CARDS

ILLUMINATED capitals are not by any means a new idea in the making of window cards. They were used many years ago, and are yet used extensively in the printing trade. You come across them in daily papers, magazines and journals of all sorts. They are usually used at the beginning of the reader. They are never used lavishly, usually only one to a page. So it is with the show card. No more than one of these fancy capitals should be used to a card, and some cards should not have them at all.

For instance, as they are for the better class card, it is not advisable to use them on a card where a price is shown unless the price appears very small in the reader. The recognized use of the illuminated letter is to use them at the beginning of a neatly lettered card where the lettering is of a uniform size. The style of fancy initial used depends entirely upon the style of letter to be used on the remainder of the card. Do not use a fancy cap with a Roman letter or vice versa. One must harmonize with the other.

Keep Lettering in Centre

In laying out a card for this style of work, keep the lettering to the centre of the card. Do not have it sprawled all over the card. Another thing to be remembered in making this style of show card is that there is to be only one fancy thing on the card, and that is around the first letter. No other scrolls and flourishes should be used on various parts of the card. You will find it necessary at all times in this work to sketch it out lightly with a pencil before applying the color. This is necessary even for the most experienced cardwriters.

The Chart

The collection of fancy letters in the chart only serves to give an idea of what can be produced. Hundreds of other styles can be made just as effectively. These letters are all of a more or less fancy nature, but the plain styles which we have taken up in previous lessons can be made into illuminated capitals with as good an effect as those shown here.

The first "A" is of Roman formation, with the extra cross stroke added to give variety. This letter can be formed either with the music pen, explained in Lesson No. 16, or the round-writing pen. If a large letter is needed, it is advisable to use the brush stroke method, or it can be made by outlining with the pen. The letter is black and the scroll work is of a pale mauve applied with a small brush.

The second "A" is a fancy pen-outlined letter in black. The centre is a green opaque color, and the shadow is of a pale French grey.

The first "B" is of freakish, but striking formation. It also is outlined with a stub pen, with the centre left white. The diamond-shaped background has a double black border, with the centre in a rich shade of brown.

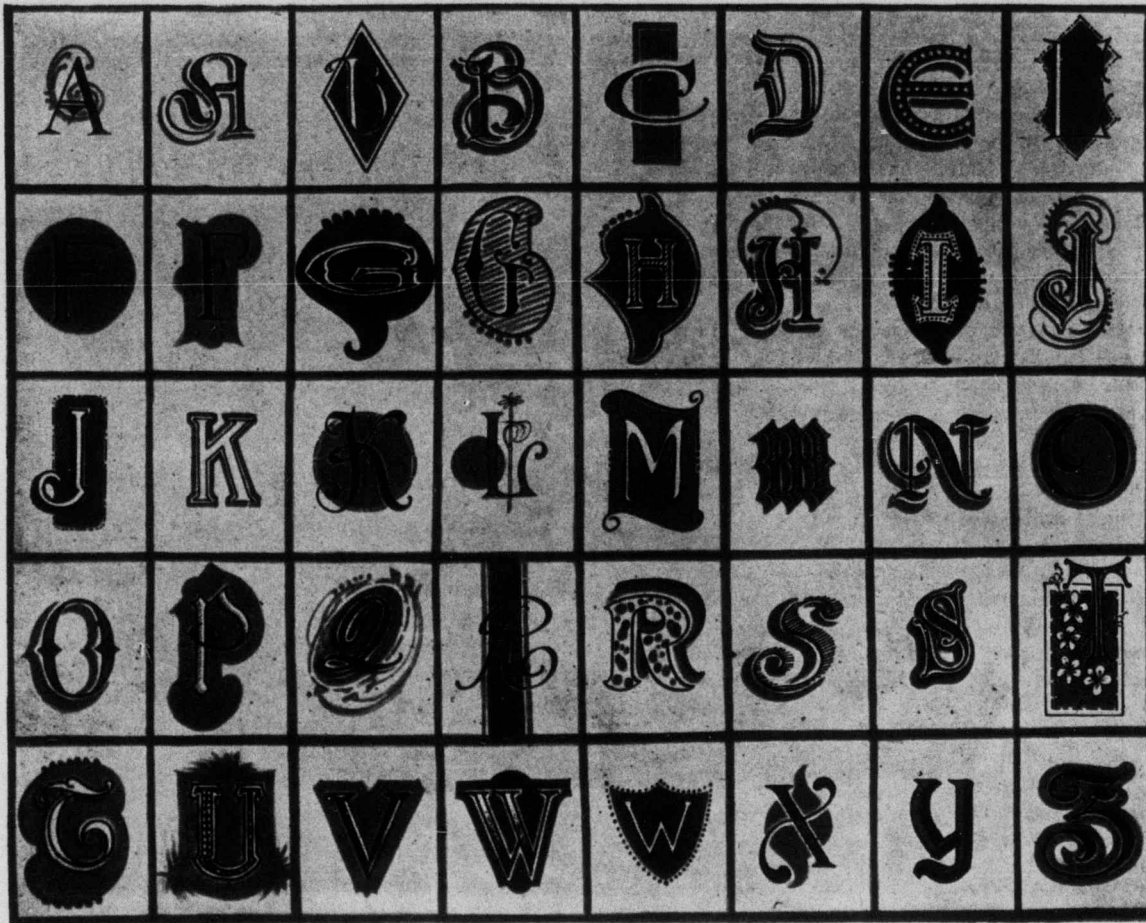
The second "B" is of very fancy formation. The only way this letter can be made is by outlining, or with the music pen. The letter is solid black, with a mild shade of grey for a shadow.

The "C" is an extended outlined letter. The interior is colored with ultramarine blue. The panel behind the letter it is of a pretty shade of pale blue, with a pale grey outline. There are many other color combinations which can be used, such as two tones of green, brown, etc. This letter should be a fancy cap on a card lettered in Roman.

The "D" is of modernized "Old English" formation. It is a pen outlined letter with a heavy shade of black on the left and lower side. The centre of this letter can be filled in with any suitable color to match the card, or it can be left plain.

The first "E" is of an uncommon formation, and should be used on a card where a square-faced or block letter is used in the reader. The letter was first outlined with black and filled in with a medium shade of blue. After this was dry, I added dots of thick white, as shown. The shade on the left and lower side of the letter was of sky blue. To work up two tones of the same color on fancy caps similar to these makes a very attractive card, and does not appear overdone or splashy.





The second "E" shows a very graceful letter of the semi-outlined style. The outline is of black made with the pen. The centre is left white. The shield-shaped background is of pale green, with a broken dark green outline. This letter should be used on a card when the remainder of the lettering is of a delicate Roman formation and executed with the music or round-writing pens.

The first "F" shows a letter which is easy to make. Draw the circle first with the aid of a compass, then place the letter in the centre of it. This letter is a black outline block style, with the centre a pea green shade. The background is a pale shade of mauve. This letter should be used on a card with other square-faced lettering.

The second "F" shows a fancy-shaped background effect. The only thing in the formation of this letter from the ordinary Roman letter is that the two upper right-hand spurs are made to curl to the left instead of the right. Any suitable pale shade can be used for the background of this letter.

The first "G" shows a letter very heavily colored and one that is not always desirable. While it shows up well on some cards, it is not advisable to use it on a card for a dainty display. The background of this letter is of a green shade with a darker green used as a shade for the letter.

The second "G" is better for the dainty show cards, as it is not so conspicuous as the former. It is a condensed formation and black in color. The background is striped with pale grey and outlined with the same shade. This must be done with a small brush.

The "H" shows a diagonally-striped outlined letter. It is of the block style, and should be used on cards with other types of the same class. A pale green background is outlined with gilt, and the letter is outlined with a dark shade of green.

The second "H" shows an excellent one in fancy

cap pattern. It is a clean-cut solid black letter of snappy formation. In this case a pea green was used as a shadow.

The "I" is a black outlined letter, with the centre left plain white. A line of red dots surrounds the letter. The shield-shaped background is of a pale mauve.

The first "J" shows a rather striking formation. Any dark color can be used for this letter, but a pale shade must be applied for the scroll work.

The second "J" shows an outline letter with the left and lower side made heavier than the remainder of the letter. A dark green letter with a pea green background makes a good color combination for this letter.

The first "K" is quite simple, being a spurred block outline letter, with an outline of pale blue.

The second "K" is of upright script formation, made with a stub pen by the outlining and filling in process. It is solid black, and the circular background is of a rich shade of light orange.

Daintiest Letter of All

In the "L" we have what is considered by some card-writers the daintiest letter of the lot. It has a light outline of black, with a mauve centre. The ball is gold. The suggestion of a flower is quite suitable for the spring season.

The "M" is an oddly-shaped letter, and should be used on cards when the remainder of the type is of similar formation. The background is a pale green shade, with a darker shade of green outline.

The second "M" is one that should not be used on any kind of show card on account of it being hard to read. It is an outline letter with black diagonal stripes. The shade is grey.

The "N" is a very gracefully-formed letter, and can be used on a card with either Old English or Roman lettering. It is an outline letter with a dark green centre and shaded with a pale green.

The first "O" is quite simple. It can be formed with either pen or brush. Any suitable light shade can be used for the background. The second "O" shows the straight Roman formation with the two diamond shapes added. The centre of the diamonds is dark blue and the centre of the letter is pale blue. A pale grey or gold shade can be used to make the letter stand out.

The "P" shows another letter that can be used on a card where "Bradley" type is used. It is entirely a pen outlined letter in black, with small diagonal strokes on the left and inner side of the letter. The shaped background is a pretty shade of buff.

The "Q" is a very decorative letter. Many color combinations can be used here. Black letter, with a buff background, with an orange shadow on the letter and the scroll work of pale green, is a good suggestion.

The first "R" shows a script letter worked over a two-tone band. This letter should only be used where the remainder of the lettering is script. It is a solid black, outlined and filled in letter.

The second "R" gives the bizarre effect. The letter is outlined with a small pen in black. Various spots of bright colors are arranged haphazardly in the interior. The double shadow is of two tones of green.

To make the first "S" it must be marked out accurately with a pencil before ink is applied. The body of the letter is black diagonal stripes, with a black shading line on the left and lower side. The shadow is of pale blue.

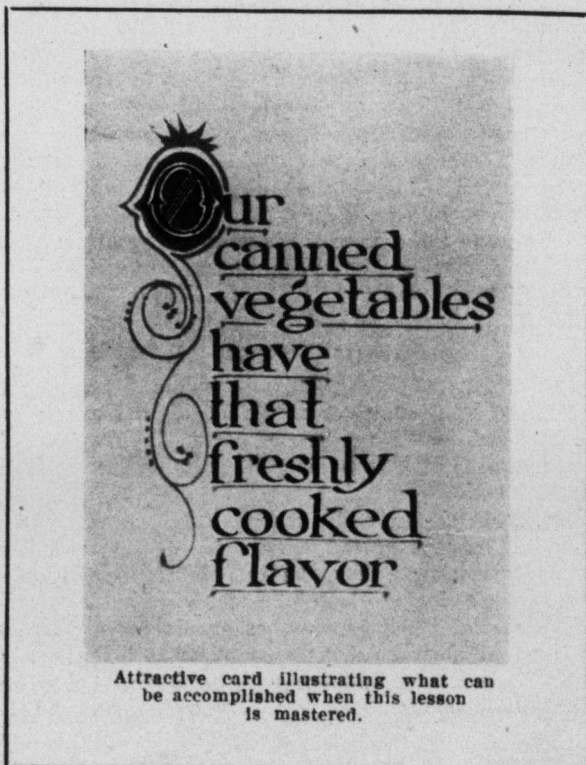
The second "S" is a solid black letter, with an outline of light red, and a darker shade of red is used over the light red as a left-hand shadow.

The first "T" gives a newer variety of the fancy capitals. The letter is outlined with a shaded centre. The pale blue background shows a pretty spray of spring flowers over it.

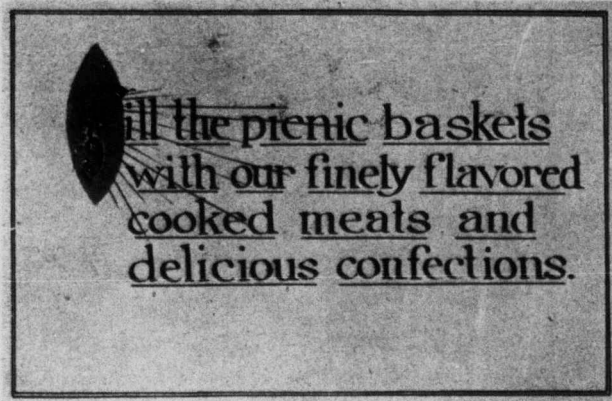
The second "T" shows a very popular shape for this letter. The background is mauve, with a deeper shade of the same color as an outline and shade for the letter.

The "U" is a mottled letter, with a pale green ground. This makes a good letter for a spring card.

The "V" is a very dainty and neat letter. It is



Attractive card illustrating what can be accomplished when this lesson is mastered.



An appropriate show card for a summer window, counter or table display.

especially adaptable to card used in showings of a quiet nature.

Popular Shield-Shaped Letters

The first "W" has its interior shaded. From a dark brown at the bottom, it gradually fades to a cream at the top. The background is a light brown.

The second "W" shows the use of the popular shield shape. It is a pretty shade of blue, with a black dotted outline. The letter is black with a white centre.

The "X" shows the heavy stroke shaded. Commencing at the top and bottom, it fades from a dark green to a pale green at the centre. The background is pale green.

The "Y" shows an outline letter with a heavy shade on the right and lower side. The letter is of a dark blue, with a pale blue centre.

The "Z" is of script formation, with a gold outline.

Fancy Caps

Some letters permit of more detail, as shown in the illustration elsewhere. This is not always practical, but it does not do any harm to make a very fancy letter if the time can be spared.

"F" is a heavy black letter, with a gold outline. The diamond-shaped background is of pale blue, with a darker shade of blue as a water effect.

"A" is a solid black round-spurred letter. The broken background is of a bright green.

"N" is a letter taken from the cover of a child's picture book. It is black outline, with an inner of two tones of red. A pale green shade is used.

"C"—The centre of this letter is a medium shade of grey, with a lighter shade of the same color over it to give the watered effect. The circle in the centre is a black and white check. The double shade is light and dark blue.

The interior of the "Y" is shaded from a dark to a pale green. This letter is outlined with black and gold.

"C" is a letter which will brighten up any card. It is a black outline letter, and the interior has lines running in various directions. These lines are colored with various bright transparent colors.

"A" is an excellent example of illustrated capitals. The letter is white with a black outline, being heavier on the left and lower side. The background is pale green, with black diagonal stripes.

"P" is just in the colors of black and grey, but is very effective when used on a card.

The "S" is a very showy letter. The centre is worked up with yellow on one side and red on the other. The background is of a French grey.

The completed cards give a very good illustration of how these illuminated capitals appear when used on the show card.

Boosting Fruit and Vegetable Sales

Special Care Given to This Department Brings Big Results—Novel Arrangement: a Series of Unit Displays—Cleanliness and Freshness Are Distinguishing Notes — The Window a Big Help—Use of Fancy Baskets.

THAT special care and attention devoted to arrangement of goods is a paying proposition in a grocery store is borne out in the case of A. G. Bain & Co., of Hamilton. The care and trouble given to details is reflected in the whole store from the windows to the rear. It perhaps receives no better demonstration than in the case of the fruit and vegetable department. With A. G. Bain & Co. this is a special feature. They have catered for custom for some years to a high-class trade in Hamilton. To do this they have found it necessary and profitable during the months of the long winter and in the spring to stock any and all imported lines possible.

"We always have some display which is applicable to the fruit and vegetable department in the window seven months out of the twelve," Canadian Grocer was told. "The window is the best index to the store and what you have to offer inside. We have found that it pays to give very careful attention to window displays for that reason."

The window displays in fruit and vegetables which are to be found in this store are some of the best that the writer has ever seen. The outstanding thing

about them is the cleanliness and the freshness, not alone of the goods, but of the surroundings. This is attained, first of all, by constant change of windows. These windows are changed every other day at the least. Secondly, it is secured by using colored tissue paper strips, and also by the use of baskets of various shapes and shade and size. The excellence of the produce which is imported makes sure that the goods themselves will be very attractive.

But it is the store rather than the window which is the subject of this article. Here one may see just how fruit and vegetables are boosted. At one end of the store, the long counter for general and miscellaneous groceries is on the left-hand side. There is then a space of ten yards between that and such portion of the store as is given over to fruit and vegetables. These are arranged on the right-hand side, and in a series of rows, jutting out into the centre of the floor at an acute angle. Each row is a unit display in itself. All fruits and vegetables are exceptionally fresh and clean—indeed, this is a distinguishing note of the whole store.

There is a wide use of baskets. Nothing looks better than good quality fruit or vegetables tastefully arranged in a nice little fancy basket, set off by this tissue paper in different colors. The very best effect is sought after in the way of display, and care and attention are taken in balancing fruit and vegetables together. The important thing to notice about the way this department is boosted in this store is that each of the unit rows which jut out at an angle into the centre of the floor is separate from the others by a wide aisle. Down this clerk and customer alike can walk, the customer being able to see what he is buying from any angle, and the clerk being able to reach the shelves, which are down the right-hand side of the store, against which the fruit and vegetable rows are built right up. This is effective in giving an idea of spaciousness as well as being convenient and allowing the customer to wander in and out among the rows of fruit and vegetables and see the things close up.

A. G. Bain & Co. have found time and attention devoted to fruit and vegetables a paying investment.



Interior view of the A. G. Bain & Co. store, showing how they arrange their fruit and vegetables in tiers so as to show as much as possible.

"How I Handle Provisions"

Pointers on Successful Selling of Meats and Sausage—Many Merchants Have Provision Departments—Percentage of Business in These Lines Compared With Total Turnover—Undoubtedly a Paying Proposition—Some Experiences in Butter and Eggs

A symposium of opinions from grocers across Canada.

RECENTLY, Canadian Grocer sent a letter to representative grocers across Canada asking them what was their experience and practice in handling provisions. They were asked if they sold provisions and if so, what; whether they had a special provision counter or department; if so, where it was located; what percentage of turnover was the provision turnover compared with the total during the year; and what was the annual turnover in dollars and cents in meats, sausage; finally, summing up the rest, did the grocers find provisions a profitable line.

Answers have come in in replies to this inquiry dealing with it in all its details, and these replies are interesting to the whole of the trade because they are the actual experience of different grocers located in different towns and concerned with circumstantial problems. They, therefore, throw several lights on the subject of handling provisions, instead of dealing with the subject from one man's viewpoint alone.

The letters are as follows:

D. A. McBride, The Okanagan Grocery, Vernon, B.C.—"We handle smoked meats, bacon and hams, also cooked hams. Our sale of these has increased to such an extent that we are now having special counter refrigerators, one for butter and the other specially for cooked meat. We have decided to give this last a prominent position to the front and close to one of our store windows. As to butter and eggs we have always been able to handle these at a fair profit. This is not a butter-making district, therefore most of the butter handled is creamery from outside points and thus we are free from the trouble of facing conditions where so much poor local butter is forced on the trade. By arrangement all eggs are bought from the producer at cash value whether trade is taken in exchange or not."

Turnover of \$10,000

C. A. Welsh, New Westminster, B.C.—"I handle bacon and sausage. I have a special provision department. This is located about the centre of the store, opposite from where the orders are taken and where most of the business is done. My turnover in provisions compared to my total turnover during the year is about 15 per cent. My annual turnover in dollars and cents in meats and sausage

is \$10,000. Yes, I do find provisions a profitable line."

W. J. Muir, Goderich, Ont.—"I handle bacon, cooked meat and sausage. I have a special provision counter which is at the rear of the store. My provision business is about 8 per cent. annually of my total turnover. In dollars and cents it is about \$12,000. In the winter time and in the cool season of the year I certainly find provisions a profitable line."

Tackaberry & Tackaberry, Lion's Head, Ont.—"In winter only I handle fresh meat and bacon. Business done about \$500 or \$600, and I find that this is a profitable line."

Handling Butter and Eggs

J. Mitchell, Collingwood, Ont.—"I handle bacon and sausage. I have no special provision counter or department. My turnover in dollars in meat and sausage alone is over \$400 a year. With regard to butter and eggs, from May to September, I handle about 600 to 700 dozen eggs per week, at about 2c per dozen profit, wholesale cases charged extra. I also handle about 1,000 lbs. of butter at about the same profit. This is only what I handle in a wholesale way. I retail about 200 lbs. a week of butter at 4c and 5c a pound profit, and about 50 dozen eggs at the same profit."

W. R. Wood, Turiff, Ont.—"I handle bacon. I have no special department, but in the back part of the store I have a counter. Bacon represents one-tenth of my total grocery sales during the year. In dollars and cents I do an annual turnover in meats and sausage of \$600. Yes, I do find provisions a profitable line. Regarding butter and eggs, butter is probably the most difficult article of commerce to handle. The variation of quality, texture and color inevitable in consequence of so many self-taught makers, makes the buying, care and selling of it a far greater problem to the country merchant, than any other item on his inventory. There are times when it is not hard to sell butter of inferior quality, especially in cold weather, but in warm weather or when there is no demand, I find it pays to buy only the best, even at the expense of offending some producers. I ship to hotel or private consumers, taking care to send only butter that will bring repeat orders. Eggs are simpler. I hardly sell any locally but ship nearly all to produce men in Tor-

onto, and by being careful I get the price of new laids for most of them. I have tried buying by weight, but this is inconvenient, although it has some advantages."

Nelson & Co., Acton, Ont.—"We sell bacon, cooked meats and sausages. My percentage of turnover in these compared to the total turnover during the year is 15 per cent., which represents in dollars and cents a business in provisions and meats of about \$12,000."

Isaac Allen & Sons, Mississippi Station, Ont.—"I handle bacon and sausage. The percentage of turnover compared to the total turnover during the year is about 5 per cent., which represents business of \$600 in meats alone. Yes, I do find provisions a profitable line."

W. L. Chalk, Clarksburg, Ont.—"We handle considerable quantities of butter and eggs throughout the season, shipping these mostly. In handling these I have found it more profitable to have regular customers among merchants to ship to and keep my stock cleaned up, rather than hold for higher prices, and stick to the larger buyers."

A. Scarsbrook, Petrolia, Ont.—"I sell bacon, meats, sausage. I have a special department which is located at the rear of the store on one side. It is not what I would like but it is the best location I can give at the present time. I have not kept a separate account, but I certainly find provisions a profitable line. Re butter, having a creamery in Petrolia makes dairy butter a limited supply. We handle what we get quickly, and make a profit but not very large. Re eggs, I sell to buyers once or twice a week. What we retail we reckon to make a cent over what we pay. I consider eggs a desirable commodity."

Thos Clements, Warsaw, Ont.—"Re butter and eggs, we have very little retail demand for butter and eggs. The butter and eggs we get from the farmers we find a market for with the city stores or the commission houses."

C. H. Falconer, Streetsville, Ont.—"I sell bacon, cooked meats and sausage. I have not any special department but have these on the regular grocery counter. My annual turnover in dollars in meat and sausage alone is about \$400. I certainly find provisions a profitable line—if you watch the ends. With regard to butter and eggs, we handle a large number of cases of eggs at a fair profit, possibly 10 per cent. Butter, we

sell quite a good deal locally at a profit of 2 to 3c a pound. We get creamery and sell at a profit of about 2c, as we don't get enough locally of dairy."

Provisions Are 25 Per Cent.

D. A. Hill, Waterford, Ont.—"I handle bacon, cooked meats and sausage. For these I have a special department, which is located at the rear of the store, back of the grocery counter. The percentage of provisions compared with the total turnover during the year is probably 25 per cent. or 30 per cent., making an annual turnover in dollars and cents in meats and sausage alone of about \$5,000 to \$6,000. As to whether provisions are a profitable line I find them slightly better than groceries. With regard to butter I always have orders for more butter than I can get locally, so I handle creamery butter too. All the merchants here have a buying price in trade and for cash. We always get one or two cents over trade price for eggs and two or three cents on butter. Of course for cash (produce goods) we try to make a regular percentage of profit as on staple lines of groceries. Part of the year I have a surplus of eggs and I usually have a city grocer I can ship these too. If not I sell to the storage men who send buyers through while eggs are plentiful.

We fix our buying price of eggs so that we usually get a cent a dozen, sometimes more on our surplus stock."

John Hill, Peterborough, Ont.—"I don't sell many provisions, but I sell quite a lot of butter and eggs as I wholesale them out to some merchants around the city. I get them shipped in and mostly go over them and take out the small and dirty eggs and then turn them over by the case at a small profit. Also I sell a lot of butter to merchants and I find the best way to work up a trade is to have the butter all neatly wrapped and graded. This because there are so many merchants in small places who do not buy on quality but that is the way I have worked up a good trade, by sending out goods in the very best possible way, made to look attractive."

W. J. Ariel, Kingston, Ont.—"I handle cooked meats, bacon and sausage. The percentage of turnover in these compared with total turnover during the year is about 10 per cent., represented by \$2,400. Yes, I find provisions a profitable line.

A. G. Arnold, Chandler, Quebec.—"I handle fresh meat, bacon and sausages. This represents about 1/8 or 12 1/2 per cent. of my total turnover during the year, or one thousand dollars in meat

and sausage alone. I find provisions a very profitable line."

Tignish Trading Co., Tignish, P.E.I.—"With regard to butter and eggs we handle these two lines for export and only in a large, cool cellar underneath the store premises. We ship eggs twice a week in hot weather and at other times once a week."

A Business of \$8,000

F. & J. Morley, Sydney, N.S.—"I sell fresh meats, cooked meats and sausage. We have a special department for these which is in a separate store, one door north of the grocery store. The percentage of turnover in these, compared with the total turnover during the year is 33 per cent.; in dollars it is about \$8,000. I find provisions a very profitable line if watched carefully."

James F. Miles, Sydney, N.S.—"I handle bacon and sausage. My department at present is small and we only handle sausages during the cold weather. Regarding butter, we sell this from a 5-tub refrigerator. Our climate only necessitates taking ice about three months in the year. Our eggs practically all come from outside points. We sell them out of baskets and use cardboard boxes containing one dozen each for delivering them by team with our order."

Candling of Eggs Not General

Merchants in Country Districts Assert They Are Willing to Accept Eggs on "Good Faith" for Greater Part of Year—Greatest Danger From Poor Eggs is in Months of June, July and December—Other Dealers Candle When They Think it Advisable—Special Egg Day Plan.

THE merchant in the small town has, as yet, not taken to candling his eggs as a general principle. From talks with grocers and general dealers in certain parts of the country the fact that they favor candling only during certain "suspicious" months became apparent. For the most part they prefer to leave it to the buyers. They assert that they stand to lose a certain percentage, but that it is cheaper to accept the candling of the buyers than to pay a man to do it for themselves. Quite generally the country merchant will not bother about getting bad eggs until the months of June, July, and December come round. During June and July old nests are liable to be unearthed that had been hidden away by the hens. Farmers do not at all times know that they are old nests. Some of them—and they are in the minority—do know, however, but are not just in the mood for making a bold front and telling all they know. That

would be giving away some of the secrets of their trade.

For the most part the merchant accepts the eggs on a chance that they are all right. He does not care to offend or ruffle the feelings of the farmer's wife by asking if the eggs are fresh. Large-hearted philanthropist that he usually is he treats his customers with a magnanimity of spirit that sometimes gets him trade—and bad eggs at the same time. He accepts the donations of the egg peddlers, and leaves it for the buyers to find out if he has been foully done by. In December there is always the lurking suspicion in the mind of the grocer that the eggs he is receiving may have been unearthed from the salt crock. To make sure, in occasional instances he does brave the situation and decides to have a look at the air space in the end of the egg.

Never Did and Never Will

"We have never candled eggs and

we do not intend to start now," was the positive way one merchant stated his feeling toward the idea of candling. "The only time we have experienced any trouble is during December. A year ago last January, that is, in 1915, we lost considerable through eggs which had been sold to us as first class eggs. When the buyers came along they candled and found that there were many packed eggs in the lot. We were accordingly paid the price for packed eggs, which was five cents below the fresh-egg price. The highest price we have paid for eggs in this district is 35 cents during the past year. The lowest price reached during the year was in the summer of 1915 when the price was 17 cents. At the present time we are paying 20 cents a dozen. When the cash is asked for the eggs we pay 19c." This merchant is located in the Elora, Ont. district.

Another merchant in the same town does not bother with the candling of

his eggs at all. In another town a short distance away the merchants also refrained from candling. "We do not do any candling. We haven't the time. One of the problems which we have had to face recently is securing the right kind of help. I have raised one family. They have grown up and gone into other lines or enlisted. It seems impossible to get the proper help. It would seem that some of us will have to raise another family in order to get help," said one merchant.

"We candle our eggs during the months of June, July and September," stated another merchant. "I do not think it would pay to engage a man to candle eggs," stated still another merchant who conducts his business on the same street as the merchant quoted would raise strenuous objection if she were asked to wait until fifteen or twenty dozen eggs were candled. We stand to lose somewhat when the buyers candle, but we think it better to lose this way than to pay out money for a man to do it."

One Who Does Candle

Another merchant in the same town does not have any set rule for candling. He keeps his eagle brain alert and receptive and if a breath of suspicion blows across it he subjects the humpty-dumpties to the gruelling test of the

candle. During September he candles quite generally. During the other months of the year he adopts a policy of watchful waiting.

It will be seen from the attitude of these merchants that they are not opposed to the candling of eggs. They do not follow the work out systematically because they consider their risk in certain months is comparatively small. They appear to be prepared to accept that risk and the loss attached thereto rather than go to what they oft-times consider a greater loss through paying an extra man to do this work. Their attitude toward the candling idea is acceptance of the principle and wisdom of it at certain times in the year. They do not undertake it more generally for another reason perhaps. They do not care to keep their customers waiting and there is always danger of friction if a few bad ones are found and it becomes necessary to reject or send them back in the basket. So they think the best policy for them is to accept a certain loss rather than lose a certain amount of custom.

Special "Good Eggs" Days

There are a number of merchants, of course, who firmly believe in the system of candling eggs and who are doing all they can to assist in the production of eggs of better quality in their

district. One of these is Squire & Sons, Norwood, Ont. This firm sets aside a number of days during the week of which it pays 2c per doz more for absolutely fresh eggs of all quality. This means that during these particular days the farmers bring in their eggs knowing that they are going to be candled and that if they are not good they are not going to get the 2c extra per dozen. Bert Squire stated to Canadian Grocer that this has a wonderful effect on the quality of eggs marketed in the Norwood district. In fact, it gets pretty nearly all eggs marketed before they have a chance of becoming stale. The extra 2c appeals greatly to the farmer and as Squire & Sons, have a good market in Montreal, they are able to get more for the eggs themselves. It is interesting to note that very few eggs are brought in the other days of the week. The system, too has the effect of teaching the farmers the advantage of quality in his products and goes a long way to assist in the production of better eggs as well as better butter.

A. J. McCrodan, Belleville, Ont., grocer is also a firm believer in buying eggs by quality. He makes it a point to pay for eggs as they are. He does not believe in paying for bad eggs and whenever farmers bring in eggs to him, they always know that they are going to be candled carefully.

Saskatchewan R.M.A. Programme

Questions of Vital Importance to Retail Trade Will be Taken up at Regina Convention, May 9-10-11—Mail Order Competition Problems to be Threshed Out—Prominent Speakers to Address Meetings

JUDGING by the program which has just been announced, the third annual convention of the Saskatchewan branch of the Retail Merchants' Association of Canada, should be even better than the two excellent conventions which have been held in the past. The convention will be held in the City Hall auditorium, Regina, on May 9, 10 and 11.

Among the important questions to be considered at the convention are, "How to meet mail order competition," "the handling of bankrupt stocks," "a produce clearing house," "the Bulk Sales Act," "pure food laws," "smuggling at border towns," "formation of a western board in connection with the association." The foregoing with other questions of vital importance to the retail trade, will be taken up and discussed at the convention by men who are actually engaged in business and who know first hand all about the many problems with which the retailer has to contend.

It is confidently expected that the attendance at the coming convention will

be greater than the attendance at either of the previous conventions.

The Program

Tuesday morning, May 9, will be taken up with the registration of delegates, handing in railway certificates, and distribution of badges. The Resolution Committee will meet in the Board of Trade rooms at 10 o'clock.

The first business session will be called to order on Tuesday afternoon at 2 o'clock. Addresses of welcome will be delivered by Mayor Cowan, Mr. Styles, president Board of Trade, J. J. Polson, president Regina local association. A meeting with the wholesalers will be held from 3 to 4 o'clock.

At 4 o'clock President Maybee will deliver the president's address, followed by the reading of the secretary's and treasurer's reports.

At 8 o'clock, Tuesday evening, H. O. Roberts, Minneapolis, will deliver an address on "Co-operation for Credits and

Cash." This will be followed by a discussion on points raised by the address.

Wednesday Meetings

On Wednesday morning from 9 to 10.30 a meeting of general merchants and grocers will be held for purpose of hearing address to be delivered by W. H. Ault, Department of Agriculture, Ottawa, and Professor R. H. Baker, of the University of Saskatchewan, Saskatoon. At 10.30, the first annual meeting of the Retail Merchants' Mutual Fire Insurance Company will be held and to which all members of the association will be invited to be present. The meeting will be addressed by J. L. S. Hutchinson, Saskatoon, president of the insurance company. The secretary-treasurer will read his report and two directors will be appointed.

If time permits the resolutions from the Resolutions Committee will be received and acted upon.

Wednesday afternoon at 2 o'clock the subject, "Mail Order Competition and
(Continued on page 118.)

Tea Consumption Bound to Increase

Development of Prohibition Movement Sure to Have This Influence, as it Has Had in Russia, France, and Britain—What Ban on Vodka Did to Russia—The Case of Absinthe in France—Increased Tea Trade for the Grocer.

Written for Canadian Grocer by Hugh S. Eayrs.

THE movement towards prohibition, which is becoming nationwide in Canada, is bound to increase the consumption of tea to a material extent.

This statement is alike the view of important tea men and the conclusion of argument based upon lessons drawn from Russia, France, and England, in all of which countries prohibition, to a greater or less extent, has become a fact.

In this paper recently the question of prohibition in Canada has been discussed from two separate angles; one was that it would boost enormously the cigar trade done by grocers in view of the fact that bars would no longer be open and selling cigars as a side line. The second article dealt with the increased sale for the grocer of light beverages, also as a result of the gradual adoption of prohibition.

Important as these two developments are to the grocer, the third result—that is, an increased consumption of tea because of the gain which prohibition has made in Canada—is equally important. Hence the statement which is the first sentence in this article.

The Case of Russia

Consider the case of Russia. Here we have a country which was given over in all classes of its society to the drinking of vodka. One has only to familiarize oneself with the Russia of the last quarter century to find out what a hold vodka had got on the country. But after the declaration of war, by a royal order vodka was eliminated, and tea men prophesied an increased sale of tea. Even they, however, were not prepared for the enormously increased consumption of tea in Russia. Up to that time Russia had not been, in the fullest sense of the word, a tea-drinking country. That is to say, tea was not drunk to anything like the extent pro rata in Russia that it was in England or even in Canada.

It may be comparable, perhaps, to the United States as a tea drinking country. That was before vodka was prohibited. What has been the result of the banning of vodka in Russia? Figures are difficult to obtain, but it is no exaggeration to say that the result has been, looked at from the market point of view, so momentous that Russian consumption has been a chief factor in putting up the price of tea during the last year or eighteen months. This is the view of experts who are not unmindful of such

HERE'S A SUGGESTION

Apropos the passing of the saloon and the increased consumption of tea, discussed in this article, the point is made that the closing of the bar may mean the introduction of the tea-shop. This latter is increasingly springing up in our cities and that without the impetus of prohibition. Given this extra reason, it is suggested that Canada may find a big increase in the number of cafes and tea shops, where those wont to fraternize at the bar may keep up the social link by drinking tea.

In this connection a prominent teaman in Canada writes us with the following suggestion:—

"Very many merchants might find it profitable to make a feature of serving afternoon tea and without doubt some who would be very favorably situated might open a small tea room to advantage, for instance, a store adjoining a once popular saloon."

other items as the freight situation, of crop conditions and of increased buying in other countries. But all these taken into consideration, it is still argued that Russian buying and Russian consumption has been the chief reason for the unheard of prices for tea which have obtained during the last eighteen months. There is no question that in Russia the increased consumption has been because tea is there a substitute for vodka. We want to make it quite clear for purposes of comparison with our own country later on, that this vastly increased consumption of tea in Russia would not have been an ordinary development. It is not the gradual growth in popularity of tea as a beverage produced from entirely natural causes. It is the result of the strong impetus which other beverages secured when vodka passed. One may say that when the royal ban was put on vodka the latter went out and in so doing gave a final kick which started the ball rolling towards an extensively increased

consumption of tea. Petrograd correspondents bear this out repeatedly.

To begin with the great Russian army is drinking tea in the trenches. That alone would cause a much larger demand for tea than was the case in the time of peace. But accentuate this demand by the condition obtaining, i.e., that the Russians can get no vodka and you have the real reason for Russia's increased consumption of tea.

It is unnecessary to go into the question of tea drinking so far as it concerns the average man in the street in Russia. It is enough to say, which is a fact, that great as has been the demand for tea for men in the trenches that alone would not have caused the immense buying in which Russia has been indulging for the last eighteen months. It is the man in the street as well as the man at the front who is drinking tea much more extensively than heretofore. In fact, it is no exaggeration to say that while the British are the greatest tea drinkers in the world at present, and while after them come countries like Canada and Australia, Russia, if the increased popularity of tea drinking goes on as it has been doing for the last eighteen months, will soon find second place.

The Case of France

Consider the case of France. France was not a tea-drinking country. Anybody who has been in Paris will admit with a long face, that while the French know how to make good coffee they make comparatively speaking, poor tea. That is to say they did. The reason was simply that France was not a tea-drinking country, and tea there was a second beverage and not a first. Of the ordinary beverages, coffee stood first and tea second, and a poor second at that.

But there was another drink to which the Frenchman was attached, and that was absinthe. But shortly after the beginning of the war the ban was placed on this drink. You may not get absinthe in France to-day. What is the result? The one result so far as this article is concerned with which we need to bother was the enormous increase in the consumption of tea. This fact is borne out, as in the case of Russia, by the much enhanced buying which began by French merchants immediately after the ban was put on absinthe.

France has materially increased her purchases of tea during the last two years, notwithstanding the fact that she

is a coffee-drinking country. The increase in the sale of tea is a very significant percentage. Experts agree that this is practically altogether the outcome of two developments. One is the ban on absinthe, the other is the adoption of tea as the drink for the French soldiers. So far as the soldiers drinking tea in the trenches is concerned, this, of course, is an important item, and has certainly had a marked influence, but it is questionable whether even that is more pronounced in its effect upon tea markets from France's angle than the elimination of absinthe.

The Case of England

Turn to the case of England, always a tea-drinking country. Consider that there also John Barleycorn has been brought partly to his knees and robbed of a great deal of his potentiality. Consider the limited hours during which a man may drink now in England and the vastly decreased sale of liquor and beer in the old country to-day compared with this day two years ago. True, the consumption of tea in England is always on the increase. True, too, that during the war more tea is required for the same reason that Russia and France requires it, for drinking in the trenches.

These things are conceded, but it is also true that not all these two facts would explain entirely the increase in tea-drinking in England during the last two years. What is left? Simply the supposition that the limited and decreased sale of liquors and beer has been responsible for a certain defined percentage increase in tea-drinking in England.

Consider these three facts together:

- (1) Russia banned vodka, and tea sales jumped enormously.
- (2) France banned absinthe and though not a tea-drinking country, its adoption of tea as a beverage was pronounced and noticeable.
- (3) Limitation of the sale of liquors and beer in England has done its share towards a much greater buying power for tea-drinking in England during the last eighteen months.

The Case of Canada

Now then consider the case of Canada. There will be only two provinces in this country which, after September of this year will be 'wet.' They are British Columbia and Quebec. Prince Edward Island is dry at present; so is Nova Scotia with the exception of Halifax which has about another week in which to get dry; so practically is New Brunswick; so will be Manitoba; so is Saskatchewan; so is Alberta, and so by the 16th September of this year will be Ontario.

That simple statement with regard to those provinces shows the tremendous gain made by prohibition in this country

during the last year or so. Consider then that after September only two provinces in Canada will still be drinking strong drinks and that in both of those provinces a great deal of headway has been made with a view of bringing them in line with the rest of Canada.

Take this situation and balance it up with the situation in Russia, in France and in England to-day. What's the answer?

Here's the Answer

Simply this. If prohibition has boosted the sale of tea to such an extent in Russia; if prohibition of one drink has boosted the sale of tea so much in France; if anti-liquor legislation, small as it has been in England, has had an appreciable effect on tea-drinking in England, is it not reasonable to suppose that when province succeeds province in Canada in adopting prohibition, the consumption of tea will materially increase?

Indeed, it is a foregone conclusion.

A Social Custom

We must remember that tea-drinking is largely a social custom. In addition to tea being a staple for the table, the use of tea to an appreciable extent is as a social link. That is exactly what liquor has been. The chief reason why so much liquor has been drunk is that it is a social link, a producer of camaraderie. When this social link—the buying and drinking of intoxicants — disappears, something must fill its place. In this connection the words of a prominent tea man in Canada to the writer are as follows:—

"Tea seems to partake of the character of a social beverage more than any other non-intoxicant, and we quite expect that when prohibition comes into force we shall see numerous saloons converted into tea-shops, and we feel certain the social custom of afternoon tea will gradually become as general here as in the Old Country. It will help to maintain prohibition when the war is over. A very considerable increase in the consumption of tea, must be the result.

Right there is an important fact. It is a point that the grocer should think over, and on which he should convince himself, because it is going to mean bigger trade for the grocer. Tea in England has become a social custom, a social heritage. England is indeed the great tea-drinking country of the world, and Englishmen the world over are teased about their propensity for taking 'a bit of tea.' In this connection again we would quote from a tea man in Canada:

"You can doubtless remember within a very few years that a tea-shop could not be found in Toronto, but there are now probably well up to a score. Then, if you have visited the Old Country you have seen how very numerous the tea-shops are, afternoon tea having become

a truly national custom. We know that the yearly report of some of the wine and spirit merchants in the Old Country complain that the use of wine and spirits has been materially curtailed by the multiplying number of tea-shops."

The Squeezing In of Tea

This tea man is right. One of the most important commercial developments of our time has been the squeezing out of liquor and the squeezing in of tea. This is abundantly proved in England to-day. In some sort it is proved in Canada. The time of its further and undeniable proof is coming within the next year or so.

This condition is an important thing for the grocer. It is going to mean increased sale and increased profit. The grocer should be turning this over in his mind. Figure out for yourself the case of Russia, France and England as put before you in this article, and figure out the points of similarity between those three countries and Canada in this matter of tea consumption.

And you will see that prohibition is bound to boost sales of tea.

SASKATCHEWAN R.M.A. PROGRAMME

(Continued from page 116.)

how it should be met," will be discussed. Mail order competition is one of the most serious problems with which the retail trade is confronted to-day. The officers of the association have given a great deal of thought to the subject and will have some comments to make which should be heard by every retailer in the province. It is stated by those in a position to know, that it will be well worth attending the convention to hear this discussion alone. It is expected that this subject will take up the whole afternoon.

On Wednesday afternoon H. O. Roberts will address the convention on the subject, "Community Interests." The discussion will be followed by a discussion and announcements.

Thursday Meetings

A meeting of the hardware trade section will be held on Thursday morning from 9 to 10 o'clock, to hear an address by H. O. Roberts.

Thursday afternoon from 2 to 4 o'clock resolutions will again be considered, and at four o'clock the election of officers for the ensuing year will take place. The time and place for the next convention will also be decided at this meeting.

On Thursday evening an informal luncheon will be tendered the visitors by the Regina local, at which there will be a number of speakers of note.

The foregoing synopsis of the convention program is sufficient to show that the convention will be a business men's convention throughout and one that few can afford to miss.

Why Cocoa Butter Is Dear

War Has Cut Off Supplies From Holland, Where There is Now an Embargo—Cocoa Butter is Used in Manufacture of Sweet Chocolate, and Consumption of Sweet Chocolate is Increasing Rapidly in Canada and United States—How Cocoa Butter is Made.

RETAILERS, and particularly those who are interested in chocolate confectionery, will find upon study a very interesting situation in regard to cocoa beans and cocoa butter—used so much in the manufacture of sweet chocolate confectionery.

In the first place, the trade well knows that cocoa and chocolate are products of the same raw material—that is, cocoa beans. These beans come from various countries, including the West Indies, Trinidad, Africa and the East Indies. In producing cocoa and chocolate, the cocoa beans undergo several changes in the process of manufacture. In every good manufacturing plant the beans are first inspected, then sorted and cleaned. They are then emptied into a large roasting machine, and the roasting process brings out the delicious flavor singular to cocoa and chocolate. The beans are then placed in a machine, which cleans and removes the outer shell and eliminates all small particles of dust, at the same time cracking the beans into what are known as cocoa nibs. These cocoa nibs are then ground between stone grinders. It is a somewhat peculiar fact that when the beans are ground warm they grind to a liquid condition somewhat thicker than maple syrup. The reason is because the cocoa beans contain so much natural oil or cocoa butter. The ground cocoa beans are known as chocolate "liquor." This chocolate liquor is placed in large and powerful hydraulic presses, which separate the cocoa butter from the solids. The solids remain inside the presses, and this is nothing more or less than pure cocoa, which when ground into powder is ready to be packed in the small tins which the retailer sells over his counter. The cocoa butter is run off into receptacles, and when it solidifies, looks not unlike dairy butter.

In the pressing of the chocolate liquor about 40 per cent. of cocoa butter is obtained and about 60 per cent. of cocoa.

The great use for cocoa butter is in the manufacture of sweet chocolate. Sweet chocolate is made from chocolate liquor, with sugar added. A considerable percentage of sugar is required to sweeten this chocolate liquor, and in order to incorporate the sugar with the chocolate liquor some cocoa butter must always be added.

The consumption of sweet chocolate in Canada and the United States is increasing at a tremendous rate, and, as



This is an illustration of a cluster of pods containing cocoa beans.

already explained, in order to make sweet chocolate, cocoa butter is required. Of course, when the chocolate manufacturer presses chocolate liquor, he produces some cocoa butter, but the amount he produces is not sufficient for his requirements in the production of sweet chocolate. The question then arises, where does the manufacturer look for cocoa butter for his requirements?

In Europe, particularly in Holland and Germany, there is a tremendous consumption of cocoa as a beverage, and the consumption of sweet chocolate is to a certain extent limited. As result of this the manufacturers in Holland and Germany produce a surplus of cocoa butter which in the past has been exported to Canada and the United States. Owing to the war this source of supply has been eliminated, and Canadian and United States manufacturers have had to produce their own cocoa butter.

Prior to the war our big source of supplies of cocoa butter was Holland, some being secured in England and some in Germany. For instance, in 1910 Holland exported no less than 4,371 tons of cocoa butter; in 1913 she exported 7,159 tons; and in 1914, 6,345 tons. Now, however, Holland has placed an embargo on exports of cocoa and cocoa butter, which causes a still further difficulty in the cocoa butter situation. In June, 1914, that is prior to the war, cocoa butter could be laid down in Canada from the outside market at around 29c per pound. In the fall of 1914 the price advanced

to about 36c, whereas to-day the price for United States butter is about 40-41c, in addition to the duty and freight. The last quotation received from Holland prior to the embargo was 42c e.i.f.

The Canadian and United States chocolate manufacturers, who have a large output of cocoa powder, are producing a lot of cocoa butter, but barely sufficient for the requirements of the manufacturers of sweet chocolate confectionery. The result is cocoa butter is becoming dearer and dearer, and until Canada and the United States can get supplies from Europe, the situation will become still more acute.

MAPLE SYRUP SHORT IN BRANT COUNTY

Reports from the maple syrup and sugar producing sections of Brant county, Ontario, show that the quantity of syrup and sugar obtained this season has been small. The sap running season was late and conditions were unfavorable for many days during the time that the run was nominally on. The quality of the sap in this district is also reported as hardly up to standard. In consequence there will be a dearth of maple sugar and syrup from this particular district of Ontario, which ordinarily produces a considerable quantity. There is some sugar and some syrup reaching the dealers in the Brant county section, but the quantities are small and the article hardly measures up to the product of a good syrup year.

A civil engineer who was building a railway in Mexico, the Youth's Companion says, was trying to show a native how much the new railway would benefit the country.

"How long does it take you to carry your produce to market at present?" he asked.

"With a mule it takes three days," was the reply.

"There you are!" exclaimed the engineer. "When the new railway is in operation you will be able to take your produce to market and return home the same day."

"Very good, senior," was the placid reply, "but what shall I do with the other two days?"



CURRENT NEWS OF WEEK

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



Quebec and Maritime Provinces

The first session of the St. Hyacinthe Butter and Cheese Board was held on April 22.

The Quebec Agricultural Co-operative Society held the first auction sales of the season on April 22.

Mrs. M. Lafontaine, of Three Rivers, Que., grocery, has suffered loss and damage by fire, partly covered by insurance.

J. E. Pollard, Montreal manager of the Quaker Oats Co., left early this week for the head offices of the company in Peterborough, Ont.

Chas. Chaput, president of Chaput Fils & Cie, accompanied by Mrs. Chaput, returned early this week from New York after a five weeks' stay at Atlantic City.

T. J. Kavanagh has opened up the Kavanagh Provision Co., in Montreal, as successor to the Matthews Blackwell Co. (retail store), of which he was manager for fifteen years.

Quebec farmers have up to date sent in nearly three times the amount of maple sugar and syrup that was contributed last year to the Red Cross for use abroad. Last year's contributions totalled 1,000 gallons of syrup and 4,000 lbs. of sugar.

The question has been agitated for the Canadian Fisheries' Association to hold their next meeting in Vancouver, and J. A. Paulhas, chairman of the Publicity Committee of the Association, has received some communications from the West bearing on the matter and same is being taken under consideration.

At the last monthly meeting of the Halifax Grocers' and Butchers' section, of the Retail Merchants' Association, the question of the Wednesday afternoon half holiday was discussed thoroughly, and the following resolution was passed: "That all grocers and butchers stores in the city be closed Wednesday at 12.30 o'clock p.m., beginning the 3rd day of May and continuing same till the last Wednesday of October, both days inclusive. A petition will be presented to every grocer and butcher in the city for his signature. The "daylight saving plan" was brought up for discussion, and a resolution unanimously passed, that the clock be advanced one hour, as the meeting felt it would be in the interest of the trade as well as in the best interest of all, to have this done. A copy of the resolution was sent to the Board

of Trade to ask their co-operation and support to have this brought about.

Ontario

T. H. Graham, grocer, of Toronto, has sold out.

T. B. Newton, of Orillia, Ont., grocer, has passed away.

J. Heald, grocer, of Fort William, Ont., has added meats.

THE HONOR ROLL

Major D. W. Walker, whose portrait is shown here, is the son of G. W. Walker, of Hugh Walker & Son, wholesale fruit merchants, Guelph, Ont. Major



Major D. W. Walker, Guelph, Ont.

Walker is now officer commanding 64th Battery, C.F.A., C.E.F. He graduated from the Royal Military College, Kingston, in 1908, and has kept in touch with military affairs more or less ever since.

S. E. Lyons, of Toronto, grocer, has sold to Simon Mahony.

Iva M. Horwood (the Horwood Grocery Co.,) of Toronto, has sold to W. Werrin.

James W. Whaley, grocer, Ontario St., Stratford, Ont., has sold to Thos. Mulhall.

J. F. Lewis has opened a grocery

store in south eastern part of London Ont.

Mrs. J. R. Hill has opened a grocery store corner of Tovel and Chesely Ave., London, Ont.

Pordage & Dunsheath, of Toronto, confectioners and grocers, have sold to Mrs. A. Emery.

The Standard Grocery is the name of a new firm that has opened a grocery store on Dundas St. East, London, Ont.

Smith & Cuthbert, of Welland, Ont., groceries and meats, are succeeded by Mr. Smith, the partnership being dissolved.

Summer Bros., grocers, cor. Dundas and Maitland Sts., London, Ont., have bought out H. Fountaine, grocer, 582 Adelaide St. and intend to run the two stores.

J. H. Carrol, grocer, Thorncliffe road, London, Ont., has sold his store and dwelling to J. Ball and his grocery stock to F. Scott of St. Thomas who is moving to London to conduct the business.

Ed. Noel, grocer, corner Burwell and York Sts., London, Ont., has leased the store lately occupied by the Kerr Grocery, corner Dundas and Maitland Sts., and intends moving his stock and fixtures over there.

Western Canada

M. Hervo, grocer, of Fort Garry, Man., is succeeded by Jules Clayes.

H. W. McLeod, confectioner, of Neepawa, Man., is succeeded by J. W. Campbellford.

Saunders Bros., Ltd., are succeeded in their grocery business by W. M. Stinson, Moose Jaw.

Hardy & Buchanan, grocers, of Osborne Street, Winnipeg, have installed a motor delivery.

W. C. Cruickshank, confectioner, of McAuley, Sask., is reported to be succeeded by W. M. Benson.

Robt. Edgar, formerly with Clark Bros. & Co., Winnipeg, has been appointed city manager in the paper department of Tees & Persse, Winnipeg.

D. L. Paulin, who has been connected with the Scott Fruit Company, Brandon, Man., for the past ten years, has been transferred to the Edmonton branch to take the position of manager there.

Sugar and Canned Goods Higher

Ten Cent Advance in Refined — Tomatoes, Corn and Peas Up — Rice and Tapioca Firm and Tending Upwards—British Goods Hard to Get—Dried Fruits Firming Up at the Coast.

Office of Publication, Toronto, April 27, 1916.

ALL indications point to a marked increase in the price of canned goods, both fish and vegetables. So far as the latter are concerned the market has been firming up for some time and tomatoes, peas and corn are all quoted higher this week by wholesalers. One of the chief reasons for a continued shortage in canned vegetables is the scarcity of labor on the farms. Apparently farmers and vegetable growers generally do not see their way to taking care of a great harvest of this kind in the fall and are therefore not expected to plant much. A general scarcity in spot stocks of the three vegetables mentioned is apparent from coast to coast, and all markets are firming up now. There have been two or three advances within the last month or so; one last week of 5c in tomatoes and 2½c in corn and peas. Canned salmon is also firming up and advancing, particularly in the Montreal market. Apparently stocks are scarce, as buying is heavy, because stocks in retailers hands have been depleted.

Butter appears definitely to be on the toboggan. Prices went down with a bump this week and creamery is quoted a couple of cents lower than last week. The make is said to be unusually large and demand rather dull for the time of the year. Creamery butter is of very fine quality, but even at that is not fetching high prices. The fact of the matter is, produce men say, that butter has definitely started on its downward trend and will go on getting lower until it touches the bottom. On account of the pronounced easiness in butter, cheese has firmed up and is quoted a trifle higher this week. Domestic demand is not heavy, but export demand is, and the boards all report firmness and strength above what we have been accustomed to for the last four or five weeks.

New-laid eggs are now coming in very freely and apparently the supply is well able to take care of the consumption. In addition to this it is said that egg men will soon be putting eggs away for storage. Deliveries are heavy and demand right now will not be as heavy as during the days of Lent.

The lapsing of Lent has affected several lines, one of which is pork products. Breakfast bacon, the sale of which, together with cooked meats, is somewhat curtailed in Lent, has been boosted this first week after Lent and a firmness from the supply point of view added to this extra demand has meant an advance in price. The pork product market generally is fairly firm with many lines a little higher. Hogs, on the other hand, are a trifle easier.

Sugar keeps up its reputation and once more is up ten cents. The situation is very firm.

Quebec Markets

Montreal, April 27.—Opening of navigation is being pushed and holds first interest in local trade. Embargoes have all been lifted, and railroad shipments have resumed their normal course. Weather has been variable and detrimental to development of seasonable demand. General trade continues very satisfactory. Steady increases and prompt settlements are feature of trade. Maple syrup crop is short and below last year's grade.

Sugar is higher and very firm, and is affecting grocers' sundries, such as jelly powders, orangeade, lemonade powders, etc. English grocery sundries, such as pickles, jam, etc., show further firmness. Vinegar has declined in price following recent advance, and is now offered at 23c a gallon. Export trade in canned goods has strengthened this line all around and general advances have occurred. Fibre used in manufacture of pails, tubs, etc., has been increased 10 per cent. Imported candles are up 1c per lb. Limburger cheese is out of market. There is a more or less general advance of Canadian-made biscuits of from ½c to 1c per lb., and some grades of

Markets in Brief

QUEBEC MARKETS.

FRUITS AND VEGETABLES—

Apple market improving.
Tomatoes higher and cabbage lower.

PRODUCE AND PROVISIONS—

Bacon and hams higher.
Butter and eggs weaker.
Lard and compounds firm.

FISH AND OYSTERS—

Lobsters lower.
More fresh fish coming.
Western halibut coming in and higher.

FLOUR AND CEREALS—

Flour lines quiet and unchanged.
Cereal trade well over.

GENERAL MARKETS—

Sugar higher.
Currants up.
Canned goods higher.

ONTARIO MARKETS.

FLOUR AND CEREALS—

Ocean freight lower.
Oats firmer all round.
No change in flour.
Feeds dull again.

FISH AND OYSTERS—

Fresh lines getting lower.
Whitefish good seller.
Haddies easier.
Cured lines slow.

PRODUCE AND PROVISIONS—

Breakfast bacon higher.
Butter on toboggan.
Cheese up a trifle.
New lads down slightly.
Honey prices up.

FRUIT AND VEGETABLES—

Oranges at wider range.
Strawberries lower.
Endive now selling.
Head lettuce up.

GENERAL GROCERIES—

Sugar up ten cents.
Canned vegetables higher.
Tapioca advancing.

MANITOBA MARKETS.

FLOUR AND CEREALS—

Wheat quiet again.
First patents still \$6.00.
Domestic flour quiet.
Feed market firmer.

FISH AND POULTRY—

Halibut and salmon arrive; selling 15c and 21c per lb.
Haddies arrive, 12c per lb.
Little poultry offered.

FRUIT AND VEGETABLES—

Strawberries moving well.
Cabbage arriving freely.
Onion market strong again.
Rhubarb selling \$2.25 case.

PRODUCE AND PROVISIONS—

Eggs still selling 21c.
Receipts fell off last week.
Hogs touch higher level.
Meat products advancing.
Decline in cheese of ¼c.

GENERAL GROCERIES—

California dried fruits up.
Canned tomatoes advance 2½c.
New crop currants higher.
Further advance in sugar.
Bigger demand for corn syrup.

baking powder show a general advance of 5 per cent.

SUGAR.—Following advance of all American refiner to \$7.40 early in the week, local interests that have maintained the higher level of prices for a month past advanced another 15c, basing the change on the movement of prices for raws, of which large sales have been reported at the 5 1/4c, with 5 1/2c prices asked for Cubas. Other refiners followed later in the week with a 10c advance, so that extra granulated in 100-lb. bags is selling for \$7.85. One large American refiner has advanced prices to \$7.50, and market is very firm. Local market is strong, and buying is limited, as buyers seem full up. Some sugar is still being delivered on old basis of prices and a fair amount of stocks bought on the old basis are reported to be on hand. Current buying is free from speculation, and is of hand-to-mouth order, based upon absolute needs only.

Table of sugar prices including Extra Granulated Sugars, Yellow Sugars, Powdered Sugars, Paris Lump, and Crystal Diamonds.

MOLASSES AND SYRUP.—Market remains unchanged, with no feature of interest to report since last week, except for a slightly easier feeling occurring that is based on expectation of increased receipts when the through freight route from the Barbadoes to Montreal is established by middle of May, according to present reports. There has been a slight increase in arrivals, but as a whole market remains quite bare of stock and without exception arrivals go into immediate conception.

Following abnormal demands developed by Lenten season, syrup manufacturers are now shipping on a larger scale, and trade is being well cared for. Arrival of new crop of maple syrup has materially aided situation. Crop reports now establish the fact of a short maple crop as well as inferior quality, as compared with last year. Strictly first-class syrup is selling for \$1.50 Imperial gallon, and sugar at from 15c to 16c a lb.

Table titled 'Prices for Barbadoes Molasses' showing various grades and quantities.

Table of tin and case prices for various goods like Cases, 10 lb. tins, etc.

DRIED FRUITS.—California seedless and seeded raisins and muscatels of new crop have advanced 1/2c in primary market, and prices issued by independent packers only in California have advanced that much all around, although on other lines prices remain the same as far as the Fruit Growers' Association, which controls 90 per cent. of trade, is concerned. Stocks are reported light and market firm. A better demand is evident locally in most lines owing to the depletion of stocks. Prunes, apricots, apples and peaches are selling unusually well. Evaporated apples show weakness.

Currents are up 1c in primary market, and prices are being advanced to wholesale trade to 12 1/2c and 13 1/2c in 1-lb. cartons. Insurance rates have advanced to 15 per cent., as against the rate of 4 per cent. a few weeks ago. Dates are scarce and higher.

Table of Evaporated Fruits prices including Apples, Apricots, Nectarines, Peaches, and Pears.

Table of Dried Fruits prices including Candied Peels, Dates, Prunes, Raisins, and Figs.

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

SPICES.—Market as a whole shows a slight weakness since last week, particularly in peppers and cassias, following arrival of large stocks in New York and Pacific Coast points. Change, however, is not wholly reflected on local market. Grated nutmegs have advanced 10c, and are now offered at 50c a lb. Grinders are behind on orders chiefly owing to difficulty of procuring cartons and other packing material. Stock in wholesalers' hands is said to be fairly large as result of earlier purchases made on the rising market prevailing previously.

Table of spice prices including Allspice, Cassia, Cayenne pepper, Cloves, Cream tartar, Ginger, and Mace.

Table of nut and seed prices including Nutmegs, Peppers, Pastry spice, Pickling spice, and Turmeric.

RICE AND TAPIOCA.—Rice market remains unchanged in price, with increasing firmness occurring owing to increasing shortage of tonnage. Demand is only normal and restricted by high prices. Dealers appear to be running on orders booked before recent advance. Tapioca remains unchanged, scarce and high. Arrivals are now taking care of demand, which has been curtailed by price.

Prices are being advanced to wholesale trade to 12 1/2c and 13 1/2c in 1-lb. cartons. Insurance rates have advanced to 15 per cent., as against the rate of 4 per cent. a few weeks ago. Dates are scarce and higher.

Table of rice and tapioca prices including Rangoon Rices, Fancy Rices, and Tapioca.

DRIED VEGETABLES.—Market is unchanged, steady and firm, with normal demand except in dried beans, which are selling fairly well in spite of high prices.

Table of dried vegetable prices including Beans and Peas.

NUTS.—Local prices are unchanged, but cable advances on shelled walnuts report advances on last week's prices. Demand in primary market for shelled almonds and walnuts is stated to be inactive, but stocks are so reduced and new crop so seriously damaged that both lines are firm. Normal trade is passing, and other factors remain as before.

Table of nut prices including Almonds, Grenoble, Marbots, Shelled walnuts, etc.

TEA.—Market remains unchanged in price and ruling factors, but feeling is one of greater firmness. Local and outside demand is increasing as stocks become further depleted. London prices are higher and tea is becoming hard to procure in outside market. Local importers have been able to hold off on their purchases because of large stocks that were bought on basis prevailing last fall, but new booking will be at prices

ruling at outside points. Present basis of prices on local market may be disturbed.

COFFEE.—Market remains without change, with no feature of interest to report. The slight firmness of market, reported from primary points, has not been reflected locally. Volume of sales continue to be very satisfactory, and have steadily increased since first of year, with no speculative tendency evident. Market is steadier than a few months ago, when there was slight tendency on part of trade to stock up.

Coffee, Roasted—

Bogotas, lb.	0 27	0 31
Jamaica, lb.	0 17	0 19
Java, lb.	0 31	0 33
Maracaibo, lb.	0 22	0 23
Mexican, lb.	0 27	0 28
Mocha, lb.	0 33	0 36
Rio, lb.	0 17	0 20
Santos, lb.	0 21	0 23
Chicoory, lb.	0 12	0 14

CANNED GOODS.—Increase of firmness in last two weeks has culminated in general advance of 5c a dozen on tomatoes, which are generally at \$1.05 and \$1.07½ for standard brands in 3-lb. sizes. Peas have advanced 2½c per doz. There has been an inclination on part of wholesale and retail trade to buy heavily in view of prevailing conditions and probability of packing difficulties on new crop as result of labor scarcity and advance in tin and other packing material. Considerable disparity of prices continue to exist in wholesale way as a result of presence of limited quantity of stock bought on old basis. All canned goods are firm and feeling is increased by abnormal export trade. Increasing firmness of sugar is adding to feeling in case of canned fruits and jam, both domestic and English.

Canned salmon is firm, and feeling is being maintained by depletion of old stock, which is leading to slight speculative interest in 1916 crop.

All fish lines continue to reflect firmness as result of army orders.

Ontario Markets

Toronto, April 27.—The firmness in such English products as still find their way to this market continues. In most cases, of course, British importations are not to be had. In others, there are only very limited stocks, which sell at inordinately high prices. There is a certain call for such et ceteras as pickles, pastes, jams and the like, and wholesalers lucky enough to have stocks can make good on them.

A typical instance of the difficulty of obtaining importations is that of wholesaler who ordered a supply of mustard. The English manufacturer was unable to fill the order, and turned it down!

Apropos the firmness and advancing tendency of hog products, it is interesting to see that, according to an author-

ity, the real cause is the demand for hog products for export. Farmers very naturally are taking advantage of the high record price prevailing, with the result that a shortage of hogs is likely to exist for some time, and this will have a tendency to keep up the price. As readers will see, several hog products are higher this week again.

It is reported that another sugar company in Canada—the Canada Sugar Refining Co.—has received an order for 5,000 tons of granulated sugar from the British Sugar Commission. It will be remembered that recently the Atlantic Sugar Refineries received a similar order. These orders have an undoubted effect on sugar prices. The firms concerned are naturally not quite as strong competitors for ordinary business, now that they hold contracts for overseas delivery, as they would be were they alone aiming to supply the domestic demand.

SUGAR.—Refined prices are up 10c this week. Readers would now almost be disappointed did they not see an advance at least once a week!

This particular increase occurred in what is an unusual manner. Within twenty-four hours, refined was advanced 15c; came down 15c; and went up 10c. It is there at the enhanced price of \$7.91 at time of writing. It may be up before this is in print. Anything may happen in the sugar market these days.

Apparently the nucleus of the advance was New York's unprecedented trading in raws; futures, of course. This was speculation, but so heavy was the buying that refined in New York advanced 15c. Toronto, as usual, followed suit. Refiners in Canada are short. The situation still remains strong. There is just as much reason for further advances today as ever there was.

Extra Granulated Sugars, Montreal Refined—per 100 lbs.	
100 lb. bags	7 91
50 lb. bags	8 01
10 lb. bags	8 06
2 and 5-lb. cartons	7 81
Nova Scotia refined, 100-lb. bags	7 81
New Brunswick refined, 100-lb. bags	7 91
Extra Ground Sugars—	
Barrels	7 91
50 lb. boxes	8 31
25 lb. boxes	8 61
Powdered Sugars—	
Barrels	8 11
25 lb. boxes	8 51
Crystal Diamonds—	
Barrels	9 46
100 lb. boxes	8 56
50 lb. boxes	8 66
Cartons (30 to case)	9 51
Cartons (50 to case)	10 61
Crystal Dominos, carton	9 86
Paris Lumps—	
100 lb. boxes	8 56
50 lb. boxes	8 76
25 lb. boxes	8 76
Yellow Sugars—	
No. 1	7 21
Barrels granulated and yellow may be had at 5c per cwt. above bag prices.	

SYRUPS AND MOLASSES.—No new feature presents itself. The situation in molasses is firm and strong, depending for its strength largely on the scarcity of freights.

All syrups have average demand. The recent advance has had no effect on trading.

Corn Syrups—

Barrels, per lb., 3½c; ½ bbls., 4c; ¼ bbls.	0 04½
--	-------

Pails, 38½ lbs., \$1.95; 25 lbs.	1 40
Cases, 2 lb. tins, 2 doz. in case	2 05
Cases, 5 lb. tins, 1 doz. in case	3 00
Cases, 10 lb. tins, ½ doz. in case	2 90
Cases, 20 lb. tins, ¼ doz. in case	2 85
Cane Syrups—	
Barrels, lb., 4½c; ½ bbls.	0 65½
Cases, 2 lb. tins, 2 doz. in case	4 80
Molasses—	
Fancy, gallon	0 60
West India, bbls.	0 34
.....	0 37

SPICES.—Many lines have eased a little, temporarily, no doubt, through arrival in New York of fresh supplies. Prices, however, are not appreciably lower here, and the weaker feeling is regarded as a temporary condition only. Naturally replenished stocks in New York has meant elimination, for the present, of speculation. The feeling is, however, that as soon as stocks get low again the market will firm up. There is nothing very new in demand. Peppers, black and white, and cream of tartar are called for chiefly.

Spices—	Compound, per lb.	Pure, per lb.
Allspice, ground	0 20	0 17-0 19
Allspice, whole	0 15
Arrowroot	0 15-0 20
Bay leaves	0 20
Bicarb. soda	0 23½
Caraway seeds	0 25
Cassia, whole	0 25-0 32
Cassia, ground	0 16-0 18	0 25-0 34
Cayenne	0 30-0 35
Cayenne, Jap. chillies	0 45-0 60
Celery seed	0 45-0 60
Celery salt	0 30-0 35
Celery pepper	0 30-0 35
Cinnamon, Batavia	0 30-0 40
Cloves, whole	0 40-0 45
Cloves, ground	0 18-0 22	0 35-0 45
Coriander seed	0 12-0 13
Cream of tartar	0 25-0 30	0 48-0 52
Curry powder	0 30-0 35
Ginger, Cochin	0 15-0 17	0 22-0 25
Ginger, Jamaica, ground	0 18-0 21	0 25-0 30
Ginger, Jamaica, whole	0 25-0 30
inger, African, ground	0 14-0 15
Mace	0 85-1 00
Mustard, pure	0 25-0 30
Mustard seed	0 20-0 25
Nutmegs, brown, 64s, 55c; 80s, 45c; 100s	0 35-0 40
Nutmegs, ground, bulk, 30-35c; 1 lb. tins	0 37-0 42
Pastry spice	0 25-0 30
Paprika	0 35-0 40
Peppers, black, ground	0 14-0 18	0 25-0 30
Peppers, black, whole	0 24-0 29
Peppers, white, ground	0 18-0 24	0 35-0 40
Peppers, white, whole	0 30-0 35
Pickling spice	0 18-0 25
Sage	0 45-0 50
Saltpetre (chill)	0 10
Thyme	0 20-0 22
Turmeric	0 20-0 26

TEA.—The trade over the week end was in holiday mood, so far as London is concerned, and no auctions were held, to give a cue to the market condition. In mail advices which deal, of course, with conditions of a couple of weeks ago, it is stated that auctions in London were on a much larger scale, but demand was so big that the trade could handle all that was offered. All grades continue, week by week, to sell a little higher, and there is no doubt that the trend is still upwards. This also applies to Ceylons.

Locally, there is no new feature. Buying continues apace.

DRIED FRUITS.—Generally speaking, opening prices on most dried fruits are not yet public but a number of packers are ready to make contracts at definite figures. Both apricots and peaches are in this condition and prices are regarded as moderate particularly when the undoubted damage that has been done to this season's crop is taken into consideration. There is a good deal of discussion as to how prices will even-

tually turn out. It is argued that there will be ample fruits for domestic use if, as is expected, exports are cut down somewhat, by embargoes. Spot prices, of course, are very stiff and this may have an influence on futures. So far as this particular market is concerned peaches and apricots are both very firm. Peaches are on the basis of 8c; we quote 7½ to 8c to cover all sellers.

Currants are strong on the spot. New York is very firm. High prices prevailing in Greece restrict imports somewhat. Demand is only fair to middling. The strength is in the supplies situation.

Future prices on raisins bear out our contention of high prices this year. Seedless will be particularly strong.

Apples, evaporated, per lb.	0 10%
Apricots	
Std., 25's, faced	0 12 12½
Choice, 25's, faced	0 13½ 0 14
Extra choice, 25's, faced	0 14½ 0 15
Fancy, 25's, faced	0 15½ 0 16
Canned Peels	
Lemon	0 17 0 18
Orange	0 17 0 18
Citron	0 22½ 0 23 ¾
Currants	
Filiatras, per lb.	0 13½ 0 14½
Amalass, choicest, per lb.	0 14½ 0 15½
Patras, per lb.	0 14 0 15
Vostizzas, choice	0 14½ 0 15½
Cleaned, ½ cent more.	
Dates	
Fards, choicest, 12-lb. boxes	0 09½ 0 10
Fards, choicest, 60-lb. boxes	0 9 0 09½
Package dates	0 07½ 0 08
Hallowees	0 07
Prunes	
30-40s, California, 25-lb. boxes	0 13 0 13½
40-50s, 25-lb. boxes	0 10½ 0 11
50-60s, 25-lb. boxes	0 09½ 0 10
60-70s, 50-lb. boxes	0 09½ 0 09½
70-80s, 50-lb. boxes	0 08½ 0 08½
80-90s, 50-lb. boxes	0 08½ 0 08½
90-100s, 50-lb. boxes	0 08 0 08½
25-lb. boxes, ¼c more.	
Peaches	
Choice, 50-lb. boxes	0 07½ 0 08
Std., 50-lb. boxes	0 07 0 07½
Choice, 25 lbs., faced	0 07½ 0 08
Extra choice, 25 lbs., faced	0 08 0 08½
Fancy, 25 lbs., faced	0 08½ 0 09½
Raisins	
Valencia, Cal.	0 09 0 09½
Seeded, fancy, 1 lb. packets	0 10
Seeded, choice, 1 lb. packets	0 09½ 0 10½
Seedless, choice, 12 oz.	0 08
Seedless, 16 oz. packets	0 11½ 0 12
Seedless, 12 oz. packets	0 10
Raspberries, black, dried, 25-lb. boxes	0 40 0 42

BEANS.	
Beans, choice primes, bush.	4 25 4 50
Beans, hand-picked, bushel	4 75
Peas, blue, bushel	3 50 3 60
Split, lb.	0 05 0 05½
RICE AND TAPIOCA.	
Both pearl and seed are up a cent to 10-11c. No new cause shows itself. Lack of freight is the potent reason. The market, has been firming up for some time and gradually advancing. Demand is strong. Trade will do well to stock up.	
Rice is strengthening again, and spot stocks are said to be light.	
Rice	
Rangoon "B," per cwt.	4 25
Rangoon "CC," per cwt.	4 15
Rangoon, fancy, per cwt.	4 36 6 58
Patna, fancy	0 07½ 0 09
Tapioca	
Pearl, per lb.	0 09 0 10
See l, per lb.	0 09 0 10

CANNED GOODS.—There seems to be little doubt that canned tomatoes are going to continue high in price for at least another year. Of late the market has been firming up and prices to the trade are now well onto the \$1.15 per dozen mark and from all appearances higher prices will be seen in the future. One of the chief reasons for this is the shortage of labor on the farms. Farmers and vegetable growers are not going to plant very many tomatoes unless they can see their way clear to take care of them properly and harvest them in the fall. If they have not sufficient help, it is going to mean a loss. Therefore, in any event it is not likely the tomato crop will be large this year. Even, therefore, if what is planted turns out alright the entire yield is not going to be large and high prices are bound to continue. On the other hand should the crop be a failure we may see even famine prices in canned tomatoes.

So far as this week's developments are concerned, tomatoes are up five cents, market is very firm. All peas and corn prices are up 2½c, and continue strong.

MONTREAL AND TORONTO PRICES.

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

Salmon, Sockeye—	
1 lb. talls, cases, 4 doz., per doz.	2 52½
1 lb. flats, cases 4 doz., per doz.	2 72½
½ flats, cases 8 doz., per doz.	1 87½
Five cases or more, 2½c doz. less than above.	
Chums, 1-lb. talls	0 30
Pinks, 1-lb. talls	1 20
Cohoes, 1-lb. talls	1 45
Red Springs, 1-lb. talls	2 00
Humpback, ½-lb. tins	0 50
Canned Vegetables	
Tomatoes, 3's	1 15 1 20
Peas, standards	0 95 0 97½
Early June peas	1 00 1 02½
Corn, 2's, doz.	0 97½ 1 00
Fruits—	
3's Apples, Standard	1 05
3's Apples, Preserved	1 20
Gals. Apples, Standard	3 50
Gals. Apples, Preserved	4 25
Gals. Blueberries (Huckleberries), Standard	6 50
2's Cherries, Red (pitted), light syrup	1 50
2's Cherries Black, pitted, heavy syrup	1 90
2's Cherries, Black, not pitted, heavy syrup	1 55
2's Cherries, Red, pitted, heavy syrup	1 90
2's Cherries, Red, not pitted, heavy syrup	1 55
Gals. Cherries, Red, pitted	8 50
Gals. Cherries, Red, not pitted	8 00
2's Blueberries (Huckleberries), Standard	1 55
2's Blueberries, (Huckleberries), Preserved	1 90
2's Cherries, White, pitted, heavy syrup	1 90
2's Cherries, White, not pitted, heavy syrup	1 55
2's Currants, Black, heavy syrup	1 50
2's Currants, Black, Preserved	1 30
Gals. Currants, Black, Standard	5 25
Gals. Currants, Black, solid pack	6 25
2's Currants, Red, heavy syrup	1 50
2's Currants, Red, Preserved	1 30
Gals. Currants, Red, Standard	5 25
Gals. Currants, Red, solid pack	8 25
2's Gooseberries, heavy syrup	1 50
2's Gooseberries, Preserved	1 80
Gals. Gooseberries, Standard	7 25
Gals. Gooseberries, solid pack	8 50
2's Grapes, White, Niagara, Preserved	1 50
Gals. Grapes, White, Niagara, Standard	3 50
2's Lawtonberries (Blackberries), heavy syrup	2 00
2's Lawtonberries (Blackberries), light syrup	1 90
2's Lawtonberries, Preserved	2 25
Gals. Lawtonberries, Standard	7 00
2's Peaches, heavy syrup	1 90
2½'s Peaches, White, heavy syrup	2 40
2's Peaches, White, heavy syrup	1 25
1½'s Peaches, Yellow, heavy syrup, talls	1 50
2's Peaches, Yellow, flat, heavy syrup	1 50
2's Peaches, Yellow, heavy syrup	1 90
2½'s Peaches, Yellow, heavy syrup	2 20
3's Peaches, Yellow, whole, heavy syrup	2 20
3's Peaches, Pie, not peeled	1 20
3's Peaches, Pie, peeled	1 75
Gals. Peaches, Pie, not peeled	3 25
Gals. Peaches, Pie, peeled	5 00
Gals. Pie Fruits, assorted (add 5%)	1 20
2's Pears, Bartlett, heavy syrup	1 75
2½'s Pears, Bartlett, heavy syrup	2 10
3's Pears, Bartlett, heavy syrup	2 35

2's Pears, Flemish Beauty, heavy syrup	1 75
2½'s Pears, Flemish Beauty, heavy syrup	2 10
3's Pears, Flemish Beauty, heavy syrup	2 25
2's Pears, Keiffers, heavy syrup	1 40
2½'s Pears, Keiffers, heavy syrup	1 75
3's Pears, Keiffers, heavy syrup	1 85
2's Pears, light syrup, Globe	1 20
3's Pears, light syrup, Globe	1 50
3's Pears, Pie, not peeled	1 20
3's Pears, Pie, peeled	1 50
Gals. Pears, Pie, not peeled	4 00
Gals. Pears, Pie, peeled	3 90
2's Pineapple, Sliced, heavy syrup	2 10
2's Pineapple, Shredded, heavy syrup	2 10
3's Pineapple, Whole, heavy syrup	2 10
3's Pineapple, Whole, heavy syrup	2 50
2's Pineapple, Sliced, Hygeian Brand	2 10
2's Plums, Damson, light syrup	1 00
3's Plums, Damson, light syrup	1 50
2's Plums, Damson, heavy syrup	1 15
3's Plums, Damson, heavy syrup	1 55
Gals. Plums, Damson, Standard	3 00
2's Plums, Egg, heavy syrup	1 10
2½'s Plums, Egg, heavy syrup	1 30
3's Plums, Egg, heavy syrup	1 50
2's Plums, Green Gage, light syrup	1 00
3's Plums, Green Gage, light syrup	1 15
3's Plums, Green Gage, heavy syrup	1 40
3's Plums, Green Gage, heavy syrup	1 60
Gals. Plums, Green Gage, Standard	3 50
2's Plums, Lombard, light syrup	1 00
2½'s Plums, Lombard, light syrup	1 30
3's Plums, Lombard, light syrup	1 50
2's Plums, Lombard, heavy syrup	1 10
2½'s Plums, Lombard, heavy syrup	1 30
3's Plums, Lombard, heavy syrup	1 60
Gals. Plums, Lombard, Standard	3 25
2's Raspberries, Black, heavy syrup	2 10
2's Raspberries, Black, light syrup	1 50
2's Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Preserved	2 25
Gals. Raspberries, Black, Standard	7 25
Gals. Raspberries, Black, solid pack	9 50
2's Raspberries, Red, heavy syrup	2 10
2's Raspberries, Red, light syrup	1 50
2's Raspberries, Red, Preserved	2 40
Gals. Raspberries, Red, Standard	7 40
Gals. Raspberries, Red, solid pack	9 25
2's Rhubarb, Preserved	1 05
3's Rhubarb, Preserved	2 50
Gals. Rhubarb, Standard	3 50
2's Strawberries, heavy syrup	2 25
2's Strawberries, Preserved	2 40
Gals. Strawberries, Standard	7 75
Gals. Strawberries, solid pack	9 75

Manitoba Markets

Winnipeg, April 7.—The feature of the market this week is remarkable stiffening of dried fruits in California. It will be remembered that about a month ago, this market touched a low level on receipt of news that the British Government had placed an embargo on luxuries, in which dried fruits were included. After the excitement was over, it was realized that the stocks in California were hardly sufficient for American trade, and the market at once commenced to strengthen again, with the result that to-day, quotations are higher than they were before the embargo went into effect. Prunes have gone up 1½c during the past ten or twenty days; in fact, all quotations are high. Currants were considered prohibitive long ago, but they are still advancing. Quotations on new crop are 4c per lb. higher than they were last year.

Sugar jumped another ten cents last week, for the same reason—higher raw market caused by lack of bottoms to ship from Cuba. The high sugar market has had the effect of sending up the price of cane syrup, which has made one or two sensational advances within the last two months. This is curtailing the demand for cane syrup, but not seriously.

It is also helping along the sale of corn syrup. Two weeks ago we reported

a decline of 3/4c per lb. in the price of Canadian corn starch. It is expected that the lower price will be short lived. American starch is holding firm at the higher figure reached last week.

It is rather surprising to find that eggs are still selling at 21c, whereas with fine weather, it was expected that the 18c mark would be reached. The high price is due to bad roads, which have prevented farmers from coming in. The hog market reached another high level last week—\$11.40 per cwt.—which had the effect of raising prices still further on certain meat products.

Clothes pins with iron springs have been advanced recently 3c per gross by the manufactures on account of the high cost of galvanized wire.

SUGAR.—A further advance of ten cents took place last Thursday, April 20. This brings the basis for standard granulated to 8.45, and brokers freely predict higher prices still. The firm market is attributed to the same thing—shortage of bottoms, although another factor is that Great Britain and France are buying rather heavily in Cuba, although not so heavily as formerly. Locally there is considerable buying at these high figures, but not heavy by any means.

Table listing various types of sugar (Eastern, Western Ontario, British Columbia) with prices per cwt. and in sacks.

SYRUPS.—There has been a slight falling off in demand for cane syrups since the last advance went into effect, but not nearly as serious as was expected. It is surprising the amount of cane syrup being sold at such high figures. Naturally, this has had the effect of increasing the demand for corn syrup, which has not advanced for several months. While there was no advance in molasses last week, difficulty is experienced getting stocks.

Table listing various types of syrups (Corn Syrup, Cane Syrup, Molasses) with prices per case and per gal.

DRIED FRUITS.—There has been considerable excitement in the California market during the past week chiefly centering around the new prune crop, quotations on which have advanced 1 1/2c over prices offered ten days ago. In sympathy with this, stocks of old prunes on hand have advanced, and the market is very firm. The whole California dried fruit lines are affected in the same way, more or less. Locally the effect is not so marked, although the big jump in prunes has somewhat frightened jobbers, who are now waiting to see if there is not a possibility of the market going down again. Spot raisin prices are firm, and indications are that the new crop which is ready in October, will be on a higher basis. The peel situation remains about the same. English manufacturers have not yet announced prices, and most of the trade, feeling that there is not likely to be any English peels this year, have protected themselves by buying American products. The indications are, that even if English manufacturers can make deliveries, the price of peels will be very high. A letter received here from Europe dated March 17th, draws attention to the excited condition of the currant market, and states that holders are practically unapproachable. Quotations now are 20 shillings per 112 lbs. higher than for the last new crop, which is equal to 4c per lb. over prices last September. The wholesale trade have been buying at each advance. Each figure was considered prohibitive, but the trade continued to buy. There is no doubt, however, that the high prices are affecting consumption.

The crop of apricots will be smaller than usual this year, and the output of dried apricots will be smaller. Peaches, both spot and futures, are firmer. Generally speaking, quotations on dried fruits in California are higher than before the British embargo came into effect, as it is realized now that stocks will barely be sufficient for American trade alone. The stiff market has not yet had much effect on local quotations, but it is bound to have, sooner or later.

Table listing various types of dried fruits (Apples, Peaches, Currants, Dates, Raisins) with prices per box or per lb.

Table listing Raisins, Prunes, and Peels with prices per box or per lb.

DRIED VEGETABLES.—The Japanese market is firm, and supplies very light. In the primary market it is almost impossible to get high-grade stuff outside of Japanese. California beans are too high. There is a fair demand for Michigan beans in this market.

Table listing Beans and Peas with prices per bushel or per sack.

RICE.—The rice market is in about the same position as for the past two or three weeks. Tapioca and sago are still very firm.

Table listing Rice and Tapioca with prices per lb. or per sack.

CANNED GOODS.—The canners have advanced their prices 2 1/2c on peas and 5c per doz. on tomatoes. The market on tomatoes especially is firm, and it is thought there will not be sufficient to keep the trade going until the new pack comes in. The local situation as regards tomatoes is peculiar. Jobbers are selling the retailer at a price ten cents lower than he is being quoted himself, but some jobbers have advanced their quotations ten cents, and the selling at the same figure as is being quoted by the canners. Large stocks have been held in Winnipeg, but it is said are not large enough now to warrant such low prices on tomatoes. It is probably due more to keen competition. It is pretty evident from the above that now is a good time to buy tomatoes if they can be bought at 2.45 per case. All canned fruits are tending higher in price.

BRITISH COLUMBIA MARKETS

By Wire.

Vancouver, April 26.—Wholesalers expect to hear of another advance in the price of sugar within a few days. Produce is firm. Eggs may fall off in price.

Table listing various types of produce and provisions (Butter, Cheese, Eggs, Lard, Hams, Bacon, Almonds, Beans, Cream) with prices per lb. or per case.

Table listing various goods and their prices, including Beans, Figs, Cocoa, Apples, and other produce.

ALBERTA MARKETS (CALGARY)

Calgary, April 26.—Soda biscuits are up 1c. Sweet biscuits are up from 1c to 4c, and most lines of confectionery are advancing.

Table listing goods and prices for the Alberta Markets (Calgary), including Beans, Flour, Molasses, and other items.

Table listing goods and prices for Oranges, Onions, Lemons, and other produce.

SASKATCHEWAN MARKETS

Regina, April 26.—Many parts of the West are troubled with floods, but land is drying fast, and plowing and seeding operations have begun.

Table listing goods and prices for the Saskatchewan Markets, including Produce and Provisions, General, and Canned Goods.

NEW BRUNSWICK MARKETS

St. John, April 26.—Market generally has not responded to the latest increase of 15c in sugar announced by Antlantic refinery.

Table listing goods and prices for the New Brunswick Markets, including Produce and Provisions, Fruits and Vegetables, and Dried Fruits.

Table listing goods and prices for Cheese, Flour and Cereals, and Fresh Fruits and Vegetables.

TRADE NOTES

A. Murray, president of the Provincial Retail Merchants' Association, returned, says a Fredericton, N.B. despatch, from St. John, where he presided over a meeting of the executive committee of the association.

You have seen great comedians—men who devote their lives to making you and me laugh.

The point is that they don't let these things interfere with their jobs—they go right on spreading laughter and good cheer just the same.

The less of your own personal troubles that appear above the surface in your daily work, the more welcome a word with you will be—and that man in the retail business who always wears the look of happiness about him, has a long lead on the man who wears his troubles on his sleeve.—Avon.

THE BEST INVESTMENT

Dear Sirs:—Enclosed please find \$2.00 being subscription for ensuing year. Also \$2.00 subscription for my sister, Mrs. Magill, 64 E. 24th St., Upper Hamilton, which I tell her is the best investment she can make as long as she continues in business as no other will pay her such good returns.

Yours truly, LUKE COPPLE, 449 Macnab St., Hamilton, Ont.

CRIMINAL LAW AND ITS APPLICATION TO COMMERCIAL TRANSACTIONS

Prepared for Canadian Grocer by Walter E. Lear

Second of a series prepared for Canadian Grocer. Registered in accordance with Copyright Act.

IN considering the offences of which I am about to treat—and, indeed, in reference to commercial transactions in general—it will be well that you always keep in mind a most important legal axiom, tersely expressed by the late Mr. Baron Wood in the case of *R. v. Oliver, 2 Leach, R. 1072*, where he states that, “a parting with the property in goods can only be effected by contract, which requires the assent of two minds, viz., the assent of the owner as well as that of him who proposes to become the owner.” If, therefore, a person part with his goods merely on trust, or for a specific object, or on a special understanding that they shall be returned if certain conditions are not complied with, such parting is a parting of possession only, and not of the property in them. The importance of this will be more apparent hereafter.

Section 20—Definition of Theft

Under the Criminal Code theft is defined by section 347 as the act of fraudulently and without color of right taking, or fraudulently and without color of right converting to the use of any person, anything capable of being stolen, with intent:—

(a) To deprive the owner, or any person having any special property or interest therein, temporarily or absolutely of such thing or of such property or interest; or

(b) To pledge the same or deposit it as security; or,

(c) To part with it under a condition as to its return which the person parting with it may be unable to perform; or

(d) To deal with it in such a manner that it cannot be restored in the condition in which it was at the time of such taking and conversion.

(2) Theft is committed when the offender moves the thing or causes it to move or to be moved, or begins to cause it to become movable, with intent to steal it.

(3) The taking or conversion may be fraudulent, although effected without secrecy or attempt at concealment.

(4) It is immaterial whether the thing converted was taken for the purpose of conversion, or whether it was, at the time of the conversion, in the lawful possession of the person converting.

Section 21—Ingredients of Theft

Certain elements, or, so to speak, in-

redients, constitute each offence known to our laws, and unless we possess a clear conception of each ingredient, it is utterly impossible that we can form anything like an accurate opinion as to whether certain acts and facts do or do not amount to an offence. The absence or insufficiency of any one vitiates the whole. The ingredients of theft are—

(1) A fraudulent taking without color of right,

(2) Without the consent and against the will of the owner; and

(3) With an intent on the part of the taker to convert the property to his own use.

Section 26—Without Consent and Against the Will

The taking of property may be otherwise than by forcible abstraction against the will of the owner: as where one with an intention to steal induces you by means of some artful device or trick to part with the mere temporary possession of your goods, you not for a moment meaning to divest yourself of your ownership. This is technically termed a constructive taking.

Section 27—Distinction Between Theft and False Pretence

Later on I shall have occasion to direct your attention to the subject of cheating, or obtaining goods by false pretences, then you will perceive the importance of well understanding the point we are at present considering: for the main distinction between stealing and obtaining goods by false pretences is that in the former case you never intended to divest yourself of your ownership, but in the latter you did, and on the faith of some statement or pretence you wholly and entirely dispossessed yourself of your property, and transferred it to another as completely as when you sell your goods and receive the value therefore. While I shall hereafter discuss this matter at some length, I am now anxious that you should keep it in mind while considering what is theft, for the purpose of facilitating our subsequent inquiries. What constitutes a taking such as I have just indicated will be more clearly manifest by reference to a few reported cases.

Section 28—Changing Money

In the case of *R. v. Williams, 6 C. v. P. 390*, the prisoner went into a shop and

asked for change for half-a-crown. The shopman gave him two shillings and sixpence, and the prisoner held out the half-crown, but just as the shopman took hold of it by the edge the prisoner ran away with the change and the half-crown. Upon an indictment for stealing the two shillings and sixpence he was convicted of theft.

In another case *R. v. Oliver, 2 Leach 1072*, the prisoner proposed to give a merchant gold for bank notes, and upon the merchant laying down some bank notes for the purpose of having them changed for gold, Oliver took them up and went away with them, promising to return immediately with the gold, but in fact he never did return. The judge left it to the jury to say whether the prisoner had the intention, at the time he took the notes, to steal them, for if they were of that opinion, the case clearly amounted to theft. Now under section 347 of the Criminal Code, Oliver would be guilty of theft even if he had had the intention of returning with gold. The fact that he did not do so would be sufficient to justify his conviction.

Section 29—Pretending to Discount Bill

In the case of *R. v. Aickles, 2 East 675*, Aickles agreed to discount a bill for the prosecutor, and the bill was given to him for that purpose; he told the prosecutor that if he then sent a person with him to his lodgings, he would give him the amount, deducting the discount and commission; a person was sent accordingly, but, upon reaching the lodgings, the defendant left the messenger there, and went out on pretence of getting the money, but never returned; the judge left it to the jury to say whether Aickles obtained possession of the bill with intent to steal it, and whether the prosecutor meant to part with his property in the bill before he should have received the money for it; the jury being of the opinion that Aickles intended to steal the bill at the moment he got it into his possession, and further, that the prosecutor never meant to part with his property in the bill until he should receive the money for it convicted the prisoner, and the judges afterwards held the conviction to be right.



FRUIT AND VEGETABLES



Tomatoes and Hot House Rhubarb High

Cabbage From South Carolina—Cucumbers From Leamington — Turnips Are Advancing — Oranges at All Sorts of Prices—Strawberries Take Another Drop

MONTREAL

FRUITS.—The usual after Easter quietness is evident in the slackness of present demand. The apple market has improved and small lots are cleaned up on market in such a manner as to indicate a steady increase from now on. Oranges remain the same, firm and with the best volume of business passing of any line although those coming forward are not of best quality. Car load lots of strawberries are arriving daily and selling ex car at from 11 to 13c. Lemons remain unchanged and without feature of interest to note. Demand for grapefruit has increased and an advance of about 50c has been indicated from outside sources as likely to occur. Pineapples are arriving in car lots and are offered at prices ranging from \$4 to \$5.50. Increased shipments in this commodity are looked for within the next two weeks so that a lower range of prices is looked for by the trade.

Apples—	
Spys	7 00
Ben Davis, No. 1	4 00
Ben Davis, No. 2	3 50
Russels, No. 1	6 00
Russels, No. 2	5 00
Greenings	4 50
Baldwins	4 00 4 25
Bananas, bunches	2 00 2 25
Cranberries, Cane Cod, bbl.	12 00 12 60
Grapefruit, 43-54-64-90-96	3 00 3 50
Lemons—	
California	2 75
Verdellis	2 75
Messina, 300 size, box	2 50 3 00
Oranges—	
Navels	3 50 4 00
Jamaica, 196-200-216	2 50
Porto Rico, 126-150-250-268	2 50
Pineapples, 18-24 and 30-36	5 50
Strawberries, Florida, box	0 40 0 45
Strawberries, Louisiana	0 11 0 13

VEGETABLES.—Quietness is chief feature of market following the spurt of Easter business as trade is largely confined to imported lines in which trading is restricted because of high prices resulting from duties and long hauls. Tomatoes are 25c higher all round and prices indicate an advance on the present Florida price of \$2.75 to \$3.25 a six-basket crate. Potatoes remain the same and show no sign of becoming easier with demand good, and a feeling of firmness that is aided by spring sorting operations that tend to diminish stocks. Onions are firmer and very strong, and reds are up 25c and now offered at \$3.50. Sales were made at Monday's auction at

4c a lb. Florida celery is unchanged at the recent decline and steady. Holders of stock of old cabbage have lowered prices owing to influx of new cabbage on market. The new is being sold in quantities at 2.75. Boston lettuce has advanced and is now offered at from \$3.40 to \$3.50 per two-dozen basket, and curly lettuce at \$3 per four-dozen basket. Demand for these is slow on account of price. Radishes are 10c higher and are now offered at 75c.

Asparagus, Calif., per 1 doz. crate	5 50 6 00
Artichokes, bag	1 50
Beets, bag	1 25
Beets, new, per doz. bchs.	3 00
Beans, wax, N.Y., per basket	4 00
Brussel sprouts, qt.	0 23
Cabbage, Montreal, per bbl.	1 50
Cabbage, red, doz.	0 40
Cabbage, new	2 75
Carrots, bag	0 75
Carrots, new, per doz. bchs.	0 75
Cauliflower, crate, single, doz. bchs.	3 50
Cauliflower, Canadian, doz.	1 00 1 50
Celery, Florida	3 00
Cucumbers, fancy, Boston, doz.	1 75 2 00
Egg plant, N.Y., doz.	1 75
Endive Can., per lb.	0 25
Garlic	0 30
Horseradish, per lb.	0 15
Leeks, bunch	0 25
Head lettuce, Boston, 2 doz. box	3 40 3 50
Curly lettuce, box, 4 doz.	3 00
Mint, doz.	0 60
Mushrooms, 4-lb. basket	2 00 2 50
Oyster plant, doz.	0 50
Onions—	
Montreal, 100 lbs., bag	4 00
Spanish, crate	6 50
Silver, per 50 lb. crate	3 00
Red, per 100 lb. sack	3 50
Parsnips, bag	1 50
Parsley, Bermuda	1 00
Parsley, Montreal, per doz.	0 50
Potatoes—	
Montreal, 80 lbs., bag	1 75
New Brunswick, 80 lbs., bag	2 00
Green Mt.	2 00
Sweet, hamper	1 75 2 00
Radishes, per doz.	0 75
Rhubarb, per doz.	1 25
Spinach, New York, bbl.	3 00
Shalots, per doz.	0 60
Shalots, Mtl., per doz. bchs.	1 00
Turnips, bag	1 00
Turnips, bag, Quebec	1 25
Tomatoes, hothouse, lb.	0 30 0 35
Tomatoes, Florida, 6 basket crate	2 75 3 25
Watercross, Boston, hothouse, doz.	0 75
Watercross, Canadian, doz.	0 40

TORONTO

FRUIT.—The first car of late Valencia oranges for this season came in this week. The quality is choice, and price was \$3 to \$3.75. Cuban grapefruit is in good demand, and is none too plentiful, with the result that price shows a slight advance. Florida grapefruit is done. Navel oranges, according to size, are cheap and dear—both. The low price is lower than last week, just as the high price is higher. We quote \$2.50 to \$4.00, according to size. Lemons show no

change. There were a couple of cars of Messinas in early this week. Porto Rico pines are getting down in price as they become more plentiful. We quote \$4.25 to \$4.50. Dates sell slowly at eight cents a box. Strawberries are getting still cheaper, and are selling now from 25 to 35. This is radically lower than last week. General business on this market is fair to middling. Holiday trade, it is agreed, was good, though nothing out of the ordinary.

Apples, No. 2, bbl.	3 50 3 75
Apples, No. 3, bbl.	2 50 3 00
Apples, snow, bbl.	3 00 3 50
Apples, Spies, bbl.	4 00 4 50
Apples, Baldwins, bbl., No. 1.	3 00 3 50
Apples, Greenings, bbl.	3 00 3 50
Apples, Russels, bbl.	3 00 3 50
Apples, 11-qt. basket	0 25 0 35
Apples, R.C., box	2 00 2 75
Bananas, per bunch	2 00 2 75
Dates, lb. box	0 08
Grapefruit—	
Cuban, case	2 75 3 75
Oranges—	
Navels	2 50 4 00
Mediterranean sweets	3 00 3 50
Late Valencias, case	3 00 3 75
Lemons, new, California, box	3 00 3 50
Lemons, new, Messina, box	3 00 3 50
Limes, per 100	1 50
Pineapples, Porto Rico	4 25 4 50
Strawberries, Florida	0 25 0 30

VEGETABLES.—Carolina cabbage is now selling. A car came in recently from South Carolina, and sold quickly at \$3.25 to \$3.50 a case. Leamington hothouse cucumbers are coming in large quantities and the result has been a decline in price. A good season generally is predicted for cucumbers. Hothouse rhubarb has been very scarce over the holiday, and price has firmed again. Spinach is now coming, and sells by the hamper. Present price is \$1.40 to \$1.50. Stocks are limited. Endive is worth a dollar a dozen. Tomatoes have stiffened appreciably recently and sell now for \$3 to \$3.50. Turnips and root stuff generally has been much in demand recently. Turnips have advanced to 60 cents again. Egg plant, too, is stiffer and is fetching as high as \$2.75. General business is good without any feature.

Asparagus, doz.	4 25 5 00
Cabbage, new, case	2 75 3 00
Beets, Canadian, bag	0 60 0 65
Carrots, bag	1 10 1 25
Cauliflower, case	3 25 3 50
Celery, Florida, case	2 50 2 75
Cucumbers—	
Hothouse, doz.	2 00 2 50
Egg plant, doz.	2 75 3 00
Endive, doz.	1 00 1 10
Onions—	
Choice, Canadian	2 00 2 25
American, 100-lb. bag	2 75 3 00

(Continued on page 130.)



PRODUCE AND PROVISIONS



Butter on the Toboggan

Increasing Tendency Towards Lower Prices—Cheese Slightly Higher—Honey Prices Firmer and Tending Upwards—Maple Syrup Scarce—Several Advances in Pork Products

MONTREAL

PROVISIONS.—Market is firm with upward tendency with ham and bacon $\frac{1}{2}$ c to 1c higher. Small hams are from $22\frac{1}{2}$ c to 23c per pound, and others in proportion. Breakfast bacon is from $24\frac{1}{2}$ c to 25c per pound. Lard is scarce and firm, and is a little higher in some quarters, but some business is being done at old prices. No changes have occurred in price of live hogs, but feeling remains firm with good demand; dressed stock is firm but quiet. A small volume of business is passing in smoked meats. General trade throughout is good and undertone of market strong. Feature of market is free buying and prompt payments.

Hams—		
Small, per lb.	0 21 $\frac{1}{2}$
Medium, per lb.	0 20 $\frac{1}{2}$ 0 21 $\frac{1}{2}$
Large, per lb.	0 19 $\frac{1}{2}$
Bacon—		
Plain, bone in	0 24
Boneless	0 22
Peameal	0 22
Bacon—		
Breakfast, per lb.	0 24 $\frac{1}{2}$
Roll	0 17 $\frac{1}{2}$
Shoulders, bone in	0 16 $\frac{1}{2}$
Shoulders, boneless	0 16 $\frac{1}{2}$
Cooked Meats—		
Hams, boiled, per lb.	0 32
Hams, roast, per lb.	0 35
Shoulders, boiled	0 28
Shoulders, roasted	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	0 15 $\frac{1}{2}$
Long clear bacon, 80-100 lbs.	0 14 $\frac{1}{2}$
Flanks, bone in, not smoked	0 15 $\frac{1}{2}$
Barrelled Pork—		
Heavy short cut mess	30 00
Heavy short cut clear	27 50
Clear fat backs	33 00
Clear pork	33 00
Lard, Pure—		
Tierces, 350 lbs. net	0 15 $\frac{1}{2}$
Tubs, 50 lbs. net	0 15 $\frac{1}{2}$
Tins, 50 lbs. net	0 15
Pails, wood, 20 lbs. net	0 15 $\frac{1}{2}$
Pails, tin, 20 lbs. gross	0 15 $\frac{1}{2}$
Cases, 10 lb. tins, 60 in case	0 15 $\frac{1}{2}$
Cases, 3 and 5 lb. tins, 60 in case	0 15 $\frac{1}{2}$
Bricks, 1 lb. each	0 15
Lard, Compound—		
Tierces, 375 lbs. net	0 14
Tubs, 50 lbs. net	0 14 $\frac{1}{2}$
Tins, 50 lbs. net	0 14 $\frac{1}{2}$
Pails, wood, 20 lbs. net	0 14 $\frac{1}{2}$
Pails, tin, 20 lbs. net	0 14
Cases, 10-lb. tins, 60 in case	0 15
Cases, 3 and 5-lb. tins, 60 in case	0 15
Bricks, 1 lb. each	0 15 $\frac{1}{2}$
Hog—		
Dressed, abattoir killed	0 16 0 16 $\frac{1}{2}$

BUTTER.—Increase in new make has caused a decline in price and a weaker feeling all around. New creamery is now offered at from 31c to 31 $\frac{1}{2}$ c per lb, and old at from 28c to 29c. Market is in an uncertain state inclined to be shaky, although a fairly firm feeling dominates situation. Sales were made at Cowansville at 30 $\frac{3}{8}$ per lb., a decline of from

$1\frac{3}{8}$ to $1\frac{1}{2}$ c per lb., as compared to last week. St. Hyacinthe sales were made at 30c a lb. Sales have been stimulated by decline in prices.

Butter—	
Finest creamery, September make 0 31
Finest creamery, fresh made 0 33
Dairy prints 0 29
Dairy solids 0 29
Separator prints 0 30
Bakers 0 26

EGGS.—Eggs have declined and the now offered at from $24\frac{1}{2}$ c to $25\frac{1}{2}$ c, but still retain firm tendency that has held price up for last few weeks in spite of seasonable influences to the contrary. Stamped new laids are out of market. Deliveries are now slightly in excess of demand and surplus is going into storage but at prevailing prices packers keep shy of putting money into storage stock so that market is inclined to be uncertain.

Eggs, case lots—	
New laid 0 24 $\frac{1}{2}$ 0 25 $\frac{1}{2}$

CHEESE.—New Cheese remains steady at $17\frac{1}{2}$ c, and with sales reported from St. Hyacinthe at $17\frac{1}{4}$ c. The easier feeling in butter has materially affected cheese and although general demand is good, some buyers are holding off awaiting developments. Supplies of fodder coming forward are increasing and undertone of market is easier.

Cheese—	
1916 make 0 17 $\frac{1}{2}$
Stilton 0 21

POULTRY.—Market remains without feature of interest to report since last week and ruling factors remain the same with shortage of stock and a good demand chief features. Stocks are being depleted to such an extent that lists offered continue to grow very much lighter as lines continue to disappear from market. Dressed poultry is almost all out of market. Trading depends almost entirely upon left-over stock and new arrivals are in such small quantities as to have no effect on market.

Poultry—		
Frozen Stock—		
Turkeys	0 27 0 28
Fowl, large	0 20 0 21
Fowl, small	0 16 0 19
Ducks	0 20
Geese	0 17 0 18
Roasting chicken, milkfed, 4 lbs. or over	0 21 0 22
Roasting chicken, ordinary	0 18 0 19
Spring broilers, dressed, pair	0 75 1 00
Squabs, Canadian, pair	0 40
Squabs, Philadelphia, pair	0 70
Pigeons, pair	0 25 0 30
Live Stock—		
Fowl, 5 lbs. and over	0 22 0 23
Fowl, small	0 18 0 21

Turkeys	0 22 0 25
Ducks	0 30 0 32
Geese	0 18 0 19
Chicken	0 15 0 18

HONEY.—Market remains the same, quiet and steady and still firm. Influx of maple syrup has restricted demand but honey supplies are so limited that feeling of firmness has not yet been affected.

Honey—	
Buckwheat, tins 0 09 $\frac{1}{2}$
Strained clover, 60-lb. tins 0 12
Strained clover, in 10-lb. tins 0 12 $\frac{1}{2}$
Strained clover, in 5-lb. tins 0 12 $\frac{1}{2}$
Comb honey, white clover, per section 0 15
Comb honey, buckwheat, per section 0 13

TORONTO

PROVISIONS.—Firmness still exists in most lines. Thus hams are up a full cent, and are on basis of 22 to 23 for light. Breakfast bacon, on the lapsing of Lent, received a fillip in demand, and is up a full cent. Most cooked meats exhibit a firmer feeling, and one or two lines are higher. Demand is strong. Heavy mess pork has settled a trifle, on better supplies, and is down a dollar, but short cut is up a dollar. Pure lard, though firm, shows no increase. Compound is up a quarter cent all round.

Hams—		
Light, per lb.	0 22 0 23
Medium, per lb.	0 21 0 22
Large, per lb.	0 17 0 19
Bacon—		
Plain	0 26 0 27
Boneless, per lb.	0 28 0 30
Pea meal, per lb.	0 28 0 30
Lard—		
Breakfast, per lb.	0 23 0 27
Roll, per lb.	0 18 0 19
Shoulders, per lb.	0 18 0 19
Wickled meats—1c less than smoked.	
Dry Salt Meats—		
Long clear bacon, ton lots	0 16 0 17
Long clear bacon, small lots	0 16 $\frac{1}{2}$ 0 17 $\frac{1}{2}$
Fat backs, lb.	0 14 $\frac{1}{2}$ 0 15 $\frac{1}{2}$
Cooked Meats—		
Hams, boiled, per lb.	0 31 0 32
Hams, roast, per lb.	0 31 0 32
Shoulders, boiled, per lb.	0 26 0 27
Shoulders, roast, per lb.	0 26 0 27
Barrelled Pork—		
Heavy mess pork, per bbl.	29 00 30 00
Short cut, per bbl.	30 00 32 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 15 $\frac{1}{2}$ 0 15 $\frac{1}{2}$
Tubs, 50 lbs., per lb.	0 15 $\frac{1}{2}$ 0 16
Pails, 20 lbs., per lb.	0 16 0 16 $\frac{1}{2}$
Tins, 3 and 5 lbs., per lb.	0 16 $\frac{1}{2}$ 0 16 $\frac{1}{2}$
Bricks, 1 lb., per lb.	0 17 $\frac{1}{2}$ 0 17 $\frac{1}{2}$
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 13 $\frac{1}{2}$ 0 14
Tubs, 50 lbs., per lb.	0 14 0 14 $\frac{1}{2}$
Pails, 20 lbs., per lb.	0 14 $\frac{1}{2}$ 0 14 $\frac{1}{2}$
Bricks, 1 lb., per lb.	0 15 $\frac{1}{2}$ 0 15 $\frac{1}{2}$
Hog—		
Live	11 40 11 50
Dressed, abattoir killed	14 50 15 50

BUTTER.—Butter is on the toboggan. All prices are down a cent to two cents. Deliveries are much better, and there isn't the demand to keep up with

them. Make of creamery has been especially large, and the market trend is downwards till prices touch bottom.

New butter this year is said to be of very fine quality, and on account of excellent flavor, demand for fodder creamery is on the increase. Grass butter, it is thought, will be late this year, owing to the pastures being backward. However, rains may alter that.

Creamery prints, lb.	0 33	0 34
Creamery solids	0 31	0 32
Dairy prints, choice, lb.	0 26	0 28
Dairy prints, lb.	0 25	0 27
Bakers	0 24	0 25

CHEESE.—This market is firmer here, and prices are up slightly, holding strongly at new levels. Outside boards report higher prices, too. Export business continues to thrive. Basis for new large is now 19¼; a quarter cent higher than last week. Possibly this is the result of the easier tendency of butter; butter and cheese are see-sawing.

Cheese—		
New, large, per lb.	0 19¼	
New, twins, per lb.	0 19½	
June and Sept., large, per lb.	0 20	
June and Sept., twins, per lb.	0 20¼	
June and Sept., triplets, per lb.	0 20½	

EGGS.—Range has widened, and we quote new laids at 22 to 24c. This is really a slight decline from last week, because the lower level is below last week's, though the higher is unaltered. Deliveries are very heavy, and demand has slacked a trifle after Easter. Dealers figure, now that holidays are over, that they can begin storing. Country price this week is 20 cents, cases returned, and 21, free cases. Market tone is easy.

Eggs—		
New laids, specials, in cartons	0 24	0 25
New laids	0 22	0 24

POULTRY.—There is no change in prices, which remain firm and likely to advance. Little stuff is coming, and is snapped up eagerly when it does arrive.

Poultry—			
	Live	Dressed	
Old fowl, pound	0 18-20	0 18-20	0 20
Old turkeys	0 18-20	0 26-30	0 30
Ducklings	0 14-16	0 18-20	0 20
Turkeys	0 18-20	0 23-27	0 27
Chickens	0 18-20	0 20-24	0 24
Chickens, milkfed	0 17-20	0 25-30	0 30

HONEY.—Prices have advanced a quarter of a cent, and are firm. Stocks are not heavy, and the end of Lent has meant people are inclined to buy things of this nature, to some extent. Buckwheat bbls., per pound, are quoted 7¼ to 7¾c.

Honey—		
Buckwheat, bbls., per lb.	0 07¼	0 07½
Buckwheat, tins, per lb.	0 07½	0 08¼
Clover, 50 lb. tins, per lb.	0 13½	0 13¾
Clover, 10 lb. tins, per lb.	0 14	0 14½
Clover, 5 lb. tins, per lb.	0 14	0 14½
Comb, No. 1, doz.	2 50	3 00
Comb, No. 2, doz.	2 00	2 40

MAPLE SYRUP.—Supplies grow no larger, and what comes in is eagerly bought. Price is tending higherwards, and we quote \$1.40 to \$1.50 per Imperial gallon.

Maple Syrup—		
Imperial gallon	1 40	1 50
Wine gallon	1 15	1 20

WINNIPEG

PRODUCE AND PROVISIONS.—The big drop in eggs did not take place, and they were selling during the week at 21c,

the same as the previous week. This was due to the bad roads in the country, which made it impossible for farmers to bring their produce in. It is not expected now that the price will drop to 18c as it did a year ago, at least, not for some time yet. It may be that storing will commence at higher prices than in previous years. The hog market hit another high spot last week, selling at 11.40 per cwt., although the bulk of sales were in the neighborhood of 11.00 and 11.25. Receipts of hogs were light, and there has been a heavy demand both East and locally. Cheese quotations are ¼c lower, and the market is slightly easier. Butter remains about the same.

Hams—		
Light, per lb.	0 21	0 23
Medium, per lb.	0 20	0 22
Large, per lb.	0 18	
Bacon—		
Breakfast, per lb.	0 22	0 23
Breakfast, select, lb.	0 25	0 26
Backs, per lb.	0 22	0 25
Dry Salt Meats—		
Long clear bacon, light	0 15¼	
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 30
Shoulders, boiled, per lb.	0 23	0 24
Barrelled Pork—		
Mess pork, bbl.	27 00	
Lard, Pure—		
Tierces	0 15¼	
Pails	3 17¼	
Cases, 10s	9 60	
Cases, 5s	9 68	
Cases, 3s	9 75	
Cartons	0 16¼	
Lard, Compound—		
Tierces	0 12¼	
Tubs, 50s, net	6 25	
Pails, 20s, net	2 60	
Butter—		
Fresh made creamery	0 35	
Best storage creamery	0 34	
Best dairy	0 25	0 30
Cooking	0 18	0 22
Eggs—		
New laids	0 21¼	
Cheese—		
Ontario, large	0 20	
Ontario, twins	0 20¼	

FRUIT AND VEGETABLES

(Continued from page 128.)

Spanish, small case	1 75	2 00
Green, doz., bunches	0 10	0 20
Lettuce, leaf, doz.	0 25	0 35
Lettuce head, hamper	3 25	3 50
Mushrooms, imported, 6 qt.	2 25	2 50
Fennel, bag	0 80	0 90
Parsley, doz.	1 00	1 25
Peppers, green, basket	0 60	0 65
Potatoes—		
N.B. Delaware, bag	1 95	2 05
Ontario, bag	1 85	
Radishes, doz.	0 40	
Rhubarb, doz.	0 75	1 10
Spinach, hamper	1 40	1 50
Tomatoes, crate	3 00	3 50
Turnips, bag	0 50	0 60

WINNIPEG

FRUIT AND VEGETABLES. — Among the best sellers for the Easter trade were strawberries, which have been selling at \$4.00-\$4.25 for 24 pints. Another good seller is rhubarb, which is quoted at \$2.25 per case. The onion market, which weakened considerably last week, has firmed up again, and is stronger now than it was before. New cabbage is arriving more freely, and is still quoted 5c per lb. Vegetables generally are moving well. The supply of potatoes is good, Southern Alberta's and B.C.'s being quoted in the neighborhood of \$1.10 per bushel, quality good. Little change is expected in quotations this week, and it is a little early for new lines.

Fresh Fruits—		
Grapefruit, case	4 50	
Strawberries, Florida, case	4 00	
Ontario apples, bbls.	5 00	1 00
Washington box apples	2 50	
Navel oranges, case	3 50	4 50
California lemons	4 50	
Bananas, bunches	2 50	3 50
Rhubarb, case	2 25	
Vegetables—		
Asparagus, case	5 00	
Cabbage, new, lb.	0 05	
Cabbage, per lb.	0 02¼	
Peppers, per basket	0 75	
Mushrooms	0 20	
Carrots, per lb.	0 02	
B.C. potatoes	1 20	
Alberta potatoes	1 00	
Sweet potatoes, hamper	2 25	
Garlic, per lb.	0 25	
Turnips, bushel	1 00	
California head lettuce, case	4 50	
California cauliflower, crate	2 50	
Valencia onions, cases	6 50	
Red Globe onions, lb.	0 08¼	
Florida tomatoes, case	5 00	
Head lettuce, doz.	1 00	
Florida celery, case	4 00	
Green peas, lb.	0 20	
Spinach, case	1 75	

LITTLE LEAKS IN RETAIL BUSINESS

By Frederick Simpson

We are living in the age of modern business—days of keen, unbending, relentless competition. In a time when all the skill, ingenuity and perseverance of man is required in order to bring success. However, this article is intended to deal with the subject of retail business alone, especially with the small insidious leaks that happen in innumerable ways, and tend to make an inroad into the profits. Of course, the large, conspicuous items of expense are carefully gone over every year. Some amounts are enlarged, others curtailed, the rest eliminated. But the small, treacherous, almost unnoticeable expenses and business losing items are given scant attention. They are considered too trivial, too insignificant to bother with. Just as a small, almost unseen iceberg, striking a ship, will sometimes sink her, so will the small unseen leaks sink a business if the necessary vigilance is lacking. A continuous lookout is kept on a ship at sea, mainly to avoid collisions with other vessels or icebergs. Yet, how more important it is that business men should always keep a lookout for the numerous dangers and obstacles with which they are confronted, from day to day, some of which will be enumerated in the following chapters.

How many dissatisfied customers do you allow to walk out of your store in a year? Probably hundreds. Do you ever stop to diagnose the cause of their annoyance, and then take steps to eradicate it? I venture to state that over fifty per cent. of the dissatisfaction is caused by not having on hand good staple commodities at a time when the public demand them. The old time excuse, "We have them on order. Madam, and expect them in to-morrow," is getting weaker every day. In this age of system and efficiency, sufficient care should be taken to see that a stock of good reliable merchandise is always on hand. The excuse quoted above will often cause your clients to go and purchase from your competitor.



FISH AND OYSTERS



Unusual Good Trade in Fish

This is Feature of Markets—Post-Lenten Business Usually Drops; Not So This Year — First Fresh Western Halibut Coming—Cured and Prepared Fish Market Easy

MONTREAL

FISH.—Owing to the high prices of meat now prevailing this week, ordinarily the worst of the year in fish lines, promises to be better than usual, a condition that has been materially aided by a good supply of fresh fish. The first fresh halibut of season from the western coast is to be distributed during the week but at a much higher price than was anticipated. A few more of these eastern fish are now coming in in fairly good quantity but most of these are Gasperaux fresh herring, market and steak cod and haddies. A few shad are available and high in price. Lobsters are more plentiful and have come down to normal prices. A few boxes of fresh cured fillets and haddies are finding a ready sale. As the closed season for dore is now on, the only river fish available are pike, cod and perch which are in good quantity at moderate prices. No lake trout or white fish are expected for some time yet because of lateness of spring. Oysters, both fresh and shell, are very quiet, with tendency to easiness as season advances.

TORONTO

FISH AND OYSTERS.—There are a few price changes from last week's report, because the fresh fish increasing in bulk is apparently a slow process. Fresh haddock is still somewhat scarce compared to demand, even though Lent is over now, and that demand, in the ordinary way, would not be excessive. Price is still around 11 cents, though some goes for 10c. Steak cod sells well at 10 and 11 cents, a slight decrease from last week's level. Salmon from British Columbia fetches from 25 to 30, but keeps pretty well to the top level. Supplies are scarce enough even yet.

Fresh cured stuff is getting limited business only. Haddies in 15-lb. boxes bring 10½ a pound, while fillets are half a cent less. There is a little falling off in demand this week, though, for this kind of fish.

Lake fish are still few and far between. Fresh caught Lake Erie whitefish is still

the best so far as demand goes. It sells at 30 cents, and little shading from that is to be noted. Lobster shows signs of getting a little cheaper.

SMOKED FISH.

	Montreal	Toronto
Haddies, per lb., new cured	.10-11	.09
Haddies, 15-lb. and 20-lb. boxes, lb.	.10	.10½
Haddies, fillets, per lb.	.12	.10
Herring, Ciscos, baskets	1.25	1.50
St. John bloaters, 100 in box	1.20	1.25
St. John bloaters, per box of 60	1.00	1.00
Yarmouth bloaters, 69 in a box	1.20	1.25
Smoked herrings, medium, box	.16	.15
Smoked boneless herrings, 1-0-lb. box	1.40	1.40
Kipperd herrings, selected, 60 in box	1.25	1.50
Smoked salmon, per lb.	.20	.15-17
Smoked halibut	.10	.10

FROZEN FISH—SEA FISH.

	Montreal	Toronto
Salmon—		
Gaspe, large, per lb.	.15	.13
Red, steel heads, per lb.	.12	.13
Red, sockeyes, per lb.	.12	.12
Red Cohoes, dressed, lb.	.11	.11
Red Cohoes, dressed, lb.	.12	.11
Pale quail, dressed, per lb.	.10	.08
Halibut, white western, large and medium, per lb.	.13	.13
Halibut, eastern, chicken, per lb.	.14	.12
Mackerel, bloater, per lb.	.09-10	.10
Haddock, medium and large, lb.	.07	.10
Market codfish, per lb.	.06	.08
Steak codfish, per lb.	.08	.10
Canadian soles, per lb.	.06	.08
Blue fish, per lb.	.15-16	.18
Smelts	.11	.13
Smelts, extras	.15	.20
Herrings, per 100 count	2.50	3.00
Round pike	.07½
Grass pike, dressed	.07

DRIED AND PREPARED FISH.

Dried Haddock	6.00	6.00
Dried codfish, medium and small, 100 lbs.	7.00	7.50
Dried hake, medium and large, 100 lbs.	6.00	6.00
Dried pollock, medium and large, 100 lb.	6.00	5.00
Dressed or skinless codfish, 100-lb. case.	6.50	3.00
Boneless codfish, 2-lb. blocks, 20-lb. bxs., per lb.	0.08	0.10
Boneless codfish, 2-15. blocks, 20 lb. bxs., per lb.	0.07	0.07
Boneless codfish, strips, 20 lb. boxes	0.10	0.12
Boneless codfish, in 2-lb. and 3-lb. boxes, a box	1.85	1.80
Boneless codfish, in 2-lb. and 3-lb. boxes	0.15	0.15

BULK OYSTERS, CLAMS, ETC.

Standard, solid meats, gal.	1.70	1.75
Standard, bulk, gal.	1.50	2.75
Selects, per gal., solid meat	2.00	2.25
Best clams, imp. gallon	1.60
Best scallops, imp. gallon	2.25	3.50
Best prawns, imp. gallon	2.25
Best shrimps, imp. gallon	2.00
Sealed, best, pt. cans, each	0.40	0.40
Sealed, best, select, quart cans, each	0.50	0.75
Rockaways, 100	1.50
Blue points, small	1.00
Blue points, large	1.50

CLAMS, MUSSELS AND SHELL FISH, CRUSTACEANS, ETC.

Cape Cod shell oysters, per lb.	9.00	1.50
Canadian cultivated oysters, bbl.	10.00	10.00
Clams, per bbl.	9.00	8.00
Malpeques, ordinary, bbl.	9.00	9.00
Live lobsters, medium and large, bl.	0.40	0.60
Little necks, per 100	1.25	1.50

FRESH SEA FISH

	Montreal	Toronto
Halibut	14-16	16-14
Haddock, fancy express, lb.	7-8	11-14
Mackerel, medium, each	16
Steak, cod, fancy, express, lb.	10	11
Herrings, each	02
Flounders	10	12
Flounders, New York	14
Salmon, Western	20-25

FRESH LAKE FISH

Carp, lb.	0.09
Pike, lb.	0.10	0.07
Perch, lb.	0.06	0.07
Suckers, lb.	0.08	0.10
Suckers, lb.	0.06	0.08
Lake Erie whitefish	0.12	0.20
Herrings, ea.	0.02
Gaspercaus ea.	0.03
Lake trout	0.12	0.14
Fels, lb.	0.10	0.08
Dore	15-16	0.13

FROZE LAKE AND RIVER

Whitefish, large, per lb.	.09-.09½	.08-.10
Whitefish, small tulibees	.07-.07½	.06
Lake trout, large and medium, lb.	.10	.10
Dore, dress or round, lb.	.08½-.09	.09-.13
Pike, dressed and headless, lb.	.07-.07½	.07
Pike, round, per lb.	.06½-.07	.06-.07

WINNIPEG

FISH AND POULTRY.—Receipts of fresh halibut and salmon were plentiful this week, salmon being quoted at 21c and halibut at 15c. A car of new haddies arrived last weekend, and were quoted at the record price of 12c per lb. There are practically no arrivals of live poultry just now, and dressed poultry is scarce as ever.

Fish—		
Frozen salmon	0.10
Frozen halibut	0.08½	0.09
Pickered	0.07½
Steak cod, per lb.	0.08
Lake Winnipeg whitefish	0.09
Fresh finnan haddie	0.10½	0.11
Kippers, per box	2.00
Lake trout, per lb.	0.10
Bloaters, per box	2.00
Salmon, fresh, per lb.	0.21
Salt mackerel, 20-lb. kit	3.70
Smoked gold-eyes, doz.	0.50
Oysters, per gal.	2.50
Oysters on shell, doz.	0.25
Poultry, Live—		
Fowl	0.15
Roosters	0.11½
Chickens	0.15
Turkeys	0.19
Ducks	0.13
Ducklings	0.14
Geese	0.12
Poultry, Dressed—		
Ducks, No. 1	0.24
Fowl, No. 1	0.24
Turkeys, No. 1	0.33
Geese, No. 1	0.25

SERVICE DEPARTMENT

Canadian Grocer.—Please advise me where I may buy Cresca Brand goods. Who are the agents in Canada?
Ontario Grocer.

Editorial Note.—Write Magor, Son & Co., 30 Church street, Toronto, the Canadian agents.



FLOUR AND CEREALS



Easier Freight Situation in Flour

Rates Drop as There is More Room—Flour Somewhat Apathetic—Ontario Oats Firmer and Higher—Cereals Dull as Warm Weather Obtains a Toe-Hold.

MONTREAL

FLOUR.—All embargoes have been lifted so that trade is once again following its normal route. Prices remain unchanged and firm and steady. Demands from both local and outside buyers have materially decreased and millers are eagerly looking forward to opening of navigation for stimulation of business. Export is in similar conditions with few inquiries reported. Winter wheat flour is unchanged in price and other features. Nominal prices continue to rule and large stocks and slow demand remain chief factors in situation.

Manitoba Wheat Flour—		Per bbl. of 2 bags	
First patents	6 80	
Second patents	6 10	
Strong bakers	5 80	
		Car	Small
Winter Wheat Flour—		lots	lots
Fancy patents	5 85	6 10
90 per cent. in wood	5 60	5 80
90 per cent. in bags	2 70	2 75

CEREALS.—Market is unchanged with a further slackening of demand due to warmer weather so that very little trade is passing and that only at reduced prices. Some smaller millers are selling rolled oats at \$2.25, while larger millers in order to hold the price up, are refusing this business which of course is limited in quantity. Maritime Provinces report the best business in this line and business in this immediate district almost entirely consists of using up old stocks of oats.

Cornmeal—		Per 95-lb. sack	
Gold dust	2 75	
Small lots	2 75	
25 bags or more	2 50	
Packages, case	3 80	4 00
Oatmeal—fine, standard and granulated, 10 per cent. over rolled oats in 90's, in jute.		
Rolled Wheat—		100-lb.	bbls.
Hominy, per 95-lb. sack	4 00	
Hominy, per 95-lb. sack	2 75	
Corn flour, bag	2 55	
Rye flour, bag	2 85	2 80
Barley, pot	3 00	
Barley, pearl, lb.	0 04 1/2	

FEEDS.—Volume of enquiries and sales have fallen off during past week and market is very quiet and unchanged in price and without feature of importance to note. Mixed cars constitute bulk of business being done as local stocks are inclined to be light following restricted production for sometime past.

Mill Feeds—		Per ton
Bran	24 00
Shorts	25 00
Middlings	25 00
Wheat moules	34 00
Feed flour, bag	35 00
Mixed chop, ton	32 00

Crushed oats, ton	33 00
Oats, chop, ton	33 00
Barley, chop, ton	32 00
Feed oats, cleaned, Manitoba, bush	0 65
Feed wheat, bag	1 80

TORONTO

FLOUR.—The local flour trade is quiet. Cables as to export trade are below sellers' prices, and freights are slightly easier, at 90c. Export trade is dragging a trifle. Of course, the holiday may have something to do with this. Monday as well as Friday is a holiday in Britain. So far as the freight situation is concerned, more space is offering and the embargo is lifted from most seaports. Domestic demand shows little of interest as far as Manitobas are concerned. Ontario winter wheat flour, however, is quite firm and in good demand.

So far as wheat is concerned, No. 1 Northern at Fort William is worth \$1.13 3/4 at time of writing, which is just a quarter of a cent higher than one week ago. There has, consequently, been little change in the market, of interest.

Navigation has been officially declared open, and new cargoes from the head of the lakes are about to arrive. One vessel has already got through the Soo and more are following closely.

Manitoba Wheat Flour—		Small	Car
		lots	lots
		per bbl. of 2 bags	
First patents	6 70	6 80
Second patents	6 20	6 00
Strong bakers	6 00	5 80
Ontario winter wheat flour, 90 per cent. (Board of Trade quotation)	4 40	4 30

CEREALS.—Barley and oats are fairly strong on the board, but nobody seems to be evincing much interest in cereals right now. The whole list is only showing fair to middling strength. The warmer weather, which looks as though it were on its way at last, is urged as the reason.

Barley, pearl, 95 lbs.	4 70	4 80
Ruckwheat grits, 95 lbs.	4 50	4 60
Barley, pearl, 95 lbs.	4 50	4 75
Corn flour, 95 lbs.	2 55	2 75
Cornmeal, yellow, 95 lbs.	2 50	
Graham flour, 95 lbs.	2 75	
Hominy, granulated, 95 lbs.	3 00	
Hominy, pearl, 95 lbs.	3 00	
Oatmeal, standard, 95 lbs.	2 75	
Oatmeal, granulated, 95 lbs.	2 75	
Peas, Canadian, holling, bush.	3 00	
Peas, split, 95 lbs.	5 50	
Rolled oats, 95-lb. bags	2 50	
Rolled wheat, 100-lb. bags	3 25	
Rye flour, 95 lbs.	2 80	
Whole wheat flour, 95 lbs.	2 75	
Wheatlets, 95 lbs.	3 50	

FEEDS.—The major lines show no change. Trade displays little interest in

them. Oats are very strong, and No. 3 Ontarios are up a couple of cents at 45 and 46 3/4. There is no other change of note.

Mill Feeds—		Mixed cars
		per ton
Bran	24 00
Shorts	25 00
Special, middlings	25 00
Feed flour, per bag	1 80
Oats—		
No. 3, Ontario, outside points	0 42
		0 43

WINNIPEG

FLOUR AND CEREALS.—This is a quiet market again, and first patents are still offered at \$6.60 per bbl. The wheat market has been doing very little during the past week, with the result that flour has remained stationary. The outlook for wheat is something that nobody seems able to prophecy. The domestic demand for flour is quiet. The same applies to all lines of cereals. The feed market is firm with considerable demand. There is always a lot of feed used in early spring months, especially in the East, but the demand usually drops off in the early summer.

Flour—		
Best patents	6 60
Bakers	6 10
Clears	5 40
XXXX.	4 40
Cereals—		
Rolled oats, 80 lbs.	1 90
Rolled oats, pigs., family size	3 75
Wheat flakes, case	3 75
Oatmeal, standard and gran., 95 lbs.	2 80
Cornmeal, 95 lbs.	2 45
Feeds—		
Bran, ton	18 00
Shorts, ton	20 00
Middlings, ton	20 00
Mixed chop, ton	28 00

BIG PORK AND BEAN AND SUGAR ORDERS

Orders placed in Canada by the British war office through the purchasing department organized under the direction of Lord Shaughnessy, now more than total \$13,000,000.

Two of the most important orders recently handled were for food products—pork and beans and sugar. The business in pork and beans went into the millions of tins and were placed with large canning concerns, W. Clark, Limited, and Dominion Cannery.

Two orders for sugar embrace business for Canadian refiners amounting to 10,000 tons, divided equally between the Atlantic Sugar Refineries and Canada Sugar Refining Co.



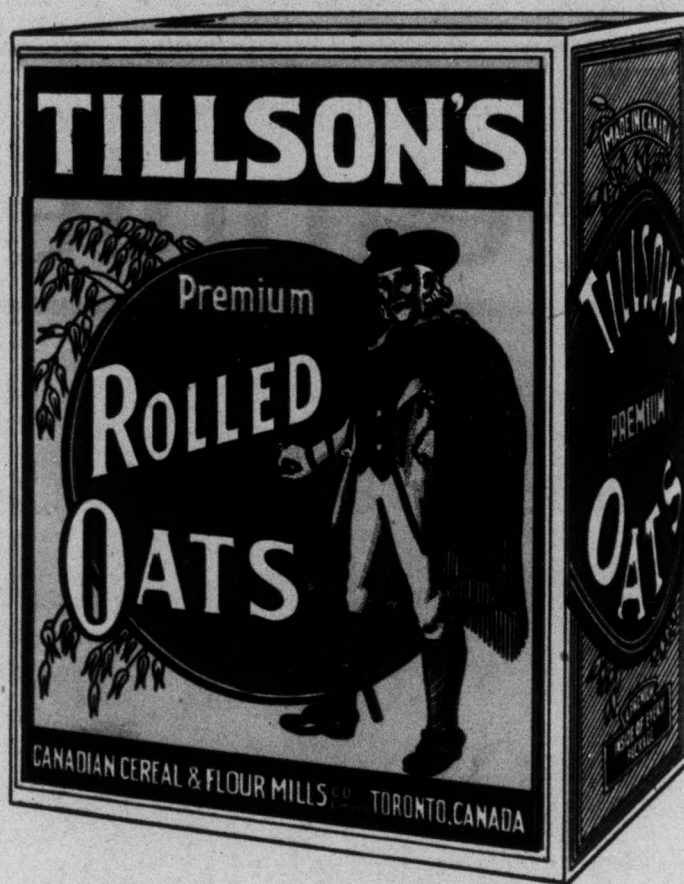
TILLSON'S OATS

A Food—Not a Fad



A PREMIUM

in Every Twenty-five cent Package



OUR WINDOW DISPLAYS
SUPPLIED FREE ON REQUEST

Quality—Then Price

CANADIAN CEREAL AND FLOUR MILLS COMPANY LIMITED

CABLE ADDRESS "CANCERIAL"

TORONTO, CANADA



Griffin & Skelley's

Hawaiian

Pineapple

Our cannery being located in the heart of the famous district of Wahiawa on the Island of Oahu, fruit being received fresh daily at just the proper degree of ripeness, assures the user of the finest quality of pineapple.



A Canadian Cooking Fat for Canadian Housewives

Successful merchants are those who have learned that it pays to handle the better products.

Crisco is certainly one of these better products, a purely vegetable fat for which there is no substitute.

You are earning the lasting good will of your customers when you sell them Crisco because Crisco will give them the results they want in baking, frying and pastry making.

The Procter & Gamble Distributing Co.
of Canada, Ltd.
Hamilton, Canada

Crisco advertising matter will help you sell goods. Send for it.

A Canadian Cooking Fat For Canadian Housewives

Patriotism sometimes leads us to buy a poorer product made in our own land in preference to a better product made on foreign soil. But when the better product is also the home-made product, there is double reason for choosing it.



Crisco began its career in the States—yet for four years many Canadian women have used it because of its clear superiority for all sorts of cooking. Now it is made in Canada. The big factories at Hamilton, Ontario, are in operation. They were built by Canadian workmen, and are manned by Canadian labor. They are part and parcel of the manufacturing of the Dominion. The makers of Crisco are glad to put this fact before the women of Canada for their consideration.

Made in new, sanitary, steel factories at Hamilton, Canada

How Crisco is Made

Of one thing, and one thing only, Crisco is made. This is a selected portion of the very highest grade vegetable oil—the cream, you might call it.



No animal fat is added to "stiffen" this oil, as is done in the case of lard compounds. The oil is put through the special Crisco process, by which pure hydrogen is added to it. Then it is strained over and over again, until the least possible impurity is taken out. This pure, sweet, creamy fat is as rich and as digestible as the best of creamery butter—and is much to be preferred to any "mixed" cooking fat.

Made in new, sanitary, steel factories at Hamilton, Canada

The Best Shortening

In several important ways, Crisco is better than lard, lard compounds and cooking butter.



It is purer, because of the great care taken in its manufacture. It makes foods richer, tastier, and easier to digest. It does not melt or get hard when kept in the ordinary kitchen temperature. It comes in packages that are easy to open, and that are clean and handy to use. Your grocer will recommend Crisco to you.

Made in new, sanitary, steel factories at Hamilton, Canada

ROYAL BAKING POWDER

ABSOLUTELY-PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum



SELL 'EM



—and they will always come back for more

The DEL MONTE brand is a complete line of superior flavor and quality canned fruits, vegetables and dried fruits—ripened in the glorious sunshine of California and packed by the largest canners of fruits and vegetables in the world.

Winners of the only GRAND PRIZE for canned fruits at both California Expositions.

Del Monte

CANNED FRUITS AND VEGETABLES

PACKED WHERE THEY RIPEN--THE DAY THEY'RE PICKED

CALIFORNIA FRUIT CANNERS ASSOCIATION

SAN FRANCISCO

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

Maple Syrup

"Small" Standard Pure Maple Syrup, Pure Sugar Syrup and Sugar is subjected to an analytical test, and stamped before packing, freeing merchants from all responsibility.

PACKED ONLY BY

CANADA SYRUP REFINERIES LIMITED

Head Office :: :: MONTREAL

Celluloid—boxes containing 45 cartons, per case 3 60
 Culinary Starch
 40 lbs. W. T. Benson & Co.'s prepared corn07½
 40 lbs. Canada pure corn starch06½
 (120-lb. boxes ¼c 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.06½
 First Quality White Laundry—
 3-lb. canisters, cs. of 48 lbs. .07½
 Barrels, 200 lbs.06½
 Kegs, 100 lbs.06½
 Lily White Gloss—
 1-lb. fancy carton cases 30 lbs.07½
 8 in case06
 6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case . . .06½
 Kegs, extra large crystals, 100 lbs.07½
 Canadian Electric Starch—
 Boxes, containing 40 fancy pkgs., per case 3 00
 Celluloid Starches—
 Boxes containing 45 cartons, per case 3 60
 Culinary Starches—
 Challenge Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .06½
 Brantford Prepared Corn—
 1-lb. pkts., boxes of 40 lbs. .07½
 "Crystal Maize" Corn Starch—
 1-lb. pkts., boxes of 40 lbs. .07½
 20-lb. boxes ¼c higher than 40's)
COW BRAND BAKING SODA
 In boxes only.
 Packed as follows:
 5c packages (96) \$ 3 20
 1 lb. packages (60) 3 20
 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 90
 20-lb. tins, ¼ doz. in case . . . 2 85
 Barrels, 700 lbs. 3½
 Half barrels, 350 lbs. 4
 Quarter barrels, 175 lbs. . . . 4½
 Pails, 38½ lbs. 1 95
 Pails, 25 lbs. each 1 40
 3 lb. Perfect Seal Jar, 1 doz. in case 2 70
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.)
ST. LAWRENCE SUGAR REFINING CO.
 Crystal Diamond Brand Cane Syrup
 2-lb. tins, 2 doz. in case . . . 3 60
 Barrels 0 04½
 ¼ barrels 0 05
THE BRITISH COLUMBIA SUGAR REFINING CO., LTD.
ROGERS' GOLDEN SYRUP
 Manufactured from pure cane sugar.
 2 lb. tins, 2 doz. in case . . . \$4 05
 5 lb. tins, 1 doz. in case . . . 4 75
 10 lb. tins, ½ doz. in case . . . 4 45
 20 lb. tins, ¼ doz. in case . . . 4 35
 Delivered in Winnipeg in carload lots.
CALIFORNIA FRUIT CANNERS ASSOCIATION
CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size	Mam.	Large	Med.
2½ Can	\$ 4.75	\$ 3.75	\$2.50
No. 1 Tall Can	2.75	2.25	1.60
No. 16 Jar	3.00	2.25	1.80
No. 4 Jar	1.50	1.25	1.15
No. 10 Can	14.00	12.00	9.00

YUBA BRAND
 2½ Can \$3.00 \$2.25
 No. 1 Tall Can 1.50 1.20
 No. 10 Can 9.00 8.00
 Picnic Can90
 All prices per dozen—F.O.B. Jobbing Points.

CANNED HADDIES
"THISTLE" BRAND
 A. P. TIPPET & CO., Agents
 Cases, 4 doz. each, flats, per case \$5 85
 Cases, 4 doz. each, ovals, per case 5 85
INFANTS' FOOD
MAGOR SONS & CO., LTD.
 Robinson's patent barley, ½-lb. tins, \$1.60; 1-lb. tins, \$3.00; Robinson's patent groats, ½-lb. tins, \$1.60; 1-lb. tins, \$3.00.
BEAVER BRAND CORN AND MAPLE SYRUP
 Quart tins (wine measure), 2 doz. in case, per case . . . 4 75
STOVE POLISH
JAMES DOME BLACK LEAD
 2a size, gross 2 60
 6a size, gross 2 40
STOP-ON POLISHES Doz.
 Polish, Black, Tan, Ox-blood and Nut-brown 0 85
 Dressing, White, 4-oz. bottle 2 00
NUGGET POLISHES Doz.
 Polish, Black and Tan . . . 0 58
 Metal Outfits, Black and Tan 3 65
 Card Outfits, Black and Tan 3 20
 Creams and White Cleanser 1 16
ORANGE MARMALADE
"BANNER BRAND" PURE FRUIT PRODUCTS
JAMS AND JELLIES
 2's \$2 15
 4's 0 25
 5's 0 42
 7's 0 60
 30's, wood 0 68
 12-oz. glass jar 1 15
 Tumbler, glass 0 85
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 06½
 12-oz. glass jar, doz. 1 20
 Tumbler, glass, doz. 1 00
 Prices subject to change without notice.

WENTWORTH ORCHARD CO., LTD.
 Hamilton and Toronto.
 Pure Fruit, Jams and Jellies
 Raspberry and Apple, Strawberry and Apple, Peach and Apple, Plum and Apple, Gooseberry and Apple, Black Currant and Apple, Red Currant and Apple; Tumblers, 90c doz.; 12-oz. jars, \$1.20 doz.; 16-oz. jars, \$1.60 doz.; No. 2 gold tins, \$2.30 doz.; No. 4 gold pails, 40c each; No. 5 gold pails, 50c each.
Fruit Pie Filling
 Raspberry flavor, strawberry flavor, peach flavor, plum flavor, gooseberry flavor, No. 2 gold tins, \$2.30 doz.
Whole Tomato Catsup
 ½ pints, bottles 0 65
 Pint, bottles 1 30
Worcestershire Sauce
 ½ pints, doz. 0 65
 Pints, doz. 1 30
YEAST
 White Swan Yeast Cakes, per case, 3 doz. 5c pkgs. . . . 1 20
IMPERIAL TOBACCO CO. OF CANADA, LIMITED, CANADA, LIMITED, EMPIRE BRANCH.
 Black Watch, 8s, butts 9 lbs. \$ 0 60
 Bobs, 6s and 12s, 12 and 6 lbs. 0 40
 Currency Bars, 12s, ½ butts, 12 lbs., boxes 6 lbs. 0 40
 Currency, 6s, ½ butts, 9 lbs. 0 40
 Stag Bars, 6½s, butts, 11 lbs., boxes, 5½ lbs. 0 48
 Walnut Bars, 8½s, boxes 7 lbs. 0 64
 Pay Roll, thick bars, 8½s, 6 lb boxes 0 68
 Pay Roll, thin bars, 8½s, 5 lb. boxes 0 68
 Pay Roll, plug, 8½s, 12 and 7 lb. caddies 0 68
 Shamrock, plug, 7½s, ½ butts, 12 lb. boxes, 6 lbs. 0 57
 Empire, 7s and 14s, caddies 15 lbs., ¼ caddies, 6 lbs. . . 0 52
 Great West, pouches, 9s . . . 0 75
 Forest and Stream, tins, 11s, 2 lb. cartons 0 80
 Forest and Stream, ¼s, ½s and 1-lb. tins 0 60
 Forest and Stream, 1-lb. glass humidors 1 00



Household Brushes

You will appreciate handling a line of brushes that bring you repeat business. That is the way with

"KEYSTONE"

brushes. The woman who buys a "Keystone" floor brush or shoe brush, or whatever it may be, recalls the fact that the brush kept its bristles remarkably well—and she will ask for the "Keystone" Brand whenever she needs a brush or broom.

Write for prices, etc.

STEVENS-HEPNER CO. LIMITED
 Port Elgin, Ont.

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

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

Swift's "Premium" is the Utmost in Hams and Bacon

YOUR customers will appreciate your consideration of their wants when you offer them the utmost in Hams and Bacon—"Swift's Premium."

**SWIFT'S
"PREMIUM"**



**HAMS
AND
BACON**

A rack of Swift's "Premium" Hams and Bacon in your store will advertise your good judgment as a discriminating dealer, and remind your customers of the numerous advertisements they have read—will increase your sales of ham and bacon and bring you a host of new and more satisfied customers.

The next time you order "Hams and Bacon" specify and make sure you get Swift's "Premium," and you will realize bigger turnovers and more new and satisfied customers than ever before.

SWIFT CANADIAN COMPANY

LIMITED

TORONTO

WINNIPEG

EDMONTON

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

Easter

marks the Season of the year when your Customer asks for a piece of Bacon.

When he does, give him the best on the market, and that best you will find in "Star Brand" English Breakfast Bacon, put up by us.

We can also supply you with the Eggs to go with it.

F. W. Fearman Co.

Limited

HAMILTON

Established 5481

Have you tried WETHEY'S ORANGE MARMALADE?

It is making
a hit.

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

Cambridge Sausage, 1s, \$2.40; 2s, \$4.
Pigs' Feet, 1s, \$2.35; 2s, \$4.25.
Boneless Pigs' Feet, 1/2s, \$1.50.
Lambs' Tongues, 1/2s, \$1.90.
Sliced Smoked Beef, tins, 1/2s, \$1.65; 1s, \$2.65; 4s, \$13.50.
Sliced Smoked Beef, glass, 1/4s, \$1.20; 1/2s, \$1.90; 1s, \$2.75.
Tongue, Ham and Veal Pate, 1/2s, \$1.20.
Ham and Veal, 1/2s, \$1.20.
Potted and Devilled Meats, tins—Beef, Ham, Tongue, Veal, Game, 1/4s, 50c; 1/2s, \$1.
Potted Meats, Glass—Chicken, Ham, Tongue, 1/4s, \$1.45.
Ox Tongues, tins, 1/2s, \$2.00; 1s, \$4.00; 1 1/2s, \$6.50; 2s, \$8.00.
Ox Tongues, Glass, 1 1/2s, \$9.75; 2s, \$12.
Mincemeat, Hermetically Sealed Tins, 1s, \$1.75; 2s, \$2.85; 3s, \$4.4s, \$5.50; 5s, \$7.
In Pails, 25 lbs., 10 1/2c lb.
In 50 lb. Tubs, 10 1/2c.
In 85 lb. Tubs, 10c.
In Glass, 1s, \$2.25.
Plum Pudding, 1s, \$2.30; 2s, \$3.
Clark's Peanut Butter—Glass Jars, 1/4, 95c; 1/2, \$1.40; 1, \$1.85. 50 lb. Pails, 15c.
Clark's Peanut Butter—Pails 24 lbs., 17c per lb.
Clark's Tomato Ketchup, 8 oz., \$1.25; 12 oz., \$1.90; 16 oz., \$2.40; 1 gal. jars, \$1.30; 5 gal. jars, \$1.25 per gal.
Pork and Beans, Plain Talls, 1s, 70c; 2s, \$1.10; 3s, \$1.70; 6s, \$6; 12s, \$8.50; 3s flat, \$1.45. Individuals, 35c doz.
Pork & Beans, Tomato So. Talls, 1s, 75c; 2s, \$1.15; 3s, \$1.75; 6s, \$6; 12s, \$8.50; 3s flat, \$1.50. Individuals, 60c doz.
Pork and Beans, Chilli, 1s, 75c; 2s, 1.15; 3s, 1.50; 6s, 5.00. Individuals, 60c doz.
Pork and Beans, 1 1/4, Chilli Sauce, 95c doz.
Tomato Sauce, 95c doz.; plain, 95c doz.
Vegetarian Baked Beans, Tomato Sauce, Talls, \$1.20.
Clark's Chateau Chicken Soup, \$1.10.
Clark's Chateau Concentrated Soups, 95c.
Clark's Chateau Concentrated Soups, No. 1, Assorted, 95c.
Spaghetti with Tomato and Cheese, 1/4s, 95c; 1s, \$1.30 doz.
Plain Beef Cordials 20 oz. btl., 1 doz. per case, at \$10.00 per doz.
English Plum Puddings, 1s, \$2.20 doz.; 2s, \$3 doz.
LAPORTE, MARTIN, LIMITED
Montreal, Agencies
BASIN DE VICHY WATERS.
L'Admirable, 50 btles, litre, cs. 5 50
Neptune 7 00
San Rival 8 00
VICHY LEMONADE
La Savoureuse, 50 btles, cs. 8 00
NATURAL MINERAL WATER
Evian, Source Cachat, 50 btles, cs. \$9 00
IMPORTED GINGER ALE AND SODA
Ginger Ale, Trayders, cs., 6 doz. pts., doz. 1 15
Ginger Ale, Trayders, cs., 6 doz., splits, doz. 0 95
Club Soda, Trayders, cs., 6 doz. pts., doz. 1 05
Club Soda, Trayders, cs., 6 doz., splits, doz. 0 95
BLACK TEAS
Victoria Blend, 50 and 30-lb. tins, lb. 0 38
Princess Blend, 50 and 30-lb. tins, lb. 0 35
JAPAN TEAS
H. L., ch. 90 lbs., lb. 0 25
Victoria, ch. 90 lbs., lb. 0 30
COFFEES
Victoria, Java and Mocha Blend, 1-lb. tin, lb. 0 34 1/2
Victoria, Java and Mocha Blend, 5, 10, 25, 50-lb. tins, lb. 0 32
Princess, Java and Mocha Blend, 1-lb. tin, lb. 0 22

MALT EXTRACT
Miller of Milwaukee, cs. 2 doz., cs. 4 20
Miller of Milwaukee, bri. 8 doz. bri. 16 20
BOAR'S HEAD LARD COMPOUND
N. K. FAIRBANK CO., LTD.
Tierces 0 10 1/2
Tubs, 60 lbs. 0 10 1/2
Pails, 20 lbs. 0 10 1/2
Tins, 20 lbs. 0 10 1/2
Cases, 5 lbs., 12 to case .. 0 11 1/2
Cases, 3 lbs., 20 to case .. 0 11 1/2
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 60
D. S. F., 1/2-lb. 2 90
D. S. F., 1-lb. 5 75
F. D., 1/4-lb. 0 90
Per Jar
Durham, 4-lb. jar 0 93
Durham, 1-lb. jar 0 31
JELLY POWDERS
WHITE SWAN SPICES AND CEREALS, LTD.
White Swan, 15 flavors, 1 doz. in handsome counter carton, per doz. \$ 0 90
List Price
SPICES
WHITE SWAN SPICES AND CEREALS, TORONTO
5c
Round Oval lith. 10c
litbo. dredge.
dredge. 2 1/2 oz.
Per doz. Per doz.
Allspice \$0 45 \$0 90
Arrowroot, 4 oz.
tins, 85c
Cayenne 0 45 0 90
Celery salt
Celery pepper
Cinnamon 0 45 0 90
" whole, 5c.
pkgs., window
front, 45c
Cloves 0 45 0 90
Cloves, whole, 5c.
pkgs., window
front, 45c
Curry powder
Ginger 0 45 0 90
Mace 1 25
Nutmegs 0 45 0 90
Nutmegs, whole,
5c pkgs., window
front, 45c
Paprika 0 45
Pepper, black 0 45 0 90
Pepper, white 0 50 0 95
Pastry spice 0 45 0 90
Pickling spice,
window front, 90c
Dozens to case... 4 4
Shipping weight
per case 10 lbs. 15 lbs.
We pay freight on 5 cases or
orders weighing 250 lbs.
WHITE SWAN LYE
Single cases, 4 doz. \$ 3 50
5 case lots, 4 doz. 3 35
Shipping weight, per
THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS
Laundry Starches—
Boxes Cents
40 lbs., Canada Laundry .. .06 1/2
40 lbs., boxes Canada white
gloss, 1 lb. pkg.06 3/4
48 lbs. No. 1 white or blue,
4 lb. cartons07 1/4
48 lbs. No. 1 white or blue,
3 lb. cartons07 1/4
100 lbs., kegs, No. 1 white06 3/4
200 lbs., bbls., No. 1 white06 3/4
80 lbs., Edwardsburg silver
gloss, 1 lb. chrome pkgs.07 3/4
48 lbs., silver gloss, in 6-lb.
tin canisters08 1/4
36 lbs., silver gloss, 6-lb.
draw lid boxes08 1/4
100 lbs., kegs, silver gloss,
large crystals07 1/4
28 lbs., Benson's Satin, 1-lb.
cartons, chrome label07 1/4
40 lbs., Benson's Enamel
(cold water), per case ... 3 00
20 lbs., Benson's Enamel
(cold water), per case ... 1 50

**THIS RAISIN IS
NOW NATIONALLY KNOWN**



SUN-MAID Raisins

We are telling millions of people every month about Sun-Maid Raisins—the luscious, plump, meaty, tender, white California muscat raisins, sun-cured in the open vineyards, seeded, and sent fresh throughout the country in this sealed pound carton. We are telling these millions of people how good this delicious raisin is, and creating a new appetite for this fruit food. And we are telling these millions of people news that surprises them about the unguessed food value of this fruit food, making them appreciate this rich California contribution to the food wealth of a nation. All this is stimulating the use of raisins—and the people want to use this kind of raisins—the SUN-MAID Raisin, because it is the kind they are hearing about.

Write us for full information and dealer's help.

CALIFORNIA ASSOCIATED RAISIN CO.

Hearst Bldg.
Chicago

Membership, 8000 Growers
FRESNO, CALIFORNIA

113 Hudson St.
New York

**Texas Bermuda
Onions**

NEW CROP

Both Yellow and White
Packed 50 lb. Crates

TOMATOES CELERY
LETTUCE BANANAS
ORANGES LEMONS

WHITE & CO., LIMITED

Wholesale Fruits and Fish

TORONTO

**A
Household
Name**

Your customers
know the good
uses of

Mapeline



Order from

Frederick E. Robson
& Co.
25 Front St. E.
Toronto, Can.

Mason & Hickey
287 Stanley St.
Winnipeg, Man.

Crescent Mfg. Co.
Seattle, Wash.

KINDLY MENTION
THIS PAPER WHEN
WRITING TO AD-
VERTISERS.

**The Apple
Crop**

in the famous Georgian
Bay District is very short
this year. Write us be-
fore placing your winter
order.

FISH

Salt Trout and
Herring

Fresh Frozen Trout
and Herring

Lemon Bros.
OWEN SOUND, ONT.

LEMONS

Finest Quality
Best Pack

St. Nicholas

Order from your
Wholesaler

J. J. McCabe
Agent
TORONTO

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



That the sweet wholesomeness and high-grade quality of Minto Tea create a big demand without any expensive consumer advertising is conclusively proven by the constantly increasing sales of this superior blend. The amount of money it would take to advertise it is enclosed in each package—an original idea that will appeal to your customers.

Minto Tea will please your very best customers, so that every sale will be but a forerunner of more to follow.

Begin featuring Minto to-day.

Minto Brothers, 284 Church Street, TORONTO

No. 46

Chats with "Old Baba"

(Canada's 105-year-old Pioneer)

When Bars Are Closed

"You know, lad, in the small towns and villages there is really no place for the farmer to hang out when he comes to town and has to wait for his wife to do her shopping, unless he drops into the hotel where he ties his horses. For the accommodation he naturally spends something over the bar, but when the bar is closed, and perhaps the hotel, he will sure have to go with his wife and hang around the store. "This will give the grocer a great chance to sell cigars and tobacco, and a show case for the display of cigars and a few good lines of tobacco like

King George's Navy

chewing will mean a great drawing card for him."

King George's Navy gets and holds the men's trade with its fine flavor and its chewy texture.



Rock City Tobacco Co., Ltd.
Quebec and Winnipeg

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

Be Prepared

1916 will be a big "White" Year.
White Shoes are all the go.
White 2 in 1 will have the call.

Don't lose a sale by not having 2 in 1 White in Stock.

Our big 1916 advertising campaign, including newspapers, painted signs and street cars starts this month.



Selling Points

- Easy opening box.
- No Turpentine.
- No Smell.
- Good for Leather.
- Waterproof.
- Lasting Polish.
- Black—White—Tan.
- Shines and Polishes.

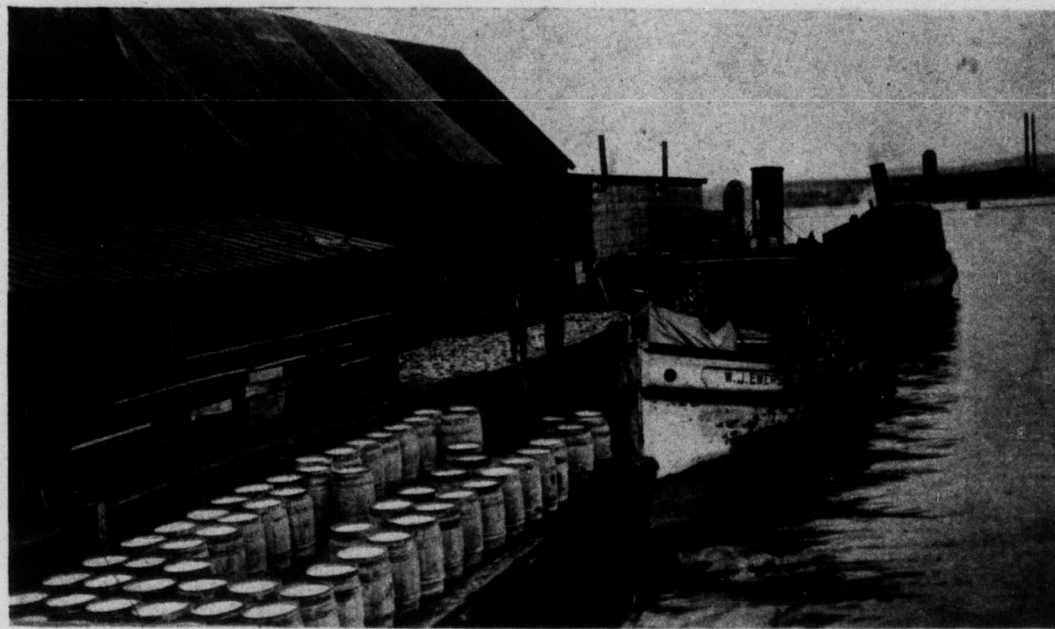
BE PREPARED—GET YOURS

THE F. F. DALLEY CO. OF CANADA LTD.
 Hamilton - - - - - Canada

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

FINEST FRESH FISH
 DIRECT SUPPLY LOWEST PRICES

**J.
B.
O.
W.
M.
A.
N.
A.
N.
D.
C.
O.**



**J.
B.
O.
W.
M.
A.
N.
A.
N.
D.
C.
O.**

A Scene from one of our Fishing Stations—A Day's Catch.

J. BOWMAN & CO. WHOLESALE TORONTO
 26 DUNCAN ST.

**MCLEOD'S
SPECIAL FLOUR**

IS ALWAYS
RIGHT

When Wheat Measures Up

to the McLeod Standard there is absolutely no doubt regarding its quality. Only the very finest and most scientifically blended Ontario Winter Wheat and Manitoba Spring Wheat go to produce McLeod's Special Flour.

This sterling quality has made McLeod's "Special" Flour the favorite for household purposes. The demand is constantly growing; the housewife has already recognized McLeod's as the economical flour. Recommend it to your best customers. McLeod satisfaction means increased business for you.



The McLeod Milling Company, Limited
 Stratford, Ontario

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



Free Offer!

We will give FREE to the first one hundred (100) readers of this number of the Canadian Grocer who write us giving the name of a wholesale firm from whom they buy, the following samples of our shoe dressings. These will be enclosed with shipment from your wholesaler:

1. Bottle of Ladies' Shoe Dressing.
2. Bottle of White Canvas Dressing.
3. Tin of Black Regent Shoe Paste.
4. Tin of Tan Regent Shoe Paste.

All are 10 cent sellers. Sold to the trade at 75 cents a dozen through wholesale grocery houses.

Here are a few of the Regent Sellers:

Regent Shoe Paste—(Black, Tan, Ox-Blood, Mahogany). Suede Dressings (Black and all the popular shades, liquid and powder form). Patent Leather Cream (in opal jars). Combination Dressings (Black, Tan, Ox-Blood, Mahogany). Nu-Bronze, Colored Glace Kid Cream and White Shoe Dressings of every description.

Chas. Tilley and Son, Manufacturers
90 Richmond Street, West
TORONTO

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

Our Service is Superior and Our Prices are Right

California Prunes "SPOT"

Owing to speculation in 1916 Pack, prices have risen unreasonably, taking into consideration advices of a good crop and the British Embargo.

Why not cover your requirements from Spot stock?

We Offer :

4,500 Boxes CALIFORNIA PRUNES,
"SANTA CLARA"

90/100 to 30/40, 25 lbs. faced.

Canned Goods, Fruits and Vegetables

Now is the time to take advantage of low prices.

The general feeling is for higher prices.

PRIMUS BRAND IS A LEADER.

Full Assortment. Fruits and Vegetables. All sizes.

"PRIMUS" Black Teas PACKAGES

We are having a big success with our "PRIMUS"
Package Teas, Ceylon Black and Ceylon Green.

L. CHAPUT, FILS & CIE, Limitée

Wholesale Grocers and Importers

2, 4, 6, 8, 12 and 15 De Bresoles St.

MONTREAL

ESTABLISHED IN 1842

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

The Amount of Summer Business you do depends entirely on the lines you carry

The following specials are snappy summer sellers that you can confidently depend on to pull quick, profitable results.

H. P. Sauce

—the world famous brand that is a year-round seller everywhere. We are H. P. distributors for Canada and United States.

Garton's Cream Custard

Made up in 4 and 8-pint packages to retail at 10c and 15c. Also in 25c tins

La Perle Pure Olive Oil

1/8, 1/4, 1/2 and 1 litre bottles, also in quart, half-gallon and gallon tins.

Yacht Club Salad Dressing

Picnic Size—case 4 doz.
Small 10 oz. bottles—case 2 doz.
Large 20 oz. bottles—case 1 doz.

Emma Curtis Marsh Mallow Creme

Small Tins—cartons 2 doz.
Larger Tins—cartons 1 doz.
Hotel Size—cartons 1/2 doz.

Bromley's Coffee Essence

Small 5 oz. bottles—case 3 doz.
Large 10 oz. bottles—case 3 doz.
Gallon tins—case 4 tins.

Every up-to-date Grocer should be well stocked with these popular selling lines. They will insure increased business during the summer season.

We also carry a complete stock of nuts, including Walnuts, Almonds, Brazils, Pignolias, Pistachio, Filberts, Peanuts, Salted Pistachio Nuts in shell, etc.

It will pay you to look into our proposition before placing your summer orders. Get in touch with us now, while you think of it.

W. G. Patrick & Co., Limited, **Manufacturers Agents
and Importers**
51-53 Wellington St. W., Toronto

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

WANTED—**An Experienced Fly-Catcher**

Thousands will be wanted during the hot summer months

Give your customers the "GORGON," and take no risks. It has given complete satisfaction for years.

SEE THAT PIN →

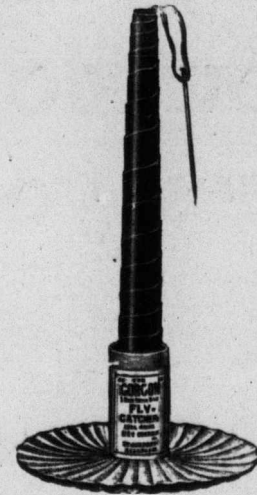
That's an exclusive feature.

The "GORGON" will not dry, nor leak in hot weather. It keeps on catching flies until it is full of them. Order from your jobber.

Agents for Canada: TOMLINSON & O'BRIEN, Winnipeg, Man.

We are prepared to take on a few good domestic lines, for which we will guarantee active and intelligent representation in Western Canada.

TOMLINSON & O'BRIEN, Winnipeg, Man.



WOMEN have been known to buy piano polishes which were splendid cleansers, but which spoiled the piano—took the varnish off. That was the alcohol in the polish.

THERE is no gum, rosin, acids, or alcohol in PRESTOLENE. It will not cut or soften varnish, but gives a glistening plush-like surface. Although made expressly for pianos, it is vastly superior to other polishes as a renovator of furniture and polished surfaces, such as automobiles, buggies, hardwood floors, woodwork, etc.

Put it on your counter. Your customers will ask for it.

W. G. EDWARDS CO. LTD., Bridgeburg, Ont.

Western Distributors: W. H. ESCOTT CO. LTD., Manufacturers' Agents & Grocery Brokers
 Winnipeg Regina Calgary Saskatoon Edmonton

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

WHITE SWAN SPICES & CEREALS

LIMITED

MANUFACTURERS AND MILLERS

HIGH CLASS FOOD PRODUCTS

BAKING POWDERS — COFFEES — FLAVORING EXTRACTS
 JELLY POWDERS — YEAST CAKES — CEREALS
 CREAM OF TARTAR — HERBS — SPICES

TERMS: Nett 30 Days
 Subject to Draft

TORONTO, CANADA.

F.O.B.

VIA



Sold to

We Will Not Receive Goods Returned Without Our Consent

Our Responsibility Ceases When Goods are Signed For In Good Order

Quantity	Style Package	Article	Trade Discount	Unit	Price	Extension	Total

Thank You: You have favored us with your patronage, which we appreciate and hope to keep.

We never consider a sale complete until the customer is entirely satisfied, and our "money back guarantee" permits you to return, at any time, any "White Swan" goods that are not found exactly as represented, or which prove unsatisfactory in any way.

We know our goods and want none but satisfied customers.

THE WHITE SWAN BRAND IS GUARANTEED WITH THE GOVERNMENT WARRANTY.

The above is a reproduction of our new invoice form.

Refer to the White Swan quotations in the list of proprietary articles on pages 136-138-140-142

Write your order on this form, tear out the page and mail to-day.

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

Stephen Leacock

who writes on "Humor as I See It," with some opinions on Canadian humor—or the lack of it.

Agnes C. Laut

discusses what the effect on Canada would be "If Uncle Sam Goes to War."

Arthur E. McFarlane

begins an enthralling mystery story, "Behind the Bolted Door?"—a psycho-analyst's solution of a baffling crime.

Robert W. Service

begins a new series of his virile poems—"My Mate"—written somewhere in France.

Nellie McClung

"Speaking of Women" is a finely treated consideration of woman's place and work during these momentous times.

All in the May Number of MacLean's

Also C. C. James, James L. Hughes, N. W. Rowell, J. P. Downey and Sir Herbert Ames contribute signed statements on current Canadian matters, in a new department, "From the National Viewpoint."

The popular Review of Reviews Department, Short and Serial Fiction, Business Articles, and numerous feature specials combine to make the May MACLEAN'S a very appealing issue.

Arthur Stringer's new romance, "The Anatomy of Love," begins in the June issue.

MacLean's Magazine

is an all-Canadian magazine of surpassing interest to every true Canadian. It is its Canadian savour that makes MACLEAN'S so esteemed—this and its very high literary merit.

In the May MACLEAN'S the BIG feature is McFarlane's story—

"Behind the Bolted Door?"

A mystery problem brilliantly solved

If you enjoy stories in which apparently baffling mysteries are unravelled, read "Behind the Bolted Door?" If you desire a magazine whose note is Canada First, you will find it in MACLEAN'S. If you are ready to give your practical endorsement of a policy which has for its end the development of a worthy Canadian magazine in which the best work of the best Canadian writers, artists and sentiment shall find expression, then buy MACLEAN'S.

MAY ISSUE On Sale at All News Stands **15 Cents**

A SNAP IN PRUNES

ARMSBY'S SANTA CLARA **1⁵⁰** box
40 / 50 — 25s f. o. b. Toronto

These Prunes are sound, freshly processed and just the thing to put some "go" into business.

GET YOUR ORDER IN EARLY

EBY-BLAIN, LIMITED

WHOLESALE GROCERS

TORONTO

SELLING LIKE HOT CAKES!

STOGIES

Sanardo and Long Point—2 for 5 cents

A Sweet, Mild, Fragrant Smoke

The Smoker's Delight.

They Taste Like More.

MANUFACTURED BY

SANARDO STOGIE COMPANY

64-66 Dundas Street, London, Ontario

WRITE FOR PRICES

Western Distributors: W. H. ESCOTT COMPANY, Limited

Manufacturers Agents and Grocery Brokers

Winnipeg

Regina

Calgary

Saskatoon

Edmonton

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

Aints To Buyers and Sellers from Quebec City & Province

**PROVISIONS, FLOUR
AND
GENERAL GROCERIES**

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants
83 Dalhousie St. QUEBEC

BUCHANAN & AHERN

Wholesale Commission Merchants
and Importers

**GROCERIES, FLOUR,
MILL-FEED, GRAIN, ETC.**

20 ST. ANTOINE ST. (Cor. Dalhousie Street)
QUEBEC, QUE.

TWO CENTS PER WORD

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



"Gurd's" Dry Ginger Ale is "the specialist's delight"

Light—snappy—tasteful—of most delicate aromatic suggestion. A maximum of selectness at a minimum of cost. Those who drink it regularly—praise it unceasingly. Stock up with "GURD'S" DRINKS—early and completely. Write for 1916 Price List.

CHARLES GURD & CO., Limited, 76 Bleury St., Montreal

**BUY
STAR BRAND**

"Made in Canada"

**Cotton Clothes Lines
and Cotton Twine**

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

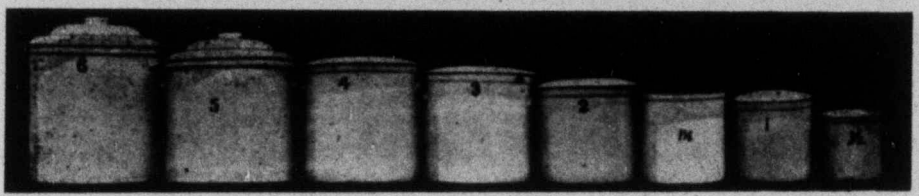
FOR SALE BY ALL WHOLESALE DEALERS
See that you get them

Say You Saw It
in
Canadian Grocer

The Belleville Pottery Co. Belleville Ont.

Stoneware, Rockingham, Chemical Ware, Flower Pots, Drain Tiles, Water Filters, Fire Bricks, Fire Clay.

Clay Goods that sell, quality and price right.



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

Warehouse Arrangement and Location enable us to give unparalleled

SERVICE

With our large, up-to-date Warehouse, our own private Railway Siding right alongside, our unloading and loading doors, through which our shipments are quickly transferred from cars to Warehouse, no chance of even momentary exposure to bad weather, and not 200 yards from express trains for express shipments. This enables us to take care of all orders with promptness and dispatch.

OUR SPECIALTIES



“GOLDEN ORANGE” Brand California Oranges. We control this brand for Ontario, why you should sell them

—because they are the best Orange Grown in California—Trade Winners.

BANANAS

Our Banana trade is very large because we buy best fruit obtainable. Our ripening rooms are properly constructed, and we know how to handle, pack and ripen this fruit properly.



FRUIT DISPATCH COMPANY
IMPORT THE BEST

**Pineapples
Celery**

**Strawberries
Grape Fruit**

**Tomatoes
Lemons**

Direct Importers of Extra Fancy Foreign and Domestic Fruit and Vegetables.

THE HOUSE OF QUALITY

HUGH WALKER & SON

ESTABLISHED 1861

GUELPH, ONTARIO

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

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 agents wanting agencies.

ONTARIO

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

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

Established 1889
GEO. STANWAY & CO.
29 Wellington St. East. TORONTO
Agents for "Horseshoe," "Tiger" and
"Sunflower" Salmon. Fred. L. Myers &
Son, West Indian Products. Furuya
& Nishimura. Japan Teas.

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

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

ON SPOT
White Beans,
Evaporated Apples
Currants and Raisins

W. H. Millman & Sons
Wholesale Grocery Brokers
Toronto Ontario

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

W. GEO. VARTY

29 Melinda Street - TORONTO
Agent for G. WASHINGTON'S COFFEE
Phone M. 7089

If you want some first-class old leaf
Tobacco, processed, so that all of that
rank smell and taste is taken out of it,
put up in five different grades, write

LEWIS WIGLE
LEAMINGTON, ONTARIO

WESTERN PROVINCES

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

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

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

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

Geo. Adam & Co.

Grocery Brokers and
Commission Merchants

We can put your goods on the
Western market successfully, as
we are in close touch with the
Western wholesale grocery
trade. Give us your line, and
let us produce results for you.

Chambers of Commerce, Winnipeg

MEN WITH SALES ABILITY.

We have a few desirable openings
for men of this type to call on
Grocers in connection with Star
Egg Carriers and Trays. 63% of the
grocers of the country are already
using Star Equipment. To men
with proven selling ability we can
offer an exceedingly interesting pro-
position.

For particulars, apply

**STAR EGG CARRIER & TRAY
MFG. COMPANY**
1113 JAY STREET ROCHESTER, N.Y.

NEWFOUNDLAND

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

MARITIME PROVINCES.

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

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered
Trade-Mark

Have been built up
by years of fair
dealing, of honest
manufacturing, an
unwavering policy
of maintaining the
high quality of the
goods and by ex-
tensive and persis-
tent advertising.

This means for the
grocer a steady and
increasing demand
from satisfied cus-
tomers, in the long
run by far the
most profitable
trade.

All of our goods
sold in Canada are
made in Canada.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

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

Pave the road to success

There's only one way to do it—Sell goods that will make every customer a "come-back"

"Sweetheart" Brand



Trade Mark of Quality

Spices, Coffees and Flavoring and "Loyal Brand" Baking Powders, Extracts, etc.

are two dependable lines that you can confidently recommend to every lover of high-grade quality.

The purity embodied in these two leaders was obtained after years of scientific experimenting with the purest ingredients obtainable. This purity can always be depended on to give absolute satisfaction even to the most discriminating tastes.

Order a stock of these two money-makers—"Sweetheart" Brand Baking Powder and Jelly Powder, guaranteed absolutely pure, and "Loyal" Brand Coffee, deliciously appetizing.

"Loyal" Brand Orangeade and Lemonade. Sold with coolers and also in 10 and 25-cent bottles.

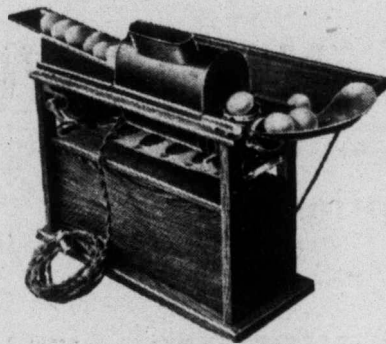
Dealers everywhere are pushing the sales of these profit-making lines. Will you begin to-day?

Send for receipt and cook books for distribution.

IXL Spice and Coffee Mills, Limited

LONDON, ONTARIO

**Neat
Simple
Durable
Efficient**



The Electric Daylight Egg Tester

is all that and more.

It will candle 300 dozen eggs an hour perfectly.

Any reasonably intelligent person can operate it.

Guaranteed Eggs Bring Higher Prices.

Write for Discounts

A. E. JENNINGS

535 Detroit St.

ANN ARBOR,

MICHIGAN

It is to help you in your plans for the coming summer's business that the editorial and advertising matter in this number has been prepared.

Many of the special articles give information of vital importance to the grocer and his clerks. They will stand reading, over and over again.

The carefully-prepared advertisements contain much valuable information about the features and selling points of the goods advertised. A careful study of these announcements will be of great help in selling to your customers.

Use the cord inserted in the upper left-hand corner of this issue to hang it up close to your desk, where you can reach it in a moment, whenever you or your clerks want to consult it.

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

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

Get ready to start the
FRESH FISH SEASON
 right and

select the House that will be able to attend to your business, not for one week or a month, but for the whole season through.

We shall receive daily Halibut from the Pacific Coast, Gaspé Salmon, Brook Trout, Lobsters, Scallops, Shrimps and all the varieties as they turn out from the fish calendar.

Always depend on the old and reliable headquarters to give you
QUALITY, SERVICE and PRICE.

D. HATTON COMPANY
 Montreal

Established 1874.

LARGEST MAKERS IN THE WORLD

Tin Foll—all descriptions

Tea Lead—all gauges and sizes

Metal Bottle Capsules—any size,
 color or stamping

Collapsible Tubes—plain or colored

ALL BRITISH MADE

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

BETTS & COMPANY, LIMITED

Chief Office:—1, Wharf Road

LONDON N., ENGLAND

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



A Pure Wax Polish
containing no water

**“STOP-ON”
Shoe Polishes**
—the kind your
Customers are
Looking for

That “STOP-ON” shoe polishes have been aptly named is proven by the fact that they are not affected by Rain, Frost or Snow and *will not rub off on the clothing.* They preserve their brilliancy under any condition whatever and when applied liberally to the soles and between the welts and uppers will render shoes waterproof in all weathers.

Tell your customers of “Stop-on” superiority. A little pushing is all that is necessary to start a big demand.

“Stop-on” Polishes are made in the West, for the Western Trade, to meet Western conditions.

Made in black, tan, oxford, and nut brown. There is a “Stop-on” Polish for every grade of leather. A supply on your sales counter will put you in a position to reap a “bigger than usual” profit.

Order to-day.

Strang Brothers
WINNIPEG



“STOP-ON”

White is a pure white liquid dressing of great permanency. A [big seller everywhere.

Parisian Cream
—a high-grade “Stop-On” preparation for all fine leathers. A repeat sales-getter.

Buyers' Guide

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion, 1c for each subsequent insertion.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as \$1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

WANTED

VANCOUVER PARTY WITH FIRST-CLASS business connection wants agency for British Columbia. Apply Box 141, Canadian Grocer.

A BRITISH REFINING COMPANY MAKING butter substitutes, beef lard, vegetable lard, beef suet, etc., need agent or purchasing distributor for Canada. Write: Refiner, c/o Canadian Grocer, University Avenue, Toronto.

WANTED—WHAT ARE YOU WANTING? A clerk, a business, a salesman, a partner? An outlay at the rate of two cents a word will make your wants known throughout the Dominion to just the men who can satisfy you. See our rates above and send along your ad. to-day.

WANTED, MEN—YOUNG MEN AND BOYS in every town to represent our publications. A liberal commission and bonus on all orders. As a whole or spare time "money maker" the opportunity is unexcelled. Write to-day for full particulars. The MacLean Publishing Co., Dept. F, 143-153 University Ave., Toronto, Ont.

WANTED—MEN. ARE YOU CAPABLE OF organizing and controlling a subscription sales force? If you are, you are the man we want to get in touch with. We have a plan that will make you "real money." Part or whole time accepted. Drop us a card for full particulars. The MacLean Publishing Co., 143-153 University Ave., Dept. F, Toronto, Ont.

FOR SALE

FOR SALE — THRIVING GROCERY BUSINESS in industrial city of S. S. Marie. Central location. Established 25 years. Inspection invited. Owner retiring. E. 452 Albert St. S. S. Marie.

McCASKEY 200 ACCOUNT REGISTER — nearly new; complete with books and files. Cash \$85.00. Time payments, \$90.00. Apply Box 82, Plattsville, Ont.

McCASKEY, 300 ACCOUNTS REGISTER — Five months in use, like new, complete, cash \$100, time payments, \$110. Large Chapleau Safe, \$50.00. American Broom Works, St. Basile, Que.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents.
15½ Toronto St. Toronto
52 Can. Life Bldg. Montreal

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



TANGLEFOOT




The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies Each Year

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

THE FEDERAL REPORTER, 91-93 Wall Street, New York City

OAKLEY'S KNIFE POLISH



2012-Z-777E

JOHN OAKLEY & SONS, LIMITED,
LONDON, ENGLAND.

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

This space \$1.00
per insertion on
yearly order.

When writing advertiser kindly mention that you saw his ad. in this paper.

Toronto Butchers' Supply Co. LIMITED

Cleaners, Importers, and Exporters of Sausage Casings, Packers' and Butchers' Supplies. Outfitters of Meat Markets. Pure Spices a Specialty. Butchers' Coats and Aprons.

49 DUNDAS STREET. - - TORONTO

EGG FILLERS

Our capacity is three times the total Filler requirements of Canada

PROMPT DELIVERIES

by us are therefore certain.

THE TRENT MFG. CO., LIMITED
TRENTON, ONTARIO, CANADA

ASSIGNEES AGENTS LIMITED

154 Simcoe Street TORONTO
COLLECTIONS ASSIGNMENTS

Book-debts are moneys in the other man's pocket. Use our special collection service—charges moderate, no collection, no charge. Phone Adelaide 919.

CHIVER'S

JAMS—JELLIES—MARMALADE

Are guaranteed absolutely pure and of the highest quality.

Send us your orders.

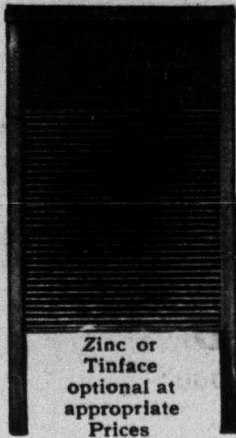
Agents:

Frank L. Benedict & Co., Montreal

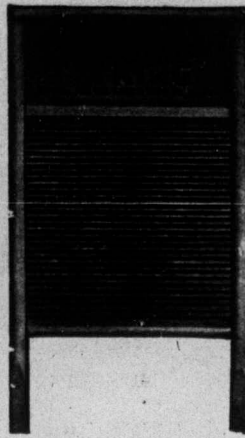
We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

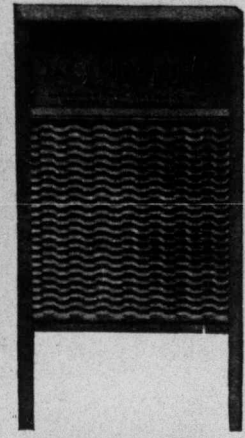
If any advertisement interests you, tear it out now and place with letters to be answered



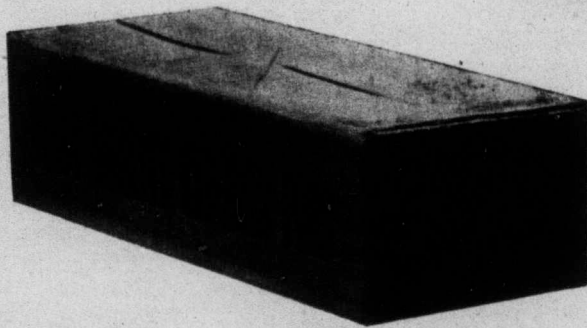
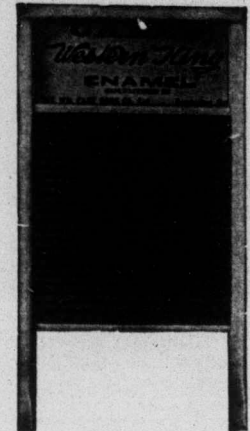
Zinc or
Tinfoil
optional at
appropriate
Prices



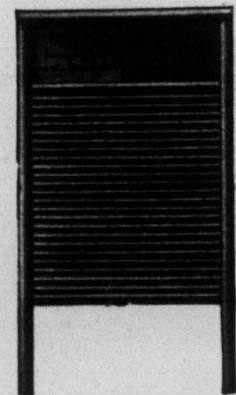
Zinc or
Tinfoil
optional at
appropriate
Prices



**ACME BUTTER
MOULDS**



The
**All-Canadian
All-Wooden
Wash Board**



Quality and Price—a big trade attraction

The Cane line embodies Washboards (made in 13 styles), Wooden Pails, Wooden Wash Tubs, Bake Boards, Bread Plates, Mops, Egg Crates, Clothes Pins and other specialties. The All-Canadian, All-Wooden Wash Boards are the result of great scarcity and high price of zinc and aluminum—a price that has greatly handicapped wash board sales. All-Canadian grown wood, Canadian-made nails, and by Canadian workmen—that's why it's all-Canadian.

The finest grained hardwood is used for rubbing surface.

Retails at 20c and leaves a good profit.

Standard Zinc, glass and enamel wash boards are always on hand for prompt delivery, until notice to the contrary.

WRITE FOR CATALOG

The Wm. Cane Sons & Co., Limited

Newmarket, Ont.

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

INDEX TO EDITORIAL CONTENTS

SPRING AND SUMMER SALES NUMBER, 1916

Business Outlook	69-70
The 1916 Farm Outlook—Canadian Prosperity on a Sound Basis—A Year of Opportunity.	
Summer Home Trade Via Father	71
Cherney Methods For the Building Up of a Big Business	72-73-74
Good Counter Trims Business Getter	75
Editorial	76-77
There is Money in This Issue—Good Information in the Ads—Maintain the Quality—A General Sugar Shortage—The Front Cover—Editorial Notes.	
A \$110,000 Montreal Store	78-79-80
Canned Goods Window Display	80
Farmer Turns Grocer; Now a Day Laborer	81
“The Customer is Always Right”	82
Getting the Customer to Take the Elevator	83
Gets the Farmer From the Market	84
Watches Hotel Registers for Customers	85
Making Money on The Telephone	86
Maple Window Draws School Class	87
Summer Fruit Window Displays	88
Holding a Sixty-Year-Old Trade	89
“How I Handle Cigar Trade”	90
Predicts Big Future For Grape Juice	91
New and Effective Display Methods	92-93
A Finger on the Business Pulse	94-95-96
Private Phone For Customers	96
Daily Battle Around Bad Accounts	97-98
Goes After Standard Medicine Trade	98
How Other Grocers Do Things	99-100
Good Counter Display Fixture—Big Basket Trade in Summer—Pickles for Summer Picnics—Associates Pancake Flour and Maple Syrup—Account Register a Big Help—Keep Flies From the Window—Fish Display in Entrance—Grape Juice for Horse Show Trim—Orange Campaign Each Week—Checking the Driver—Picnic Goods That Sell—Over 2,000 Tins Canned Goods—Sticker for Delivery Parcels—Keeping Cheese Dustproof.	
Horseshoe Counter In This Store	101-102
Selling Goods For Trench Consumption	102-103
Capitalizing The Clean Store	103
Summer Newspaper Ad. Suggestions	104
Advertising Makes People Decide	105
From Gasoline Tank to Soda Fountain	106
Plans of Small and Large Grocery Stores	107
Quick Service: Clean Delivery	108
Getting After Seed Trade Early	109
Saves \$31 Delivery Expenses	109
Cardwriting Made Easy	110-111-112
Boosting Fruit and Vegetable Sales	113
How I Handle Provisions	114
Candling of Eggs Not General	115
Saskatchewan R. M. A. Programme	116
Consumption of Tea Bound to Increase	117-118
Why Cocoa Butter Is Dear	119
Current News	120
General Markets	121-126
Law Article	127
Fruit and Vegetable Markets	128
Produce and Provisions Markets	129-130
Fish Markets	131
Flour and Cereal Markets	132



Highest Quality Lowest Price

Gazelle Goods

Tomatoes, 3's	- - -	\$1.10
Corn, 2's	- - - -	.90
Peas, English Garden, 2's		.90

Net 30 days, Ex Warehouse, Montreal

Hudon, Hebert & Cie, Limited
Montreal



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

INDEX TO ADVERTISERS

A			
The Acadia Sugar Co.	1	Freeman & Co., W. A.	39
Adam Co., Geo.	156	Furnivall-New, Limited	25
American Broom Works	18	Fisher Electric Co.	38
The American Computing Co.	35	Federal Reporter	160
The Anglo-B.C. Packers	57		
Anchor Cap & Closure Corp.	61	G	
Assignees, Limited	160	Griffin & Skelley	134
Arnett, Thomas, Lewis	48	Guelph Soap Co.	11
		Gurd & Co., Chas.	154
B		H	
Baker & Co.	156	Hatton & Co., D.	158
Balfour, Smye & Co.	58	Hamilton Cotton Co.	154
Battle Creek Toasted Corn Flakes.	10	Hargreaves, Limited	57
Benedict & Co.	160	Hillock & Co., John	46
Betts & Co.	158	Horton, Cato Mfg. Co.	4
Borden Milk Co.	53	Hudon, Hebert & Cie ..	163
Brantford Scale Co.	45	Holland Rusk Co.	65
Buchanan & Ahearn	154	Harry Horne Co.	65
B.C. Packers' Association	17	H.P. Sauce	28
Belleville Pottery Co.	154	Hygienic Products Co.	22
Bowman & Co., J.	146		
Bowser & Co., S. F.	47	I	
C		Imperial Extract Co.	29
Cannon & Co., Ltd., B.	59	Imperial Tobacco Co.	
California Fruit Cannerns Ass'n...	139	Inside Front Cover	
California Assoc. Raisin Co.	143	I.X.L. Spices	157
Canada Carriage Co., Ltd.	42		
Canada Syrup Refineries ..	140	J	
Canadian Cereal & Flour Mills ..	133	Jenkins & Hardy	160
Canadian Shredded Wheat Co. ..	138	Jennings, A. C.	157
Canadian Salt Co.	138		
Cane & Sons, Wm.	161	K	
Cassell's Medicine Co., Dr.	26	Kearney Bros.	63
Catelli & Co., C. H.	136	Keatings	22
Channell Chemical Co.		Keenleyside Oil Co.	20
Inside Back Cover			
Chase & Sanborn	8	L	
Church & Dwight	166	Lightcap, O. F.	156
Chaput, Fils & Cie	148	Lambe Co., W. G. A.	156
Clark, Ltd., W.	Back Cover	Laporte, Martin, Limitee	2-165
Computing Cheese Cutter Co.	48	Lemon Bros.	143
Connors Bros.	60	Lytte & Co., T. A.	23
Craig & Co.	24	Leacock & Co.	20
Cream & Co., R. F.	154		
Cochran, J. N.	156	M	
Canadian Fairbanks-Morse Co.	33	Magor, Son & Co.	57
Concord Canning Co.	166	Major, Limited, S. J.	7
Crescent Mfg. Co.	143	Malcolm Condensing Co.	19
Cowan Co.	165	Mason & Hickey ..	6
D		Mathieu & Co., J. L.	30
Da Costa & Co.	56	Mathews, Blackwell & Co.	66
Dalleys, F. F.	145	Mennen Chemical Co., Gerhard ..	14
Davis & Sons, S.	16	Millman & Sons, W. H.	156
Dominion Match Co.	52	Minto Bros.	144
Dominion Cannerns, Ltd.	5	Mount Royal Milling Co.	15
Dominion Salt Co.	62	McAuley, W. J.	28
Dunn, Ltd., W. H.	3	McLeod Milling Co.	146
Duncan & Co., John	54	McCabe, J. J.	143
E		McNab & Co., T. A.	156
Edwards & Co., Ltd., W. S.	150	McVitie & Price	166
Eno, Limited, J. C.	22	Maclure & Langley ..	156
Eekardt & Co., H. P.	137	MaeKenzie & Morris	156
Estabrooks & Co., T. H.	67	McCaskey Systems, Ltd.	43
Escott & Co., W. H.	12, 148, 154	MaeLean's Magazine	153
Eureka Refrigerator Co.	48	MacDonald & Co., Gordon	58
Essex Canning Co.	28		
Eby-Blain Co.	153	N	
F		National Cash Register Co.	37
Fairbanks & Co., N. K.	18	National Licorice Co.	166
Fearman & Co., F. W.	142		
		O	
		Oakey & Sons, Limited, John	160
		Oval Wood Dish Co.	49
		P	
		Pure Gold Mfg. Co., Ltd.	50
		Procter & Gamble Dist. Co.	135
		Perry Co., H. L.	156
		Patrick & Co., W. G.	149
		Pennock & Co.	156
		Q	
		Quaker Oats Co.	9
		R	
		Reed Mfg. Co., Evan L. Reed	48
		Rennie Seed Co.	58
		Rock City Tobacco Co.	144
		Royal Baking Powder Co.	139
		S	
		Swift Canadian Co.	141
		Shaw & Ellis	28
		Smith & Proctor ..	58
		Smith & Sons, E. D.	27
		St. Lawrence Sugar Refineries	51
		Stanway & Co., Geo.	156
		Star Egg Carrier & Tray Mfg. Co.	42-156
		Stevens-Hepner Co.	140
		Symington & Co., Thos.	58
		Stuarts, Limited	21
		Strang Bros.	159
		Shidznoka-Ken Tea Guild ..	13
		T	
		Thum Co., O. & W.	160
		Taylor & Pringle ..	16
		Thompson & Norris ..	34
		Toronto Salt Works	160
		Tilley & Sons, Chas.	147
		Tomlinson & O'Brien	150
		Trent Mfg. Co.	160
		Toronto Butchers' Supply Co.	160
		V	
		Varty, W. Geo.	156
		W	
		Webster & Co., W. R.	59
		Wethey Limited, J. H.	142
		Whittemore Bros., Corp.	26
		Welch Grape Juice Co.	55
		Wagstaffe's, Limited	64
		Walker & Sons, Hugh	155
		Walker Bin & Store Fixture Co.	40-41
		Watson & Truesdale	156
		West India Co.	56
		White & Co.	143
		White Swan Spices & Cereals, Ltd.	151
		Woods & Co., Walter ..	36
		Woodruff & Edwards ..	46
		Wentworth Orchard Co.	31
		Wayne Oil Tank Co.	44
		Webb, Harry	156
		Wigle, Lewis	156
		Y	
		Young Co.	68

 **A KEY** 
TO SUCCESS

Benefit to your customers is the only object you should strive for. A satisfied customer and a fair profit go together hand in hand and are never separated for long. Forty-five years in business has proven to us that this rule is a mighty one.

LAPORTE, MARTIN, LIMITÉE



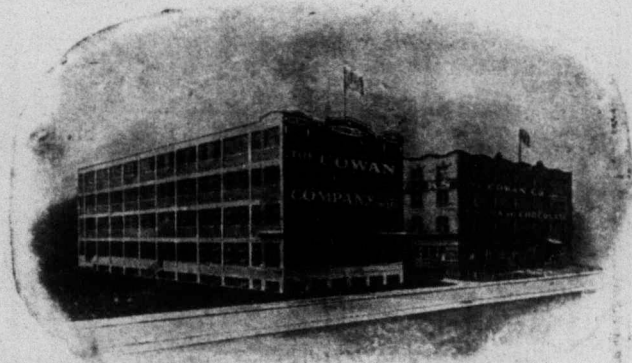
584 St. Paul Street West
MONTREAL



There is no finer cocoa in the world than this celebrated Canadian Product—

COWAN'S
COCOA—
"Perfection Brand" Purest and Best

We voice the merits of this excellent cocoa to more than 3,000,000 Canadian people daily through our national campaign of advertising. Little wonder, then, that this cocoa is selling tremendously—push it, it beats any imported goods, and further it's Canadian made by Canadians.



A-71

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

HERE ARE A FEW OF
McVitie & Price's
BISCUITS

established favorites from the Old Country, which every grocer should stock:

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

McVitie & Price, Limited
EDINBURGH and London
McVitie & Price of Canada, Limited
Vaudreuil St., St. Paul St. E. Montreal

Y & S STICK LICORICE

48 5c. Packages to Box



**The old-fashioned remedy
for Coughs and Colds**

For sale by leading Wholesale Grocers, Druggists and Confectioners throughout the Dominion.

NATIONAL LICORICE COMPANY
MONTREAL



THE
BEST of
BRANDS

For your own protection you need to handle brands of Canned Fish that are above suspicion.

CONCORD
Norwegian Sardines

are packed from the finest freshly-caught autumn fish, no hard, tough fish being packed in our up-to-date, sanitary factory.

Only the highest grade oil is used, notwithstanding the advance in price, and the fish are of excellent flavor, mild cured and not too much smoked.

24 to 28 fish go to the can, which will surely please your most fastidious customer.

Order from your nearest wholesaler the brand with the guarantee—CONCORD.

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg. Maritime Fish Corporation, Limited, 4 St. Nicholas Bldg., Montreal. W. A. Simonds, St. John, N.B. H. C. Janion, Vancouver, B.C.

"COW BRAND"
Baking Soda

*Over Seventy Years the
Leading Household Requisite*

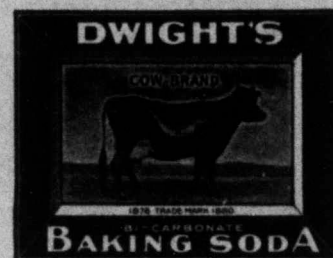
For trade satisfaction and profit there is no line of Baking Soda quite so good as Cow Brand.

Customers have expressed their confidence in its work and it needs no long argument to point to the advantage of your stocking it.

Your wholesaler will supply you.

CHURCH & DWIGHT

Limited
Manufacturers MONTREAL



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



You Can't Go Wrong



You can't go wrong in doubling your order for O-Cedar Polish. All the year round, but particularly during Spring Housecleaning, O-Cedar Polish is used by every housewife in every part of her house. You should sell several bottles to every one of your customers. You only need to display

O-Cedar Polish

(MADE IN CANADA)

to get big sales. Our national advertising campaign has made it familiar to every woman. She uses it to clean and polish her woodwork of every kind, her hardwood floors, her piano and all her furniture. She knows what it will do and will have no substitute. Just let her know you have it and you will get her order.



IMPORTANT—Ask your jobber
all about our "Profit Deals."
They mean bigger profits for you.

Order From Your Jobber.

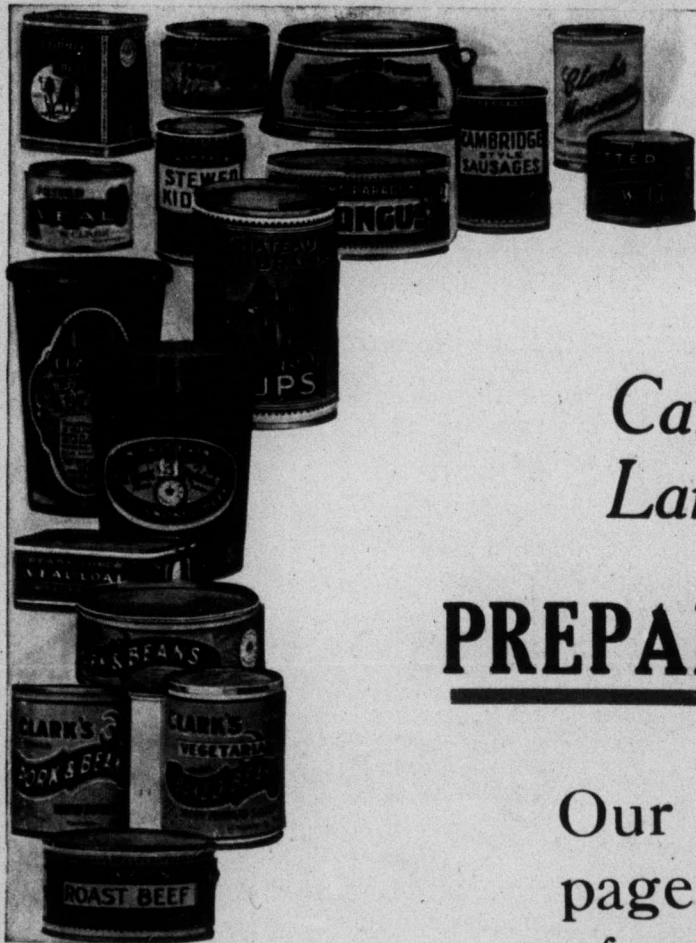
Channell Chemical Co.
Limited

369 Sorauren Avenue, TORONTO



CANADIAN GROCER

Clark's



CLARK'S Food Delicacies

*Canada's Finest and
Largest Assortment of*

PREPARED PURE FOODS

Our illustration on this page shows merely a few of our lines, which are all popular sellers.

Our full list in book form, with handsome coloured illustrations, will be mailed on application.

W. CLARK, LIMITED
MONTREAL

